

News Release

FOR IMMEDIATE RELEASE

Junior Achievement®

of Upstate South Carolina

Media Contact: Nancye Edwards
nancye@brightcomarketers.com
(864) 612-1128

Students Take On the Business World in Junior Executive Challenge

Lieutenant Governor Pamela Evette and Top Business Leaders to Address Attendees

GREENVILLE, S.C. (March 25, 2019) – Junior Achievement of Upstate South Carolina announces an original event created to enhance students' business acumen, soft skills and workforce readiness by connecting more than 300 high school students with over 150 members from Upstate business and education communities. Junior Achievement's Junior Executive Challenge will take place on April 23 from 10:00 a.m. to 2:00 p.m. at the Greenville Convention Center. Lieutenant Governor of South Carolina Pamela Evette will provide the keynote address.

The event features a formal business luncheon to connect students with local businesses to enhance networking and communication skills, interactive soft skills scenarios portrayed by staff of the Warehouse Theatre, the semi-final competition of the Junior Achievement Titian Challenge and student pitches to earn scholarships.

"Junior Executive Challenge is unlike any event in the Upstate," says Junior Achievement of Upstate South Carolina president Connie Lanzl. "Not only are these students learning to develop a competitive business and strengthening their key interpersonal work readiness skills but also they are receiving direct real-world advice and encouragement from business role models within our community. This level of interaction is priceless."

Participating sponsors include: ABB, AXA Advisors, Bank of America, Bosch Rexroth, Bright+Co, Clemson, Corley Plumbing Air Electric, Denny's, ECPI, Fluor Corporation, JM Smith, Pinnacle Financial Partners, North American Rescue, Renewable Water Resources (ReWa), SEW Eurodrive, Waingart Financial Advisors, Wells Fargo and others.

While hard skills are often listed on resumes, studies prove that soft skills such as effective communication, problem-solving and collaboration may be even more valuable. According to the U.S. Chamber of Economic Commerce Foundation, 92% of senior executives believe there is a serious gap in workforce soft skills. Junior Achievement partners with local professionals to teach students the importance of developing interpersonal skills. The Junior Executive Challenge offers an opportunity for local businesses to directly interact with students, providing personalized information about their work environment, their careers and what they look for and expect from new employees.

Currently, 49% of U.S. employers are struggling to fill vacant jobs. By allowing participating organizations to pitch directly to students, the Junior Executive Challenge informs the decision-making process of our future workforce and allows employers to receive instant feedback from an audience of more than 400 high school students.

"We are proud to participate in the Junior Executive Challenge," says BRIGHT+CO founder and CEO Jennifer Sutton.

"While many high schools focus on college readiness, workforce readiness is often overlooked. Junior Achievement encourages high school students who may seek opportunities other than a four-year degree to discover other routes to success. Within our industry, soft skills are highly valued and our organization looks forward to encouraging students to consider a career in marketing."

Companies and individuals can learn more and register to attend at <https://www.juniorachievement.org/web/ja-upstatesc/junior-executive-challenge>.

About Junior Achievement of Upstate South Carolina

Celebrating its centennial in 2019, Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA of Upstate South Carolina programs have been delivered by corporate and community volunteers for almost 50 years, providing relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness and entrepreneurship. Today, JA reaches more than 4.8 million students per year in 107 markets across the United States, with an additional 5.2 million students served by operations in 100 other countries worldwide. Junior Achievement of Upstate South Carolina is a member of JA USA. Visit <https://www.juniorachievement.org/web/ja-upstatesc/> for more information.

###