Designed to facilitate the leadership and presentation skills of industrious students in their junior year of high school, this program provides a working introduction to the opportunities, benefits and challenges of establishing and operating a business in the Free Enterprise System.

All expenses, including transportation, are paid for by local Rotary Clubs for this 3-day conference. Students and their team members will jointly create a product or service, and build a business plan for success in the marketplace. Each team is paired with Rotarians to provide team facilitation for discussion and action.

ALL STUDENTS AND STAFF MUST BE FULLY VACCINATED. LOCAL COVID PROTOCOLS WILL BE FOLLOWED.

Students Learn, Develop Skills and Strategies and Network with their Peers:

* How to create a Mission Statement, design a Vision Statement, and establish a Corporate Culture
* Learn how corporations are structured and how effective teams execute business plans the most effectively.
* Who is your audience? Define your product or service. Define who your competition is and what their message is.
* Learn the basics of creating financial statements, pricing your product, and going to market. Understand different methods to finance the start-up of your business or service.
* With your new-found knowledge, your team of 8 students will develop a business or service, and then “pitch” your theoretical Business Plan in friendly competition with the other teams on the last day of the conference.

Space is limited. Apply now. www.rotaryelc.org