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# RECAP OF 2018!

January 2019 By: Keala Samms, Annie Li

## What is N'Idea?

Located near the heart of Time Square, N'Idea Has rebranded itself as Event planning firm. We provide various packages and services to our customers. We aspire to empower and connect with the Virtual Enterprise Int'l firms by curating corporate and social events, turning the ordinary into extraordinary, and leaving consumers with a lifetime of memories and an everlasting partnership between us.

## What is VE?

Virtual Enterprise Int'l is a program for middle and high school students to which allows them to find/ or create a virtual company being in a company and how it works. In addition students are given the opportunity to attend trade shows to meet other Virtual companies and promote their business. Students are also required to create a business plan which will be submitted into the business competition. The program overall is great for all whose is interested in pursuing a career in business.

## Who is N'Idea

N'Idea is a group of high school students who will plan your events for you with the skills they have. N'Idea cares about their customers and their interests with the event. We will work hard and stretch their services to create a beautiful, satisfactory, and entertaining event for all guests. They are also a carefree and professional when it comes to their business. They know how to keep the work flowing going while being able to entertain.

# Table of Content:

Cover Page.....	I
Table Of Contents.....	2
Highlights.....	3
Highlights.....	4
Partners.....	5
Partners.....	6
Partners.....	7
Holiday.....	8
Employment.....	9
What's New.....	10

# Highlights By Jessie Chen

## *Winnings Women Conference*



It was an honor to participate in the Winnings Women Competition. It gave students the chance to communicate, explore, and ask questions about what it would be like to work in an office. Here are some feedback from our employees who participated in the competition.

### *Hana Rajch(Chief Of Operations Officer)*

The Winnings Women Conference was a great experience for me. It was a way for me to learn on how to network and learn from each others experiences. This event gave me the opportunity to learn from people who have a lot of knowledge on business and women power.

### *Perla Almengo (Chief Financial Officer)*

The Winnings Women conference was an inspiring event for me. Being surrounded by so many admirable women inspired me to believe that anything is achievable through hard work and dedication. After conversing with the successful women at my table, I learned all about creating a brand for myself. We practiced how to introduce our brand in a few words that would best describe us. One influential person who had a great impact on me was Lisa Tepper. After hearing all about the power pose she introduced us to and her ideas, I contacted her and have a relationship with her that i'm really proud of.



## *Ads Future Competition*

*Clarissa Cruz (Marketing Manager)*

During the time we visited McCann agency we received very helpful tips in how to present our pitch and how to fully engage with the audience and deliver our message successfully. Thanks to all the helpful advice we we gained confidence and did the best when presenting the pitch to the judges.

*Anayeli Ramirez (Marketing Associate)*

Being a part of ad futures was a very good start to this, it made me be more confident up on stage and also the fact of every open idea to create it into other ideas that people have. It was a very good experience to see what other people are capable of and how you can use those same strategies next time.



## *Business Plan Competition*

*Keylen Gil (Sales Executive)*

I have never been to a VE competition but when I finally went to one it was an amazing experience! It was very nerve wracking, but I had fun and enjoyed the experience.

*Omar Alsaedi (Chief Executive Officer)*

I loved the event it was amazing I learned so much stuff like patience is key and what were my weakness. I also learned how to better answer their questions and when we got accepted to second round I was shocked but not surprised because we did so good.



## Industry Partners

### *Lisa Tepper* By: Jessie Chen

Lisa Tepper is an accomplished leader with more than 30 years of experience in the insurance industry. She has held various leadership positions focused on business development, distribution strategy and organizational transformation. Lisa is the recipient of the Insurance Women of the year award, recognized for her leadership by the NYC association of Insurance Women. She is a Board member of The Young People's Chorus Of New York City, a mentor with W.O.M.E.N. In America, past chair of the insurance industry charitable foundation.



### *Abdel Ben-Mohammad* By: Waeza Jagirdar

Abdel Ben- Mohammad hold a PhD in Business Administration from Oklahoma State University, a Master's Degree in Security Analysis and Portfolio Management from Creighton University, and Bachelor's Degree in Middle Eastern Studies from American Military University, and a Chartered Alternative Investment Analyst designation from CAIA.

