



Metro Media

Virtual Enterprises' New York Metro Region Newsletter

Welcome Back!

What's Inside?

- Meet the Team
Page 2
- Ad Futures
Competition 2019
Page 3
- 2019 Winning
Women Conference
Page 4
- National Elevator
Pitch Competition
Results
Page 5
- Upcoming Events &
Deadlines
Page 5
- CEO Corner
Page 6
- Meet the Fellows
Page 7
- Alumni News
Page 8
- FAQs
Page 9
- VE Alumni
Throwback
Page 9

Welcome to *Metro Media*, the New York Metro Regional Newsletter. New York City, Yonkers, Wappingers Falls, Pennsylvania, New Jersey, DC, and Connecticut are the locations that comprise the VE New York Metro Region. With three issues per school year, Metro Media will be your one-stop source for all things New York Metro. Upcoming events, competitions results, event recaps, and the CEO Corner are just some of the sections that you will find inside. Our goal is to inform and connect all firms in this region. Take a look inside to see what some of our NY Metro firms are accomplishing!



Nirvana/R.E.S.T.

Academy of Finance and Enterprise NY
Coordinator: James Caracciolo

The VE firms Nirvana and R.E.S.T. at the Academy of Finance and Enterprise volunteered on Saturdays to help raise money for Breast Cancer Awareness Month. So far, they have raised over \$3,000 at PTA and Open House events!

We would like to welcome the following new schools to the VE family:

- | | |
|---|--|
| Archbishop Molloy HS - NY | KIPP DC - DC |
| Bucks County Technical School - PA | Passaic Valley High School - NJ |
| Clara Barton HS - NY | South River High School - NJ |
| Eagle Academy (High School) - NY | West Side High School - NJ |
| Charles E. Gorton HS - NY | Yeshiva Gedolah of Waterbury - CT |

Contact Us

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Meet the Team

Get to know the New York Metro Management Team!



Paul Presti is the NY Metro Regional Director. He was an Assistant Treasurer with Chase and a Financial Controller for ABN Bank before he was a teacher. Paul taught in Harry Van Arsdale High School in Brooklyn, NY serving as a VE coordinator from 1999-2005. Paul continued his teaching career in New Dorp High School in Staten Island, NY from 2005-2017 as the VE coordinator, where his Virtual Enterprise teams won over 70 awards, including 8 Regional Business Plan Competitions, 6 NYC Business Plan Championships and a National Business Plan Championship in 2010. Paul was appointed the NYC Regional Director for VEI on August 1st, 2017, one month after he retired from the Department of Education.



Gina Pol is the Program Support Manager at VE. She was a VE alum from the High School of Economics and Finance in 2012. Gina began working for VE as an intern during the spring semester of her senior year and continued to intern in the office each summer during her time off from college. Gina graduated from Connecticut College with a B.A. in Economics and Sociology in 2016. She began working full time in VE on June 1, 2016. Gina provides curriculum & instructional support to VE coordinators and organize workshops and events. When she is not coordinating VE events or responding to student/teacher questions, she enjoys eating spicy food and traveling. Gina has co-published two scholarly articles in the Sociological Studies of Children and Youth (Technology and Youth: Growing Up in a Digital World in 2015 and Education and Youth Today in 2016).



Meghan Foley is the NY Metro Program Coordinator at VE. She was brought onto the team when NJ and PA became part of the New York Metro Region in the summer of 2018. Meghan recently graduated from SUNY Oneonta with a B.S. in Mass Communications and Media Studies and a minor in Event Planning. Meghan's goal is to assist the PA and NJ teachers with support as well as help them feel confident and prepared in the upcoming Business Plan Competitions. When she's not working, Meghan enjoys spending time with her family and friends, especially her dog Chloe.

Ad Futures Competition 2019

Students from Edward R. Murrow High School Win the 2019 Ad Futures Competition With Dynamic Campaign to Encourage Girls to Study and Pursue Careers in STEM.



1st Place – Edward R. Murrow High School



2nd Place – Flushing High School



3rd Place – Francis Lewis High School

On September 26, more than 150 students from NYC high schools participated in the Sixteenth Annual Advertising Futures Competition hosted at the SVA Theatre. The competition pairs advertising agency mentors from across NYC with teams of students to create an advertising campaign based upon a brief developed by the Ad Council. The Ad Futures Competition is a much-anticipated event of Advertising Week, the largest and most prestigious annual gathering of advertising and media industry leaders in North America.

