



## We are Nomad

Nomad cultivates a sense of adventure by redefining conventional styles of travel through affordable communal accommodations.

The company offers modern, comfortable rooms for solo adventurers, families, and business retreats in Berkeley, California. Nomad plans to bring its unique travel experience to many other cities across the United States in the near future.

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**Nomad's CEO** Charlotte Emerson introduces the keynote speaker during the opening ceremonies in the South Pasadena High School auditorium.

## Nomad Holds Leadership Training

The South Pasadena Virtual Enterprise Club organized and hosted the Ignite Innovation Leadership Training on Thursday, October 6. Over 40 schools from across southern California travelled to South Pasadena High School in order to participate in the all-day event.

The day began with opening ceremonies, which featured a speech from Ms Katherine Roemer, an alumni of the SPSHS Virtual Enterprise team. Attendees were then invited to participate in the many workshops set up around

campus. Each two hour seminar educated students on the finer points of the business world, like sales tactics or employee management. The workshops given by professionals experienced in their field.

"It was great to learn from people with such real-world know how," said Nomad's Chief Creative Officer Sandra Moore.

The event continued with a complimentary lunch provided by members of the Entrepreneurship class, and concluded after the final workshops.

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**Hoyt Gong** is known not only for his level head, but also for his great taste in music.

## October Employee of the Month

Hoyt Gong has been called many things: international tennis star, world's greatest DJ and Nomad's Employee of the Month for October. Since the company's founding, Gong has shown a dedication to his fellow employees and a true love for the brand. He has expertly led his department as the Chief Operations Officer and provided guidance to the lovable group of misfits in his employ.

"A business environment can be hectic, but I think

Hoyt is a rock for many people," CEO Charlotte Emerson said.

But this dedication does not cease when work does. Despite a debilitating fever, Gong made an appearance at one of Nomad's staff development days just to contribute money for a pizza in which he did not partake.

"He has a responsibility to the class and the company that few others possess. I really respect that," operations specialist Wayne Monical said.

## Meet our CEO: Charlotte



Every business asks a lot of their CEO. They must have the charm to ensure

that employee morale is high, the intellect to make the right decisions under pressure, and the vision to guarantee that the future of the company is bright. With her warm smile and offbeat demeanor, Nomad's CEO Charlotte Emerson embodies all of these qualities.

Emerson, the self-described "coolest person in Nomad," has been a member of Virtual Enterprise since her junior year. Her charisma and

natural affinity for the spotlight made her Ink's ideal Head of Sales in her first year. The leadership experience gave her the necessary know-how to oversee this year's team.

"Charlotte has cultivated a culture of success and collaboration like none other," CFO Jaehyung Choi said.

Outside of the company, Emerson lends her magnetic personality to the Youth and Government program, as the President of her delegation, and to the stage, as the charismatic Commissioner of Assemblies.



**Emerson** leads Nomad as well as the local Youth and Government delegation.



## Bakersfield Trade Show

Nomad attended the Bakersfield Trade Fair from January 18 to January 19. Over the course of the two day competition, the team won three awards and placed among the top ten in numerous other competitions.

Charlotte Emerson, Katherine Conte, and Hoyt Gong took home first place for their Marketing Plan presentation, while

Anthony Chen and Ben Elbaum won second place in the Sales Pitch competition. Jake McCurdy and Sandy Grossman earned Nomad their third plaque by winning third place in the Human Resources Scenario event.

Nomad will compete in the upcoming Los Angeles Trade Show in February.



The Bakerfield Trade Show brought together schools from across the state for the two day competition.

## Bakersfield Trade Show Competetors



### Business Plan

Faye Witherall, Emily Gilbow, Will Hodley-Brill, Wayne Monical, Kate Ba, and Yee-Sum Mak



### Sales Presentation

Ben Elbaum, Anthony Chen



### Marketing Plan

Charlotte Emerson, Hoyt Gong, Katherine Conte



### Video Commercial

Heather Held



### Human Resources Scenarios

Jake McCurdy, Sandy Grossman



### Company Catalog

Kate Ba, Cole Schroeder



## Do's and Don'ts of Hostel Living

### DO

- DO accept all challenges of *Monopoly*
- DO invite your fellow travelers to make brownies with you
- DO learn how to say "Hi" in other languages

### DON'T

- DON'T leave the stove on after you finish
- DON'T complain when someone beats you at *Monopoly*
- DON'T throw your clothes on the floor



The first of Nomad's hostels will be on Telegraph Avenue in Berkeley. Because of the building's location, it will provide guests with easy access to the Bay Area's many attractions.

## Preview of the Hostel

Berkeley, California is one of the most eclectic, interesting, and vibrant cities in the country. So naturally, it is the perfect place for Nomad's first hostel. The building will be located on the bustling Telegraph Avenue and will provide guests easy access to the many attractions of the town and the entire Bay Area.

The building will feature a shared kitchen for cooking

meals, a dining area for eating a conversing with fellow guests, and a common room where weekly events, like movie or game nights, will be held. This living arrangement is Nomad's prime selling point, as it encourages patrons from all walks of life to come together and share their experiences.

This location also provides a unique altruistic opportunity. It is only a short walk from the

University of California Berkeley campus which allows Nomad to host college students in need of a place to stay during the school year.



## Important Upcoming Events

**C.A. STATE TRADE SHOW**  
January 18-19, 2017

**BAY AREA TRADE SHOW**  
March 26-27, 2017



**L.A. AREA TRADE SHOW**  
February 13, 2017

**YOUTH BUSINESS SUMMIT**  
April 3-5, 2017

