



FOR IMMEDIATE RELEASE
Press Release
March 28, 2022

FOR MORE INFORMATION, CONTACT
Kelsey Smith, Marketing and Communications Director
Iowa Association of Business and Industry (ABI)
515.235.0571 | ksmith@iowaabi.org

Iowa High School Students Invited to Statewide Leadership Program

Iowa high school students are able to connect their strengths and skills to real-world business experience during an action-packed five days this summer at Business Horizons. Students in grades 9-12 from every corner of the state and all career interests are invited to gain relevant future-ready skills and hands-on college and career experience.

The program will take place July 17-21 at Central College in Pella. Students are encouraged to register as soon as possible to take advantage of a \$60 discount, though registrations will be accepted through July 8 or until the program is filled at www.BusinessHorizonsIowa.org.

During the program, students are placed in teams to come up with a real-world solution to an issue and launch a mock business to support it. The week culminates with three competitions: an investor pitch, infomercial screening and trade show! In addition, students discover more about their abilities and our state through keynote speakers, workshops, business tours, 'after hour' activities and more!

Student attendees work with Iowa professionals who serve as advisors, consultants and judges. Participants learn about leadership, business strategy and entrepreneurship from great business and community leaders. Participants leave with a renewed sense of confidence in their next steps and a statewide network of new friends.

Business Horizons attendees also have the opportunity to earn transferrable college credit as well as a \$250 Central College scholarship renewable for four years.

Participation cost is \$385 and includes all meals, lodging, activities and materials. Students who apply before May 20 will receive a \$60 discount on registration, and students who apply May 20-June 20 will receive a \$35 discount. Need-based financial assistance is available. Applications will be accepted until July 8 or until the program is filled. Students are encouraged to apply now at www.BusinessHorizonsIowa.org.

###

Business Horizons is a program of the Iowa Association of Business and Industry (ABI) Foundation. The ABI Foundation is a statewide non-profit organization with a mission of building partnerships between business, education and communities. The organization also provides resources and forums that develop professional and personal responsibility and leadership for our communities and our state.