Fourteen teams from Virtual Enterprises programs throughout New York City were challenged to create a campaign to help encourage young girls to take part in STEM (Science, Technology, Engineering, and Mathematics), a field in which women are underrepresented compared to their male counterparts.

For the weeks leading up to the competition, students and their mentors convened up to three times at agency offices or through video conferences. On the day of the competition, students presented their original ad campaigns to an engaged panel of advertising experts and an audience of their peers. The campaign ideas included using billboards to spread the message, creating video games, using emerging social media platforms like TikTok, making podcasts, and tapping into social media influencers to serve as role models for women in STEM.

Thank you to:

The Ad Council - Gina Grillo, *President & CEO*, and to the following ad agencies for their work with VE students: **BBDO, Concentric, Deutsch, Droga5, Five Tier, Grey, Interesting Agency, McCann, McKinney, Mixed Company, Momentum, Publicis Group, Rauxa, Saatchi Wellness, Wunderman.**



2019 Winning Women Conference



VE students showing off their “**Power Poses**”



Our morning panelists

Carol Anne Riddell, Heather Flanagan, Wendi Safstrom
Grace Ng and Cassandra King



Our founder, **Iris Blanc**,
alongside our host during the afternoon,
Alexandra van Arkel

Last year, half of VE companies were led by female CEOs. This year, the empowerment of young female leaders continues as 60 female students from high schools across New York City participated in the Winning Women Leadership Conference, an event series providing students with early career development training and connecting them with real-world female business leaders. Hosted by HSBC and facilitated by CVC Capital Partners and NBCUniversal, the day was split into a morning session focusing on communication skills, personal branding, professional presence, and emotional intelligence and an afternoon session engaged students in themed break-out activities with mentors, intended to put the morning coaching session into action. Female mentors, panelists, and speakers shared their professional and personal experiences, achievements, challenges, and advice with the students.

We thank all of the **winning women** who came to mentor
the young women of VE !

Maureen Gillan Myer, Executive VP, Head of Human Resources, HSBC USA
Iris Blanc, Founder, VEI
Erin O’Leary, Manager, Content Distribution, NBCUniversal
Alexandra van Arkel, Investment Director, CVC Growth Partners
Heather Flanagan, Managing Director, Private Wealth Solutions, HSBC Bank
Cassandra King, Senior VP, Area Manager, HSBC Bank USA
Grace Ng, Associate, Raine
Carol Anne Riddell, Television Host, CUNY TV
Wendi Safstrom, Executive Director, SHRM Foundation
Ritu Banga, Co-Founder, Zoomdojo
Jean Altier Bohm, Managing Director, Goldman Sachs
Pamela Chasin, Senior Consultant, UBS
Cindy Chernuchin, Counsel, Willkie Farr & Gallagher LLP
Ellen Christman, Engagement and Philanthropy Advisor, SHRM Foundation
Stacey Denoyior, VP of Sales, Broadridge
Sarah Dioguardi, Human Resources Advisor, HSBC Bank USA
Rebecca Distler, Director, Global Health Initiatives at Element

Stephanie Durkin, Head of Talent Acquisition, Vyera Pharmaceuticals
Marla Felton, Founder and Director, Common Circles
Ashley Fina, Chair, Michael C. Fina Holdings
Gina Grillo, President and CEO, The Advertising Club of New York
Ruchi Gupta, VP, Risk Analytics, HSBC Bank USA
Katelyn Hannington, VP, National Investments Specialist, HSBC Bank USA
Sameera Lakhane, VP, Fraud Risk and Control Manager, HSBC Bank USA
Carolyn Losty, Founder and Creative Director, CALdesign
Meghan Millowitz, Owner, Details Event Management & Consulting
Jennifer Rapisarda, Senior Data Management Specialist, HSBC Bank
Laura Ruben-Rieck, IT Director, HSBC Bank
Leandra Skyers, Personal Banker, HSBC Bank USA
Genie Sullivan, Consultant
Kathryn Swintek, Managing Partner, Golden Seeds
Juliana Tenczna, VP Head of Partner Capital Loans, HSBC Bank USA
Laura Wang, VP, Digital, Chase

National Online Competition Results

Congratulations to the following New York Metro firms for placing in the **Top 10%** for the National Elevator Pitch Competition:

