

Email *

rcoady@iowaabi.org

Applicant First and Last Name *

Becky Coady

Department or Organization *

Association of Business and Industry Foundation

Primary Phone Number *

5152350569

Project Title *

Business Horizons Scholarship

Project Description (1-2 paragraph summary) *

High school students from across the state attend a week-long program on the campus of Central College in Pella. Students learn about economics, the free enterprise system, entrepreneurship, skills needed to be successful in today's workplace, leadership and business opportunities, and why Iowa is a great place to live and work.

Each industry team are challenged to create a service or product from which to base their new business venture. There are four tasks they will need to address and accomplish as they consider the service or product they will have as their business. Those four criteria are: it must be unique to them, must be viable, must sell at a profit, and solve a problem unique to them and their peers.

Total Amount Requested *

1500

Project Goal (What learning objective will be met? How will the project meet current needs of students, staff or community? What will the project accomplish?) *

The Mission of Business Horizons is to promote the value of the free enterprise system through leadership, entrepreneurship, financial literacy education, teamwork and personal development opportunities in Iowa.

Students who participate in Business Horizons leave the program with:

- An understanding of business and the free market system, including benefits of business competition, working as a team, how to determine product prices, profits, and inflation.
- An understanding of Iowa businesses and opportunities available in the state to accomplish both business and career goals. (Iowa's participation in the global economy, including its commodities, the role of agriculture, manufacturing and small business.)
- Enhanced confidence to be a leader including improved public speaking skills, comfort in networking with business and community leaders, and increased personal development skills.

Project Management (Who will manage project? Is there any additional oversight needed? Are you interested in having a member of the TRHS Foundation board assist?)

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The ABI Foundation staff provide the management of the project and there wouldn't be any additional oversight needed.

There are a number of volunteer opportunities available and we would welcome any member of the TRHS board to volunteer or visit the program, July 17-2.

Volunteer opportunities include but are not limited to:

INDUSTRY ADVISORS

WHO: Business professionals from various fields.

DESCRIPTION: Industry Advisors are the pilots of the Business Horizons program. These week-long volunteers guide and mentor each Industry (10-12 students) through team-building activities, competition preparation, the development of their product/business and more. Advisors support their team as they navigate their way through a series of challenges while fostering a positive/can-do team spirit. The Business Horizons Industry Advisor position is an excellent professional development opportunity. All materials and curriculum are provided, as well as a day-long training prior to the program. All meals and housing (if desired) for the week are provided by the Business Horizons program.

TIME COMMITMENT: 1-day training in July; Full BH Week: Sunday-Thursday, 7:00am-8:00pm

HUMAN RESOURCE PROFESSIONALS

WHO: Human Resource professionals currently working in any industry

DESCRIPTION: Business Horizons seeks to help students prepare for a successful career and the steps needed to reach their goals. During the program, students participate in an activity in which they're scheduled to "meet with HR" during work time. During this meeting, students will break into small groups, each meeting with an HR volunteer. Questions will be provided on the topics of 1) before the job search, 2) in the interview, and 3) after getting hired. As a volunteer, HR professionals provide feedback and insight for students on how to handle these real-world scenarios.

TIME COMMITMENT: 2-3 hours. Dates and actual times to be determined.

VISITING ENTREPRENEURS

WHO: Individuals who currently run a business or service in any industry.

DESCRIPTION: Entrepreneurs are invited to visit Business Horizons and spend time with the students to not only share their personal story and expertise, but also to provide feedback and guidance to the students on their Business Horizons projects and investor pitches.

TIME COMMITMENT: Approximately 2 hours. Dates and times to be determined.

MARKETING CONSULTANTS

WHO: Professionals in marketing, advertising, web or graphic design, social media, etc.

DESCRIPTION: Student teams spend plenty of time on marketing efforts – from trade show table displays and brochures, to logos, business cards and their team's infomercial. Marketing consultants are needed to provide extra feedback as students put the finishing touches on their materials and finalize plans for their infomercial to begin filming and editing.

TIME COMMITMENT: 1-2 hours. Date and time to be determined.

JUDGES

INFOMERCIAL JUDGES

WHO: Professionals in marketing, advertising, digital media, video production, etc.

