

February 1, 2020

Dear Faculty and Students:

On behalf of Troy University's Sorrell College of Business, it is our pleasure to invite you to the Fourth Annual Youth Business Summit. We would like to encourage all business teachers and FBLA sponsors in local-area high schools to participate. All students with a potential interest in business as a career are welcome to join us on our campus for a day filled with invaluable workshops and exciting competitions. The Summit will take place at Troy University's Dothan Campus on Tuesday, May 5th, 2020, from 8:00 a.m. to 1:30 p.m. Events will begin promptly at 8:30 a.m. This year's theme is: **College, Career, Life: Making the Pieces Fit.**

***We are also excited to announce our Keynote Speaker for the Event:
Ms. Kelsey Barnard Clark, Winner of Top Chef Season 16.***

The purpose of the Summit is to enlighten career-minded students at the high-school level about possibilities in business by engaging with them in workshops related to *entrepreneurship, finance, college preparation, leadership, community involvement, decision making, and social-media marketing*, as well as to network with local business professionals to discover special insights that will help students achieve their career goals. The day will culminate in the keynote address and awards ceremony.

Students will have the opportunity to apply hands-on knowledge in business concepts in our three competitions: ***Business Planning, Financial Investment, and Social Media Marketing***. This year, we will award a grand prize for "***TROY Champion***"—the school that achieves the highest point totals placing in each of the three competitions and through overall participation at the Summit.

Facilities constraints require us to cap participation to the first 200 registrants. Due to the fantastic turnout at last year's event, we would advise registering as early as possible. To secure your school's spot in this event, please visit the following link:

<https://www.troy.edu/about-us/dothan-campus/campus-events/youth-business-summit.html>

Please make your students aware: The dress code for the event is ***business professional***.



Sorrell College of
Business

216 Malone Hall
Dothan, Alabama
36303

We enthusiastically look forward to your participation this year, as well as to your continued partnership in the future. If you would like any additional information regarding this event, please feel free to contact me at (334) 983-6556, ext. 21263, or dothanscob@troy.edu. We will respond promptly to all questions!

Sincerely,



Dr. Dewey Todd



Dr. Lane Boyte-Eckis



Dr. Richard Voss

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