

# VIRTUALLY THE VOICE OF VIRTUAL ENTERPRISES, INTERNATIONAL™ SPEAKING



## Meet Melanie Mortimer, Chair, VE Advisory Board

Melanie Mortimer is Director of Global Philanthropy at Merrill Lynch, a leading global wealth management, capital markets and advisory company with an annual philanthropic giving portfolio of \$44 million, one third of which supports education.

During her tenure at Merrill Lynch, Ms. Mortimer has built and managed hundreds of innovative cross-sector partnerships enabling millions of young people from ethnically diverse and underserved populations access to educational opportunities to better compete and succeed in the global marketplace. The programs combine employee involvement, grants to nonprofit organizations, and collaborations with nonprofit and educational organizations specifically to support youth entrepreneurship, financial literacy, and global citizenship.

Ms. Mortimer also oversees volunteer initiatives for the firm, helps coordinate major disaster relief campaigns, and handles the company's arts and culture grants. She manages the McCarthy Scholarship program for children of employees.

Ms. Mortimer's professional career began as an editor and writer and eventually Senior Editor for *Tokyo Journal* Magazine. Subsequently, she joined ITOCHU Academy in Tokyo, Japan as an intercultural communications coach and management trainer for international executive delegations. She then worked for one of Japan's largest companies, ITOCHU Corporation, a multi-billion dollar, global trading firm, where she managed the global communications desk, including media relations and internal, external and shareholder communications.

Mortimer earned her undergraduate degree in English Literature and Creative Writing from Agnes Scott College, her Japanese studies degree from Osaka Gaikokugo Daigaku and her MBA from Aoyama Gakuin University in Tokyo.

## Virtual Enterprises & PENCIL Launch Student Internship Program

Public Education Needs Civic Involvement in Learning (PENCIL) has for years established connections between members of the corporate world and the New York City Department of Education. This summer PENCIL launched the PENCIL FELLOWS internship program in partnership with VE. Pencil developed over 150 internship opportunities for qualified VE students. Juniors and seniors gained real-world work experience through paid six-week internships. Nearly 80 companies participated as Business Mentors—from financial institutions, to design firms, to nonprofit organizations.

The program was launched this year through the generous support of the New York City Department of Labor and the Meringoff Family Foundation.

*"As a parent and a business leader, I've seen how formative early work experiences can be in developing a young person's future,"* said Meringoff Properties, Inc. Chairman Stephen Meringoff. *"Not only does the PENCIL Fellows Program provide students exposure to the professional world—it spells out the steps for success through extensive career readiness training. This is a wonderful way to start our young people down the road towards productive and fulfilling careers."* (from PENCIL News)



Brian Geller of B. Geller Restorations (left) was so impressed with the work of PENCIL Fellow Steven Ortiz (right) that he offered him a part-time job at the company this fall.

## NEW VE BUSINESS MODEL

Virtual Enterprises, International (VEI) has become a Department of Education Internal Service Provider—a vendor within the Department. Schools that wish to implement the Entrepreneurship/VE program of study are now required to purchase the program using a newly developed internal purchasing system. This new business model for implementing and supporting the program will ensure a more efficient way to allocate resources at all levels.

The VEI package includes instructional components such as curriculum, applied-learning activities, internships, college courses, assessments, and teacher/student support for all courses in the three-year Entrepreneurship/Virtual Enterprises sequence of study. The courses in the sequence include Computer Applications, Entrepreneurship and VE. Economics and Career & Financial Management instruction are integrated into the VE class, which runs for one year as a 90-minute block.

VEI is also working to become a separate, not-for-profit under 501(c)(3) to expand and better support national VE programs.



## CTE SPOTLIGHT ON Gregg Betheil

The Department of Education's new executive director of Career & Technical Education programs, Gregg Betheil, was until recently a senior vice-president of the National Academy Foundation, which coordinates CTE programs in a number of NYC schools, including the Academy of Hospitality and Tourism at Erasmus. Betheil also worked as a teacher and technology coordinator at Martin Luther King, Jr., HS before it closed; according to a 1998 Village Voice article, he was the "champion" of integrating technology and education and inspired students.

Gregg's mission includes a wide range of tasks and goals. Since the report from the Mayor's Task Force on Career & Technical Education was published, he has focused on all aspects of CTE including teacher certification, alignment of CTE instruction and curriculum with current industry needs, and development of strategies for implementation of changes necessary to bring CTE to a high state of effectiveness to prepare students for a transition from high school to both the world of work and higher education.

Gregg holds a B.A. in Government & Law and History from Lafayette College, a M.A. in Social Studies Education and a M.Ed. in Educational Administration from Columbia University.

VE is delighted to have Mr. Betheil at the helm!

### VE ADVISORY BOARD 2008-2009

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## Hundreds of VE Students Participate in 2008 Ad Futures Competition

Advertising Week is the largest and most prestigious annual gathering of advertising & media industry leaders in North America. A central component of “The Week” is a commitment to expose and attract young people to the industry.

Now in its fifth year, the “Advertising Futures” competition was created to expose high school students to the career opportunities available within the advertising industry. The program is in collaboration with the Ad Council, the Department of Education, and Virtual Enterprises.

