



FOR IMMEDIATE RELEASE
Press Release
May 11, 2021

FOR MORE INFORMATION, CONTACT
McKenzie Kielman, Marketing and Engagement Coordinator
Iowa Association of Business and Industry (ABI) Foundation
515.235.0564 | mkielman@iowaabi.org

Iowa High School Students Invited to Statewide Leadership Program

Iowa high school students are invited to connect their strengths and skills to real world business experience during an action-packed five days this summer at Business Horizons. The program will be held July 18-22 at Central College in Pella. Students who apply for the program before June 14 will receive a discount on their participation.

During the program, students are placed in teams to come up with a real-world solution to an Iowa issue and launch a mock business to support it. The week culminates with three competitions: an investor pitch, infomercial screening and trade show! The program will be implementing additional measures to ensure the health and safety of all participants.

Iowa professionals work with students, serving as advisors, consultants and judges. Participants learn about leadership, business strategy and entrepreneurship from great business and community leaders. Students discover more about their abilities and our state through keynote speakers, workshops, business tours, 'after hour' activities and more!

Students who attend Business Horizons go onto their next steps feeling confident about the future. Students from the most recent program share their Business Horizons takeaways:

"It's really motivating to know that people I've never even met are rooting for me and invested in my future," said Hannah McCarthy of PCM High School.

"My experience showed me that I could start pursuing my career right away," said Athena Senteza of West Des Moines Valley High School.

"Business Horizons has shown me how Iowans care and support each other through business," said Ethan Geifman of Bettendorf High School.

Students interested in any career field and currently completing grades 9-12 in Iowa are invited to Business Horizons. By attending, students also have the opportunity to earn college credit as well as a \$250 Central College scholarship renewable for four years.

Students who apply before May 14 will receive a \$60 discount on registration, and students who apply May 15-June 14 will receive a \$35 discount. Need-based financial assistance is available. Applications will be accepted until July 1 or until the program is filled. Students are encouraged to apply now at www.BusinessHorizonsIowa.com.

###



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.

Images and other materials can be found in the 'advocacy kit' [here](#).