



presented by

# ELC



**Rotary**  
Club of San Jose  
Club of Los Gatos  
Los Gatos Morning

**MAR  
15-17  
2023**

**Asilomar Conference  
Center**

**Pacific Grove, CA**



*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](http://www.rotaryelc.org)**

