



Youth About Business
Leadership Development Program
Northeast Region 2011



Youth About Business History

Creating An Environment of Success (CES) established Youth About Business (YAB) as a program for young people in 1992. Looking for a way to reduce the achievement gap for underserved populations, Sam Kirk founded YAB to help motivate students through introducing them to the world of business.

In 1998, YAB launched what is now the Youth About Business Leadership Development Program. This program introduces high school students to complex corporate transactions, takes them on enrichment trips to visit corporations, and hosts monthly meetings to revisit curriculum from summer programming. The purpose of the program is to expose students to new career options, foster intellectual curiosity, and provide access to the norms of corporate culture. The program has a track record of graduating 98% of program participants from high school and enrolling 90% in colleges and universities.

The Leadership Development Program started in Nashville, TN with 24 students. With the support of corporate and individual sponsors, the program has since expanded nationally and is currently offered in regional hubs across the nation. The program served over 550 students from 13 states in 2010 and provided monthly training in Nashville (SE), New York (NE), Memphis (SE), Chicago (MW), and Houston (SW). To date, more than 7,000 students have participated in the Youth About Business program.

The YAB Leadership Development Program was first introduced to the Northeast region in 2001. The Northeast hosted the largest number of students in 2010 and is projected to enroll 210 new students in 2011. All monthly meetings and training will be hosted in New York City.

YAB Leadership Development Program – 2011 Northeast Programming

Enrollment:

The YAB Leadership Development Program is open to all students that are currently enrolled in high school or anticipating graduation in 2011. The program targets students from New York and surrounding public school systems, but accepts students from all backgrounds, including private schools. Students are recruited from schools in teams of seven. Seven is the number of corporate officers that represent each company in the transaction simulation (summer business camp). Students that are not recruited in teams of seven will be paired with students from other schools.

All student registration and admission is conducted online and includes a personal essay and two letters of recommendation. There are no pre-requisites, GPA requirements, or minimum performance standards required to participate. Historical demographics of program participants include: 70% from low to moderate-income households, 65% from single parent households, and 80% from racially diverse backgrounds.

Summer Business Camp

The Leadership Development Program begins with the Basic Summer Business Camp. This is a week-long, residential camp that is hosted at Columbia University. Camps are designed to accommodate approximately one hundred students per week and the organization will host two camps this summer: July 4-8th and July 11th – 15th. During the camps, student teams are challenged to complete a simulated Merger & Acquisition transaction using real public companies. Each team is tasked with assuming the role of executive management and negotiating a transaction to either purchase or sell the majority ownership of a company.

Student roles in the simulation are self-selected. Each team will assign its member one of the following executive officers based on interest: CEO (Chief Executive), COO (Chief Operating), CFO (Chief Financial), CLO (Chief Legal), CMO (Chief Marketing), CHRO (Chief Human Resources), or CIO (Chief Information).

Students are challenged to adjust to a very steep learning curve. Each corporate assignment is a real company and all supporting documents are real government filings. In some cases, students may have over 200 pages of materials to cover as a team during the camp. In 2010, students were assigned public companies like Kellogg's, Pepsi, Newell Rubbermaid, and Proctor & Gamble for their transactions.

To give students guidance, over 150 volunteers from the corporate community visit the camp to advise student teams. Advisors come from various professional backgrounds and each spends two hours helping students develop strategy. Students will even take a trip to a law firm for their attorney meetings. During the camp, students will have separate team meetings with each group of professionals, including: research analysts, attorneys, accountants, investment bankers, marketing execs, human resource professionals, and IT specialists.

The camp culminates with the negotiation process. After students have met with all advisors and attended all classroom sessions, they meet with their counterparts from another high school to start negotiations. Students then spend all night negotiating a transaction that is in the best interest of their shareholders. Many students work through the early morning on their deals. The majority of students will dedicate over 80 hours to the transaction simulation during the camp week.

The camp is structured as a competition and has a deliverable. Each student team is asked to write a "shareholder report" as the executive management that explains their proposed transaction. This report is due at the end of camp and should include all of the strategy and rationale that students used during the week. Students are also asked to give a presentation to a panel of judges on the last day of camp to explain their transactions. The presentation doesn't weigh on a team's ability to win the competition, but it does allow them to practice their presentation skills as well as collect feedback on issues that need further consideration.