He started his career working as a Client Associate at Chase Manhattan Bank at their downtown office in 2000. From working at a small firm, he went on to creating a language service company. He left when he took a role as a civilian contractor with the U.S Department of Defense. He now joined as a professor of management and an associate dean for the school of business at the Manhattan campus.



## *Meaghan Quindlen (NBCU)* By: Jessie Chen

Meaghan attend the University of Virginia and received a B.S. degree in Finance and Marketing. She's worked at Comcast NBCUniversal her entire career in positions across both Finance and Strategy, from NYC to LA to Philadelphia. She's been a Business Mentor for VEI since being introduced to the program in 2015, working with students at Jacqueline Kennedy Onassis High School in Midtown Manhattan. In the Fall of 2016, Meaghan helped develop "Winning Women" – a half day, NBCU-sponsored leadership and professional development session for 50+ local high school women from VEI. The event has been so successful that NBCU and VEI partnered to sponsor sessions in Spring 2017, Spring 2018 and Fall 2018, with plans for Spring 2019.



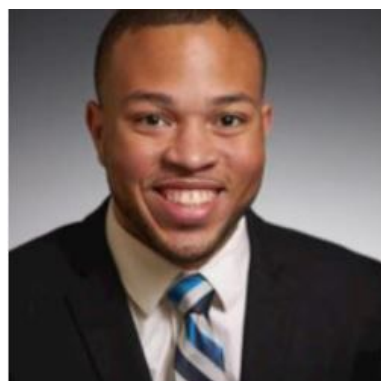
## *Deirdre Hussey* By: Jessie Chen

Deirdre graduated from Saint Joseph's University in 2009 and has worked in the Accounting and Finance business ever since. Prior to NBCUniversal, she worked at PricewaterhouseCoopers and Comcast in Philadelphia. She currently works in Digital Ad Sales Finance and supports brands such as Bravo, E!, USA and Syfy. This will be her second year with VEI, and has enjoyed working with a handful of influential students both in a classroom and professional setting. Each year the program continues to receive outstanding feedback and inspire students as they approach college and the next steps in their young professional careers.



## *Dale Dykes* By: Jessie Chen

Dale graduated from Syracuse University in 2016 where he received a B.S. in Finance and Entrepreneurship. He started his career at Macy's Inc. where he was a part of their Executive Development Program. Currently, Dale works as an Analyst in the Digital Ad Sales Finance group where he supports the NBC News, MSNBC, Today and CNBC brands. He joined VEI in 2017 and has relished the opportunity to work with some of NYC's brightest youth.



## *Erin O'Leary* By: Jessie Chen

Erin is a Manager within NBCU Cable Entertainment HQ Finance team in New York. She supports the management of programming, marketing and digital finance for NBC's portfolio of cable networks and production studios including USA, SYFY, Bravo, Oxygen, E!, UniKids, Universal Cable Productions and Wilshire Studios. Erin is a graduate of Villanova University. She began working with the VEI students of Jacqueline Kennedy Onassis High School in 2015 where she helped solve business problems and plan for college and career. In 2016, Erin and Meaghan developed and launched the Winning Women Conference, a professional development session for young women leaders within the VEI network.





# Holidays

Our most recent holiday being Christmas, we threw a party with our sponsors and employees. We had a fun time. Our sponsors being NBCU and Lisa Tepper, we



*We went to the Christmas tree after our practice with NBCU for the competition.*



*Before Christmas Break, we had a party with Lisa Tepper from ` Gallagher, NBCU, and Abdel Bin Mohamed.*



## Employment

### Employee of the months

October

Clarissa Cruz

November

Leeza Veronica Santos

December

Greydi Gonzalez

### Winnings Womens

Hana Rajeh

Perla Almengo

Jessie Chen

### Elevator Pitch

Philip Austin





*Next For N'idea*

*Free ? Free? Free?*

*You have the chance to win our free give away! You have that chance to win!  
Make a purchase on our website to enter the  
giveaway.*

*The giveaway includes*

*Free Space*

*Free Music*

*Free Catering*

*Free Cake*

*Free Goodie Bags*

*Free Decorations*

*Another Giveaway*

*Invite 50 guest*

