

# CEO ACADEMY

## Empowering Florida's Future Business Leaders

PRESENTED BY



## 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  
Peter & Amy Gravina  
Charles & Katherine Green  
Susan Watts  
Scott & Robin Whitney  
Kiwanis Club of Fort Myers  
Rotary Club of Fort Myers South, Sunrise

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### CEO ACADEMY

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*"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;**
- **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**
- **Entrepreneurship**
- **Ethics**
- **Finance**
- **Global Economy**
- **Marketing**
- **International Trade**

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.

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

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

***"It was priceless!"***

## FAQ

### Who can attend?

CEO Academy is open to rising high school juniors and seniors in Collier, Lee and 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 3-7, 2019, 9:00 a.m. to 4:00 p.m.

### Where is the camp held?

Emergent Technologies Institute (ETI)  
16301 Innovation Lane, Fort Myers, FL 33913

### How much does it cost?

CEO Academy is graciously underwritten by our local business community and proceeds from the "Breaking Par at Grandezza Gala and Golf Tournament".

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 should be made payable to Junior Achievement of Southwest Florida.

### What are the benefits to participate?

A chance to win a college scholarship! Each participant on the winning team will receive a scholarship to the college they are enrolled into after graduation.

**For further information visit the JA Programs page at [www.JASWFL.org](http://www.JASWFL.org).**