A group of judges will read the reports and identify the top two teams from each camp week. Each of the finalists will be asked to attend an invitation-only championship camp at Columbia University where the top students from across the nation will compete for the national title. The championship camp takes on a similar format to the basic camp. The top team from Championship Camp will be recognized at the National Awards Ceremony and will receive shares of stock. In 2010, the students that won the National Championship were recognized on the floor of the New York Stock Exchange and given shares in Proctor & Gamble.

For a better visualization of the basic camp, please see a special that WABC Local NY ran on students from the Northeast region. This was broadcast during summer 2010:

<http://abclocal.go.com/wabc/video?id=7596701>

In subsequent years, students can apply for the Advanced Camp. This camp is only open to students that are returning to the program. The camp takes on a similar format to the basic camp, but students tackle more complex business transactions such as joint ventures, leveraged acquisitions, restructurings, and privatizations. (Hosted July 11 – 15, 2011)

Wall Street Conference for Teens

All summer participants are invited to attend the Wall Street Conference for Teens. The Conference is held in New York City from July 17-22, 2011. Nearly 300 students from all of the markets will fly to New York to attend the residential conference. The conference is an enrichment trip designed to allow students a venue to network, interact with executives, explore career interests, visit Wall Street firms, and visit attractions in the financial district. Students will establish long-lasting relationships with new friends while attending events such as the Career Lunch Series, the Welcome to Wall Street session, and meeting with brokers on the NYSE Floor. The conference provides the type of exposure to professionals and venues that creates and develops an initial interest in business. This part of the program is optional, but strongly encouraged. Students **MUST** attend business camp to be eligible to attend the Wall Street Conference.

Monthly Meetings and Leadership Development Training

All summer participants are also invited to attend monthly meetings during the academic year. Students will revisit subject areas from the business camp as they start to build a long-term understanding of business. Students will revisit topics like financial statements, corporate structure, new enterprises, marketing, etc. Meetings will be hosted at Columbia University as well as host firms from the business camp. Certain students will be selected to participate on the Northeast Leadership Team. These students will have access to additional networking and leadership training opportunities. They will also attend enrichment trips with other leadership team members from other regions.

YAB Leadership Development Program Timeline and Costs 2011

Basic Summer Business Camp (First Year Students)

Dates: July 4 – 8 and July 11 – July 15
Host University: Columbia University, Columbia Business School
Application Deadline: Early Enrollment Deadline – Friday, March 18, 2011
 Regular Enrollment Deadline – Friday, May 6, 2011
Application Fees: \$25.00 application fee due to complete application.
Camp Fees: \$225 for applications complete ON or BEFORE March 18th
 \$300 for applications complete AFTER March 18th
 All payments due by June 18th

Advanced Camp (Returning Students Only)

Dates: July 11 – 15
Host University: Vanderbilt University, Nashville, TN
Application Deadlines: (See Basic Camp Deadlines)
Camp Fees: \$300 for all applications – due by June 18th
 Families are responsible for flight arrangements to Nashville arriving 7/10/2011

Wall Street Conference for Teens (Optional)

Dates: July 18 – 22
Host Site: Crowne Plaza Hotel Secaucus – Meadowlands. Events in New York, NY
Early App Costs: \$450 Total Costs. \$200 deposit due July 8th. \$250 final payment due July 16th
Regular App Costs: \$600 Total Costs. \$200 deposit due July 8th. \$400 final payment due July 16th
 Transportation included in costs

	Basic Camp Early Enrollment	Basic Camp Reg. Enrollment	Adv. Camp Early Enrollment	Adv. Camp Reg. Enrollment
Application Deadline	March 18 th	May 6 th	March 18 th	May 6 th
Application Fee	\$25.00	\$25.00	\$25.00	\$25.00
Camp Costs	\$225.00	\$300.00	\$300.00	\$300.00
Camp Payment Due Date	June 18 th	June 18 th	June 18 th	June 18 th
Wall Street Conference Fees	\$450	\$600	\$450	\$600
1st Deposit due (\$200)	July 8 th	July 8 th	July 8 th	July 8 th
Balance Due	July 16 th	July 16 th	July 16 th	July 16 th
Total Costs – Camp Only	\$250	\$325	\$325	\$325
Total Cost – w/ Conference	\$700	\$925	\$775	\$925