



Enterprise Leadership Conference Silicon Valley West 2018

Mission: *To enhance business building skills of high school juniors through a working introduction to the opportunities, benefits and challenges of establishing a business or providing a service in the free enterprise system.*

Cost:

Free for the 60 High School Juniors selected.

Conference Schedule:

Wednesday, April 4, 2018, 7:00 AM - Conference starts at Mission College.

Wednesday afternoon - Students travel by bus to Multiversity .

Friday, April 6, 2018 7:00 PM - Students arrive by bus at Mission College.

How it Works for Students

- Each student fills out an application online by **February 28, 2018** and answers 3 basic questions:
 1. Why are you interested in applying for this business conference?
 2. How do you think attending this conference will influence your future goals?
 3. In ten years, what would you like to be able to tell others about yourself?
- Grade Point Index is NOT a criteria for acceptance!
- Teacher or School Representative completes a recommendation online **by February 28, 2018**.
- Selection committee of Rotarians reviews applications and selects students, with students notified before end of January. Each of the 10 teams will consist of 3 boys & 3 girls from different high schools.
- The 60 Juniors selected must attend one of the two scheduled nighttime Orientation meetings.
- School work makeup is expected.

Overview of Course Curriculum

- Entrepreneurial Stories
- Building Your Own business
 - Products/Service, Target Industry, Location, Operations, Business Plans, etc.
- Business Ethics
- Talent Management/Human Resources
 - Organization, Company, Mission and Culture
- Marketing
 - Market Analysis, Strategies
- Finance
 - Getting Capital, Financial Statements & Projections
- Making Winning Presentations
- Team Building

Mandatory Orientation – Attend 1 session:

- **March 22, 2018**
- **March 27, 2018**
- **Location: Mission College**

**A Collaborative Effort of the Rotary Clubs of
Campbell, Los Altos, Milpitas, Mountain View, Santa Clara, Saratoga, Sunnyvale and Sunnyvale Sunrise**

Conference Info: www.ELCSVW.org

Contact: Mike Klein, ELC-SVW 2018 Chair

E-Mail: rotary.elc.svw@gmail.com

Phone Messages: (408)695-3994