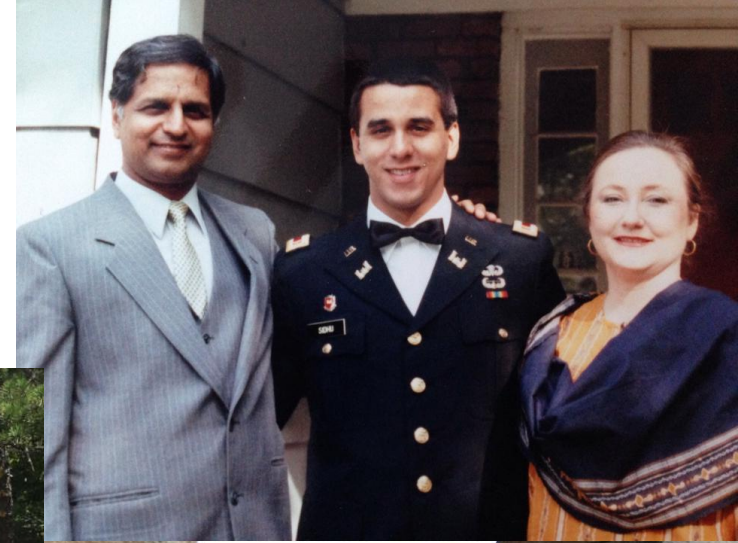


MLHS Lore Entrepreneur Center

Mr. Paul Sidhu and Dr. Francis Hittinger
MLSD Board of Education
November 21st, 2022

Teaching is my third career, after the Army and pharma industry

- ▶ Raised in Elizabeth and Scotch Plains
- ▶ MIT via Army ROTC scholarship
- ▶ US Army Captain - Korea, Mojave Desert, commanded 150 soldiers in 1992 LA Riots
- ▶ MIT Sloan MBA
- ▶ 20 years Pharma- sales, marketing, and executive leadership - Pfizer, Sanofi, DSM
- ▶ Married 30 years
- ▶ Daughters U. Maryland and Johns Hopkins
- ▶ Chester First Aid Squad for 20 years
- ▶ Medical Reserve Corps covid volunteer- 2020 CCM testing + '21 Sears vaccine site
- ▶ Hobbies: hiking, board games, travel
- ▶ 5th year MLHS

