

The Program

Ohio Business Week (OBW) is a six-day learning experience designed to teach high school freshmen, sophomores and juniors about entrepreneurship and our American free enterprise system. OBW brings together young people and business professionals from across the state to translate textbook theories into understandable business practices. Students learn what it takes to be successful from the classroom to the boardroom.

The Ohio Business Week Foundation relies heavily on the support of volunteers to carry out our mission.

The Role of the Company Advisor

Company advisors are loaned business professionals who act as business mentors to a group of 10-12 students called a "company." As a company advisor (CA), you will facilitate team-building activities and clarify information presented by program speakers.

You will mentor your company as your students elect officers, create a company cheer and brainstorm ideas for an imaginary business venture. Once your company has decided on a business idea, you will support your team as they develop a TV/radio spot; create a magazine ad/Web page; research and write business, financial and marketing plans; and compete for awards in each category.

The Return on Your Investment

The OBW CA program is one of the best professional development sessions available anywhere, at any price. You will participate in business seminars on current business topics, network with other business professionals, and enhance your time management, communication and mentoring/coaching skills. You will rise to the challenge of getting your team of "future employees" moving in the right direction to accomplish their goals.

Successful Company Advisors Demonstrate:

- A sincere desire to help young people reach their potential
- An interest in learning more about the free enterprise system
- A basic understanding of business
- A desire to meet new people and have fun
- Exemplary ethical and moral standards
- Flexibility
- A sense of humor

"Serving as a company advisor at Ohio Business Week is a tremendous gift to yourself and to our future."

- Ron Nischwitz, Founder, Ohio Business Week Foundation

Training

To build an understanding of the program, new CAs must attend two days of formal training prior to the start of the program. At the orientation, the week's schedule, program objectives and computer-based simulation program will be thoroughly explained. Veteran CAs will also relate their experiences and provide support and guidance. The first orientation is held in May, and the second day of training will be on Saturday prior to the start of the program you attend.

Time Commitment

Being a CA is an extremely challenging, exhausting and rewarding experience. Daily programming begins at 7:50 a.m. and concludes in the evening around 9:30 p.m. Since a significant amount of your time during the week will be spent with your company, there will be no time to handle business matters. CAs must give their full attention to the program and leave pagers, laptops and business concerns at the office. Since CA training is held on Saturday and the program concludes on the following Saturday afternoon, the time commitment is one full week.

Expense

Many companies choose to support Ohio Business Week by sponsoring a CA from their organization. CAs are expected to stay on campus for the entire week—Saturday noon through Saturday at noon. All CAs are housed in semi-private rooms in residence halls separate from the students. CAs will enjoy after hours camaraderie, networking and support in a relaxed environment with fellow volunteers and OBWF staff.

Support

Mentor Program

You will be paired with a veteran CA who will provide support and guidance prior to and during the program. At company advisor training, you will meet your mentor and have an opportunity to discuss any questions, concerns and program issues.

CA Coordinator

At each program, a CA coordinator will hold daily CA meetings to discuss schedule changes, address program issues and resolve problems. The CA coordinator will be available to answer questions and provide support throughout the week. By working closely with you, your CA coordinator will ensure that your company is fulfilling the requirements of the program and meeting all of the expectations set forth in the weekly schedule.

Alumni Volunteers & Ohio Business Week Staff

Staff and alumni volunteers work diligently behind the scenes to ensure that every element of the program is executed successfully. During the year, the staff creates and nurtures the program and then turns it over to a group of dedicated volunteers to carry out the mission of the organization.

Approximately 95 percent of company advisors would recommend serving as a CA to friends & colleagues.

If you have an interest in serving as a company advisor or would like additional information, please contact the Foundation at (614) 488-6327 or by email at info@ohiobusinessweek.org.