

Directions

From the north (via I-75)

Take I-75 South to Exit 128, Alico Rd. Go left (east) on Alico Rd. for half a mile. Turn right (south) onto Ben Hill Griffin Pkwy; continue for 2 miles. Turn left at the stoplight into the main FGCU entrance. After entering campus, stop at the information booth for a visitor's parking pass and directions to the Lutgert College of Business.

From the south (via I-75)

Take I-75 North to Exit 123, Corkscrew Road. Go right (east) on Corkscrew Road for half a mile. Turn left (north) onto Ben Hill Griffin Pkwy; continue for 3 miles. Turn right at the stoplight into the main FGCU entrance. After entering campus, stop at the information booth for a visitor's parking pass and directions to the Lutgert College of Business.



JA's mission: To inspire and prepare young people to succeed in a global economy.

We believe in the boundless potential of young people and are committed to the principles of market based economics and entrepreneurship in a world of honesty, integrity and excellence.



Florida Gulf Coast University continuously pursues academic excellence, practices and promotes environmental sustainability, embraces diversity, nurtures community partnerships, values public service, encourages civic responsibility, cultivates habits of lifelong learning, and keeps the advancement of knowledge and pursuit of truth as noble ideals at the heart of the university's purpose.

Founding Supporters

Kelly Curry

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Kiwanis Club of Fort Myers

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CEO Academy

*Empowering Florida's Future
Business Leaders*

Presented by:





empowering young people to own their economic success

CEO Academy

Empowering Florida's Future Business Leaders

"Innovation distinguishes between a leader and a follower" - Steve Jobs

Today's students are tomorrow's leaders. They are preparing for careers in a globally competitive economy where skills in technology, science, engineering and mathematics are paramount. Determination and innovation are key.

Junior Achievement of Southwest Florida and Lutgert College of Business at Florida Gulf Coast University present the *CEO Academy*, a one week camp to help prepare young aspiring entrepreneurs to be the outstanding business leaders and CEOs of tomorrow.

Through a selection process, *CEO Academy* participants will be chosen from the top high school students in the tri-county area, and will interact with:

- International business executives;
- Young entrepreneurs;
- Junior Achievement Business Hall of Fame Laureates;
- FGCU facility through the Institute for Entrepreneurship
- FGCU Small Business Development Center business analysts; and
- Junior Achievement business consultants.

Curriculum

Starting Monday morning, a keynote motivational speaker welcomes the students with activities on group dynamics and team building. Throughout the week, *CEO Academy* participants interact with outstanding business leaders and entrepreneurs.

High energy, intense interaction, as well as daily hands-on activities center on:

- Economics
- Ethics
- Global Economy
- International Trade
- Entrepreneurship
- Finance
- Marketing

During the week students work in project teams to develop a unique business concept. Friday morning, teams present their business plans to a panel of Junior Achievement Laureates, who have been recognized for their own exceptional practices in entrepreneurship.

Dynamic interaction between students and leaders promotes active learning and brings theory to life.

Quotes from Past *CEO Academy* Participants:

"My experience was very enriching. This week helped to solidify my aspirations to study and practice business."

"Incomparably educational; eye-opening; fun and interesting."

"This week has motivated me to take a chance in starting my own small business."

"It was priceless!"

Frequently Asked Questions

Who can attend?

CEO Academy is open to rising high school juniors and seniors in Collier, Lee & Charlotte counties.

How do I apply?

Speak to your school counselor or call the Junior Achievement office at (239) 225-2590.

When is the camp?

June 19-23, 2017, 9:00am to 4:00pm

Where is the camp held?

Lutgert College of Business at Florida Gulf Coast University.

How much does it cost?

CEO Academy is graciously underwritten by the proceeds from the annual "Breaking Par at Grandezza" Junior Achievement Golf Tournament and local business community. A special thank you to the Grandezza community, volunteers, and sponsors.

A \$100 application fee is required, fully refundable if not selected to attend the *CEO Academy*.

Full scholarships are available; please request information.

For assistance with the application fee, please call the Junior Achievement office at (239) 225-2590.

Checks made payable to Junior Achievement of Southwest Florida

What are the benefits to participate?

Invaluable knowledge and experience from successful business leaders and entrepreneurs; excellent addition to your college resume.

Visit the Classroom Programs page at www.JASWFL.org for further information.