



PRESS RELEASE: For Immediate Release

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200 High School Students to Attend Summer Business Boot Camp

Junior Achievement and Arrow Electronics Team to Ignite the Entrepreneurial Spirit in Youth

DENVER (June 5, 2017) — More than 200 Colorado high school students are attending Junior Achievement (JA) Business Week, a residential business boot camp presented by **Arrow Electronics, Inc.** from June 11 to 16 on the campus of Johnson & Wales University. These 9th through 12th grade students are part of a growing group of young innovators who are anxious to apply what they've learned in the classroom to the business world.

JA Business Week is a unique project-based program that focuses on practical application and real-world problem solving. In addition to interactive workshops on marketing, business ethics, and finance, the week culminates in a "Shark Tank"-style competition.

[JA Business Week Project Overviews](#)

Otter Products Challenge

Students attending JA Business Week for the first time gain first-hand experience in teams to develop marketing and business concepts for **Otter Products**, a Colorado-based global innovator of protective solutions for mobile technology.

Arrow Electronics Challenge

Students attending JA Business Week for their second time will join **Arrow Electronics**, Colorado's largest company by revenue, on a project focused on both profitability and environmental stewardship. Students will help develop a strategy to help Arrow keep even more electronic waste out of landfills by repurposing and recycling used parts and products.

JA Venture Academy

Veteran JA Business Week students will dive deeply into what it takes to start their own business right now. The program was founded in partnership with JA volunteers and successful entrepreneurs Jon Kim, Founder of University of Rock and Steve Silva, CEO of Generation BBOY who have teamed up with entrepreneur Kelyn Lanier, VP at Praetorian Rx. These young entrepreneurs work closely with the students providing mentorship, training and coaching to help the students learn everything they wish they had known when they were starting out.

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JA Business Week also gives students the opportunity to improve emotional intelligence. By networking with successful entrepreneurs and students from across Colorado, JA Business Week students explore leadership concepts, learn to work collaboratively and build confidence.

More than half of the students attend JA Business Week on scholarship thanks to our sponsors including presenting sponsor, Arrow Electronics. "Arrow guides innovators forward to a better tomorrow," said Joe Verrengia, Arrow's director of Corporate Social Responsibility. "JA Business Week teaches these students from all backgrounds how to be innovators. And when they launch their own start-ups, they will draw on the real-world skills they acquired in this innovative camp."

For more information, visit www.JABusinessWeek.org.

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About Arrow Electronics, Inc.

Arrow Electronics is a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions. Arrow serves as a supply channel partner for more than 125,000 original equipment manufacturers, contract manufacturers and commercial customers through a global network of more than 465 locations serving over 90 countries. Learn more at www.fiveyearsout.com.

About Junior Achievement-Rocky Mountain, Inc.

Junior Achievement-Rocky Mountain, Inc. (JA) prepares young people to thrive in the 21st century workplace and global economy by inspiring a passion in free enterprise and entrepreneurship and instilling an understanding of personal financial literacy. During the 2016/17 school year, JA will provide programs to more than 130,000 students throughout Metro Denver, Northern Colorado and Wyoming. These programs are always free to schools thanks to 6,000 volunteers and the generous support of donors. For more information, visit www.JAColorado.org.



JA Business Week observation opportunities

Opening Ceremony | Sunday, June 11 | 2 to 3pm

Location: Jared Polis Auditorium, Johnson & Wales University

What: Liz Moskow, Founder of Tank Talkers

Liz Moskow is the founder of Tank Talkers and Balm Chicky Balm Balm. She's an accomplished start-up professional and serial entrepreneur with a solid track record of brand building, sales, leadership and hospitality management. Liz has had multiple successful experiences taking products services, and ideas to market. In her JA Business Week keynote, Liz will inspire to the students to seize opportunity.

Leadership Challenge | Tuesday, June 13 | 1:30 to 3pm

Location: University Event Center, Johnson & Wales University

What: The Leadership Challenge (aka The Great Tinker Toy Experiment) is a highly interactive leadership exercise which reveals the impact of different leadership styles on the effectiveness of a team. This workshop is emceed by Jeremy Hubbard of KDVR TV.

Student Networking and Dessert Reception | Wednesday, June 14 | 6 to 7:30pm

Location: Wells Fargo Atrium, 1740 Broadway, Denver

What: JA Business Week participants attend a mock "cocktail" party and dessert reception. Students participate in a brief workshop and are given the opportunity to practice their networking skills with members of the local business community.

Entrepreneurial Summit & Mentoring | Thursday, June 15 | 11:30am to 1:30pm

Location: Wildcat Gym, Johnson & Wales University

What: A gathering of more than 30 local entrepreneurs who share their experience and insight with high school students and business professionals through small group mentoring and an interactive question and answer session.

Student Company Presentations | Friday, June 16 | 9 to 11am

Location: Jared Polis Auditorium, Johnson & Wales University

What: Observe the creativity and hard work of JA Business Week students as they make their final presentations to a panel of judges. Truly a remarkable way to see and hear what JA Business Week is all about.

Closing Ceremony | Friday, June 16 | 2 to 3pm

Location: Jared Polis Auditorium, Johnson & Wales University

What: Celebrate our innovative and inspiring JA Business Week students as we announce the winning teams and highlight the achievements of our students and thank our JA Business Week community.