



ENTERPRISE LEADERSHIP CONFERENCE

www.RotaryELC.org



February 24-26, 2016

Asilomar Conference Center

Pacific Grove, CA

THE ENTERPRISE LEADERSHIP CONFERENCE (ELC) IS DESIGNED TO FORMULATE THE LEADERSHIP AND PRESENTATION SKILLS OF INDUSTRIOUS HIGH SCHOOL JUNIORS THROUGH A WORKING INTRODUCTION TO THE OPPORTUNITIES, BENEFITS AND CHALLENGES OF ESTABLISHING AND OPERATING A BUSINESS IN THE FREE ENTERPRISE SYSTEM

Why attend ELC?

It is an "all expenses paid" 3- day learning adventure focused on you and your team creating a product or service and building a business for its success in the marketplace.

How are the teams structured?

96 students (48 young men and 48 young women) are segmented into twelve 8 person business leadership teams.

STUDENTS LEARN

- THE PRINCIPLES OF A COMPETITIVE BUSINESS ENTERPRISE
- HOW TO DEVELOP A MARKETING STRATEGY
- KEY ELEMENTS OF FINANCE FOR BUSINESS SUCCESS
- UNDERSTANDING THE VALUE OF EMPLOYEES
- HOW TO PREPARE AND PRESENT A COMPREHENSIVE BUSINESS PLAN TO INVESTORS

