



Business Horizons, a program of the Iowa Association of Business and Industry Foundation, is a one-week, hands-on summer program offering high schools students business, financial literacy, economics, leadership, entrepreneurship and teamwork training for their future in business world. A vital role at Business Horizons is the mentorship of on-campus adult volunteers called **Industry Advisors**.

## ***What is an Industry Advisor?***

An Industry Advisor is a loaned business executive, business owner or other interested adult who provides direction and leadership for a team of high school students who attend Business Horizons.

### **Details**

The program will be held at Simpson College from **July 24-28, 2011**. Over 100 high school students from across the state of Iowa will attend. Ten to fifteen students will team up to form an 'Industry'. We plan for each Industry to have two Industry Advisors. If you are new, we will attempt to partner you with an "experienced" Advisor, or some people prefer to choose their own partner.

We will provide a complete training session on Wednesday, June 29, from approximately 10am-3pm, at our ABI Foundation offices, 400 East Court, located in the East Village of downtown Des Moines. This session will be a crash course where you will be fully trained on team-building activities and how to lead your Industry. There is also an orientation on **Saturday, July 23** from 10:30am – 3:30pm which advisors are required to attend.

The hours are grueling but will be some of the most **FUN** and important hours of your year. You will need to be awake and ready to roll from 7am to about 8pm, depending on the day's activities. July 28 is Graduation Day ... we finish around 6:00 pm. During the program dates we will provide you a room at Simpson (if you wish to stay on campus) and meals.

### **Role**

You will facilitate your Industry's team meetings and team building activities. You'll assist your Industry with the operations of the business simulation (*don't worry, we'll show you how*) and guide them through the development of their financial strategy and marketing plan. You will help prepare them for their investor presentation, infomercial and trade show. You will also motivate them and create a team that supports one another in order to reach a common goal. But always remember ... the "bottom line" is **FUN!**

You don't need prior experience in the business, finance or marketing field ... only the desire to learn and to help others.

Benefits

## ***What's in it for me ... and my employer?***

We're glad you asked! Here are some of the benefits:

- You will hear dynamic speakers from many walks of life who will give you insight and new ideas on how you look at yourself and your workplace.
- You will network with some of the most interesting people in Iowa who are also taking the challenge of being an Industry Advisor.
- You will discover the diversity of the Iowa employment community and learn about things happening in Iowa that you never knew existed.
- You will gain a new appreciation for young people who will soon join the workforce and you will take pride in helping them develop the skills necessary to become successful workers and citizens.
- You will become a better manager of diverse personalities. Students will challenge you and you will need to meet the challenge immediately.
- You will become a better facilitator in group situations and learn many new teambuilding activities to take back to your workplace and share with your fellow employees.
- You will further develop leadership skills, working with a different age group and distinctly different personalities. You may never encounter a situation where you need to lead a group of 10-12 brand new employees who have very little training, but after Business Horizons you'll be ready!

## ***Okay ... you've convinced me! Now what do I do?***

Call Kay Neumann-Thomas  
Iowa Association of Business and Industry (ABI) Foundation  
(515) 235-0564 in the Des Moines area or  
1-800-383-4224, extension 564,  
and get ready for an unforgettable (and **FUN!**) experience.

**A BIG  
OPPORTUNITY  
WITH A  
LIFETIME  
PAYBACK**

***"The quality of speakers, the learning experiences and the team building exercises were better than any professional conference I've ever attended. I gained a much better understanding of business and economic trends while learning a lot from my students too."***

Pat Steele, Industry Advisor

Visit our web site at [www.businesshorizonsiowa.com](http://www.businesshorizonsiowa.com)  
or you can e-mail Kay at [kthomas@iowaabi.org](mailto:kthomas@iowaabi.org)

