



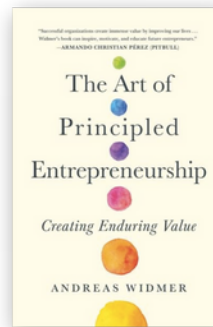
Virtuous Business Leadership Competition 2022 Report

About the competition

Funded through the Corporate Patron Program, the Virtuous Business Leadership Academy (VLA) is YLF's high school mentorship program. VLA includes a personal mentor, retreat weekends, focused on a student's personal and professional development, and the opportunity to participate in the Virtuous Business Leadership Competition each summer, to gain principled entrepreneurial experience. Students learn how to communicate confidently, work effectively, prioritize their time and energy, and make decisions to build a more virtuous and service-oriented life.

2022 Industry Focus: Hospitality

Each year, the Virtuous Business Leadership Competition of the Youth Leadership Foundation selects a different industry focus to help students gain a breadth of understanding in novel subject matter areas.



This year, the hospitality industry was selected and consisted of Travel and Tourism, Recreation, Lodging and Food & Beverage. The business book of the summer was *The Art of Principled Entrepreneurship* by Andreas Widmer.

Impact Snapshot

34

High school participants

4

Final Business Plans Entered

17

C-suite industry donated hours

General Management Dave Ahart, speaks to HS students at East Potomac Golf Links



Mapping out Business with C-Suite Speakers

The five-week business plan competition helped students to map out the business development process. Each day students were presented with a topic specifically related to hospitality and best practices in business. Guest speakers were present in the morning; in the afternoon students would produce a deliverable associated with key points from the guest speaker. At the conclusion, students were able to assemble their templates for inclusion in the final presentation.

Speaker

Topic

Company

Javier Llano

Service in Industry

Black & Brown Coffee House

Dave Ahart

Recreation Overview

East Potomac Golf Links

Julian Enright

Lodging Overview

The Doyle Hotel

Meredith Schwab

Food & Bev Overview

Course at the Lakes

Alexander Karmazin

Funding & Market Research

Enverra

Faiz Ally

Supply Chain

Lettuce Entertain You

Chad Cortner

Product & Pricing

Ruth's Hospitality Group

Sean Parkhurst

Sales Funnel

Huron

Tema Masters

Managing Inventory

East Potomac Golf Links

Gerald Smith

Marketing

St. Thomas More Academy

Richard Dearstyne

Quality Assurance

Starbucks

Richard Bennett

Budget & Compliance

EMCA Inc

Thank
you

Competition Day hosted by DRT Strategies

Congratulations, "Hall of Fame Gaming"!

“*This is one of my favorite events that DRT Strategies hosts with the YLF.*”



Clara Hickerson, DRT VP

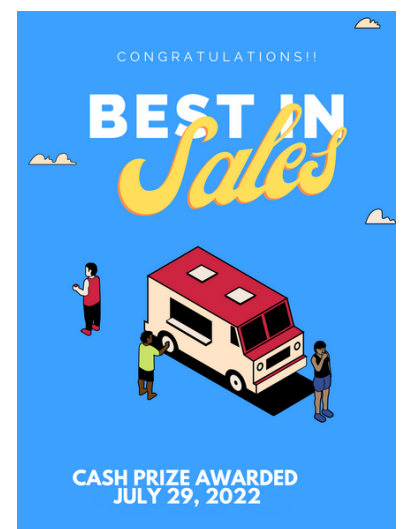


YLF Virtuous Leadership Academy Business Plan Competition



Four teams competed in our competition finale. First prize was awarded to "Hall of Fame Gaming!". for their retro-new style gaming lounge. The team included Joshua, Jermaine, Demetri, and Chizo.

Student competed in a "Food Truck Takeover" on the National Mall to win bragging rights and a cash prize for "Best in Sales". Using principles from Influence by Robert Cialdini, students developed a sales strategy to use in conjunction with selected food trucks.



We couldn't have done it without your support



Thank you high
school leaders
Tarik Abraham and
Katherine Sanders,
our Corporate
Patrons, our guest
venues, presenters,
and judges.



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