

2016 Youth Business Summit



VIRTUAL
ENTERPRISES
INTERNATIONAL



**CELEBRATING 20 YEARS
OF TRANSFORMATION**

April 17-19, 2016
New York City
Events Program
#2016YBS

LETTER FROM THE EXECUTIVE DIRECTOR



Dear Friends,

Welcome to New York City for the 2016 Virtual Enterprises International (VEI) Youth Business Summit and Fourth Annual Gala!

While the Summit and Gala are always special times for our community, this year's events are particularly meaningful because we are celebrating the 20th anniversary of Virtual Enterprises (VE). When the program launched in 1996, we never dreamed that we would expand across the country and serve 100,000 students in our first 20 years. We also never imagined that 20 years later, we would still be the only program in

the U.S. that transforms students into business professionals by bringing the workplace into the classroom.

Our success over the past 20 years comes as the result of the dedication and support of so many individuals and organizations. First, I want to acknowledge the former New York City high school superintendents whose vision in 1996 led to the life-changing opportunities that we are able to provide for our students. Thanks to our many partners—the business supporters who serve as volunteers, the corporations that provide financial support, and the school administrators and teachers who supervise the programs and prepare our students for the next phases of their lives. Each of you contributes a unique and essential element of the program, and we are eternally grateful. I am also grateful to the VEI staff, National Board of Directors, and NYC advisory board for their ongoing commitment to building bright futures for our students.

Finally, I want to thank and congratulate the VE class of 2016 for their outstanding efforts this year and for bringing their knowledge, determination and imagination to doing business. We have a great deal to celebrate as a result of your successes this year and are proud that you will be taking part in this year's Youth Business Summit and Gala. And to the students and teachers who have traveled great distances to take part in this year's events, we welcome you and hope that you enjoy all that this wonderful city has to offer.

We're very grateful to all who join us to commemorate this milestone year for VE and hope that this year's Youth Business Summit and Gala will be both exciting and inspiring.

Sincerely,

A handwritten signature in black ink that reads "Iris Blanc".

Iris Blanc
Executive Director

A handwritten signature in black ink that reads "Ashley Fina".

Ashley Fina
Board of Directors, Chair



April 17, 2016

Dear Youth Summit Participants:

It is a great pleasure to welcome you to New York City and to VEI's annual Youth Business Summit. As the city's leading business organization, The New York City Partnership's chief role is to work with the city's institutions to build a stronger New York by focusing on key areas such as education, infrastructure and economy. Over the past 20 years, VEI has supported and enriched our mission by engaging high school students in the experience of a lifetime. By launching and managing virtual businesses, VEI students are prepared to tackle the challenges of college and the 21st-century workplace. We are proud to count VEI among this city's chief business boosters and are equally proud of the thousands of VEI students whose hard work and determination have contributed to the life of this great city and others across the nation.

VEI is an upstanding example of the power of public-private partnership, bringing the education and business communities together to create a generation empowered to transform our workforce. VEI provides budding entrepreneurs with mentorship from local business leaders and industry professionals who represent a wide range of industries and contribute diverse sets of skills and experience to students' experience inside and outside the classroom. These mentors offer feedback and guidance that inspire VEI students to grow as both people and professionals, and we are very grateful for their efforts to prepare the students of today for the workplace of tomorrow.

On behalf of the New York City Partnership, I wish all of this year's Youth Business Summit participants an inspiring week of business thinking and much success as they enter the next phase of their lives.

Sincerely,



Kathryn S. Wylde
President and CEO



Carmen Fariña, Chancellor

Office of the Chancellor
52 Chambers Street | New York | NY 10007

212 374 0200 tel | 212 374 5588 fax
nycchancellor@schools.nyc.gov email

April 17, 2016

Dear Youth Business Summit Participants:

On behalf of the New York City Department of Education (DOE), I would like to welcome all of you to New York City and to the 2016 Virtual Enterprises International (VEI) Youth Business Summit. We are pleased to partner with VEI for this major national event, as it brings together thousands of talented young people and industry professionals from around the world to engage in bold business thinking that can move our workforce forward.

The Youth Business Summit is VEI's signature event, as it offers students multiple opportunities to display the business acumen and entrepreneurial mindset that they have cultivated over the course of the school year while creating and running Virtual Enterprise companies. Through the Summit's three major activities—the National Business Plan Competition, the Global Business Challenge, and the International Trade Show—students demonstrate their knowledge of diverse industry sectors and expertise in global business management, communications, and technology.

From its inception, VEI has offered a groundbreaking strategy for inspiring students to unleash their best thinking and creativity in school while preparing them to take their first steps into the workforce as young professionals. The DOE is proud to renew its support for the program here in our City, where VEI's approach was first piloted in 1996. It has been a pleasure to see this model expand to more schools and students across the city and around the country, and we thank the many educators, business mentors, and VEI staff and board members that have made the program possible. We look forward to being dazzled and inspired by the student entrepreneurs who are gathered for this very special event, and we wish everyone success in their future endeavors.

Warmly,

A handwritten signature in cursive script that reads 'Carmen Fariña'.

Carmen Fariña
Chancellor



VEI is a national educational nonprofit that transforms students into young professionals by giving them the opportunity to create and run business ventures in their classroom. We partner with educators, business leaders, and industry professionals to develop the best talent pipeline in the country.



VE students establish and run simulated companies that replicate all the functions and demands of real businesses. In each company, students staff and manage departments including Administration, Accounting/Finance, Marketing, Sales, Human Resources, Design, and IT. Students conduct market research, develop and write a business plan, design and implement an e-commerce website, and recruit and market to clients and customers within a global economy. Business plan competitions and trade shows allow students to network with other VE companies in-person and hone their business and communication skills.



We currently serve 12,000 students across the U.S., many from underserved communities. VE students in the U.S. are connected to a global network of over 7,500 student-run companies across 40 countries.

Go to veinternational.org for more information.

VEI has introduced a new era in middle school education with the launch of the VE-JV Career Academy, a two-year program that enables 7th and 8th graders to develop technology and entrepreneurial skills by starting and managing business ventures. With support from the New York Life Foundation, VEI is piloting the VE-JV Career Academy in New York City public schools in 2015-16 and three other cities starting in 2016.

The VE-JV Career Academy offers a real-world context for learning about business and careers. The classroom is converted into a workplace setting that allows business thinking to flourish. Students also apply and reinforce academic concepts across many subjects.

Go to veinternational.org/jv for more information.



