

Teen Entrepreneur Challenge (TEC)



July 8 - 17, 2019

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Monday, July 8 - Welcome and Introduction to Entrepreneurship

Location	Perkiomen Campus
Agenda	Curriculum Leads: Mrs. Rhonda Footman / Mr. Shaun Yorgey
8:30-9:30am	Check in at Riordan Hall on Perkiomen School Campus
9:45am	Welcome Program – Chapel, Perkiomen School -Intro & program overview, Mrs. Rhonda Footman, TEC Curriculum Director -Behavioral expectations, Tom Dubreuil, Director of Student Affairs, PSU-LV <i>-Parents may depart, or are invited to stay for Guest Speaker-</i>
10:45am	Introduction to Entrepreneurship - Stephen Walker, Entrepreneurship Education Specialist (Parent dismissal and students prepare for lunch)
12:00	Lunch – Perkiomen School dining hall
1:30 –2:30	Speaker introduction, thank you notes, overview of assignments – Rhonda Footman
2:30-5:00	Getting to know you – Mrs. Rhonda Footman
5:30- 6:30	Dinner - Perkiomen School dining hall
6:30-8:00	Team Building Exercises & Games– Shaun Yorgey
8:00-9:00	Residential Expectations & Overview – Shaun Yorgey
11:00pm	Lights Out
Homework	<ul style="list-style-type: none"> Journal – Write at least one paragraph summarizing your impressions about the day Learn about the speakers for the next day

Tuesday, July 9 - Communication and Inclusion

Location	PSU-LV Campus Room 320		
Agenda	Curriculum Lead – Mrs. Rhonda Footman/Mr. Shaun Yorgey/Ms. Amber Goupil		
	7:30 – 8:15 am	Breakfast at Perkiomen	
	8:15 – 9:00	Travel to PSU LV	
	9:00 – 9:45	Welcome Kick-off (schedule/syllabus, how to introduce a speaker, thank you note assignments, etc)	Dr. Tina Richardson, Chancellor, PSU-LV Mrs. Rhonda Footman
	9:45-10:15	Career Services Overview	Jessica Dow, Academic Advising & Career Services, PSU-LV
	10:15 – 12:00	Communication Skills	Sandy Kile, Instructor, Communication, Arts and Sciences, PSU-LV
	12:00 – 12:45	Lunch – Lion’s Den [12:30 - Sierra to Maria McKee in Admissions for LionPath walk-thru]	
	12:45 – 2:30	Business Case for Diversity and Inclusion	Dr. Denise Ogden, Professor of Marketing, PSU-LV
	2:30 – 3:30	Social Media & Marketing Trends	Jessie Heimann, Director of Strategic Communications, PSU-LV
	3:30	Depart for Perkiomen	
	4:00-5:00	Intro to E-Ship	Mr. Shaun Yorgey
	5:30 – 6:30	Dinner	
	6:30-8:00	Introduction to Prototyping	Ms. Amber Goupil
	8:00-9:30	Design Challenge: Learning the Design Process	Ms. Amber Goupil
	10:00	Debrief	
	11:00	Lights out	
Homework	<ul style="list-style-type: none"> • Journal – Write at least one paragraph summarizing your impressions about the day • Learn about the speakers for the next day • Read article: <i>Why Today’s Teens Are More Entrepreneurial Than Their Parents</i> 		

Wednesday, July 10 - Idea Generation & Innovation

HAPPY BIRTHDAY, CICI & JEANNY!!

Location	PSU-LV Campus Room 320 / Bosch field trip		
Agenda	Curriculum Lead – Mrs. Rhonda Footman/Mr. Shaun Yorgey		
	7:30 – 8:15 am	Breakfast at Perkiomen	
	8:15 – 9:00	Travel to PSU LV Bring Closed-toe shoes for field trip	
	9:00 – 11:30	Idea Generation Workshop	Victaulic - Lindsay Hamlin, Lead Manager, New Product Development
	11:30-12:00	Canvas Worksheet Intro	Mrs. Rhonda Footman
	12:00 – 12:45	Lunch and Learn – Lion’s Den	Hiba Moussa Joe Schwartz Admissions, PSU-LV
	12:50	Leave for Bosch (field trip) Closed-toe shoes required	
	1:15-3:15	Bosch Field Trip Innovation, entrepreneurial mindset, continuous improvement and STEM careers in the manufacturing environment	Mersini Mitakos, Project Specialist- PMO, Bosch Rexroth Corporation
	3:30	Bus to Perkiomen	
	4:00 – 4:45	Structured down time: water balloon battle	Mr. Shaun Yorgey
	5:30 – 6:30	Dinner (see homework below)	
	6:30 – 9:00	Anatomy of a viral video and methods of guerrilla marketing	Mr. Shaun Yorgey
	9:00	Debrief	
	11:00	Lights out	
Homework	<p>Journal – Write at least one paragraph summarizing your impressions about the day</p> <p>Learn about the speakers for the next day</p> <p>DUE -Teams: Do this over dinner: Decide on the product that you will work on for the pitch competition. Fill out the Canvas worksheet for the product. Be prepared to discuss on Thursday.</p>		