DESCRIPTION: After completing a media rationale and story board, each industry team will film and edit an infomercial to get the word out about their new product/business. It is the job of our judges to score each team's infomercial based on creativity, strategy, clarity and overall effectiveness during the live showing on the final day of the program

TIME COMMITMENT: Thursday of program week. 2-3 hours (Includes lunch and training/review time).

INVESTOR JUDGES

WHO: Professionals in the fields of investment, finance and entrepreneurship.

DESCRIPTION: At the end of the week, students prepare and deliver a formal investor presentation as one of their culminating competitions. Their goal is to convince the investor judges that their company will be a good investment based on their critical analysis of the market demand, target audience, and profitability of the venture. Investors are given full permission to ask the tough questions to determine who is worthy of their investment and ultimately will determine a winning team to be announced at Graduation.

TIME COMMITMENT: Thursday of program week. Approximately 3 hours (includes training).

If interested in any of the opportunities, please contact Jessi McQuerrey, Program Director, at jsteward@iowaabi.org.

Project Target Population (How many students will benefit? Is this within a specific department, staff related, etc.? What demographic of students will this serve?) *

High school students entering their sophomore year, juniors, and seniors graduating spring of 2022.

Project Duration (How long will the project last? Do you believe there is long-term impact instead of one-time benefit?) *

5 days. July 17-21, 2022

Business Horizons has been a program of the ABI Foundation for 38 years. We often hear from students who have attended and they tell us about the value the program gave them. Many state it was "life changing". A family from western Iowa have had multiple attendees. Dad requires each one of the kids to experience the program.

I believe there are members of the TRHS board that have also attended the program or volunteered.

Project Funding Sources (Have you applied for any additional funding, if so, from who and have you been awarded funds? Are there matching funds available? Are you pursuing any additional funding at this time? Please specify dollar amount where able.) *

The total program expenses are approximately \$126,000. We have a number of sponsors and donors who add value to the program.

We have the following commitments:

Accu-Mold - \$2500

Atlantic Bottling Coca Cola - \$5000

Bank Iowa - \$1500

Coon rapids Rotary Club - \$325

Dekko Foundation - \$3500

Iowa State Bank - \$500 Student Scholarship

ITA Group - \$2500

Mid American Energy Foundation - \$2500

Musco Lighting - \$2500

Opportunity Squared - \$500 Student Scholarship

The Wellmark Foundation - \$5000 (matching on behalf of Tom and Clarisa McMahon)

Commitments pending student participation. Provide scholarships - \$500 per student.

Stellar Industries

Jackson Manufacturing

Farm Bureau Financial of Carroll

Veel Hoeden Consulting

Requests in process - not approved by funder

3M Foundation - \$2500

Agri-Industrial - \$2500

Bank of Iowa - \$1500

Arconic - \$500

Business Solver - \$500

Casey's - \$500

Collins Aerospace - \$10,000

GuideOne Foundation - \$1500

Lisle Foundation - \$500

Pella Corporation \$5000

Principal Financial Group - \$1500

Ritchie Industries - \$500

Norplex Micarta - \$1500

Russell Construction - \$500

Two Rivers Bank & Trust - \$2000

Thombert - \$1500

Veridian Credit Union - \$3000

Weaton Companies - \$5000

Winnebago Industries - \$2500

Vermeer Corporation - \$2500

Individual donations - \$1500

Additional Information (Please provide us any additional information you feel might be important to making our funding decision.) *

Two of the four students that participated last year under the TRHS scholarships presented to the board. it's my hope their presentation provided information that helped support their participation. I personally still have contact with Shreeya and am enjoying watching her grow and thrive.

Project Budget (Please provide a DETAILED budget below for the entire project costs. Simply upload your budget here.) *

See attached

If you receive funding from the TRHS Foundation, you agree to submit timely follow-up photos and a 2-3-paragraph write-up to be shared via social media and our Roughrider Recall E-newsletter. *

YES

Have you been funded by the TRHS Foundation for a previous project? If yes, please list project, amount awarded and date. *

TRHS has funded scholarships for students in the past.

2017 - \$500

2019 - \$500

2020 - no program because of Covid

2021 - \$1400

By checking the box below, you are agreeing that all information in this application is true and you are officially filing an Special Request Application to the TRHS Foundation Board. *

Applicant agrees to terms