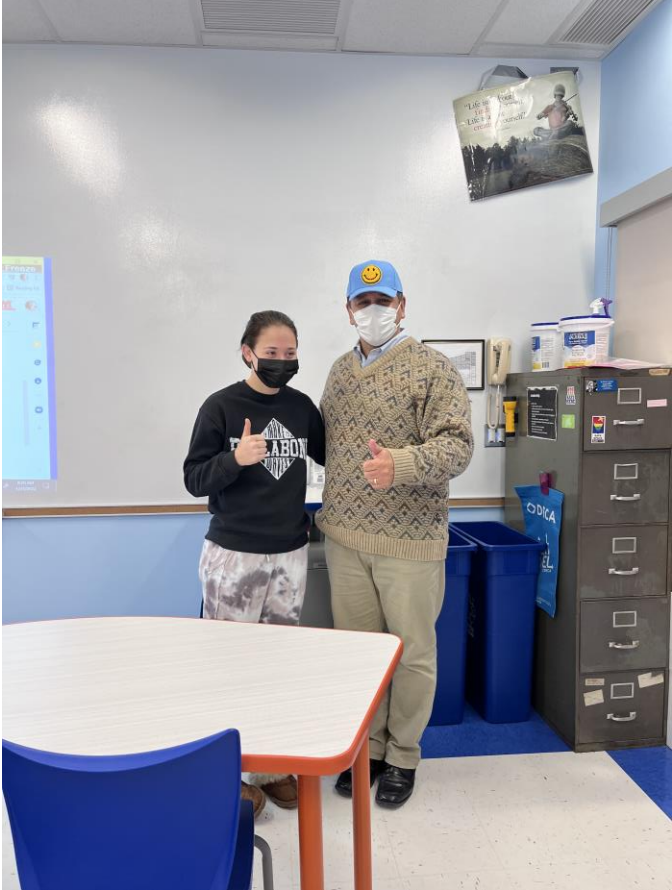
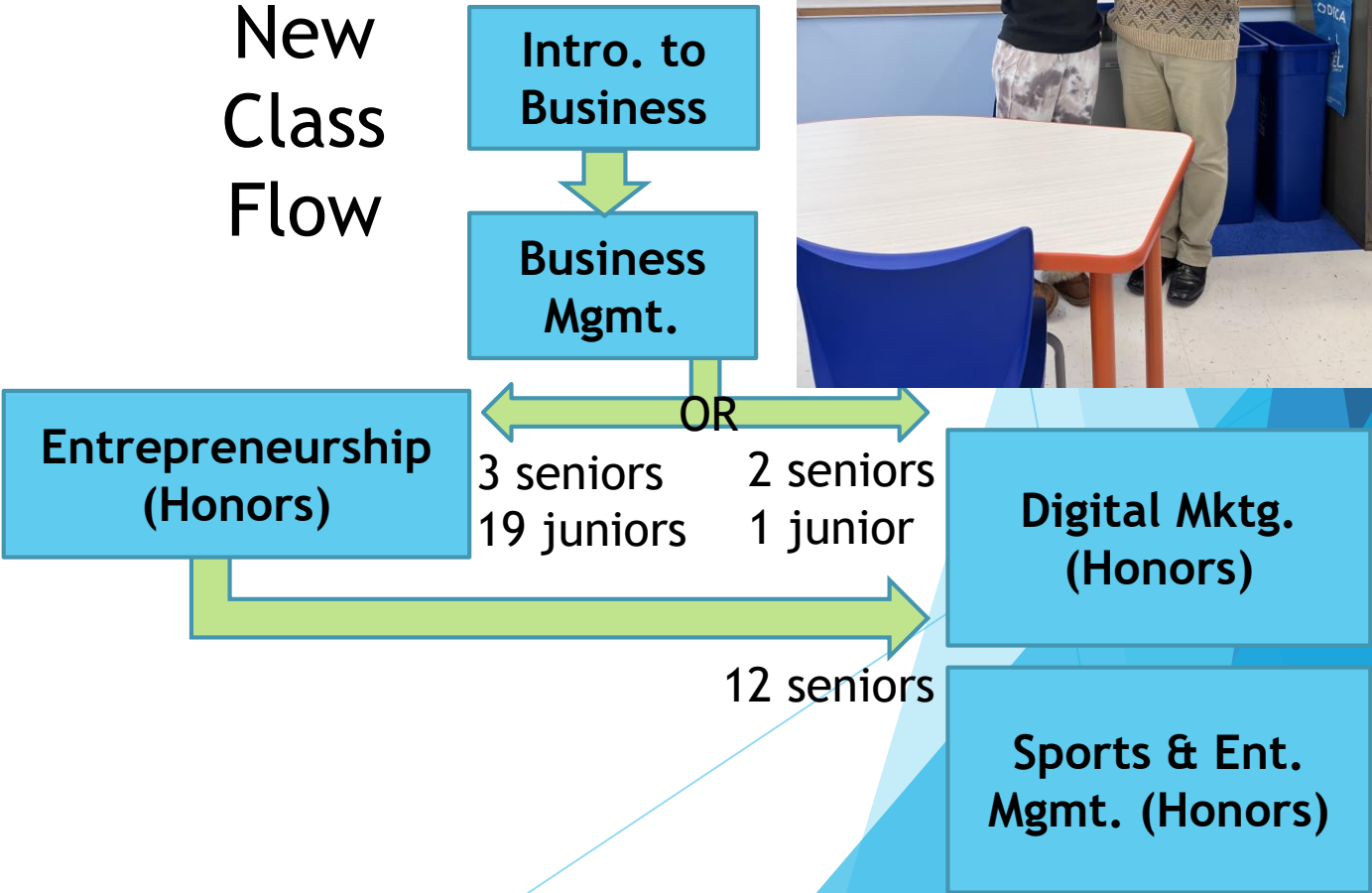
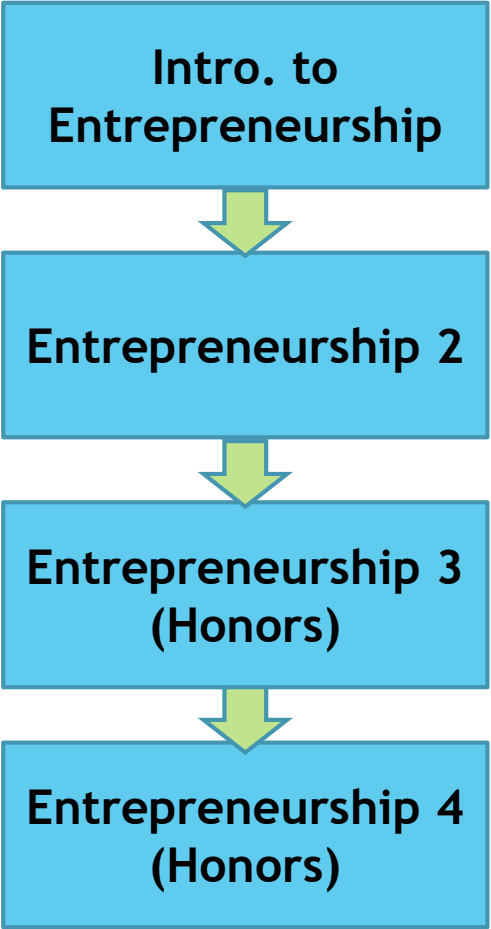


MLHS Lore Entrepreneur Center - Student interest has blossomed!