Thursday, July 11 - Economics & Sustainability

Location	PSU-LV Campus Room 320 / Factory field trip		
Agenda	Curriculum Lead – Mrs. Rhonda Footman/ Mr. Shaun Yorgey		
	7:30 – 8:15 am	Breakfast at Perkiomen	
	8:15 – 9:00 am	Travel to PSU LV	
	9:00 – 10:15 am	Applied Economics, Pricing and Entrepreneurship	Bob Wolfe, Instructor of Economics, PSU-LV
	10:15 – 10:40 am	Discuss Canvas worksheet/product choices	Mrs. Rhonda Footman
	10:40 am	Depart for Factory	
	11 -12:30	Field trip to Factory LLC – tour & lunch (Donna Sledzik-Pereira 201.340.2830)	Mr. Rich Thompson, owner/operator Factory LLC
	12:30	Depart for PSU	
	1:00-2:00	Sustainable Business	Dr. Maung Min, Director of Business Programs, PSU-LV
	2:00-4:15	Group work session	Mrs. Rhonda Footman
	4:15	Bus to Perkiomen	
	5:30-6:30	Dinner	
	6:30-8:30	Body Language Lab	Mr. Shaun Yorgey
	8:30 – 10:00	Soft Skills Mini-Sessions	Mr. Shaun Yorgey
	10:00	Debrief	
11 p.m.	Lights Out		
Homework	<ul style="list-style-type: none"> • Journal – Write at least one paragraph summarizing your impressions about the day • Learn about the speakers for the next day • Read: <i>5 Things Entrepreneurs Can Do to Do Ensure a Lifetime of Success</i> 		

Friday, July 12 - Legal & Accounting
HAPPY BIRTHDAY, ONDI!!

Location	PSU-LV Campus Room 320		
Agenda	Curriculum Leads – Mrs. Rhonda Footman/Mr. Shaun Yorgey		
	7:30 – 8:15 am	Breakfast at Perkiomen	
	8:15 – 9:00	Travel to Court House	
	9:00 – 10:15	Lehigh County Court House Tour	Guest: Judge Michele Varricchio
	10:15	Depart to PSU campus	
	10:45-12:00	Talk Time – (review articles, debrief, answer questions, team check in)	Mrs. Rhonda Footman
	12:00 – 12:50	Lunch – Lion’s Den	
	1:00-2:30	The Importance of Business Accounting to the Entrepreneur	Mr. Gabriel Rendon, Founder/Exec. Dir, Financial Literacy Center
	2:30-4:15	Team work on presentations	Mrs. Rhonda Footman
	4:15	Depart for Perkiomen	
	5:30-6:30	Dinner	
	6:30-8:00	Personal Finance Workshop	Mr. Shaun Yorgey
	8:00-10:00	The Future & How to Forecast	Mr. Shaun Yorgey
	10:00	Debrief	
	11:00 p.m.	Lights out	
Homework	<ul style="list-style-type: none"> • Journal – Write at least one paragraph summarizing your impressions about the day • Learn about the speakers for the next day 		

Saturday, July 13 – Day at Perk – E-commerce Workshop

Location	Perkiomen Campus/Global Markets		
Agenda	Curriculum Lead – Mrs. Rhonda Footman / Mr. Jonathan Weber / Mr. Shaun Yorgey		
	8:15-9am	Breakfast at Perkiomen	
	9am -12pm	Team work on presentations, Innovation Center, Perkiomen	Mrs. Rhonda Footman
	12:00-1:00pm	Lunch at Perkiomen dining hall	
	1:00-5:00pm	E-Commerce in a Global Economy, Innovation Center, Perkiomen	Jonathan Weber & Mika Shah Marathon Studios, Inc.
	5:30 -6:30pm	Dinner	
	6:30-10:00pm	Pop-Up Store Competition	Mr. Shaun Yorgey
	10:00	Debrief	
	11:00 p.m.	Lights out	
Homework	<ul style="list-style-type: none"> Journal – Write at least one paragraph summarizing your impressions about the day 		