Bee Fresh - Berks Career and Technology Center - Pennsylvania
Blue Leaf - The Academy for Math, Science & Engineering - New Jersey
In Touch Inc. - New Dorp HS - Staten Island - New York
ReCase - Berks Career and Technology Center - Pennsylvania

Congratulations to the following New York Metro firms for placing in the **Top 25%** for the National Elevator Pitch Competition:

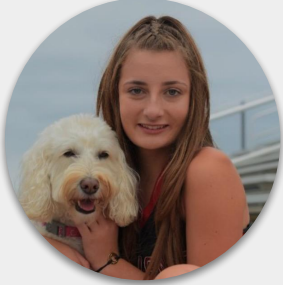
Bake-ology - Susan E Wagner High School - Staten Island - New York
Bite Box - Lakeland Regional High School - New Jersey
Blue Surf - Bucks County Technical High School - Pennsylvania
Goody Jarz - Lakeland Regional High School - New Jersey
Nirvana - Academy of Finance and Enterprise - Queens - New York
PetPoint - Robbinsville High School - New Jersey
R.E.S.T. - Academy of Finance and Enterprise - Queens - New York
The Vision Media - Roosevelt High School - Yonkers - New York

To view the complete list of Elevator Pitch Competition Results please visit :
<https://Veinternational.org/competition-results/>

Upcoming Events & Deadlines

- December 2** - Written Business Plan Due for NYC Firms
- December 5** - Oral Business Plan Preparation Workshop at MLK HS Campus
- December 17** - Brooklyn/ Staten Island Business Plan Competition at LIU Brooklyn
- December 18** - Manhattan Business Plan Competition at Mercy College Manhattan Campus
- December 19** - Queens West and Queens East Business Plan Competition at Marist College Manhattan Facility
- December 20** - Written Business Plan Due for Yonkers, Bronx, NJ, PA, CT and Wappingers Falls
- January 10** - North Division Business Plan Competition at College of Mount Saint Vincent Bronx Campus
- January 14** - Central Division Business Plan Competition at Fairleigh Dickinson University, NJ
- January 22** - Southern Division Business Plan Competition at Albright College, PA
- February 28** - Citywide Business Plan Competition Championships at the United Federation of Teachers

CEO Corner



Maria Cox

Pet Point - Robbinsville High School

Maria is currently a senior at Robbinsville High School who has been an employee of PetPoint for two years. Aside from adding new innovative products to the PetPoint product line, she strives to create an enjoyable working environment for all the employees.

ZO, Inc. - West Orange High School

As CEO of ZO, Sam, a natural leader, puts her skills to work and motivates the firm with the focus and dedication necessary for success. Sam's passion about business as well as about helping those around her, are evident and Sam is seen as a role model by her peers. Outside of class, Sam keeps busy with AP courses, extra-curricular activities, including FBLA VP, working part-time and traveling whenever possible. Sam is a well-rounded leader whose knowledge, passion and dedication for business shine in all that she does.



Samantha Rhew



**Fabiola
Flores-Queriapa**

P3 - Reading High School

P3 is very excited to announce Fabiola Flores-Queriapa as our CEO. She is new to P3 but has excellent credentials. Ms. Flores-Queriapa has a proven track record in business, as demonstrated by excelling in her 6 business classes at Reading High School. She also held a leadership role in the RHS JROTC program. Ms. Flores-Queriapa has a very adventurous vision for P3 as shown by her leading our company to its earliest VE market opening.

Drip - Whippany Park High School

At Drip, CEO Logan Miliziano is leading a revolution of eco-friendly business practices, as Drip seeks to create products and services that will conserve water, one drop at a time. Logan is one of the creative minds behind Drip's smart-technology shower, providing a vision of a more advanced, sustainable future for people across the globe.



Logan Miliziano

Meet The Fellows

Each year, the VE Central office hires VE Alumni to participate in the VE Fellowship Program. Meet this year's team!



Ashley Diaz

Ashley Diaz started her fellowship with VE in September of 2019. She is a VE Alumna from the High School of Fashion Industries, where she served as the Chief Executive Officer of the firm FLY NY. She is currently a freshman studying at the Fashion Institute of Technology, where she is majoring in Advertising and Marketing Communications. Her fellowship at VE has become her first experience with a non-profit organization. In her spare time, Ashley enjoys photography and spending time with her family and friends.

