



High School Entrepreneur Business & Financial Investing Conference

February 23rd 8:30 am – 12:30 pm

Spruce Street Community Center, 1040 Spruce Street, Lawrenceville

\$25 by Feb 20, \$30 late registration – Scholarships Available

Name _____ School _____ Grade _____

Email _____ Phone _____

Address _____

Credit Card # _____ Exp. Date _____

Name on Card _____ 3-digit Code _____

Or check Payable to: Boys & Girls Clubs of Mercer County

Conference Schedule

- 8:30 Check-in, Resource Tables & Breakfast snacks
- 9:00 Opening Session
- 9:25 Travel to first workshop
- 9:30 1st workshop
- 10:15 2nd workshop
- 11:00 3rd workshop
- 11:45 Career Panel discussion
- 12:30 Resource tables, Conference concludes

Opening Session – “An Entrepreneur Story” Sean Devlin & Bradlee Downs, TCNJ Entrepreneurs in Residence

Choose the 3 workshops you’d like to participate in:

1st: _____ 2nd: _____ 3rd: _____

Workshop Descriptions

1. **Financial Investing 101**: Students will learn the role that Financial Advisors play in helping families plan their financial future. Basic financial investing terms and strategies these advisors use within their daily work will also be discussed. Students also learn about local programs in which they can get experience in financial investing while still in high school.

Presenters:

Jeff Strasburg, Wealth Advisor, Sheehy & Molinelli

Tae-Nyun Kim, Ph.D. Assistant Professor of Finance, TCNJ School of Business



2. **Developing an Idea for a Business** – Students learn how to formulate ideas for potential businesses. How to screen/vet those ideas. How to research your idea, along with how to begin to put your idea into a formal business plan. Students also learn about resources to assist them in the process while they are still in High School.

Presenters:

RJ Lewis, CEO, eHealthcare Solutions

Darrel Frater, Serial Social Entrepreneur, GF Builders Associates.

3. **Getting Your Business off the Ground** – Students will learn various steps on how to take a business idea and get it ready for implementation. What are some things they can do to increase their success in the first year, along with resources to help them be successful.

Presenters:

Lisa Teach, Faculty Rider University Business School

Marie-Agnes Daumas, Shopper Marketing, TerraCycle, Inc

4. **College Majors Focusing on Entrepreneurism, Business & Financial Investing** – Learn from various local colleges and recent college graduates about college majors within this industry, along with types of classes & internships experiences to expect while attending college.

Presenters:

Lisa Bogdzial, Admissions, Mercer County Community College

Sean Devlin & Bradlee Downs, TCNJ

Quinn McNamara, Act. Manager, Dow Chemical

Career Panel – After the workshops Students listen to a Career panel with various industry professionals and colleges. Panelists will discuss their company, personal career pathway and career opportunities within their specific industry. There will be an opportunity to ask questions of the panelists.

Current Career Panelists:

- Mike Tusay, VP, Tusay & Tusay, Inc., Family Office Management and Accounting
- RJ Lewis, CEO, eHealthcare Solutions, Pharmaceutical Advertising
- Marie-Agnes Daumas, Shopper Marketing, TerraCycle, Inc
- Darrel Frater, Serial Social Entrepreneur, GF Builders Associates
- Jeff Strasburg, Wealth Advisor, Sheehy & Molinelli
- Lisa Teach, Business School Faculty, Rider University
- Quinn McNamara, Acct. Manager Dow Chemical
- Sean Devlin, TCNJ Entrepreneur Program
- Bradlee Downs, TCNJ Entrepreneur Program

Directions: The Spruce Street Community Center is located near the Trenton Farmers Market & Halo Farms on Spruce Street in Lawrence. The facility is a light cream stucco with blue façade. The entrance is on the far right side of the property. After entering, drive to the back of the property where the main entrance and parking lot is located.

For Additional Information or to send in completed application:

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