



## BUSINESS HORIZONS

*"When I came to Business Horizons, I had no idea what I wanted to study in college and choose for a career. I now have several exciting ideas and have learned extremely valuable lessons about business, finance, marketing, communications, money management and giving presentations. I loved it!" Allie Krumel, Dowling Catholic High School*

# Make sure your school is represented at Business Horizons 2014

- Please distribute the enclosed brochures to interested students and their parents or direct them to **[www.businesshorizonsiowa.com](http://www.businesshorizonsiowa.com)**. You can also nominate individual students or download additional brochures by visiting the website.
- This summer marks the 31<sup>st</sup> Business Horizons program, yet many students never have the opportunity to apply because they don't hear about it. We would appreciate your help in spreading the word about this excellent summer experience. The program is open to **ALL current high school students, including graduating seniors**. This program is a GREAT resume builder that will set your students apart when applying for college or employment!

Central College is pleased to announce that any student, who participates in Business Horizons and applies, is admitted and chooses to attend Central, will be **guaranteed a minimum of \$12,000 in Central College scholarship assistance**, renewable for four years (counselors, please include this in your scholarship file for juniors and seniors).

- **Discounted college credit, transferable to any college, is also an option!**
- **Housing** in a residence hall, **all meals, all program materials, evening activities and a t-shirt** are included in the registration fee **for as little as \$300, if the student applies early**. Discounts will be given for early registrants: \$85 discount (\$300 cost) is available if postmarked by April 15; \$35 discount (\$350 cost) if postmarked by May 15.
- Application procedures are listed in the brochure. If a student is an excellent candidate but unable to pay the entire registration fee, please have them apply anyway and request financial assistance. We are typically able to help most students by matching them with support from local businesses and organizations!

### About Business Horizons

**Business Horizons** is a week-long residential experience, sponsored by the Iowa Association of Business and Industry Foundation. It will be held at Central College in Pella, Iowa (45 miles southeast of Des Moines), **July 20-24, 2014**. This unique program gives students an opportunity to gain an understanding of economics, the free enterprise system, entrepreneurship, and a wide variety of careers while working in a team environment, developing a product from junk and duct tape (creative types love this part), running a mock business, developing a marketing plan (including a TV infomercial) and presenting that plan to potential investors. It is also about improving **leadership skills, personal development**, living on a **college campus**, meeting new **friends** from across the state and having a **BLAST!**

Students will **discover their talents** and find out why those talents are essential in today's workplace. They will learn how to work in a **team** with many **diverse personalities**. They will also discover **career options** they never knew existed. Many Business Horizons alumni call it the **best week of their summer**.

For more information, please contact Kay at [kthomas@iowaabi.org](mailto:kthomas@iowaabi.org)

**Thank you in advance for sharing with your students!**



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[www.businesshorizonsiowa.com](http://www.businesshorizonsiowa.com) | Business Horizons is a program of the ABI Foundation | [info@businesshorizonsiowa.com](mailto:info@businesshorizonsiowa.com)