

If New Stuyahok students get their way, this village will have a restaurant

by New Stuyahok Enterprises
for the Tundra Times

NEW STUYAHOK — School entrepreneurship education and school-based enterprises are currently evolving in various regions of the United States.

School-based enterprises are real, licensed businesses which evolve in communities and have some connection to a school initiated effort. School-based enterprises usually evolve through the organizing efforts of educators and students who make their desire to venture into enterprise into a real business.

Starting a small enterprise is no easy task; it takes a concerted effort on behalf of all involved. A sense of mission, perseverance, a capacity for long hours of labor and a monumental ability to deal with imposing paperwork are the characteristics of a successful company of entrepreneurs.

Even with all the hard work, the rewards of operating a successful business are incalculable. Business is what makes the American system work. Entrepreneurship is one real option for today's young people.

School-based enterprise can:

- Provide students with entrepreneurship/small business training through hands on experience.
- Facilitate cooperative efforts between school, community and private business.

- Promote economic development through the development of student- and community-owned and operated small businesses.

- Provide employment, wage earning opportunities and productivity for students through small business enterprise profits.

In New Stuyahok we have established New Stuyahok Enterprises. New Stuyahok Enterprises is a parent company and business incubator trying to start small businesses. New Stuyahok Enterprises is located in Chief Ivan Blunka High School in New Stuyahok.

In the high school we have the business room which has IBM, Apple and Macintosh computers. This same room also has our own telephone, a filing system, a reference library and store which sells to the students and the community.

The seniors at the high school are in charge of this project at this time.

If successful, the business incubator will remain in our high school for future students in New Stuyahok to use.

The Community School Council also serves as our project Advisory Committee. Many others have helped our project, such as state agencies, politicians and business community people. Without the help of these people we probably would never have been able to accomplish what we have.

Our thanks is certainly in order!

Our accomplishments in '88-'89

New Stuyahok Enterprises' accomplishments for the 1988-89 school year were: completion of a community profile, a community needs assessment and marketing surveys.

A community profile booklet was printed from research which included information on the location, climate, population, government, economy, transportation, facilities, communication, education, recreation and natural resources for the New Stuyahok area.

In our market surveys the students interviewed people between the ages of 15 to 65 years of age. For example, questions were asked about a laundromat and a restaurant. This survey was to determine what type of business

practices would most likely be successful as our small business developed.

The small business project had correspondence with the Alaska Business Network and the Small Business Administration. The small business students signed on to receive the system's first communication from Sen. Ted Stevens, R-Alaska.

The small business students kept continual correspondence with government organizations, agencies and the Alaska business community.

The small business students did a large amount of research on where they would be able to get some funding sources. We received two sources of funding which were from our school district and from a state mini-grant.

Our next area of funding research will be on start-up funding for our prior planned business project: a restaurant for New Stuyahok called the Nushagak Cafe.

As our business incubator progressed we developed a logo and adopted logo materials which included business cards, letterheads, stationary, t-shirts, a company sign and brief cases for New Stuyahok Enterprises.

Another of our accomplishments was that we got an installation of a new phone line, which our small business class would be able to use for business purposes, and the school can use for counseling programs.

Our business phone line — with recording features and modem capabilities — is 693-3203.

Finally, we accomplished feasibility contracts for the Nushagak Cafe and an architectural study on the potential of using modular designs for facilities. The small business class has also researched about half the business plan needs for the Nushagak Cafe project.

Our goals for '89-'90

We are going to complete an architectural feasibility study on the facility for our business. We have architects and engineers in Anchorage completing a feasibility study on a modular unit design option to house our business.

We are going to complete a feasibility study with the Minority Business Development Center for the business, the Nushagak Cafe. We are working with Wally Powers from the MBDC on completing this feasibility study.

This year our main goal is to get a business plan completed for the Nushagak Cafe. After this is completed we are going to apply for funding of our restaurant.

