

SAN DIEGO BUSINESS JOURNAL

January 26, 1998 • San Diego Business Journal • 11

NEWSMAKERS

Edited by Leonard D. Ash

Budding Entrepreneur Has a Just Cause

She secured a fictitious business license and launched an enterprise, designing custom-made hair ornaments. She presides over a work force of about 90, balances the books, schmoozes with suppliers and, in her spare time, lectures to local business groups.

She is 7 years old.

Introducing Taylor Marie Crabtree, a second grader at Monte Vista Elementary School in Vista who has a goal:

To earn enough from her fledgling business to buy 500 teddy bears for kids with cancer. Her beneficiaries will be Children's Hospital and the UCSD Medical Center.

"I started this, because both of my grandmothers had cancer and one of them died from it," Taylor explained in a voice that belied her age. "I knew how hard it was for them, and I knew it would be harder on kids.

"I love my teddy bears and I thought they would make the kids feel better."

To date, with the help of about 90 of her school buddies, she's sold 800 of her handmade creations at such venues as **Wal-Mart Stores, Inc.** and the teachers' lunch room at her school.

Union Bank of California in Vista has bestowed on Taylor a free business account, where she deposits her earnings; about \$3,000 so far. According to her mom, Tricia, Taylor even has permission to write checks.

Oh, and she also does something few adults have mastered:

balancing her checkbook.

Taylor does have a head for numbers, and, according to her mom, ranks in the top 3 percent in math statewide.

Taylor's enterprise has even inspired a special math course at her school using her **TayBear Co.** as a model.

For anyone who thinks her parents are the brains of this operation, make no mistake: Taylor is calling the shots.

"She really knows what she wants to do," Tricia said. "It took me by surprise the dedication she has for this."

Taylor has managed to enlist the aid of **Albertson's**, **Home Depot**, **Office Depot**, **Kinko's Copies** and **Wal-Mart** in donating money and supplies to her venture. She even invested her tooth-fairy take — four quarters — to her kids-with-cancer kitty.

Taylor designs two basic models — snap-ons (\$2 for two); and a fabric barrette (\$2.50) — all of them different.

Her main challenge right now is finding the best deal on 500 teddy bears that won't break the bank.

"She sat on Santa's lap and when he asked her what she wanted, she said, '500 teddy bears,'" Tricia recalled. "She hasn't asked for anything for herself this year."

To buy Taylor's creations or offer hot teddy bear leads, contact **TayBear Co.**, c/o **Union Bank of California**, Vista, CA 92084; or E-mail at (TayBear@bigfoot.com).

— Pat Broderick