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Impressions*

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Consultant

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*Fastrax Marketing,
SCORE NYC*

Ed Weis

Mercy College

Sam Wong

MTA

Doug Young

The Wiser Choice

SPECIAL THANKS

69th Regiment

Armory Staff

*NYC International
Trade Show*

Astic Productions

Producer of VEI Gala

Francis Lewis HS

*ROTC for NYC
International Trade
Show*

Fort Hamilton HS

Jazz Band

Lloyd Bromberg

YBS Consultant

Gabriela Lopez

*National Anthem
Singer*

Jeffrey Holmes

Photography

YBS Photography

Konrad and Paul

*YBS Film and
Production*

Direct Printing

Impressions

*Program Booklet
Printing*

Long Island University

*National Business Plan
and Human Resources
Competitions*

Nolan Leung

*Technical Project
Consultant*

Isai Serrano

*Human Resources
Competition
Coordinator*

Eric Spinner

*International Trade
Show Consultant*

United Federation of Teachers Staff

*Global Business
Challenge*

Volunteers

Karina Acevedo

Mohammed Amer

Gayane Gahnapetyan

Mahmoud Khedr

Joseph Furer

Sharise Hatnes

Isfak Islam

Jordan Leung

Lin Lin

George Maalouf

Malinda Madhoo

Bina Maniram

Sara Mohamed

Nataly Ortega

William Natal

Ruth Perez

Kimberly Ramirez

Naushin Tasnim

Erimi Trejo Parra

Marie Vargas

NATIONAL BUSINESS PLAN COMPETITION

The National Business Plan Competition (NBPC) showcases some of the best and brightest student leaders and budding entrepreneurs in the country. Teams representing 28 VE companies from around the country have their written business plans and oral presentations judged by industry professionals and educators. After receiving top honors in local and regional business plan competitions during the school year, these teams have earned the chance to compete in the country's premiere team-based national business plan competition.

SUNDAY, APRIL 17, 2016 LIU BROOKLYN • 1 UNIVERSITY PLAZA, BROOKLYN, NY

- 8:00 AM **Student and Judge Check-in**
- 8:30 AM **Preliminary Round Judges Orientation**
- 9:00 AM **Welcome**
- **Dr. Kimberly Cline**, *President, Long Island University*
 - **Lizzette Butkiewicz**, *Regional Coordinator Global Programs, Corporate Sustainability, HSBC*
- 9:15 AM **Preliminary Round Presentations**
- 12:30 PM **Lunch**
- 1:15 PM **Keynote Address**
- **Alfred Kahn**, *CEO, CraneKahn*
- 1:45 PM **Announcement of HR Competition Winners and National Business Plan Competition Finalist Teams**
- 1:45 PM **Championship Round Judges Orientation**
- 2:00 PM **Welcome**
- **Iris Blanc**, *Executive Director, VEI*
- Keynote Address**
- **Jeffrey Taylor**, *Co-Founder & Managing Partner, Digital Risk*
- 2:15 PM **Championship Round Presentations**
- 4:00 PM **Closing Remarks**
- **Nick Chapman**, *National Program Director, VEI*

SPONSOR



KEYNOTE SPEAKERS



Alfred R. Kahn, CEO, CraneKahn

Alfred R. Kahn is the CEO of CraneKahn, an intellectual property development and marketing company whose work includes producing films, television shows, and plays, as well as developing toy lines. Mr. Kahn founded 4Kids Entertainment, Inc., a global provider of children's entertainment and merchandise licensing. He is a leading figure in the licensing industry, responsible for many of its biggest hits, from Pokémon to Teenage Mutant Ninja Turtles. Mr. Kahn has represented and developed licensing programs for iconic brands ranging from James Bond to World Wrestling Entertainment.



Jeffrey C. Taylor, Co-Founder, Managing Partner, Digital Risk, LLC

Jeffrey Taylor is Co-Founder and Managing Partner of Digital Risk, the nation's largest provider of mortgage risk, compliance and transaction management solutions. Mr. Taylor is a recognized thought-leader on housing and financial topics and makes frequent appearances on CNBC, Fox Business News, Bloomberg TV, BNN, TheStreet.com, and CBS. He serves on VEI's Board of Directors.

JUDGES

Malcolm Alexander

Coller Capital

Steven Alper

Stifel Financial

Mukesh Arora

HSBC

Abrar Ayub

Citi

Shevonne Benitez

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Howard Brathwaite

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Lizzette Butkiewicz

HSBC

Dr. Kimberly Cline

Long Island University

Paul Cronin

First Niagara Financial Group

Felicia Demos

Demos' Restaurants

Amy Dunckelmann

HSBC

Derek Feinman

WeWork

Nick Giglia

Coty

Oscar Gomes

HSBC

Beth Grossman

ACORD

Valerie Hobbs

HSBC

Sean James

Be In The Know About Bullying

Darnell Jean-Charles

American Express

Ray Johnson

HSBC

Lana Koretsky

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Rebecca Lohse

Lazard Asset Management

John Lucas

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Priscilla Ma

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Futures For Students

Kelsey Swintek

Golden Seeds

Kathryn Swintek

Golden Seeds

Laura Wang

JPMorgan Chase

Betsy Waters

HSBC

Benjamin Wirtshafter

Gerstein Fisher

Samuel Wong

MTA New York City Transit Authority

Doug Young

The Wiser Choice

PARTICIPANTS



A+ Opportunity

Careerline Tech Center, Holland, MI

Coordinator: Nicole Gitler

Team Members: Nic Keyzer, Cooper Kilinski, Emma Styf, Searra Schroeder, Camden Blood, Savannah Lemke

A+ Opportunity produces different flavors of neurological beverages to stimulate the mind, providing a full body experience while keeping the customers happy and healthy.



Adventure Time

Pinckney Community High School, Pinckney, MI

Coordinator: Cyndi Millns

Team Members: Wyatt Shoner, Emma Scott, Autumn Tomasko, Jessie Hull, Austin Crampo, McKenna Magda

Adventure Time offers customers the opportunity to explore a healthy lifestyle, discover exotic locations, and experience breathtaking adventures.



AquaTerra

Westhampton HS, Westhampton, NY

Coordinator: Amy Demchak

Team Members: Reid Rubio, Catherine Penn, Faith Recchion, Ben Horton, Nick La Mura, Jack Ryan

AquaTerra is devoted to restoring our environment through the use of 100% recycled materials from our planet's oceans.



Avant-garde Furnishings, Inc.

Fort Hamilton HS, Brooklyn, NY

Coordinator: Mary Grace Alfredo

Team Members: Dina Sayd, Somaia Barakah, Donna Cheung, Shareza Hosein, Adam Khelif, Feliks Leus

Avant-garde Furnishings, Inc. is a modern destination for the eco-conscious, style-conscious, and wallet-conscious furniture customer.