The 2008 “Ad Futures” kick-off was held on September 5. Agencies were paired with Virtual Enterprise student teams from 27 high schools. The student teams, with their partner agencies, were briefed on the details of the advertising campaign they are to create. For the next three weeks, each team will work with their agency to develop the “drop-out prevention” theme into a print campaign, then make their presentation to a panel of industry professionals on Wednesday, September 24 at 1:30 p.m. at the Times Center Expo Hall, located at 242 West 41 Street, New York City. The winning campaign will appear in *The New York Times*. The Advertising Futures competition provides an authentic applied learning activity that supports the goals and objectives of Virtual Enterprises program.

The VE schools/teams and their agency partners are:

School	Agency
STAR Academy	Arnold
In-Tech Academy	Avenue A
William Cullen Bryant HS	Avrett Free Ginsberg, Inc.
HS for Business & Computer Applications	BBDO
Jacqueline K Onassis HS	Clifford Freeman & Partners
Acad. for College Prep & Career Expl	Collins
Far Rockaway HS	Deutsch
HS for Teaching & the Professions	Draftfcb
Paul Robeson HS	Euro
Grace Dodge HS	Gardner Nelson & Partners
Fordham Leadership Academy	Gotham
HS for Arts & Business	Grey Global
HS for Arts, Imagination, & Inquiry	Hill   Holliday
Franklin K Lane HS	KBP
DeWitt Clinton HS	LOWE
Norman Thomas HS	McCann
Tottenville HS	Momentum
Sheepshead Bay HS	Ogilvy
Edward R Murrow HS	Publicis
Richmond Hill HS	Saatchi Saatchi
Art & Design HS	TBWA/CHIAT
HS for Arts & Technology	Tribal DDB
Hillcrest HS	Uniworld
Flushing HS	Vidal
New Dorp HS	Vigilante
Murry Bergtraum HS	Wunderman
Newcomers HS	Y&R

**UPGRADE**

## VE TO ROLL OUT ENTREPRENEURSHIP CURRICULUM

A curriculum for Entrepreneurship, the second course in the three-year Entrepreneurship/VE program of study, is currently under development and will be rolled out this fall. The curriculum will enable teachers to have the resources necessary to teach students what it takes to go into business, how to develop a business plan, assess global opportunities, conduct market analysis, and use technology to solve business problems. The course is aligned to the National Standards for Business Education and the National Content Standards for Entrepreneurship Education, developed by the National Business Education Association and the Consortium for Entrepreneurship Education, respectively. A final course assessment is also being developed.

Schools that implement the curriculum will be invited to participate in the Alternate League Fed Challenge in April 2009, an event sponsored by the Federal Reserve Bank of New York.

## NEW SCHOOLS JOIN VIRTUAL ENTERPRISE NETWORK

The Virtual Enterprise continues to grow in New York City and nationwide. In New York City, new programs have opened in the HS of Arts, Imagination & Inquiry @ MLK Campus; The Academy for College Preparation & Career Exploration @ Erasmus Campus; HS of Sports Management @ Lafayette Campus; HS of Enterprise, Business & Technology @ Grand Street Campus. Several other NYC high schools have opened additional firms, as well.

## VE DATA PORTAL GOES NATIONWIDE

The US Network of Virtual Enterprises Data Portal has now been adopted for use by all VE branches throughout the United States. The portal is an integral tool for managing VE firms and related data, student workshops and activities, attendance and student records, and also incorporates a totally internal messaging system for VE communications between students, firms and central offices.

## PLANS UNDERWAY FOR NATIONAL BUSINESS PLAN COMPETITION AND GLOBAL BUSINESS CHALLENGE

Planning has started for student activities that comprise Trade Fair Week—March 23-26, 2009. The annual Merrill Lynch National Business Plan Competition, one of the most prestigious and rigorous annual business plan competitions for public high school students, will take place on March 24 and 25, 2009 at Baruch College. Winners of the event will be announced at the opening of the 12<sup>th</sup> Annual Virtual Enterprises, International Trade Fair on March 26.

The third annual Merrill Lynch Global Business Challenge will take place on Wednesday, March 25, 2009. The “Challenge” allows students from NYC, national and international VEs, who also participate in the Trade Fair the following day, to experience working in a multinational team and examine the challenges, opportunities and risks involved in a global business.

2009 Trade Fair Registration and Information is now online at [www.veinternational.org](http://www.veinternational.org).

## HSBC & FWA TO SPONSOR JOB READINESS TRAINING / PERSONAL FINANCE WORKSHOPS

HSBC has once again awarded VE a grant to support and expand Job Readiness Training workshops, a critical component of the VE internship program. The grant will cover the cost of organizing and implementing the workshops, training the trainers, developing and distributing materials and providing follow up. The training is offered to 2,000 participants in the VE program; participation in past years served 500 students annually. The Financial Women’s Association will join our effort to prepare students to transition from school to career to the workplace and provide afternoon workshops on personal financial literacy. Students who complete the training form the pool of “eligible” interns.

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Virtual Enterprises, International™ is a program initiative of the New York City Department of Education.