

Richmond Times-Dispatch

FACES OF 2008

Today we revisit some of the people and landmarks who made the business scene memorable this year.

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Our experts: Faces of 2008 in Business were compiled by staff writers Emily C. Dooley, Carol Hazard, Will Jones, Louis Llovio and Melodie N. Martin.

DANIEL HENNIG: The Capri Sun Kid



WHY YOU KNOW HIM: Capri Sun purses were more than just a passing fancy for Daniel Hennig.

The Henrico County 10-year-old was one of 869 students from around the region who were asked to come up with a product, make it, market it and then sell it to other classmates who had been given fake money to shop with.

He chose purses and wallets, recycling the metallic-looking pouches that hold Capri Sun fruit drinks.

The Mini-Economy Market Day in April was sponsored by the Center for Economic Education at Virginia Commonwealth University's school of business.

Daniel and a business partner started with 24 purses and wallets. They sold out within 15 minutes. Their initial price doubled from \$25 to \$50 in a matter of time.

He left with orders for more.

WHAT'S NEW: Eight months after his bags and wallets debuted at the Mini-Economy Market Day, Daniel continues to fill orders.

"I still make them," said Daniel, now 11 and a fifth-grader at Jackson Davis Elementary School in Henrico County. "Everyone around the neighborhood wanted some for themselves."

He's even taught a cousin how to make the fashionable bags. He planned to give a teacher one for Christmas.

For those wondering how a drink container can be fashionable, take note. Daniel cleans Capri Sun juice pouches, cuts them up and uses duct tape to piece them together. A little ribbon threaded through holes punched at the top makes it a purse.