Brooklyn's Sweet 'N Savory Catering

Fort Hamilton HS, Brooklyn, NY

Coordinator: Mary Grace Alfredo

Team Members: Hagir Elzin, David Montoya, Kevin Cruz, Hayley Alvarez, Igli Kadriu

Brooklyn's Sweet 'N Savory Catering provides high quality, diverse and authentic culinary offerings tailored to our clients' personal tastes and needs.



Concierge Ticket Brokerage

New Dorp HS, Staten Island, NY

Coordinator: Paul Presti

Team Members: Michelle Antonova, Tsering Tsering, Marharyta Belaya, Bjondina Duka, Alex Figueroa

Concierge Ticket Brokerage provides customers with the best possible seat arrangement to any live event they want to attend at a price that's comfortable and affordable to them.



Culturally Creative Cupcakes, Inc.

International Preparatory HS, Buffalo, NY

Coordinator: Tracie Batcho

Team Members: Shamira Nawz, Enayet Hussain, Karisma Karim, Aye Aye Ktike, Mohamed Nasher, Mugisho Bangalwa

Culturally Creative Cupcakes, Inc. offers customers the chance to experience simple, sweet, American desserts featuring flavors from around the world.

Elysium

Bearden HS, Knoxville, TN

Coordinator: Kathy McCoy

Team Members: Madison Daniels, Wesley Goltry, Kaleb Griffin, Husain Juwaid, Benjamin Rappoport, Matthew Williams

Elysium incorporates user-friendly technology to help improve daily living by increasing efficiency and conserving environmental resources.

Enviroscentals, Inc.

Mount St. Mary Academy, Kenmore, NY

Coordinator: Tim O'Shei

Team Members: Marissa Saber, Rebecca Brandel, Laura Szczepankiewicz, Taylor Shotwell, Megan McGraw, Megan Rooney

Enviroscentals, Inc. provides environmentally-friendly, aromatic products for homes and offices.

Envision North

Belvidere North HS, Belvidere, IL

Coordinator: Jared Young

Team Members: Jacob Hofstetter, Cedric Ignacio, Elise Rand, Nic Salgado, Jeremy Parra

Envision North aims to be the leading electronics distributor known for their quality products and competent service within the VE community.

EVO Tech

Patchogue-Medford HS, Medford, NY

Coordinator: Rich Butzke

Team Members: Alyssa Bergman, Erica Larsen, Christine Vanderwayde, Kellie Cave, Zeynep Atabay, Jordan Goldsher

EVO Tech provides environmentally-friendly, advanced technology products.

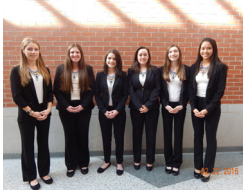
FITspiration

Robbinsville HS, Robbinsville, NJ

Coordinator: Shae Fahey

Team Members: Rachel Wierzbowski, Nicole Testa, Enlin Carow, Lauren Kroepfl, Rachel Leonard, Selena Scialfa

FITspiration's products are focused on ensuring that you reach your fitness goals, inspiring you to remain determined on your wellness journey.





Focal Point, Inc.

JP Taravella HS, Coral Springs, FL

Coordinator: Laurie Acosta

Team Members: Aaron Mitchell, Chloe Roque, Rachelle Serrano, Kaylon Schmidt, Lauren Echols, Michael Hazan

Focal Point Inc. aims to bring online businesses into focus with a unique visual directory that enables our partners to showcase their products and services, transforming the way consumers search in the virtual marketplace.



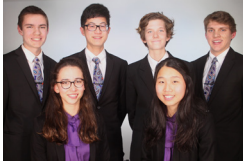
Helios

Westhampton Beach HS, Westhampton, NY

Coordinator: Amy Demchak

Team Members: Justin Smith, Alex Kravitz, Connor Glynn, Julia Lewis, Ellie Cord, Nicholas Leotta

Helios offers utility packages including power, air conditioning, phone, and internet services.



Ink

South Pasadena HS, South Pasadena, CA

Coordinator: Cathy Mason

Team Members: Erik Chan, Justin Burger, Karen Zhu, Perah Ralin, Jacob McCurdy, Charlotte Emerson

Ink's interactive coloring books alleviate stress and provide an outlet for adult artistic expression.



Karuna

Bakersfield HS, Bakersfield, CA

Coordinator: Ryker Solano

Team Members: Cassidy Grimsley, Griffin Peavler, Emma Young, Emma Doty, Victoria Von Flue, Sophia Caputo

Karuna offers unique classes and equipment, such as customizable yoga mats and Goga, yoga on the go.



N.E.R.D.S. Technology

Arvin HS, Arvin, CA

Coordinator: Bien Resolme

Team Members: Hilda Cardenas, Andrea Narvaez, Ruth Gonzalez, Carlos Ramirez, Jasmin Arriola, Michael Mantaghi

N.E.R.D.S. Technology offers useful, high-end gadgets for the twenty-first century consumer.



Nocogo

Murrieta Valley HS, Murrieta, CA

Coordinator: Joel Levin

Team Members: Matthew Betz, Connor Campbell, Jordan Sellars, Kathy Kong

Nocogo promotes a healthier lifestyle and increases awareness of dietary restrictions by providing a healthy and delicious ice cream option.



ROC Security

G.W. Hewlett HS, Hewlett, NY

Coordinator: Ron Remick

Team Members: Evelyn Gitsin, Steven Gitsin, Max Greenberg, Amanda Shanab, Emily Simens

ROC Security provides VE firms and individuals with leading residential, commercial and cyber security.



Rock Solid

Person HS, Roxboro, NC

Coordinator: Tara Hubbard

Team Members: Zachary Carver, Gabrielle Cates, Maritza Hernandez, Aaron Jacques, Davis Peterson, Nicole Sutherland

Rock Solid's products have built-in bluetooth speakers that can connect to your phone for an experience you've never had before.



Salubre

Byron Nelson HS, Trophy Club, TX

Coordinator: Jake Browarski

Team Members: Hunter Robertson, Taylor Jeffrey, Trevor Therrien, Jacob Madrid, Hayden Rivers, Nathan Sokul

Salubre incorporates Tex-Mex flavors into salsa and aims to improve health in America. The ingredients originate from American farms to ensure an organic salsa and an all-natural taste.



ScholarME

Herndon HS, Herndon, VA

Coordinator: Rhonda Doak

Team Members: Cyril Antony, Prashansa Thapa, Mary Frias, Peter Stanley, Zach Racine, Cain Allen

ScholarME is a subscription-based database service that matches students with potential scholarships and grants based on their specific qualifications and skills.



