



August 2009

Carpinteria Valley Water District

H₂KNOW

Girls Inc "Water Girls" Selected for 2009 National Girls Inc Corporate Camp for Entrepreneurs

The Carpinteria Girls Inc., "Water Girls" (Karina Jougla, Erika Sanchez, Crystal Santana, Christian Santana, and Marianna Vega) were selected to participate in the 2009 National Girls Inc Corporate Camp for Entrepreneurs. The "Water Girls" designed a water and money saving product: a chart that gives information to the consumer on how much water is used proportional to the type of showerhead they are using and a calendar booklet to record the total minutes showered. A consumer will be able to find out how much water was used and translate that into money spent. The product will also be available in Spanish and will be available locally. In addition to designing the product, the girls also had to provide a business plan detailing their target market, promotion and advertising mediums, start up costs, financing options, operating expenses and cash flow projections. The profits from their business will go to Girls Inc. of Carpinteria for scholarship and new programs.

The "Water Girls" along with their advisor Asa Olsson, were flown to New York, spent a week visiting women-owned businesses, and rang the closing bell on Wall Street, July 10th. You can view their presentation online at <http://www.youtube.com/watch?v=uAMkaUrdgZE>

CVWD applauds the "Water Girls" for their water conserving product and entrepreneurial spirit.



Pictured left to right are Girls Inc., "Water Girls" Erika Sanchez, Crystal Santana, Christian Santana, Mariana Vega and Karina Jougla.

Photo courtesy of Duffy-Marie Arnoult.

El Distrito es bilingue. Favor de llamar (805) 684-2816 con cualquier pregunta sobre su cuenta o el uso de agua, estamos aqui para asistirlos.