

BUSINESS

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13D NASDAQ
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arnings season

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DANESE KENON staff photographer

Jennifer Kushell, 29, founder of Young & Successful Media Corp. and co-author of *Secrets of the Young & Successful*, speaks to more than 250 students and community members on Thursday at the University of Rochester.

Youth, business do mix

Author speaks about succeeding at an early age

JOY DAVIA
STAFF WRITER

Subway founder Fred Deluca started his first submarine-sandwich shop in 1965 as a 17-year-old with a \$1,000 loan from a family friend.

Four teenage siblings — the only sister had a knack for creatively knitting pull-overs and cardigans — were behind the Benetton Group, the international clothing empire.

Young people shouldn't

shy away from fulfilling their goals and being ridiculously successful, regardless of age or income — especially in Rochester, where they live in an affluent and intellectual community that wants to help its young talent, said Jennifer Kushell, best-selling author and president of Young & Successful Media Corp. in Los Angeles.

Kushell spoke to more than 250 students and community members Thursday

night about "How to Get Everything You Want Without Waiting a Lifetime" at the University of Rochester's River Campus. The Greater Rochester Enterprise and the United Way of Greater Rochester also sponsored the event.

UR juniors Mubarek Said and Jhovanny Germosen, economics and physics majors, attended Thursday's events to get tips on starting their own business. They hope to develop

an Internet-based business.

"We have nothing to lose," Said explained. "We're young. We don't have a family, so we can take more risks."

Kushell, in an interview before her talk, praised local efforts by universities, business groups and nonprofits to engage the younger population. UR, for example, helps students develop products and

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