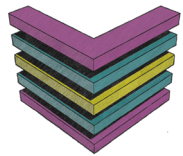
Sockscribe

Centennial HS, Bakersfield, CA

Coordinator: Jacilyn Elliott

Team Members: Mitch Moss, Neal Mathew, Aliza Camacho, Makena McMullin, Zach Dougherty

Sockscribe's mission is to provide our customers with a way to express their individuality, reflect their personality, and show their creativity through our socks.



The Edge

Granville Central HS, Stem, NC

Coordinator: Tom Cook

Team Members: Alexis Hobgood, Deja Brown, Zoe Koskela-Lewis, Star Yancey, Courtney Conway, Valeria Aviles

The Edge combines our premier shipping service with organic products to enhance the VE economy and establish an eco-friendly world.



The Golden Spoon

Greer HS, Greer, SC

Coordinator: Brad Redd

Team Members: Noah Hannon, Cassey Freeman, Makenzie Cain, Jamesia Morris, Kristin Thomas, Houston Osborne

The Golden Spoon provides high-quality, all natural ice cream that makes the customer feel as if they are consuming a product as pure as gold.



Trifecta

Murrieta Valley HS, Murrieta, CA

Coordinator: Joel Levin

Team Members: Hannah Paysse, Hannah Adams, Daniel Baerman, Catherine Fangon, Stephanie Machuca, Erika Barsby

Trifecta promotes an active lifestyle and the elimination of plastic waste through innovative, reusable water bottles.



UnderWrapz

Crystal Lake South HS, Crystal Lake, IL

Coordinator: Jim Krol

Team Members: Michael Humphrey, Julia Meyer, Matthew Kolarczyk, Keeton Ryza

UnderWrapz's mission is to inspire people's individuality and influence them in a positive way. We strive to give people the best opportunity to be themselves and to color their world.



Vitality, Inc.

Bearden HS, Knoxville, TN

Coordinator: Kathy McCoy

Team Members: Allie Barnes, Jacob Gerken, John Gollither, Davis Malone, Morgan McGavic

Vitality, Inc. promotes "Absolute Health" for all clients, inspiring and educating them to live healthy lifestyles. Our company provides superior fitness products and comprehensive health insurance.

HUMAN RESOURCES COMPETITION

The inaugural National Human Resources Competition (NHRC) provides an opportunity for VE students to address the HR operations of their respective companies. Teams of HR employees will deliver oral presentations to inform judges of their policies and practices as they relate to their employee handbook, company communications, employee evaluations, and employee recognition.

SUNDAY, APRIL 17, 2016
LIU BROOKLYN • 1 UNIVERSITY PLAZA, BROOKLYN, NY

- 9:00 AM **Judges Orientation**
- 9:30 AM **Preliminary Round Presentations**
- 12:30 PM **Lunch**
- 1:15 PM **Keynote Address**
— **Alfred Kahn, CEO, CraneKahn**
- 1:45 PM **Announcement of HR Competition Winners and National Business Plan Competition Finalist Teams**

KEYNOTE SPEAKER



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PARTICIPANTS

@ Your Service

West Hempstead HS
West Hempstead, NY
Coordinator: Micheal Silberman
Presenter: Yuvaraj Dhir

Adrenaline Rush

South Granville
Creedmoor, NC
Coordinator: Mark Jones
Presenter: Austin Shuta

AquaTerra

Westhampton Beach HS
Westhampton Beach, NY
Coordinator: Amy Demchak
Presenters: Nora Murphy, Ahmet Ozgurcag

ASAP

Academy of Finance and Enterprise
Long Island City, NY
Coordinator: Mike Viviano
Presenters: Ronald Puli, Anna Marie Wong

AVibez

William McKinley I.S. 259
Brooklyn, NY
Coordinator: Naomi Leher
Presenters: Sebastian Mularczyk, Alex Aflak

Coast2Coast Events

San Marcos High School
Santa Barbara, CA
Coordinator: Tamra Ryan
Presenters: Jacob Valdivia, Fernando Lemus

Culturally Creative Cupcakes, Inc.

International Preparatory HS at Grover
Buffalo, NY
Coordinator: Tracie Batcho
Presenters: Shamira Nawz, Karisma Karim

Enviroscentals

Mount St. Mary Academy
Kenmore, NY
Coordinator: Tim O'Shei
Presenters: Rebecca Wojcinski, Louise Long

FITspiration

Robbinsville HS
Robbinsville, NJ
Coordinator: Shae Fahey
Presenters: Selena Scialfa, Sydney Schreiber

Helios

Westhampton Beach HS
Westhampton Beach, NY
Coordinator: Amy Demchak
Presenters: Sydney Crawford, Skyler Trager

Infinite Investment Solutions

Academy of Finance and Enterprise
Long Island City, NY
Coordinator: Janina Morones
Presenters: Melina Villada, Xiomara Perdomo

Ink

South Pasadena HS
South Pasadena, CA
Coordinator: Cathy Mason
Presenters: James Song, Savannah Kan

KUDETA

Sekolah HighScope
Jakarta Selatan, DKI Jakarta, Indonesia
Coordinator: Boy Faisal
Presenters: Pascha Nehemia, Ahmad Ghifari Ammar

Lumiere

Granville Central HS
Stem, North Carolina
Coordinator: Tom Cook
Presenters: William "Trey" Lowery, Cayla Kitts

Magic Moment

National Trade and Banking HS
Sofia, Bulgaria
Coordinator: Boika Genkova
Presenters: Yovcho Stefanov, Ivan Valev

N.E.R.D.S. Technology

Arvin HS
Arvin, CA
Coordinator: Bien Resolme
Presenters: Oscar Marquez, Edgar Moreno

Nüapps

Francis Lewis HS
Fresh Meadows, NY
Coordinator: Christopher Power
Presenters: Gayathri Krishnakumar, Jody Lin

Nusantara Virtual Company (NVCo)

Sekolah HighScope
Jakarta Selatan, DKI Jakarta, Indonesia
Coordinator: Rahmadhan Kurniadi
Presenters: Agassi Revano Harsya, Cut Tijani Laksana

PF "Monde de Chocolat" Ltd.

National Trade and Banking HS
Sofia, Bulgaria
Coordinator: Margarita Koceva
Presenters: Hristian Danov, Ivan Pandev

PolyGlot Translations

New Dorp HS
Staten Island, NY
Coordinator: Paul Presti
Presenters: Angel Taveras, Jose Gil

Relmagin3D

Francis Lewis HS
Fresh Meadows, NY
Coordinator: Christopher Power
Presenters: Richard Tang, Zainub Chaudhry

Roasted

Trenton HS
Trenton, MI
Coordinator: Chris Crews
Presenters: Kayla Henneman, Jocelyn Ramos

Snap Daily Deals

Manhattan Business Academy
New York, NY
Coordinator: Isai Serrano
Presenters: Rachel Bacchus, Daniela Gonzales

Wired Koffee

Palm Springs HS
Palm Springs, CA
Coordinator: BJ Young
Presenters: Jazmin Barone, Jordi Ruelas

GLOBAL BUSINESS CHALLENGE

The Global Business Challenge (GBC) is one of the world's most unique business-related events for high school students. Students representing eight countries work in multinational teams to identify the challenges, opportunities, and risks involved in a global business by examining a real-world business case study. After two hours of analysis and deliberation, teams present their findings to a panel of judges.

