



The Entrepreneur Cafe, LLC

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Entrepreneur Addresses Southern Illinois University Students on Community Involvement

Carbondale, IL June 28, 2010-The Entrepreneur Café, LLC founder Cavanaugh L. Gray addressed Southern Illinois University Students for Instructor Christie McIntyre's Child, Family and Community Involvement Course (C&I 419). The course is designed to provide students with the knowledge and skills needed to work successfully with families and parent groups in individual, group, school and community settings. Cavanaugh joined the class to discuss the importance of community agencies and resources in the lives of families and to formulate strategies for effective collaboration with community agencies.

The lifelong entrepreneur provided students with insight on his work with nonprofit organizations, including the Young Entrepreneurs Program. His recent work is with Project Compassion a local ministry that provides assistance to homeless families or families in extreme need. The discussion gave insight as to how Project Compassion arose to address a unique community need. He later discussed the skills needed to be able to work with populations in need. "To address individuals and families in hard places it is important to have a good mastery of the following in order to bring about real change." Cavanaugh cites the following:

- Strong interpersonal skill and communication skills are a must.
- There is a need for transparency on behalf of both sides which cuts down on future confusion.
- It is important to reduce expectations as not to expect more than what is reasonable.
- To get people to 'buy in' you have to make 'emotional deposits' in their lives before they can trust you.
- Lastly, you have to make individuals and families accountable for their action and the roles they play.

"For individuals looking to pursue a career in social services the following are some of the keys to success I have learned. The development of standard operating procedures that guide an organization's efforts are a must. It is important to remember that no man is an island and developing teams of individuals and community organizations go a long way. Lastly, keep a backup crisis plan handy in case the unusual or unexpected takes place and things go completely awry." Cavanaugh's efforts highlight the important role small business plays in the realm of addressing social needs. In three and a half years of his involvement with Project Compassion, Cavanaugh successfully assisted more than 60 families avoid homelessness and/or directly move off of the streets.

"The Entrepreneur Café, LLC, is a small business development company and a leading provider of entrepreneurship education information, and small business products & services geared at new and expanding businesses. Our goal is to provide small businesses with accurate and timely business information, help entrepreneurs operate on a larger business platform, help small businesses navigate the pitfalls of new business development/expansion and promote a new lifestyle of entrepreneurship focused on helping owners achieve More Money, More Time, and More Control of their futures and More Happiness from their business endeavours."

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