

VIRTUALLY SPEAKING

THE VOICE OF VIRTUAL ENTERPRISES, INTERNATIONAL™



ANOTHER GREAT YEAR FOR VE

12TH ANNUAL TRADE FAIR

Virtual Enterprises returned, once again, to the 69th Regiment Armory on March 26, 2009 for the capstone event of the year, the International Trade Fair. Student enterprise employees once again marketed their goods and services to other virtual firms and students from around the world. At the height of the activities, almost 3,000 persons filled the trading floor amid the frenzy of marketing.

The participants came from far and wide, and included students from many places. Besides students from the NYC schools, groups from Rochester, Long Island, New Jersey, Massachusetts, D.C., Connecticut, Virginia, South Carolina, Tennessee and California participated from the U.S. Network. International participation was notably greater and included teams from Quebec, Austria, Belgium, Sweden, Germany, Romania, Bulgaria, Indonesia, Australia and the Peoples' Republic of China. CBS and NY1 covered the event. The links to these webcasts can be viewed on the VE website at www.veinternational.org

COMPETITIONS

The 2009 U.S. Network of Virtual Enterprises & Merrill Lynch National Business Plan Competition took place during "trade fair week." This year, 18 teams from across the US were selected by their VE Central and Regional Office to take part in the Competition and vie for a total of \$25,000 in prizes. Teams had to submit business plans, present their plan and respond to questions from a panel of judges who selected the winners. Two preliminary rounds determined the seven finalist teams for the championship round. The top three teams were announced at the opening of the trade fair. The event was organized by WISE on behalf of the U.S. Network of Virtual Enterprises.

VE Management & Insurance of New Dorp HS in Staten Island, placed second in the nation.

The Merrill Lynch Global Business Challenge allowed students from NYC, national and international VEs, who also participated 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.

On the afternoon of March 25, students were assigned to a multinational team of 5 students. The mission was for each team to analyze company data, identify relevant information for the assigned task, and prepare a business strategy to be presented to Merrill Lynch judges.

Each team was provided with a laptop and a flash drive in order to prepare their presentation. Teams had to complete their mission in 2.5 hours.

One could not ask for a higher level of effort and participation. Kudos to all of the students for their hard work!

In addition to the competitions that took place prior to the trade fair, there were other competitions that took place at the trade fair—best booth, best salesmanship, best webpage. Competition winners can be viewed on the VE website.

Many thanks to the judges who, once again, gave of their time to help make our program a success and especially to Merrill Lynch who has been the event sponsor for the National Business Plan Competition and the Global Business Challenge for the last five years.

PHOTO HIGHLIGHTS



Our second place team at the National Business Plan Competition, VE Management and Insurance from New Dorp HS in Staten Island.



Creativity in booth design is exemplified by the team from Edward R. Murrrow HS, Universal Promotions

ENTREPRENEURSHIP AND BUSINESS CURRICULUM FOR FALL '09

The VE Center is finalizing the curriculum for *Entrepreneurship and Business*, a course that has been designed to serve as the second year of a three-year sequence of study in Entrepreneurship. The course will introduce students to the entrepreneurial process where they will focus on recognizing a business opportunity, understand the steps necessary to start a business and become familiar with the challenges to be faced when operating and managing the business in a manner that is respectful of the long-term health of society and our planet.

CONGRATULATIONS TO STEVE SATIN ON HIS PENDING RETIREMENT

Steven M. Satin, Principal of Norman Thomas High School in Manhattan, will be retiring in June after a long career as an educator and leader in the New York City schools. He has been a strong advocate of VE and other CTE programs during his many years of service to our children.

Mr. Satin has served on the Virtual Enterprises, International Advisory Board and on the Chancellor's Human Resources Advisory Board.

We wish Steve a happy and well-deserved retirement!

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AMERICAN YOUTH POLICY FORUM IN DC ADDS VIRTUAL ENTERPRISE

The American Youth Policy Forum (AYPF) in Washington, DC is planning to include the VE program in a new publication that they are developing, a Compendium on Programs Supporting College- and Career-Readiness. This publication, which is scheduled for release in the fall, will include profiles of approximately twenty-five different program models that have recent evaluations supporting their effectiveness, and will be aimed at a policymaking audience. This marks a major step in receiving the national recognition that this program has earned through the efforts of many participants.

