2016 Youth Business Summit

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,

Iris Blanc  
Executive Director

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
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,

Carmen Faríña
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.
Matthew Boone, Financial Reporting Manager, OpenX
Matthew Chasin, Managing Director, Royal Bank of Canada — Vice Chair
Michael Coney, Legal Services, New York City Department of Education — Recording Secretary
Paul Cronin, Senior Managing Director, First Niagara Financial Group
Joseph Delaney, Partner, Deloitte (ret.)
Carmen Fariña, Chancellor, New York City Department of Education
Ashley Fina, President, Michael C. Fina & Company — Chair
Morris Fodeman, Partner, Wilson Sonsini Goodrich & Rosati
Charlotte Frank, Ph.D., Senior Advisor, McGraw-Hill Education
Steve Israel, President and CEO, SMI Properties
John Lucas, Senior Vice President, HSBC North America
Dean McGee, Assistant Superintendent, Kern High School District
Joe Perrone, District Manager, FedEx
Matt Schaffnit, Chief Operating Officer, lenditapp — Treasurer
Jeffrey Taylor, Co-Founder and Managing Partner, Digital Risk

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NEW YORK CITY
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John Jastremski
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Dome Foundation

Bonnie Manter
BBM Technologies

Melanie Mortimer
SIFMA

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Donna Newman Law, LLC

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NYC Department of Education

Leslie Stubin
Consultant

Burt Wallerstein
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

Aestic 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

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 Maniriam
Sara Mohamed
Nataly Ortega
William Natal
Ruth Perez
Kimberly Ramirez
Naushin Tasnim
Erini Trejo Parra
Marie Vargas
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
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
Coler Capital
Steven Alper
Stifel Financial
Mukesh Arora
HSBC
Abrar Ayub
Citi
Shevonne Benitez
HSBC
Howard Brathwaite
Consultant
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
Deloitte
Slav Kuzmin
HSBC
Patrick Lewis
Button, Inc.
Mark Lipari
The Dwight School Foundation
Rebecca Lohse
Lazard Asset Management
John Lucas
HSBC
Priscilla Ma
HSBC
Maureen Mackenzie
Molloy College
Todd Maddison
HSBC
Joseph Marotta
Merrill Lynch Wealth Management
Bonnie Messing
Consultant
Denis Metveev
HSBC
Amar Pawar
HSBC
Erica Peppers
Snowe
Andrew Reiser
Strategic Funding Source, Inc.
Edward Rogoff
Long Island University
Francine Ryan
The Ryan Group
Thomas Smith
Deloitte
Kenny Soto
Futures For Students
Kelsey Swintek
Golden Seeds
Kathryn Swintek
Golden Seeds
Laura Wang
JPMorgan Chase
Betsy Waters
HSBC
Benjamin Wirthshafter
Gerstein Fisher
Samuel Wong
MTA New York City Transit Authority
Doug Young
The Wiser Choice
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.

Adventure Time
Pinckney Community High School, Pinckney, MI
Coordinator: Cyndi Milins
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.

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 Kadiju
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.
**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 Antoney, 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 Golliher, 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.

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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

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.
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 Schreier

Helios
Westhampton Beach HS
Westhampton Beach, NY
Coordinator: Amy Demchak
Presenters: Sydney Crawford, Skylter 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: Richard Tang, Zainub Chaudhry

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

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
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 Ensweller
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

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.
INTERNATIONAL PARTICIPANTS

Austria
Floran Dohmen
Fabian Havlicek
Simon Hohberger
Jannis Konteratos
Cedrik Lacina
Miriame Moral
Sarah Neubauer
Vanessa Potetz
Aurelia Schoenbauer
Eylem Sertkan
Niko Thomas
Melissa Tsumovic
Austria

Sarah Neubauer
Vanessa Potetz
Aurelia Schoenbauer
Eylem Sertkan
Niko Thomas
Melissa Tsumovic