- ▶ 130 students in 2018; now 250 students in 10 classes
- ▶ 90% stay in program once entering 2nd year
- ▶ Classes are:
 - ▶ Introduction to Business, semester - four sections
 - ▶ Business Management, full year - three sections (was ENT 2)
 - ▶ Entrepreneurship (honors), full year
 - ▶ Replacing ENT 4 are **Digital Marketing** (honors) and **Sports/Entertainment Mgmt.** (honors) (both semester classes)



For 2022-2023 there is a new flow to the program, giving more flexibility



Program approach and class content; Building confidence and leadership

- ▶ *High participation*
- ▶ *Active learning in real-world business experiences*
- ▶ *Preparing for a lifetime of success*

- New classroom dedicated to Lore family
- Field Trip last year to Met Life Stadium
- 1-2 outside speakers per month
- DECA building on success!
- Entrepreneurship Club continuing
- Bennett Brand Scholarship for seniors



Introduction to Business

- Traits of Entrepreneurs
- Corporations, Franchises and Partnerships
- Leadership Styles
- Marketing
- Personal Finance
- Capstone: making their own commercial !



Entrepreneurship years 2-4 gives students practical experience in achieving success

Business Mgmt.

- Run Stadium Sim
- Self-Managed Class Business- U Care
- Public Speaking
- Supply & Demand, Pricing, Financial Reports, Business Ethics, Marketing
- Prep Resume and LinkedIn
- Capstone: Make a commercial using special effects!

Entrepreneurship

- Launch own business!
 - Brainstorm
 - Logo and Slogan
 - Target Profile
 - Set Goals
 - Business Plan
 - Launch
 - Give Updates
- Public Speaking
- Stock Market Challenges
- Capstone: Interview Competition!

Digital Marketing

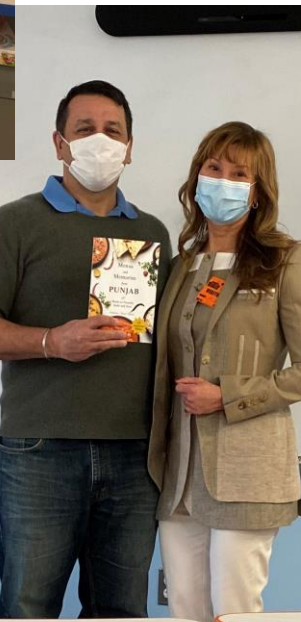
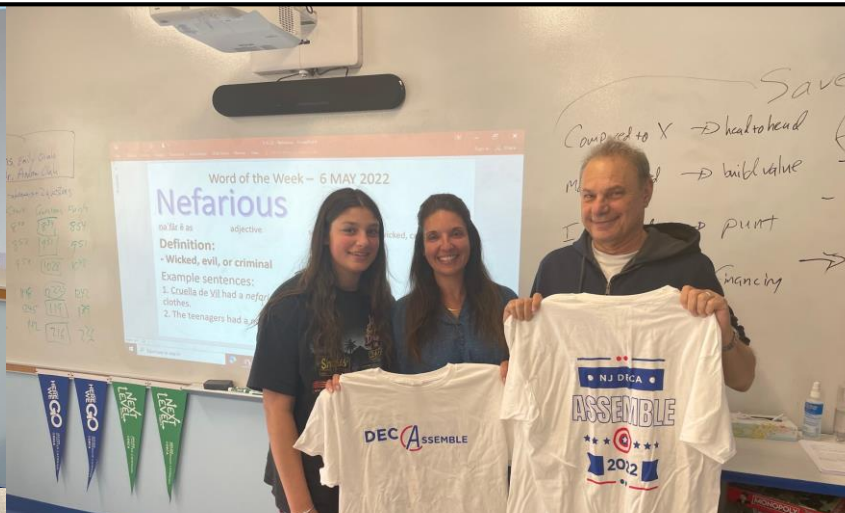
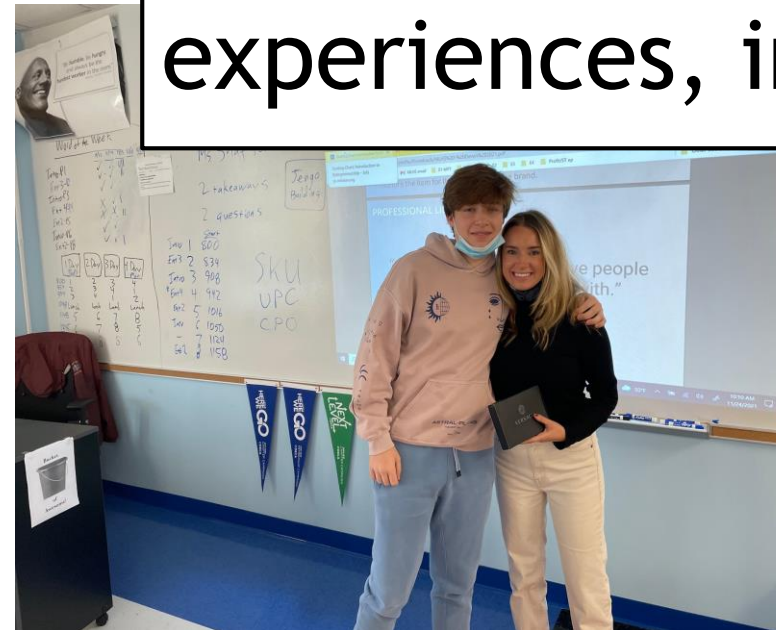
- Student's digital book and Social Media Sim
- Digital Experiences
- SEO
- Social Media Marketing
- Mobile Media Campaigns

