

YVSB President Simon Zhong Publishes *Unheard Voices: Stories of Entrepreneurs from Main Street, Volume II*

September 2026

Youth Voice for Small Business (YVSB) is proud to announce the publication of *Unheard Voices: Stories of Entrepreneurs from Main Street, Volume II*, authored by **YVSB President Simon Zhong** and now available on [Amazon](#).

Volume II is the second book in YVSB's *Unheard Voices* series, which shares the stories and experiences of entrepreneurs with the next generation. The series began in 2025 with *Unheard Voices: Stories of Entrepreneurs from Main Street*, written by **YVSB founder Bryan Zhao**.

Building on the foundation of the first volume, Simon interviewed **10 entrepreneurs and community leaders**, documenting the challenges, turning points, risks, sacrifices, and values that shaped their personal and professional journeys.

For Simon, the project became as much about listening and learning as it was about writing.

"Some of the people I interviewed were people my family had known for years, but I realized how little I actually knew about the experiences that shaped their lives," Simon said. "This project taught me that everyone has a story you may never hear unless you take the time to ask."

Through the interviews, Simon encountered stories of immigration, entrepreneurship, family sacrifice, resilience, setbacks, and reinvention. Rather than simply focusing on business achievements, *Volume II* looks at the people behind those achievements and the experiences that influenced the paths they ultimately chose.

The *Unheard Voices* series reflects YVSB's mission to connect young people with entrepreneurs and small-business leaders, creating opportunities for students to listen, learn, and better understand the people and businesses that help shape their communities.

With Bryan Zhao's first volume followed by Simon Zhong's *Volume II*, *Unheard Voices* continues to grow as a YVSB storytelling initiative—preserving entrepreneurs' experiences while passing their lessons on to a new generation.

 ***Unheard Voices: Stories of Entrepreneurs from Main Street, Volume II* is now available on Amazon.**

Purchase on Amazon: <https://a.co/d/02X9Yetl>

Congratulations to Simon, and a special thank-you to all of the entrepreneurs who generously shared their time, experiences, and stories with YVSB and the next generation.