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## Economic Bailout: Billionaire Babies to the Rescue



October 28, 10:03 PM  
by Susan Harrow, [S.F. Marketing & P.R. Examiner](#)

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Alan Greenspan can't help us. Neither can Ben Bernanke. But I think there's hope from five-year-old Abigail from Boston who says, "No matter how much money you make, you need to give back. Don't be greedy." After earning her first \$200 selling hand-decorated gift bags on Craigslist and Ebay Abigail donated some of her money to The Boys and Girls Club of Boston.



Kids learn business Tuscan style

Now that's good thinking.

Instead of succumbing to fear, greed and getting schooled on how to score a buck, Abigail and other tots and teens like her are following their passion and studying good business practices so they can be a force of good and influence in the world in ways that matter. Along with 100 other kids and their families Abigail is enrolled in The Billionaire Babies program which gives free teleclasses that teach children (with a bit of parental help) everything from writing a business plan to marketing their passion.

"Our children are the new heroes," says [Billionaire Babies founder, Linda Samuels](#). A former middle and high school teacher who got her MBA and studied international biz in the U.S. and the Czech Republic, Samuels is committed to creating Billionaire Baby entrepreneurial centers in every major city in the world within the next 10 years so our children learn how to take care of themselves and their communities.

Sometimes it helps to look at another country for examples of thriving businesses. So next year Samuels will guide a limited number of families on a tour to Tuscany in Italy with [Tuscan native and expert guide Serenella Leoni](#) who has been taking tourists to Tuscany and schooling them on how to live like the natives.

The focus of the tour is to show the families that it's possible to be profitable while supporting the arts, music, culture and community. In fact, banking and commerce is the cornerstone of culture that gave powerful Renaissance families like the Medicis the ability to be philanthropic.

It's also where the town of [Lucca](#) has been considered one of the most important commercial and economic centers since the 13th Century. Lorenzo Scatena, an immigrant from Lucca, taught his stepson A.P. Giannini (the Bank of America founder) all the business fundamentals that helped Giannini begin his banking empire. Bank of America is one of the few banking institutions that made it through the bailout.

Samuels and Leoni are taking the kids and their families to visit a leather factory, and marble, ceramics and wine companies to show them how those businesses thrive, even in dire economic times. "What better place to take young entrepreneurs than to the birthplace of [Leonardo da Vinci](#)," says Leoni? "If he could envision submarines, airplanes and armored tanks over 500 years ago, think about what our future generation of kids can imagine."

**Susan Harrow**

**S.F. Marketing & P.R. Examiner**



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Susan Harrow is a media coach, marketing expert and author of *Sell Yourself Without Selling Your Soul*. She works with everyone from CEOs to celebrity chefs, successful entrepreneurs and best-selling authors to double or triple their businesses with PR.

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