DELOITTE IMPACT DAY

Professionals from the New York City office of Deloitte & Touche USA placed conference calls, projects and proposals on hold in order to make the students of the Virtual Enterprise classes at Fort Hamilton, Norman Thomas and Jacqueline Kennedy Onassis high schools their "clients" during this organization-wide day of volunteer service.

Deloitte volunteers worked with VE students in all three schools on their annual report and year-end summaries.

While IMPACT Day is Deloitte's national volunteer service day and part of Deloitte's ongoing commitment to workplace volunteerism, Deloitte volunteers work with VE classes in four high schools throughout the year and has been doing so for the last nine years.

Deloitte's ongoing commitment to the VE program truly supports workforce development. Many former VE students are now members of Deloitte's professional staff.



'09 AD FUTURES COMPETITION PLANS UNDERWAY

For the past five years, a number of schools in the Virtual Enterprise program participated in the "Advertising Futures Competition." This activity brings major Madison Avenue advertising agencies and classes together to create an advertising campaign as part of a broader week-long celebration of the advertising and media industries entitled "Advertising Week." The culmination of this activity is a competition, which will be held on September 24, 2009, in which students present their ads to industry professionals. The winning ads will run in *The New York Times* and the participating schools will be credited.

Prospective VE students met their advertising agency mentors on May 29 at the Paley Center for Media to set summer schedules for developing their ad campaign assignment.

This is a wonderful program with an established track record of success. As a result of the agencies' involvement with our students, many have remained partners to the program and to the school throughout the year.

SUMMER INTERNSHIPS

The VE Central office, in an ongoing partnership with **PENCIL**, is continuing to place students in summer internships as part of the **Pencil Fellows Program** despite the state of the economy. Although there may be fewer jobs available, all avenues of opportunity are being explored to maximize the number of positions.

JOB-READINESS WORKSHOPS SCORE WITH OUR STUDENTS

The '08-09 Job-Readiness workshops were a tremendous success! Over 500 VE students attended one of two weekend job readiness workshops at **Baruch College**, events supported by a grant from **HSBC**. Over sixty volunteers from such diverse organizations as **HSBC**, **CBS**, **Deutschebank**, **Bernstein**, **Bank of New York-Mellon**, **The College Board**, **American Society for Training and Development**, **MTA**, and the **Financial Women's Association** presented on topics such as "Dressing for Success," "Resume Writing" and "Interviewing Strategies."

After breakfast, students attended an orientation session where they were addressed by a panel of Baruch students, including two VE alumni, who talked to the group about college life and the college application process, then fielded questions from the students. After the opening session, students met with their industry leaders for small-group workshops.

The afternoon session was devoted to personal financial topics and the presentations were made by members of the Financial Women's Association.

SKYPE NOT HYPE!

The VE Central Office will be providing each New York City VE with a webcam in September so that students can begin using SKYPE (Internet-based phone and video software) in their communications with other VE firms in New York City and schools around the country and throughout the world. Several members of PEN International, the global organization of practice firms (VEs), have agreed to collaborate more closely to foster international trade. Students from Brazil, China, Germany, Spain and the United States will participate in a pilot project next year using Skype to communicate and overcome barriers to trade and also take part in case-study collaborations.

TIME-WARNER HOSTS TRADE FAIR WORKSHOP

To assist students in planning for participation in the Trade Fair, Time-Warner hosted a trade fair workshop on March 9. Mr. John Partilla, President of Time-Warner Global Marketing and Ms. Jaime Blanc, vice president of integrated marketing for LX-TV/NBC local media, provided the 150 students who attended with a very motivating and inspiring presentation on strategies for marketing the products of their virtual businesses.

Virtual Enterprises, International™

Iris Blanc, Director
Eric Spinner, Consultant /Staff Writer

Joel I. Klein, Chancellor
Gregg Bethell, Senior Executive for Career & Technical Education

122 Amsterdam Avenue, New York, NY 10023
Tel: 212-769-2710 Fax: 212-799-7528
Web: www.veinternational.org
Email: vec@veinternational.org

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