MONDAY, APRIL 18, 2016

UNITED FEDERATION OF TEACHERS • 52 BROADWAY, NEW YORK, NY

- 8:00 AM **Student Check-in**
- 8:30 AM **Welcome & Keynote Address**
- **Iris Blanc**, *Executive Director, VEI*
 - **Sterling Roberson**, *Vice President, United Federation of Teachers*
 - **Michael Katz**, *Senior Partner, Sterling Equities*
- 9:00 AM **Distribution of Challenge and Team Preparation**
- **Lloyd Bromberg**, *Project Director, VEI*
- 10:30 AM **Preliminary Judges Orientation**
- 11:15 AM **Preliminary Round Presentations**
- Lunch**
- Announcement of Finalist Teams**
- 1:15 PM **Championship Round Judges Orientation**
- 2:00 PM **Introductory Remarks**
- **Iris Blanc**, *Executive Director, VEI*
 - **Ben Kassoy**, *Editor-in-Chief, DoSomething.org*
- 2:15 PM **Championship Round Presentations**
- 3:45 PM **Closing Remarks & Awards Ceremony**
- **Lloyd Bromberg**, *Project Director, VEI*
 - **Nick Chapman**, *National Program Director, VEI*

KEYNOTE SPEAKERS



Michael Katz, *Senior Partner, Sterling Equities*

Michael Katz is the Co-Chief Executive Officer of Sterling American Property, Inc, a real estate fund that has purchased over \$4 billion of real estate over the last 25 years. He also serves as the Senior Executive Vice President and is a Senior Partner of Sterling Equities which has principal interests in the New York Mets, Brooklyn Cyclones, SportsNet New York media company, and various environmental companies.



Ben Kassoy, *Editor-in-Chief, DoSomething.org*

Ben Kassoy is the Editor-in-Chief of DoSomething.org, where he oversees site content, editorial strategy, email marketing, and male engagement. He is also the co-author of eight books and a former online columnist for *Glamour* and *Details*.

JUDGES

Marisa Acerra

HSBC

**Francisco Alba
Andres**

Society Consulting

Michelle Banks

New York Life

Shevonne Benitez

HSBC

Al Benoit

*American Association
of Advertising
Agencies*

Purva Bhandari

HSBC

**Shaune Anthony
Brown**

HSBC

Tim Buckley

Google

Lizzette Butkiewicz

HSBC

Frank Chiarello

*AmTrust Financial
Services*

Jeremy Ensweiler

HSBC

George Fina

Michael C. Fina

Michael Goldman

SCORE NYC

Nalini Goolsarran

HSBC

Lillian Griffith-Lewis

HSBC

Dr. Joann Halpern

*German Center
for Research and
Innovation*

Seth Harris

SweatStyle

Nikolay Hristoskov

Deloitte

Adam Israel

HSBC

Anastasia Ivanova

HSBC

Raj Kunwar

HSBC

**La Keisha Landrum-
Pierre**

*Sahara Reporters
Media Group, Inc.*

Bonnie Manter

BBM Technologies

Tom Mathew

HSBC

Shirley Matthews

HSBC

Oresta Mehta

HSBC

Denis Metveev

HSBC

Scott Mitchell

*Europen-Pen
International*

Kate Mooney

Barclays Center

Amit Panchal

HSBC

Rupin Patel

HSBC

Peter Rosenbaum

*University Alliance
Ruhr*

Joseph Scaretta

Front Street

Cherie Serota

Long Island University

Nilay Shroff

Deloitte

Gaurav Sood

HSBC

Janet Squitieri

VanEck

Juan Viruet

HSBC

Burt Wallerstein

*Fastrax Marketing,
SCORE NYC*

Betsy Waters

HSBC

Mahmud Wazihullah

Mercy College

Stephanie Williams

HSBC

Sam Wong

*MTA New York City
Transit Authority*

Vincent Young

SIFMA Foundation

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Jovanka Fauzia
Muhammad Nur Rachmat Gani
Ajeng Kinanti Gunawan
rozina hafida
Shania Diyan Hapsari
Agassi Revano Harsya
Tobias Thariq Hartmann
Muhammad Raihan Iriawan
Cut Tijani Ramadhanti
Laksmana
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Keinanya Miman
Siti Irfanita Miratu
Hugo Nugraha
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Medina Rahma Putri
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Steven Imbat
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Emoni Justiniano
Adam Kahati
Karisma Karim
Sumiya Khan
Alina Khan
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Elijah Moses
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Hunter Robertson
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Trevor Therrien

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Bajjwal Bhattarai
Ramez Festek
Megan Klenk
Mark Llorens
Mona Mahmoud
Jose Rivera

INTERNATIONAL TRADE SHOW

The International Trade Show (ITS) is the largest exhibition of practice businesses in the United States. Bringing together more than 3,000 students, educators, business leaders, and industry professionals, the International Trade Show is VE's largest and most dynamic live event. Every industry from entertainment and business services to travel and tourism is on display as 175 student businesses from seven countries exhibit and sell their products and services to consumers and businesses. Students also compete for Best Booth Design and Best Salesmanship during the show.

TUESDAY, APRIL 19, 2016

69TH REGIMENT ARMORY • 68 LEXINGTON AVE, NEW YORK, NY

9:00 AM Opening Ceremony of the 19th Annual International Trade Show

- ROTC leads Pledge of Allegiance, *Francis Lewis HS, Queens, NY*
- National Anthem performed by **Gabriela Lopez**, *Fort Hamilton High School, Brooklyn, NY*

Announcement of National Business Plan Competition Winners

- **Ray Johnson**, *Vice President, Corporate Sustainability, HSBC*

Ribbon-cutting Ceremony

- **Carmen Fariña**, *Chancellor, New York City Department of Education*

9:30 PM Exhibits Open & Trading Begins

1:45 PM Trade Show Exhibits Close

2:00 PM Awards Presentation

- Booth, Catalog, Sales Pitch and Website
- Booth Breakdown & Cleanup

3:00 PM Booth Breakdown & Cleanup

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SPECIAL GUEST



Carmen Fariña, *Chancellor, New York City Department of Education*

Carmen Fariña is Chancellor of the New York City Department of Education, the largest school district in the United States, serving 1.1 million students in over 1,800 schools. Over the past 50 years, she has worked in virtually every capacity, from teacher and principal to district superintendent and deputy chancellor, distinguishing herself as an innovative educator committed to helping students, teachers, and principals excel.