Brazil
Roberto de Melo Almeida
Luiz Felipe de Castro Baia Antunes
Igor Leite Aragão
Eduarda Amine Sales Barbosa
Arthur Luiz Altino Campos
Rafael Martins Carvalho
Barbara Viana Coscarella
Ester Carvalhães Coutinho
Nina Almeida Ferreira
Camila Gama Campana Gomide
Arthur Sarah de Oliveira Guimarães
Henrique Brandão Totti Horta
Nicola Occhipinti Magalhães
Gabriel Marcelo Oliveira Marinho
Luca Medioli
Guilherme Marques Pereira
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Vinicius Eduardo Viana Silva
Dante Nolasco Mendes Silva
Athos Nolasco Mendes Silva
Tiago Noce Silvia
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Bulgaria
Mario Alexandrov
Viktoriya Benina
Diana Chalakova
Iva Chervenlieva
Petko Dimitrov
Yoan Ivanov
Radoslav Kolev
Danai Lazarov
Martin Nikolov
Adriana Nikolova

Tanya Radkova
Yovcho Stefanov
Pavel Stefanov
Boryana Stoyanova
Ivan Valev

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Pascal Boersig
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Fabian vom Felde
Lena Giedemann
Lena Grossmann
Christopher Gruber
Nicolas Krieg
Valentina Marino
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Michelle Rigohrt
Leonie Roedele
Yannick Saum
Alessia Schmitz
Nicole Steinbrecher
Jana Streeb

Indonesia
Augustinus Abdurrahman
Muhammad Ziyen Agrily
Ahmad Ghiari Ammar
Anindy Apsaradharani
Edlyn Alifah Ardivari
Putri Budiayati
Saskia Putri Deandra
Jovanka Fauzia
Muhammad Nur Rachmat Gani
Ajeng Kinanti Gunawan
rozina hafida
Shania Diyan Hapsari
Agassi Revano Harsya
Tobias Thariq Hartmann
Muhammad Raihan Iriawan
Cut Tjani Ramadhanti
Laksmana
Darren Davis Leon
Keinanya Miman
Siti Irifianita Miratu
Hugo Nugraha
Shahira Noerdin Pirjosoesilo
Muhammad Pradhana Prianda
Medina Rahma Putri
Andi Nabilla Maharani Putri
Bryant Rahadian
Ashley Samantha Supit
Rendi Gustavinno Surya
Pascha Nehemia Winanda
Giacinta Miuccia Wiropranoto
Aradeta Kenia Yapsir

Romania
Bejinaru Andrada Alexa
Dragan Catalina
Nicolea Silvia Cristiana
Nicola Adina Gabriela
Rorascu Maria
Zama Teodor Maria
Antonescu Carol Mihai
Virjan Vlad Valentin

South Korea
Sang Yoon Bae
Dong Kyun Choi

NATIONAL PARTICIPANTS

California
Christine Abbott
Marrissa Aragon
Joshua Benitez
Sergio Bugarin
Alza Camacho
Noelle Cho
Zach Dougherty
Megan Finnie
Ethan Ginsberg-Margo
Trent Hill
Joe Jaurequi
Cambrea Jones
Augustine Lerma
Luis Machuca
Brandon Matheson
Neal Mathew
Kristina McKenna
Makena McMullin
Sandra Moore
Mitch Moss
Christopher Ortiz
Jasmine Phann
Nolan Pokpongkiat
Jordan Rodas
Nancy Rodriguez
Ailin Roman
Richard Ruan
Alexa Serrao
Jarrod Snider
Christian Ulibarri
Eliza Verderber

Florida
Jasmine Andrews
Carlos Aviles
Melissa Anne Bernal
Spencer Coleman
Hunter Culver
Lauren Echols
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<td>Claire Napier</td>
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<td>Ashley Singleton</td>
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<td>Mona Mahmoud</td>
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<td>Jose Rivera</td>
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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**

**SPONSORS**

[Image of sponsors logos]
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 Kraskowski
Ryan Labs Asset Management

Laura Kuehn
Bank of America Merrill Lynch

Raj Kunwar
HSBC

Annikka 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
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