Contact: adiaz@veinternational.org



Sharon Lei

Sharon Lei started her fellowship with VE in September of 2019. She is a VE Alumna from Edward R. Murrow High School, where she served as the Chief Financial Officer of the firm Sprout. Last summer, she completed an internship with Anibic, where she was able to have her first hands-on experience with nonprofit accounting. Sharon is a second-year student at St. John's University, majoring in Accounting. In her free time, she enjoys doing outdoorsy activities and spending time with her friends and family.

Contact: slei@veinternational.org



Pallak Kariwala

Pallak Kariwala started her fellowship with VE in September of 2019. She is a VE Alumna from Forest Hills High School, and worked as Vice President of Accounting for the company Novus V-Tech. Pallak is a first year student at Baruch College. She plans to major in Finance with a minor in Economics. This is Pallak's first time working at a non-profit organization, and she is very excited to experience the administrative side of VE. In her free time, she loves cooking new recipes with her mom and participating in Baruch's club life.

Contact: pkariwala@veinternational.org

Alumni News: *Where are they now?*



Katy Ho

Edward R. Murrow High School
Class of 2012

VE Firm Name and Position:

Brandmark Advertising
Accounting Employee

College and Major:

Baruch College
Bachelor's in Finance

Current Position:

Tax Consultant at Deloitte

“Try to make the best of your VE experience in high school and create relationships with one another because you may one day cross paths. Invest time into your VE firm, as this is a snapshot of how the real world functions where employees report to managers, and managers report to upper management. The skills and knowledge you gain during VE will prove valuable as you obtain your first internship/job. Don't be afraid to ask questions and always be eager to learn as much as possible. As they say, knowledge is power and the more you know, the more you'll grow. Lastly, enjoy your time together because it'll be one of the most rewarding experiences!”

<https://www2.deloitte.com/us/en.html>



Annie Law

Francis Lewis High School
Class of 2018

VE Firm Name and Position:

Nuapps
Chief Executive Officer

College and Major:

Fashion Institute of Technology
Advertising and Marketing Communications
Major

Current Position:

Founder/CEO for LineByMoi
Executive/Creative Assistant to CEO of
ModaBox

“I would say to follow your instincts. Don't let people steer you away from doing what you want in life. There will be teachers and friends and family members who will say you're making the wrong decision. However, it wouldn't matter in the end as long as you're happy. Those decisions tend to be right. I'm glad I trusted my instincts in attending FIT and also starting my company despite people's doubt. I'm 19 now but so much stuff can happen in a year if you allow it.”

<https://linebymoimoi.com>

<https://moda-box.com>

Frequently Asked Questions about the Hub

Q: How do I find a specific task I am looking for?

A: The best way to navigate through our modules is by using the command Ctrl + F (on PCs) and Command + F (on Macs) then using that search bar to type in the key words that you are looking for. This command will show all sections where those words are mentioned in the curriculum.

Q: Where can I find competition rubrics?

A: All information for online competitions, competitions manager and the competition rubrics are located under the "Competitions & Events" tab on the left hand side of the VE LMS, this is your one-stop shop for all things competitions!

Q: How can I reset a hub password?

A: If students forget their password for the VE hub, teachers can create a link to reset their password. Under the teacher admin you will find a "reset password" icon next to your students name. Clicking this will generate a link that you will be able to send to your students to reset their passwords. If you are a teacher and need your Hub password reset, please contact your regional program coordinator and he/she will be able to reset it for you.

Q: How can I give select students access to the firm bank account and store manager?

A: Please make sure that a Department and Role are assigned for each student in your firm, and that rights are granted to students needing access to the firm bank account, Wholesale Marketplace, marketing information, Store Manager, and/or attendance. Use the following path to allow access: **Marketplace Tools** → **Firm Admin** → **Students** → **Select Student and update info**

Want to be featured in our next issue? Email mfoley@veinternational.org or go to the link <https://form.jotform.com/82775329785171> to submit any VE-related news for our next issue.



VIRTUAL
ENTERPRISES
INTERNATIONAL

VE Alumni Throwbacks!



2012 NYC Trade Show
Edward R. Murrow HS NY
Brandmark Advertising
Coordinator: Lisa Costantino



2017 CEO Day at Deloitte
Fall Executive Conference

VE Tips & Tricks!

"Clearly organize and list responsibilities to stay on track and have a clear goal. Being organized is the best thing you can do to make sure everything gets done professionally and on time."

-William Hendershot

CEO
VE Security
Sussex County School
of Technology