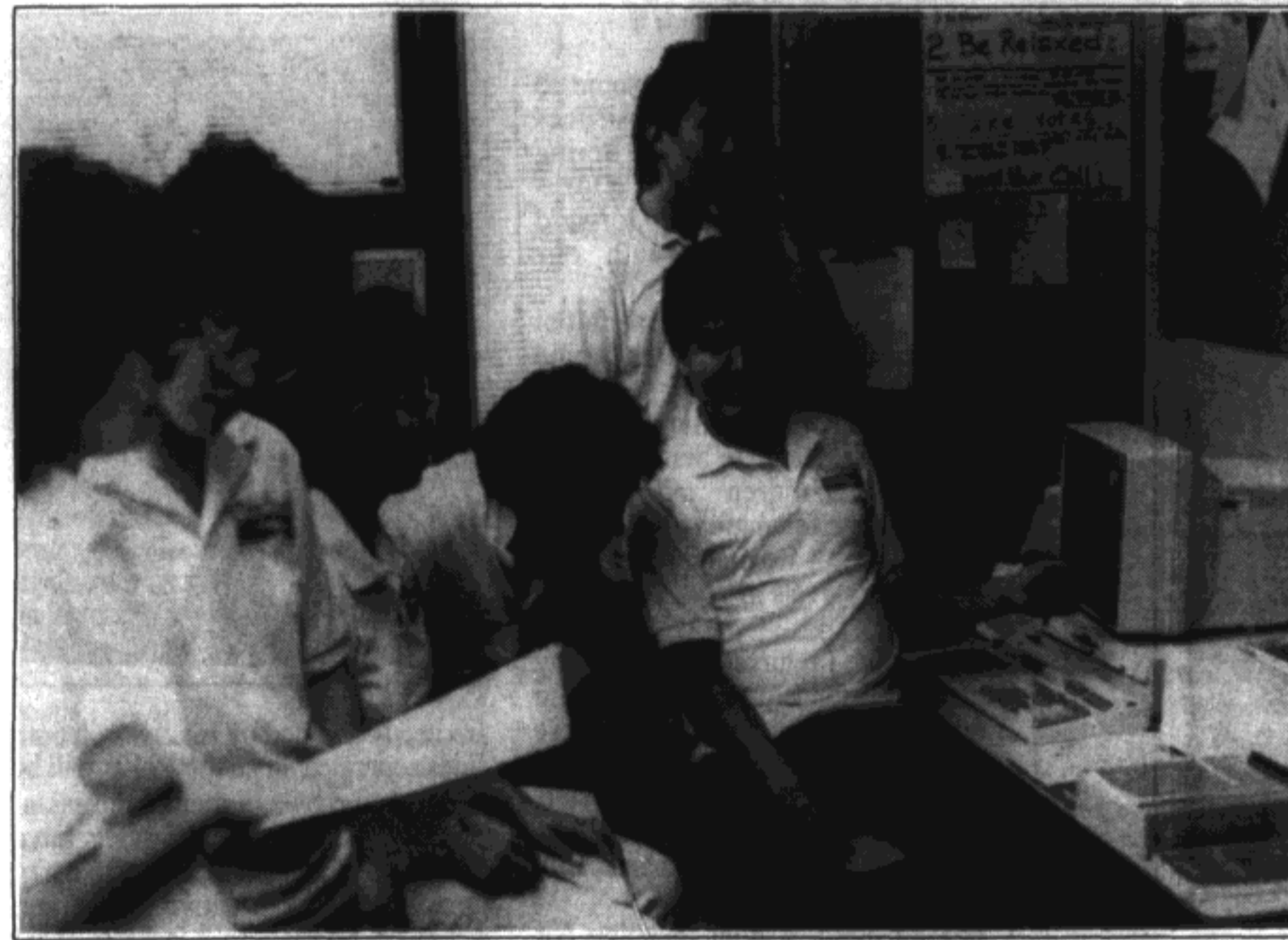
We are going to continue to spread the word on school-based enterprises. In the September issue of *Alaska Business* monthly there is an article, "Young Entrepreneurs."

We will be working with the *Tundra Times* producing articles on our project. The Alaska State Department of Education will be producing an educational video on school-based businesses in which we will be featured. This video will be completed next spring.

This year we will be using our new IBM 30286 system to produce communications and business documents for New Stuyahok Enterprises. This system should make our communications and work easier.

We will be continuing our research for funding resources to help us start and operate our business. It is our plan to apply for funding in the spring of 1990.

We have been talking about being able to attend a state business conference and/or the National En-



Student Phillip Christopher, at the computer, plans to continue school in Anchorage after graduation.

trepreneurship Conference to share our project and see other student projects.

Why we chose a restaurant

We chose two business selections to research, a laundromat and a restaurant. We let the public decide, and about two-thirds of the people chose a restaurant as indicated by our market surveys.

The hours for our restaurant will be from 8:30 a.m. to 8:30 p.m. First, we thought of just having dinner, but we surveyed the village residents and asked them whether they wanted to have breakfast and lunch. They indicated they would like to see breakfast and dinner at our restaurant.