JUDGES

Jerry Alvare
FedEx

Valerie Anicet
VE Alumna

Aishwarya Bhatia
Baruch College

Lizzette Butkiewicz
HSBC

Rufang Cao
Baruch College

Jimmy Chen
VE Alumnus

Norman Chester
*Institute of
Management
Accountants*

Sean Coakley
Ann, Inc.

Zachary Cohen
The Junkluggers

Kathleen Connolly
*NYC Department of
Education*

Stefan Dainard
*Dainard Experiential
Productions*

Jane Desmond
JCD Associates Inc.

Ebony Dickerson
*NYC Department of
Education*

Annaline Dinkelmann
Wall Street Walks

Lon Epstein
The Junkluggers

Leslie Farrar
*Sirius America
Insurance Company*

Michelle Flaim
Travelers Insurance

Amanda France
Capital One

Adam Garbacz
PwC LLP

Jesse Garbacz
PwC LLP

Nick Giglia
Coty

Michael Goldman
SCORE NYC

Oscar Gomes
HSBC

Madiha Ikram
Capital One

**Dr. Jonathan
Hollander**
*Applied Biorefinery
Sciences*

Pawel Krasowki
*Ryan Labs Asset
Management*

Laura Kuehn
*Bank of America
Merrill Lynch*

Raj Kunwar
HSBC

Annika Lewis
Capital One

Roxanne Lott
Imerex, Inc.