Sunday, July 14 – Day at Perk

Location	Perkiomen Campus		
Agenda	Curriculum Lead – Mr. Shaun Yorgey/Ms. Amber Goupil		
	7:45 – 8:30 am	Breakfast at Perkiomen	
	8:30 -12:00 pm	Team Project Prep Due on Sunday by noon: Draft Pitch Summary (send via email to Mrs. Footman)	Mr. Shaun Yorgey
	12:00 – 1:00	Lunch at Perkiomen	
	1:00-1:45	Pop-Up Store Competition Wrap-up	Mr. Shaun Yorgey
	1:45-2:45	Structured Down Time: Kickball	Mr. Shaun Yorgey
	2:45-5:30	Personal Branding with Graphic Design	Ms. Amber Goupil
	5:30-6:30	Dinner	
	6:30-8:30	Laser Engraving Tutorial with Personal logo	Ms. Amber Goupil
	8:30-9:30	Camp Fire & S'mores	Ms. Amber Goupil
	9:30	Debrief	
	11:00	Lights out	
	Homework	<ul style="list-style-type: none"> Journal – Write at least one paragraph summarizing your impressions about the day Learn about the speakers for the next day 	

Monday, July 15 – PSU University Park Field Trip

Location	Perkiomen Campus/PSU UP		
Agenda	Lead – Mrs. Rhonda Footman		
	6:30 – 7:00 am	Breakfast at Perkiomen	
	7:00 – 10:15	Bus to PSU UP	
	10:30 – 12:00 pm	Campus Walking Tour (Depart from Old Main / tour will end at Redifer Commons)	Lion Ambassador Student Leader (814) 863-3752
	12:00 – 1:00	Lunch – Redifer Commons	
	1:15 – 2:45	Millennium Science Complex Tour	Kristin Dreyer, Program Director for Education & Outreach, PSU
	3:00 – 3:30	Berkey Creamery	
	3:30 – 6:45	Bus to Perkiomen	
	6:45 – 7:45	Dinner	
	9:30	Debrief	
	11:00	Lights out	
	Homework	<ul style="list-style-type: none"> Journal – Write at least one paragraph summarizing your impressions about the day 	

Tuesday, July 16 - Pitch Preparation

Location	PSU-LV Campus Room 320		
Agenda	Curriculum Leads – Mrs. Rhonda Footman/Mr. Shaun Yorgey		
	7:30 – 8:15 am	Breakfast at Perkiomen	
	8:15 – 9:00	Travel to PSU LV	
	9:00-10:30	Marketing Your Business/Pitch Preparation	Mr. Michael Rinkunas, Director of Acceleration, Delaware Innovation Space
	10:30– 12:00	Work in Teams - Finishing touches PC Rm 308A Business Cards Due for Printing by 12 p.m. Pitch Summary Due for Printing by 2 p.m.	Mrs. Rhonda Footman
	12:00 – 1:00	Lunch and Learn in Lion’s Den	Mr. Keyvan Mesbahi, Founder, ModelXTours
	1:00 – 2:00	Work in Teams - Finishing touches PC Rm 308A	Mrs. Rhonda Footman
	2:00-3:30	Practice for Pitch Presentation	Mrs. Rhonda Footman
	3:30-4:30	Whole Group Time	Mrs. Rhonda Footman
	4:30	Bus to Perkiomen	
	5:30 – 6:30	Dinner	
	6:30 – 10:00	Concentrated Pitch Practice if needed or desired, otherwise: Virtual Reality with Inclusive Theme	Mr. Shaun Yorgey
	11:00	Lights out	
Homework	<ul style="list-style-type: none"> ● Pack for morning departure 		

Wednesday, July 17 - Pitch Competition and Closing Ceremony

Location	PSU-LV Campus Room 135		
Agenda	Curriculum Leads – Mrs. Rhonda Footman		
	7:30 – 8:00 am	Breakfast at Perkiomen Either dress professional or bring clothes to change into for pitch competition	
	8:00 – 8:45	Clean rooms for checkout. Rooms will be inspected prior to checkout. Bring your luggage to checkout.	
	8:45 – 9:15	Travel to PSU LV	
	9:15-10:15	MIC interviews (2 nd floor)	Carlo Accera
	9:15-11:15	Practice	Available rooms: 302, 320, 308A
	11:15 – 12:00 pm	Lunch - Room 135	
	12:15 – 2:15	<p>Welcome 12:15</p> <p>Dr. Tina Richardson Mrs. Rhonda Footman</p> <p>Competition</p> <p>Each team - 15 minute presentation/10 minute Q&A with judges</p> <p><u>Judges:</u> Mersini Mitakos, HR Partner, Bosch Rexroth Corporation</p> <p>Richard Cory, HR Director, Bosch Rexroth Corporation</p> <p>Robert Thomson, Regional Manager LV, Ben Franklin Technology Partners of Northeastern PA & Ben Franklin TechVentures</p> <p>Dan Bosket, Director, Community Action Development Corporation of Allentown</p>	
	2:30	Closing Ceremony And Awards Group Photos	
		Parents pick up students from PSU-LV	

