



PRESS RELEASE

Aventura City of Excellence School

Date: March 14, 2008
Contact: Leslie Loewenthal Phone: 305-466-1499 ext. 40
ACES Special Events & Projects

ACES MS LEADERSHIP SPEAKERS SERIES REINFORCES VALUES LEADING TO SUCCESS

AVENTURA, FLORIDA — March, 2008. Aventura City of Excellence School, (ACES), 2007-2008 Middle School Leadership Speakers Series, unlike any other program at the Middle School level, reinforces values leading to success.

The Leadership Series was designed to bring “Leading Entrepreneurs and Authors” to ACES to educate, motivate and inspire Middle School Students as they contemplate their future. The multi-faceted program includes family events, the Middle School Career Entrepreneurship classes, a partnership with Junior Achievement and cross curricular studies.

The family events provide a forum; in which ACES Middle School students and parents can spend an evening out together to hear dynamic entrepreneurs as they learn, discuss and share ideas together.

In October, Michael Yormark, President of Sunrise Sports and Entertainment (and the Florida Panthers) spoke to ACES students and families about his own rags to riches story. Mr. Yormark discussed the importance of values such as commitment, sacrifice and passion to overcoming life’s hurdles.

In November, ACES held an Author Book Signing Event with Books and Books, Bal Harbour featuring Sarah Miller Caldicott, Co-author of “*Innovate Like Edison*,” which presents Edison’s world-changing innovation methods –never previously documented. Sara, an MBA is Thomas Edison’s great grandniece.

In February, Pierluigi Gazzolo, President of MTV Networks Latin America spoke to ACES families about his own career successes with well-known TV Shows in the Entertainment Industry. MTVNLA is comprised of MTV, VH1, Nickelodeon, Nick at Nite and other exciting properties. Mr. Gazzolo’s talk discussed the topics of team work and individuality and demonstrated how values play a central role in his organization’s success.

Students also got an opportunity to experience classroom guest speakers. Tony Stromberg spoke with the ACES Entrepreneurship classes about the “Traits of Successful Entrepreneurs” such as;

Passion, Change, Motivation, Customer Relationship Management, Setting Goals and Objectives.

Guillermo Friele, International Businessman and owner of Aventura's Finest Hand Car Wash spoke to Career and Entrepreneurship students about his organization's desire to make the customer happy and be the best in his industry.

Junior Achievement Volunteer, Jeff Levinson, Sr. VP, Wealth Management, BNY Mellon Bank delivered a series of in-class seminars demonstrating to students what it takes to start an entrepreneurial company. Students chose a product, sold stock to raise capital, developed a marketing plan, and worked diligently to insure their companies were profitable. Both companies "Got Bags" (ACES school bags) and "Press or Stress" (ACES yo-yo stress balls), elected to donate profits to the Children's Caring Cancer Center.

Junior Achievement Volunteer, George Allen and the Entrepreneurship Class are in the process of planning their next business venture with discussions of donating proceeds from their next business venture to "The Smile Train." Mr. Allen has offered to match the class's donation for such a worthwhile cause.