

Young Entrepreneur Marketplace to feature area youth

Written by Holyoke Enterprise

The first annual Young Entrepreneur Marketplace will be held Saturday, Nov. 26 at AmeriTowne in Wray from 9 a.m.-2 p.m.

Fourteen young business owners will have displays featuring businesses they themselves have started up. Four local businesses will make up part of the show.

Briar Bergner of Bri's Tie Dyes, Keegan Shaw of The Soup Coup, Hannah Marner of Friend of Mine (all of Holyoke) and Hannah Gibbs of Hannah's Gems of Haxtun will be on hand with their products.

Bri's Tie Dyes

Bri's Tie Dyes is the name, and tie dying is her game. Briar Bergner is a Holyoke native in her first year of college. She started her business her senior year as a fundraiser, hoping it would help raise \$3,000 for a trip to Spain for World Youth Day in August 2011.

Her slogan was "Dyeing to go to World Youth Day ... and Beyond." She successfully raised that amount and continues to pursue her business with the same slogan; just a different place, "Dyeing to go to College ... and Beyond."

Bergner participated in the Owning a Business Tool Kit classes Rural Young Americans Center held in Holyoke last winter. In May, she presented her business plan to a grants committee and received seed money for her business. She continues to grow her business and has a stock of about 700 pre-made shirts ready and waiting for customers to see.

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She has baby onesies, socks, blankets and towels that will make great holiday gifts. She has every color under the sun and will tie dye basically anything that is 100 percent cotton.



Briar Bergner of Holyoke has a huge stock of tie dyed items available for purchase. ☐ ☐

—Enterprise photo

The Soup Coup

Keegan Shaw, 10, is the sole owner of The Soup Coup. He makes homemade chicken noodle soup. Shaw started making soup when he was 8 and was inspired to make chicken noodle soup because he loves it.

He has experimented with different seasonings, vegetables and homemade noodles and has finally produced a fabulous soup recipe.

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When people told him they loved his soup, that's when he knew he had something to share. Shaw attended Young Entrepreneur Owning a Business Tool Kit classes in Holyoke and realized he could make his own business out of what he loved. Shaw also completed and presented a business plan to a grants committee and received start-up funds to start his business.

Shaw came up with the idea of making soup kits and will have them for sale at his booth. In addition, he came up with two additional soup kits which include lentils and dried beans.

His motto is, "if it ain't yummy, it shouldn't be in your tummy."



Keegan Shaw of Holyoke has developed his own soup recipes and will have soup kits for sale Nov. 26 in Wray.

Friend of Mine

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Hannah Marner came up with her cosmetic business, Friend of Mine, during the workshops she attended last winter. At the classes, Marner learned a business should be something one enjoys doing.

She recalled all the times friends would come over to her house and they would put on makeup. Marner knew a lot of girls struggled with fitting in and being “perfect,” so a cosmetic business without the whole “you have to look like this person to be worth anything” seemed like a perfect fit for her business.

Looking up recipes on the internet was the first step toward her business. She didn’t want any ingredients that were deemed harmful or took time to figure out how to pronounce. After searching through books and websites, Marner finally found a couple of recipes worth trying.

She ordered the ingredients needed to make eye shadow and lip gloss and with anticipation, started working on formulating and perfecting recipes.

Mica, jojoba oil and cocoa butter are some of the ingredients that go into her recipes. A classmate agreed to test Marner’s products.

To help Marner know what she thought about the products, she gave her a questionnaire to fill out as she tried them. From that, Marner was able to adjust ingredients to perfect her new makeup line.

Advertising was the next step. A friend of Marner’s mom had a daughter who wrote a beauty blog and made her own jewelry. Marner was able to work out a trade exchanging makeup for a beauty blog and jewelry. Friends and relatives also tried her makeup and were happy customers.

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Business Campers from Holyoke have started their own jewelry