

Colorado High Schools Represented at JA Business Week 2012:

Arrupe Jesuit High School	Eaglecrest High School	Mountain Range High School
Bear Creek High School	East High School	Niwot High School
Berthoud High School	Englewood High School	Overland High School
Boulder High School	Gateway High School	Palmer Ridge High School
Broomfield High School	George Washington High School	Pine Bluffs High School
Chaparral High School	Global Leadership Academy	Pinnacle Charter School
Cherokee Trail High School	Grandview High School	Provost Academy
Cherry Creek High School	Harrison High School	Rangeview High School
Colorado Online High School	Highlands Ranch High School	Regis Jesuit High School
Colorado Springs Early Colleges	Jefferson High School	Rock Canyon High School
Columbine High School	John F. Kennedy High School	Sheridan High School
Coronado High School	Lakewood High School	Smoky Hill High School
Denver Center for International Studies	Legacy High School	The Classical Academy
Denver School of Science & Technology	Lewis Palmer High School	Thomas Jefferson High School
Denver School of Science & Technology GVR	Longmont High School	Thornton High School
Douglas County High School	Martin Luther King, Jr. Early College	ThunderRidge High School
Dutchtown High School	Monarch High School	Valley High School
Eagle Ridge Academy	Montbello High School	Warrensburg High School
		York International School

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<u>Project Sponsors</u> Jamba Juice Microsoft Store State Farm Insurance	<u>What's Next Workshop Sponsor</u> Nelnet	



Photos courtesy of: McBoat Photography



Student Quotes

“JA Business Week has motivated me to never give up on myself or my dreams.”

“I have never had so much fun learning.”

“Participating in JA Business Week is the best thing I could have ever done. I had a great experience during that week. I learned that having your own business is hard, but not impossible. I feel like that one week prepared me for my entire life and plans.”

“Because of JA Business Week... not only do I know more about what my goals are, but I know how to reach them. I really don't think I would be where I am in my life if I wasn't part of Junior Achievement.”

“I was able to have an amazing volunteer who provided us with the proper information for success and inspired me to continue school no matter the obstacles.”



Presented by

JA Business Week Bulletin www.jabusinessweek.org June 10 to 15, 2012

Serial and Social Entrepreneurs Inspire Students

Some of Colorado’s most passionate and engaging entrepreneurs participated in the JA Business Week eSummit, presented by Accenture, on June 14, 2012. During the luncheon and panel discussion, speakers elaborated on their stories and skills, providing JA Business Week students critical information to start and run a successful company. Moderated by the Denver Business Journal’s Scott Bemis, students gained incredible insight into the dedication and vision it takes to create and sustain a profitable enterprise.



Brian Levin, Perky Jerky

This year’s eSummit panelists included Brian Levin, Perky Jerky; Joe Adams, State Farm Insurance; Laura Love, GroundFloor Media; and Michael Scott, Org Brain, LLC. Thank you to the 2012 eSummit Table Sponsors: Accenture, Ball Corporation, CBIZ, Nelnet, SM Energy Company and State Farm Insurance.

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What are students saying about JA Business Week?

171 students from 55 high schools across Colorado participated in JA Business Week 2012. Of those who participated, 54% qualified for Free and Reduced lunch, attending on a full scholarship, thanks to the generous support from our JA sponsors. Here is a glimpse into the entrepreneurship, work readiness and financial literacy skills students gained throughout the week.

JA Business Week students strongly agreed or agreed that they felt:	Before Attending	After Attending
Prepared to enter the job market	30%	82%
Confident in using marketing to promote a product or event	37%	76%
Confident in managing a budget	36%	70%

“Berry” Impressive Effort by First-Year Winning Team



The winning team of first-year students presented a "Big Bang Berry" smoothie for Jamba Juice made with mixed berry juice, mangos, raspberry sherbet, and apple strawberry juice for “extra zest.” A back-to-school marketing campaign for the month of September includes a social media campaign as well as point of sale marketing tactics. The team will have the “Big Bang Berry” flavor featured in Colorado locations in September, and will share in the profits from its sales.

The first-year team members, supervised by advisor Ahsan Khan from UMB Bank Colorado, were: Normin Battumur, Denver School of

Science and Technology (DSST); Robert Birke, DSST; Leonard Davis, East High School; Kaitlin Eckenrode, DSST; Tokuryu Lopes, DSST; Angelica Perea, Mountain Range High School; Antonio Sanchez, Global Leadership Academy; Elmer Sandoval, Pinnacle Charter School; Jack Stewart, Cherry Creek High School; and Jillian Troftgruben, Grandview High School.

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Second-Year Winning Team Creates Community Awareness Campaign

The winning team of second-year students created a ‘no texting while driving campaign, “You can’t see the road if your texts are in the way,” for State Farm Insurance. After conducting extensive research, team members created a marketing plan that included social media, a newsletter, and an original video. To further involve teens, the plan also gives students the opportunity to advocate for anti-teen texting at assemblies. The plan also includes creating a coalition of mobile phone companies to promote technology that prevents teens from texting while driving. Students from the winning team each received a \$75 cash prize and were invited to present their campaign at the Health Department’s Motor Vehicle Safety Symposium.



The second year team members, supervised by Michelle Kehoe from the Santa Rosa Group, were: Noah Gamino, Bear Creek High School; Alan Hernandez, DSST; Charee Hill, Smoky Hill High School; Toshio Holmes, Legacy High School; McKenna Klein, Regis Jesuit High School; and Brian Ortiz, Global Leadership Academy.

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Winning Third-Year Team Turned “Disaster” into Triumph

The winning team of third-year students developed a fun and educational game called *Disaster* that prepares players for a natural disaster. Using the software program Kodu, *Disaster* teaches preparation and survival skills to kids ages 7 to 14. Initially focused on preparing for a flood, the game has the potential to address different situations that imitate natural disasters such as tornadoes, wild fires, hurricanes, etc. The team proposed partnering with nonprofit organizations to help with disaster awareness training on a global spectrum. Each student from the winning team received an Xbox donated by the Microsoft Store and a \$100 cash prize.



The third year team members, supervised by Alan Asher from TIAA-CREF, were: Jessica Bishop, Boulder High School; Michaela Brisker, Smoky Hill High School; Jelsea Ford, Montbello High School; Austin Gilkey, Palmer Ridge High Schools; Eric Holguin, Pinnacle Charter School; Brittany Hudson, Rangeview High School; CJ Manning, Grandview High School; and Henry Nguyen, John F. Kennedy High School.

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Making Meaningful Connections



Thanks to **First Western Trust, JW Marriott, Sage Hospitality and Second Home Kitchen+Bar**, JA Business Week students learned the ins and outs of social business functions. First year students attended the Etiquette Dinner—an event presided by Katherine Mason of JDW Cotillions. She commanded the room, engaging and dazzling students with the nuances of proper dining etiquette. Second, third, and fourth year students learned the art of small talk and how to work a room at this year’s Mocktails Networking Event. Suzanne Brown, Lifestyles Editor for the *Denver Post*, provided students information on how to network and conduct

themselves during business social events. Volunteers from the business community were on hand to help them develop their networking skills.

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