We also made a list of foods that the people could choose.

At this time we are planning on housing the business in an older frame house or modular building, such as the Post Office. We will have to call in carpenters or hire people from New Stuyahok. We are also looking at some empty houses and properties. We haven't decided on location or exact structure yet.

If our restaurant opens, we think the prices will be a little expensive just to get on track in a short period of time. We hope to drop the prices to stay competitive as the years go on. In this way we can pay all the money we borrowed from the other business interests or from the state.

In the building we were going to put a juke box or a few games to keep people busy while waiting for their food. The problem with this is we don't want to create a "hang out."

We are almost at the point where we will need funding if we are going to be able to start our restaurant.

We are also thinking of putting our restaurant in the original lower village where, in the winter time, all the activity takes place. The restaurant will not be open during the summer months because all the people move away to go fishing, and the teachers and students will be having their vacation.

There is a possibility of the National Guard coming to New Stuyahok. If this happens all the money from employment will be coming in from this activity, which would create additional village income.

In the winter we have a carval and dog sled races. A lot of people come in with money, so we will probably make additional money during this time.

When the school has some kind of

activity there are a lot of kids who want to go spend their money. Some of these kids need a place to spend it. Too much of it is going to drugs. Our restaurant may help to change this.

If we start this restaurant we will hire local people so they can have hope of making money during the winter, instead of just making money in the summer.

We will also need to keep money circulating in our own village. So this restaurant will be a great thing to happen in a place like this.

This will provide jobs for some of our people who are tired of doing little in the village. The only money circulating in our village now is from our store and during school activities.

Todd Bergman

Bergman is a high school teacher in New Stuyahok, Southwest Region School District, and the entrepreneurship project coordinator. He completed his masters degree research in school-based enterprises. One product of that research, a guide entitled: "School Based Enterprise Project — a reference resource for Alaskan educators," published in Aug. 1989.

James Acovak

My name is James Acovak, I am a 1989 graduate of Chief Ivan Blunka High School. I don't know what I am going to do with my life. I think I'll try to stick with the project as long as I can. I may find something else to do outside of the village.

When I am not working on the Small Business Project, I like to play basketball and go hunting upriver. I like listening to music and visiting my friends during the evenings.

I have stayed with the project because it has given me something to do after high school.

Editor's note: New Stuyahok students prepared this series of articles for the Tundra Times. They plan to send updates to the paper on their activities.

A portion of these articles was inadvertently printed in the Oct. 9 issue of the Tundra Times.

Anna Marie Chocknok

My name is Anna Marie Chocknok. I am a 17-year-old senior at Chief Ivan Blunka High School.

My personal goals for this school year are to get good grades and to learn and do as much as possible. I do have plans to go to college after I graduate from high school.

My hobbies are running, writing and playing volleyball.

I think that owning my own business would be important to me because it can teach me, and I can also learn from the experience of owning and managing a business. That learning experience would enable me to know whether I would want to get a job-related business or own and manage the small business as my career.

Mickia Walcott III

Hi. My name is Mickia Walcott III. I am a senior at Chief Ivan Blunka School at New Stuyahok. I am planning on helping our business until it gets started. I am still thinking about going to college for additional education.

My hobbies are cross country running and playing basketball. I also like to hunt, sports fish and fish on a commercial boat. The things I like are riding around on my four-wheeler and watching basketball on television.

I think that running our own business is great. We don't have any competition around our village, and our business should be a great success.

I hope everything goes well because there aren't many jobs available here at New Stuyahok.

Phillip Christopher

Hello, my name is Phillip Christopher. I am 17 years old. My goals this year in school are to improve my grades and to continue school in Anchorage after I graduate.

The things I like to do are jogging, playing basketball, commercial fishing and sport fishing. Those are the things I like to do during the summers.

In the winter, I like to go snowmobile riding and hunting. I hope to get a business going so I can be a business owner in New Stuyahok.

Anna Wassilliey

Hello. My name is Anna Wassilliey. I'm 17 years old and a senior at Chief Ivan Blunka High School.

I'm still thinking about what I'm going to do after high school. I think being a senior is very tough because there is a lot of different things on my mind, but I'm thinking about the opportunities I have. I should know what I plan to do soon.

When I'm not working on our small business project, I like to do all sorts of things such as: Help other people, meet people from all over, play in many sports, have fun and listen to music.

