

VIRTUALLY SPEAKING

THE VOICE OF VIRTUAL ENTERPRISES, INTERNATIONAL™



VE STUDENTS EXCEL IN TENTH ANNUAL CITYWIDE BUSINESS PLAN COMPETITION AT DELOITTE & TOUCHE

For ten consecutive years, teams of aspiring young business executives from VE firms have presented their business plans, first within their home boroughs, then in a citywide competition.

The top seventeen teams from the borough competitions met at Deloitte & Touche on Friday, January 11, 2008 for a morning session where the semifinalist teams would be narrowed to a finalist group for the last round, held in the



afternoon. The teams came from the following high schools: Academy of Finance & Enterprise, DeWitt Clinton, Edward R. Murrow, Fort Hamilton, Hillcrest, In-Tech Academy, Jacqueline Kennedy Onassis, Lafayette, Murry Bergtraum, New Dorp, Newcomers, Norman Thomas, Tottenville, and William Cullen Bryant.

Ms. Bettie Jones, Associate Director of Bear Stearns and this year's VE Advisory Board Chair, opened the event by welcoming the guests. Additional words of encouragement were provided by Mr. Ken Clinchy, Senior Partner at Deloitte, and Mr. Garth Harries, Chief Portfolio Officer for the NYC Department of Education. One Deloitte speaker was especially inspirational— David Karnes, a member of the audit staff at Deloitte and a VE volunteer— offered words of support and encouragement to all of the competitors. David was a staff sergeant in the Marine Corps, and the movie, "World Trade Center," was inclusive of his role as the rescuer of two firemen who survived the collapse.

The competition was evaluated based on two components— the written plan (worth 40% of the total score), and the oral presentation, which included a question-and-answer session. The panel of judges included industry experts representing prominent corporate firms.

As the morning rounds came to a close, eight semi-finalist teams moved into the final round. Listed in alphabetical order by school, they were:

Edward R. Murrow HS- *Universal Promotions*
Fort Hamilton HS- *The Printing Depot*
Fort Hamilton HS- *Bon Voyage Travel*
In-Tech Academy- *Royal Accessories*
New Dorp HS- *VE Law*
New Dorp HS- *VE Management*
Tottenville HS- *O.V.E.A. Advertising Agency*
William Cullen Bryant HS- *Torque Enterprises*



Citywide first-place team from The Printing Depot at Fort Hamilton High School with Joe Delaney of Deloitte, the mentor for The Printing Depot.

Congratulations to the following schools/firms which took top honors and have secured a place in the U.S Network of Virtual Enterprises & Merrill Lynch National Business Plan Competition:

- 1st Place: Fort Hamilton HS- *The Printing Depot*
- 2nd Place: New Dorp HS- *VE Management*
- 3rd Place: Edward R. Murrow HS- *Universal Promotions*
- 4th Place: William Cullen Bryant HS- *Torque Enterprises*

Virtual Enterprises is grateful for the ongoing support of our corporate partners, and extends a special thank you to Joseph Delaney and his staff from Deloitte for conducting the business planning workshops for the students and teachers, and for hosting the competition. Joe Delaney did his usual fantastic job of making sure that nothing was spared in making our contestants and guests feel welcome.



Welcome To Our New Executive Director For Career & Technical Education

Virtual Enterprise welcomes Gregg Bethel, who took over the reins as the Executive Director for Career and Technical Education on January 2, 2008, replacing J.C. Brizard. Gregg joins the Office of Portfolio Development after eight years as Senior Vice President with the National Academy Foundation. Gregg oversaw national program operations for NAF's 510 academies across 41 states and D.C. He was responsible for the launch of the Academies of Information Technology (2001) and Engineering (2007), as well as overall academy development, program support and quality assurance. Prior to joining NAF, Gregg spent 7 years with the New York City Schools, as a teacher, program coordinator and assistant principal.

VE Students Participate in 2008 Advertising Futures Competition

Advertising Week 2007 wound down with a focus on the future -- young people. Now in its fourth year, "Advertising Futures" matched twenty-five New York City high school classes with an equal number of agency creative teams in partnership with The Ad Council to create an original print advertising campaign aimed at teens to combat teen reckless driving-- a very real problem affecting our youth.

Student teams were briefed on the details of the advertising campaign at an introductory meeting, and were given 2½ weeks to develop the campaign and make their presentations to a panel of judges at the final competition, held at the Society for Ethical Culture Concert Hall on Central Park West. The winning ads were displayed on Yahoo! and in *The New York Times*.

The winning teams were:

1st Place – HS for Arts and Business, Queens

2nd Place – Murry Bergtraum HS, Manhattan

3rd Place – HS of Economics & Finance, Manhattan

Congratulations to all who participated. VE extends a special thank you to the advertising agency mentors who worked with our very talented students!

Virtual Enterprises, International™

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Garth Harries, *Chief Portfolio Officer*
Office of Portfolio Development

Gregg Bethel, *Executive Director*
Career & Technical Education

Cynthia Fowlkes, *Director*
Career & Technical Education

NEWS BRIEFS...

Internship Program to Launch for Summer '08- Public Education Needs Civic Involvement in Learning (PENCIL) has for years established connections between members of the corporate world and the NYCDOE. This year PENCIL has created the PENCIL FELLOWS INTERNSHIP PROGRAM in partnership with VE. Internship opportunities will be developed by PENCIL and students will receive a paid summer internship.

Business Etiquette Workshop Planned- HSBC is hosting a conference breakfast in February 2008 for VE students on Business Etiquette / Self-Packaging. Workshops, given by industry professionals, will include "Table Manners and Place Settings," "The Art of Good Conversation," and "Clothing and Body Language."

Spring Travel- Our NYC students will participate in two trips to international trade fairs. The San Francisco trip will take place at the end of February, and the Austrian trip will occur in mid-April.

Job Readiness Workshop a Huge Success! Many thanks to HSBC for the November workshop. The next workshop will take place on Sunday, May 4 at Baruch College.

Planning for "VE TRADE FAIR WEEK" Under Way- The week of April 1-4, 2008 is comprised of several instructional activities that are highlights for VE students from around the globe. It will begin with a welcome dinner for local, national and international guests. Highlights of each activity are noted below:

??Merrill Lynch National Business Plan Competition is scheduled for April 3rd at Baruch College. Fifteen finalist teams from states across the country will travel to New York City to present their business plans to a panel of judges representing major corporations. The top three schools will share a \$25,000 cash prize generously donated by Merrill Lynch. Winners to be announced at the trade fair opening event.

??Merrill Lynch Global Business Challenge is scheduled for April 3rd at Baruch College. Multinational student teams will be asked to analyze theoretical company data, identify relevant business information, and prepare a business strategy to be presented to Merrill Lynch judges.

??1st Annual International Trade Fair planned for April 4th at the 69th Regiment Armory. Participants include teams from New York City, across the U.S., Canada, Europe and China. All 145 booths are sold out!

When the Virtual Becomes Real

A report by Katherine L. Hughes and Joanne Wang Golann

The VE Central Office invited the Institute on Education and the Economy (IEE) at Teachers College, Columbia University, to undertake a one-year, mixed method, multi-site study of the program with a focus on the influence that VE has on students' career and college readiness. The report provides a deep description of the program features and the student and teacher perceptions of VE. It also describes the relative effectiveness of various aspects of the program, such as technology use, project-based learning, and outside-the-classroom activities. The full report is available on the web at <http://www.tc.columbia.edu/iee/PAPERS/HughesGolann VE2007.pdf>

Virtual Enterprises International Trade Fair

Friday, April 4, 2008 ☎ 69th Regiment Armory ☎ New York City