Fabiola Lwow
HSBC

Michael Mahoney
Mahoney Associates

Grace-Ann Martin
Capital One

Bonnie Messing
Geller & Company

Susan Miller
MyRegistry.com

Amanda Moon
Capital One

Lynn Najman
LRN Associates

Marion Novack
Consultant

Therese Palmiotto
Travelers Insurance

Nelly Palmon
Rutgers University

Kelly Peeler
NextGenVest

Mary Pisarkiewicz
*Pisarkiewicz Mazur
& Co.*

Elizabeth Pooran
VE Alumna

Neelam Prashad
VE Alumna

Lori Press
TOWN Residential

Christopher Randall
*The Attitude Group
(TAG Media)*

Yolanda Rodriguez
Capital One

Vanessa Ramos
Capital One

Vikailakshmi Rivera
Capital One

Yolanda Rodriguez
Capital One

Kym Schaefer
Capital One

Ashley Scheiller
Capital One

Bonnie Seligson
Consultant

Michael Sharp
Year Up

Leslie Stubin
Competitrack

Jaclyn Tortora
VE Alumna

Tusiray Melis
Hey Ladies

Vijay Vadali
HSBC

Betsy Waters
HSBC

Debbie Weiser
Travelers Insurance

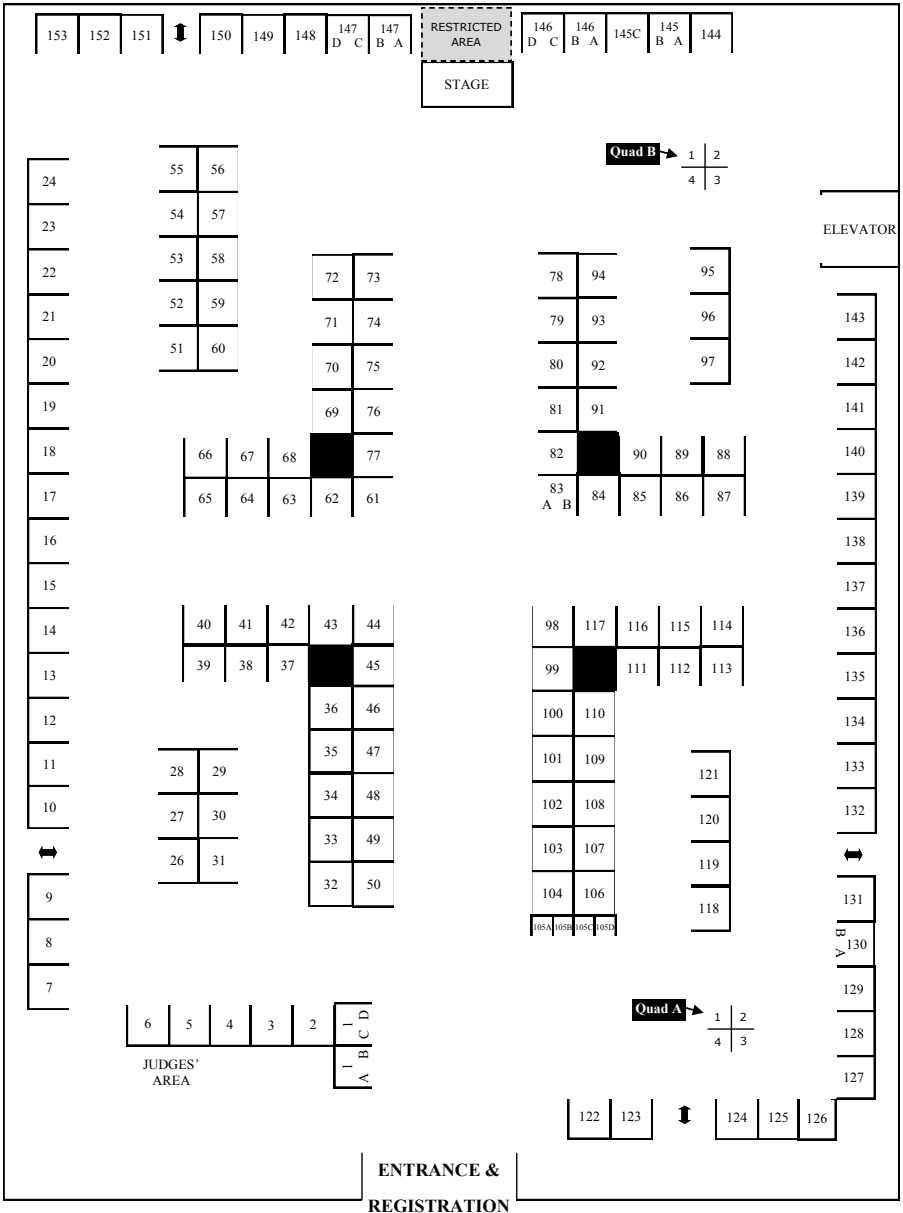
Gevon Wiggins-Long
Capital One

Doug Young
The Wiser Choice

Vincent Young
SIFMA

Molly Zhu
Capital One

FLOOR PLAN



FIRM NAME	SCHOOL NAME	CITY	STATE/ COUNTRY	BOOTH
#1 Teen Jewelry	Academy of Scholarship & Entrepreneurship	Bronx	NY	120
1-2 CustomizeU	Magen David Yeshiva	Brooklyn	NY	1C
24/7 Meals	Sayville HS	West Sayville	NY	78
5 Star Planning	In-Tech Academy	Bronx	NY	125
A Twisted Cleaning Service	Lawrence HS	Cederhurst	NY	7
A+ Opportunity	Careerline Tech Center	Holland	MI	37
AceIT	JF Webb HS	Oxford	NC	147A
Adrenaline Rush	South Granville HS	Creedmoor	NC	31
Advanced Performance Athletics	Southold HS	Southold	NY	144
Adventure Time	Pinckney Community HS	Pinckney	MI	105D
Affinity	Neuqua Valley HS	Naperville	IL	48
Agex Brazil	Sebrae MG	Nova Granada	Brazil	12
All Teens In Style	Academy of Scholarship & Entrepreneurship	Bronx	NY	121
Alpha & Omega	Lawrence County HS	Lawrenceburg	TN	74
Amadeus Cooking e.U.	IBC Hetzendorf	Vienna	Austria	67
Apollo	Metea Valley HS	Aurora	IL	101
AquaTerra	Westhampton Beach HS	Westhampton Beach	NY	114
Arrow Designs	Sachem East HS	Farmingville	NY	3
ASAP:Assurance Service For Advanced Progress	Academy of Finance & Enterprise	Long Island City	NY	152
At Your Service	West Hempstead HS	West Hempstead	NY	41
Avant-garde Furnishings, Inc.	Fort Hamilton HS	Brooklyn	NY	43
AVibez	William McKinley JHS 259	Brooklyn	NY	127
Banana Bowls	East Hampton HS	East Hampton	NY	98
Berry Unlimited	Wallenpaupack HS	Hawley	PA	16
Bike King Hild GmbH	Walter-Eucken-Gymnasium Freiburg	Freiburg	Germany	135
Blutunes Entertainment	Smithtown HS West	Smithtown	NY	113
Body Kinetics	Mattituck HS	Mattituck	NY	77
Boxality	J.F. Kennedy HS	Bellmore	NY	133
Brandmark Advertising	Edward R. Murrow HS	Brooklyn	NY	11
Brooklyn's Sweet N Savory Catering	Fort Hamilton HS	Brooklyn	NY	42
Bucket List	Waubonsie Valley HS	Aurora	IL	136
Buffalo Wings N Things	South Park HS	Buffalo	NY	137
Business Casual Furnishing	Mepham HS	N. Bellmore	NY	119
Capital Enterprise, Inc	Northwood HS	Pittsboro	NC	QA3
Click-n-Shop Groceries	Glen Cove HS	Glen Cove	NY	19
Cloud IX	George Washington HS	Danville	VA	130A

FIRM NAME	SCHOOL NAME	CITY	STATE/ COUNTRY	BOOTH
CloudcruX	In-Tech Academy	Bronx	NY	141
Coast 2 Coast Events	San Marcos HS	Santa Barbara	CA	QA2
Coastal Roast Inc.	Connetquot HS	Bohemia	NY	14
Concierge	New Dorp HS	Staten Island	NY	55
Cover Cell	William Floyd HS	Mastic Beach	NY	28
Culturally Creative Cupcakes, Inc.	International Prep HS	Buffalo	NY	2
Cyber Shock	JF Webb HS	Oxford	NC	147B
Cynosure Telecom	Oak Ridge HS	Oak Ridge	TN	82
Darrel	Miguel Contreras Learning Complex	Los Angeles	CA	146B
DASH	Richmond Hill HS	Queens	NY	57
Diverse City Wear	Queens Vocational and Technical HS	Queens	NY	72
Dons Net Cafe	Santa Barbara HS	Santa Barbara	CA	79
Dorm Storm	Honeoye Falls-Lima HS	Honeoye Falls	NY	153
Eclectic Essentials	William Floyd HS	Mastic Beach	NY	29
Eco-Living	George Washington HS	Danville	VA	130B
ECO-TECH	Bronx Community College	New York	NY	1A
Elysium	Bearden HS	Knoxville	TN	86
Endure, Inc.	Summertown HS	Summertown	TN	118
Enviroscentals	Mount St. Mary Academy	Kenmore	NY	106
Envision North	Belvidere North HS	Belvidere	IL	105B
ENvitalize	Jefferson HS	Tampa	FL	83A
EVO Tech	Patchogue-Medford HS	Medford	NY	85
eXtra	Northwood HS	Pittsboro	NC	QA4
Faller-Ganter-Guetermann	BSZ Waldkirch	Waldkirch	Germany	64
FE Shine Centers SRL	Virgil Madgearu Economic College	Bucharest	Romania	139
FE Traveling Around the World	Virgil Madgearu Economic College	Bucharest	Romania	138
Fitspiration	Robbinsville HS	Robbinsville	NJ	61
FLY	The HS of Fashion Industries	New York	NY	56
Focal Point Inc.	JP Taravella HS	Coral Springs	FL	44
Forever Fit By Floyd	William Floyd HS	Mastic Beach	NY	39
Forza Auto Sales	Susan E. Wagner HS	Staten Island	NY	148
Future, Inc.	Freeport HS	Freeport	NY	91
Gateway Adventure	East Meadow HS	East Meadow	NY	80
Helios	Westhampton Beach HS	Westhampton Beach	NY	87
High Speed Accessories	East Meadow HS	East Meadow	NY	75
Home Sweet Home	Grover Cleveland HS	Flushing	NY	1B
HovBoards	Massapequa HS	Massapequa	NY	149

