

The Recorder

32 Pages

Greenfield, Massachusetts

Est. 1792

Teens let their dreams take wing in Orange entrepreneur program

By **RICHIE DAVIS**
Recorder Staff

ORANGE — Samuel Robinson won't give you a hard sell. But like any good businessman, he's persuasive, friendly and confident as he shows his wares: lanyards, those key chains that hang on long cloth neck straps.

The 17-year-old fledgling capitalist bought them while on a visit to New York last year with other members of the Young Entrepreneurs Society. The ultimate destination was Wall Street, where the jaws of the teen tycoons dropped agape to see the grand market up close.

Robinson, who moved to Orange when he was 3 or 4 and now attends Holyoke Street School in that city, bought some samples and found a supplier, so that at a recent planning meeting of the Franklin County Community Coalition of Teens, he broached having the coalition buying his products as souvenirs for teens attending the organization's Thursday's regional teen conference.

He came back to the YES office in the Orange Revitalization Partnership headquarters on South Main Street, typed up an introduction letter and a formal proposal with price quotes and received an order for 275 lanyards for \$825. Then he arranged with a silk-screen printer to have them imprinted with the sponsor's



Recorder/Paul Franz
Young Entrepreneurs Society member Samuel Robinson, 17, of Orange shows an example of the lanyards he is selling.

name, and returned to the computer to send an invoice.

"It's fun working for yourself and nobody else," said Robinson, "because nobody has to tell you what to do."

Robinson's business card says it all: "Keychains by Sam. 'Best selection, best prices.' Samuel Robinson, owner."

Jason LeClaire, who started T and J's Custodial Service with his father a year and a half ago and now cleans the Orange Armory and Orange Town Hall after school, also approached Robinson

See **ENTREPRENEUR**
Back page this section