I think owning our own business will be very educational, and it will also be a good example for people who live in villages to start thinking and to follow in our footsteps in starting a small business. So far, it's been a great experience for me.

Moxie Fredrick Wyagon

Hi. My name is Moxie Wyagon. I'm a senior at Chief Ivan Blunka School. I am planning to stick with this business project for a while and see how far it can go.

If it does OK, I will stick with it, and after a while, go into the Army.

I was thinking of becoming a Village Public Safety Officer for New Stuyahok and run the business.

My hobbies are wrestling, playing basketball, going hunting, getting wood, riding around and especially fishing on a commercial boat in the Nushagak River.

My reason for starting a business is that it is fun and risky. It would give us a job every day for the rest of our lives. Instead of going to drugs, this will keep me busy enough not to think about drugs and taking them.

I would have a job, not like the other people who don't do anything and stick with drugs. This could also stop some people, too, because we will offer them a job and try to help them.

There are better things to do than take drugs.

I hope this business is successful, it would give us some hope in life to work and be productive.

Lubova Gust

My name is Lubova Gust. I'm a senior at Chief Ivan Blunka School. I'm interested in working in a business, including getting the business started and getting everything done to have the business going.

One reason why I'm owning my business is to make money for college and to have a job. I think it would be great to have a business, so if people want a job or they are trying to find a job, they can come and ask if they can work for us.

Village population increases

NEW STUYAHOK — New Stuyahok is located in the Southwest region of Alaska on the Nushagak River.

The village is about 59 degrees N. Latitude and 158 degrees W. Longitude. New Stuyahok is about 52 air miles northeast of Dillingham. There are about 275 air miles between New Stuyahok and Anchorage.

The distance from Dillingham to New Stuyahok is 85 river miles. The village is about 12 miles upriver from Ekwok. The village is situated two beach levels above the Nushagak River; one level is about 25 feet above river level, and one about 40 feet above river level.

The population of New Stuyahok has taken a dramatic increase over the past 39 years. The population in 1950, shortly after the village had been settled, was about 88. By 1960, that population was 216. In 1980, the population had risen to 331.

The current population in New Stuyahok is about 375 people. The dramatic population increases reflect a growing economy for the people of New Stuyahok.

The residents of New Stuyahok can remember three village sites in the history of the village. The villagers were involved in reindeer herding in the 1920s and 1930s. By 1942, the reindeer herds were gone. At this time the village was located on the Mulchatna River.

In 1942, residents moved to the pre-

sent village location. This relocation was for two reasons: To be close to the Bristol Bay fishery and to receive barge service.

New Stuyahok is pronounced *Nu-STU-yo-hok*.

The number of both private and public facilities in New Stuyahok is increasing. Oil revenues have developed the city's utilities. Corporate activities have increased. Adequate housing facilities and private profits have spurred an increase in residential and private construction.

Most recent public projects in New Stuyahok include housing, a water sewage system, telephone-satellite utilities, a new Post Office and improvements to the Alaska Village Electric Co-operative power facility.

Private construction of facilities is also on the increase as the population steadily increases.

The primary economic base in New Stuyahok is the commercial salmon fishing industry, although about 80 persons trap commercially, and several are employed full-time by the government or the school district. There are about 30 fishing boats and about 40 boats owned by village residents.

About 90 people actually participate in commercial fishing. Fishermen hold drift permits and set net permits. In addition to the commercial salmon fishery, about eight residents participate in the commercial herring

fishery in Togiak Bay.

Beaver, lynx, fox and mink are the primary species trapped for fur. Muskrat, otter, wolverine, marten and weasel also are taken. Furs are sold to fur buyers who pass through the village or at Dillingham at the annual Beaver Round-up Festival held late each winter, as well as the annual New Stuyahok Beaver Festival.

Transportation to and from New Stuyahok is by land, water or air, depending on the time of year and the desire of the traveler. Commercial transportation is provided by several air carriers by seat or charter fare.

Transportation by river is possible during the spring, summer and fall months while the river remains free of ice. Dillingham is the nearest center for the residency of commercial transportation businesses. Residents of New Stuyahok are linked to outside points of destination or origin via Dillingham.

Many residents use the Nushagak River as the route to haul supplies from the port of Dillingham to New Stuyahok. Commercial barge service is available for freight, private or commercial. Barge services operate during the summer months, and in addition to freight, transport fuel supplies to all communities on the Nushagak River.

Private transportation is by airplane, recreation vehicle, snowmobile, river boat and dog sled.