Sports and Entertainment

- Sports Marketing
- Agency Management
- Negotiations
- Interview Competition



Over 40 speakers have shared experiences, insight and advice



Students make their own commercials - it's a highlight!



The interview competition has been great,
students were incredibly polished!



DECA now thriving in its fourth year!

Almost 200 students signed up at the club fair



DECA in 2021-2022

- Over 100 students!
- 55 went to state conference
- 15 qualified for our first trip to Nationals in Atlanta
- Carly Yarbrough National Finalist (Top 20 of 10,000) students!



Safety Video Winner

- Beat 22 entries in four hour contest in Atlantic City
- Great creativity and resilience shown!
- <https://www.youtube.com/watch?v=zRlFGoQK0XQ>



Thank you judges, speakers and chaperones! The program only works with their help.

DECA Judges

- Ms. Totaro, Ms. Binz
- Mr. Lynch, Mr. Wexler
- Ms. Duvall, Mr. Duvall
- Ms. de Fazio, Mr. Garvin
- Ms. Maloney, Dr. Driscoll
- Ms. Driscoll, Ms. Marino
- Ms. Strauss



DECA Chaperones

- Ms. Strauss
- Ms. Scarola
- Ms. Neilsen
- Ms. Yarbrough
- Ms. Le Var



Interview Competition Judges

- Ms. Barkuaskas
- Dr. Don
- Mr. Samay
- Ms. Marino
- Ms. Duvall
- Ms. Gellert
- Dylan Ferdico

Guest Speakers (MLHS relations)

- | | | | |
|-------------------------------------|----------------|-----------------|------------|
| ➤ Mr. Gellert | Mr. Fisher | Mr. Gershey | Ms. Wilson |
| ➤ Ms. Olah | Mr. Lynch | Ms. Tsai | Ms. Sidhu |
| ➤ Mr. Schneider | Ms. Zorlas | Ms. Shaffer | Ms. Sidhu |
| ➤ Ms. Elliott | Dr. Lee | Mr. Sullivan | |
| ➤ Ms. van der Made | Mr. Libertelli | Ms. Bessin | |
| ➤ Mr. Fernandini | Ms. de Fazio | Ms. Vajda | |
| ➤ Mia Schneider and Gillian Strauss | | Ms. Sanclementi | |

Thank you to DECA and Entrepreneurship club donors !!!
Students have raised \$3,500,
BTEF donated \$3,000!

DECA Sponsors

- Boonton Township Ed. Foundation
- The Marino Family
- FW Cook Inc.
- Hapgoods
- The Tarkanpour family
- Greece Lightning
- Toptown Limo
- Lemon Realty
- The Donnelly family
- The Ramirez family
- The Don/Kolonne family

Ent. Club Sponsors

- The Samay family
- The Zambrano family
- Heart. Hustle. Hockey
- The Menard Group



Requests

- ▶ Continue program past this year's conclusion of Lore grant
- ▶ Support DECA with \$6,000/year for buses and regional competition fees, to keep initial student fees low