FIRM NAME	SCHOOL NAME	CITY	STATE/ COUNTRY	BOOTH
Hybri-drive	Cold Spring Harbor HS	Cold Spring Harbor	NY	13
Imagination, Inc	HS for Arts, Imagination & Inquiry	New York	NY	22
Infinite Investment Solutions	Academy of Finance & Enterprise	Long Island City	NY	151
INK	South Pasadena HS	South Pasadena	CA	89
Inspire Athletics	Abraham Lincoln HS	Brooklyn	NY	51
Intelligems	Lynbrook HS	Lynbrook	NY	62
iParty	MS 137 America's School of Heroes	Ozone Park	NY	150
Juweluna GmbH	Kfm. Schulen Lahr	Lahr	Germany	34
Karuna	Bakersfield HS	Bakersfield	CA	36
KUDETA	Sekolah HighScope HS	Jakarta	Indonesia	68
Le Fil	Bridgehampton HS	Bridgehampton	NY	1D
Legacy	Neuqua Valley HS	Naperville	IL	100
LIKIT	Seoul Scholar Int'l	Seoul	South Korea	147C
Lucid Investment Financial Enterprise	HS of Economics and Finance	New York	NY	26
Lumiere	Granville Central HS	Stem	NC	76
Luxury Resort Management	Hamilton County HS	Ooltewah	TN	104
Magin Moment	National Trade and Banking HS	Sofia	Bulgaria	92
Majestique Clothing	William Cullen Bryant HS	Queens	NY	60
MatchWear	Francis Lewis HS	Fresh Meadows	NY	99
Media One	Monumount HS	Great Barrington	MA	40
MEOW	Hillcrest HS	Queens	NY	73
MetaNova	Metea Valley HS	Aurora	IL	103
Monde De Chocolat	National Trade and Banking HS	Sofia	Bulgaria	93
Mr. Hoagel's	Hanover Park HS	East Hanover	NJ	38
N.E.R.D.S. Technology	Arvin HS	Arvin	CA	33
Never Ending	Metea Valley HS	Aurora	IL	102
Next Step	Hempstead HS	Hempstead	NY	140
Nocogo	Murrieta Valley HS	Murrieta	CA	QB1
North Ink	Sachem North HS	Lake Ronkonkoma	NY	5
Nüapps	Francis Lewis HS	Fresh Meadows	NY	46
NVCO	Sekolah HighScope HS	Jakarta	Indonesia	69
NYCycles	Queens Vocational and Technical HS	Queens	NY	123
NYidea	Jacqueline Kennedy Onassis HS	New York	NY	115
Ohana Surfboard Company	Sayville HS	West Sayville	NY	129

FIRM NAME	SCHOOL NAME	CITY	STATE/ COUNTRY	BOOTH
Olympic Insurance	Flushing HS	Queens	NY	128
On The Move	J.F. Kennedy HS	Bellmore	NY	134
Pandora's Box	Cookeville HS	Cookeville	TN	QA1
Party KingZ	Sheepshead Bay HS	Brooklyn	NY	58
Personian	Person HS	Roxboro	NC	88
Piece Of Cake	Ewing HS	Ewing	NJ	94
Pillow Tunes	Crenshaw HS	Los Angeles	CA	146A
Polyglot	New Dorp HS	Staten Island	NY	54
Port Richmond Catering	Port Richmond HS	Staten Island	NY	143
Powered	Schreiber HS	Port Washington	NY	21
Present World GmbH	Bundeshandelsakademie Oberpullendorf	Oberpullendorf	Austria	70
Print-A-Bull Inc	HS for Arts and Business	Queens	NY	53
ProTeen	Smithtown HS East	St. James	NY	65
Pulse Sports	Calhoun HS	Merrick	NY	132
Relmagin3D	Francis Lewis HS	Fresh Meadows	NY	45
Ride Redo	Nutley HS	Nutley	NJ	66
ROC Security	Hewlett HS	Hewlett	NY	84
Rock Solid	Person HS	Roxboro	NC	97
Sac-A-Dos	Bronx HS Of Business	Bronx	NY	52
Salubre	Byron Nelson HS	Trophy Club	TX	145B
Savor The Flavor, Inc.	Bellport HS	Brookhaven	NY	112
ScholarME	Herndon HS	Herndon	VA	145C
Scooter-World Bruchsal GmbH	Handelslehranstalt Bruchsal	Bruchsal	Germany	6
Skyline Sports	Valley View HS	Archbald	PA	9
Smart Tech	Cabrillo HS	Long Beach	CA	146C
Snap Daily Deals	Manhattan Business Academy	New York	NY	117
Sockscribe	Centennial HS	Bakersfield	CA	126
Solar Industries	Babylon HS	Babylon	NY	124
Solaris Imperium	In-Tech Academy	Bronx	NY	142
Special Thanks and Recognition	Queens Vocational and Technical HS	Queens	NY	71
Spectrum	Neuqua Valley HS	Naperville	IL	47
SportsNation.net	Charles H. Bohlen Technical Center	Watertown	NY	35
Style Snapp	HS for Arts & Technology	New York	NY	27
Stylize Me	Murray Hill Academy	New York	NY	111
Super Bouncy Bouncy	Waubonsie Valley HS	Aurora	IL	24
Superior Sports	Carpinteria HS	Carpinteria	CA	145A
SweetTooth	Morris Knolls HS	Rockaway	NJ	95

FIRM NAME	SCHOOL NAME	CITY	STATE/ COUNTRY	BOOTH
Switch Back Give Back	Lindenhurst HS	Lindenhurst	NY	109
T Corporation	Yeshivah of Flatbush	Brooklyn	NY	90
TarNation Shipping & Handling	South Shore International College Prep HS	Chicago	IL	146D
The Animal Kingdom, Inc.	Loretto HS	Loretto	TN	32
The Edge	Granville Central HS	Stem	NC	81
The Golden Spoon	Greer HS	Greer	SC	30
Top Form	James Logan HS	Union City	CA	QB4
Tranquell Beverages	Islip HS	Islip	NY	108
Travel Lifestyle	Piper HS	Sunrise	FL	147D
Trifecta	Murrieta Valley HS	Murrieta	CA	QB2
Trojan Wall	Jefferson HS	Tampa	FL	83B
T-Squared	Jacqueline Kennedy Onassis HS	New York	NY	116
uDesign	Livingston HS	Livingston	NJ	49
Underground Mall	Waubonsie Valley HS	Aurora	IL	23
UnderWrapz	Crystal Lake South HS	Crystal Lake	IL	17
United Sweets of America	Valley View HS	Archbald	PA	8
Unperplexed Solutions	The Academy of Mathematics, Science & Engineering	Rockaway	NJ	131
VE Connected	East Islip HS	Islip Terrace	NY	107
Velocity International	Forest Hills HS	Queens	NY	15
VIE	Sachem East HS	Farmingville	NY	4
Violetta St-Jacques	John Adams HS	Ozone Park	NY	59
Virtual Fitters	Business Of Sports School	New York	NY	96
Vitality, Inc	Bearden HS	Knoxville	TN	63
VOSH	Morris Hills HS	Rockaway	NJ	50
WildWear	Lindenhurst HS	Lindenhurst	NY	110
Wired Koffee	Palm Springs HS	Palm Springs	CA	10
Wolfpack Inc.	Connetquot HS	Bohemia	NY	18
X-Trips	HLA Gernsbach	Gernsbach	Germany	20



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