

# NVC Youth Enterprise Academy





Stax

got-H2O?

Crystal

Crystal

Crystal





The Pro

PROS

- There is almost a political angle
- PR is cheap or FREE. It can be worth a lot
- You can win a cup of PR and some it worth a lot
- The structure and content of PR can be used to enhance your presentation

yi  
or  
san  
S)

Handwritten notes and diagrams on a desk, including a flowchart and a small illustration of a person.





# The Pro's & Con's of PR

## PROS

- There is always a public angle
- PR is cheap or FREE: but it can be worth a lot
- You can save a couple of the articles and stories if you don't agree
- Excellent publicity and probably your budget can be used to advertise your business!

## CONS

- Most small businesses make the mistake of not adding the promotional cost
- Most small businesses don't target their audience
- It can be an overkill
- Different & some "publicists" do not work
- Publicity is not selling, it's just a lot of egg work

Using Your PR, 2008 © 2008







begin a deeper





The love of wine is synonymous with the love of life.  
To be a part of the Napa Valley is to embrace the  
sensual adventure of wine and food in a breathtaking  
setting that embodies pleasure.

begin a deeper



...e almost there!)

Topics (Jan)  
w (Jan) (9:15-10:15)  
n Presentation Center (10:30 -  
e with Guest Speaker  
pa Chamber of C

m Fehring (12:30)  
ation in RM#



\* P = PRODUCT  
P = PLACE  $\rightarrow$  RETAIL (location)  
P = PROMOTION / PAID / PARTY  
P = PRICE  
P = PACKAGING  
P = PEOPLE





Balance Sheet

Assets

CA

LT

Liabilities

CL

LT

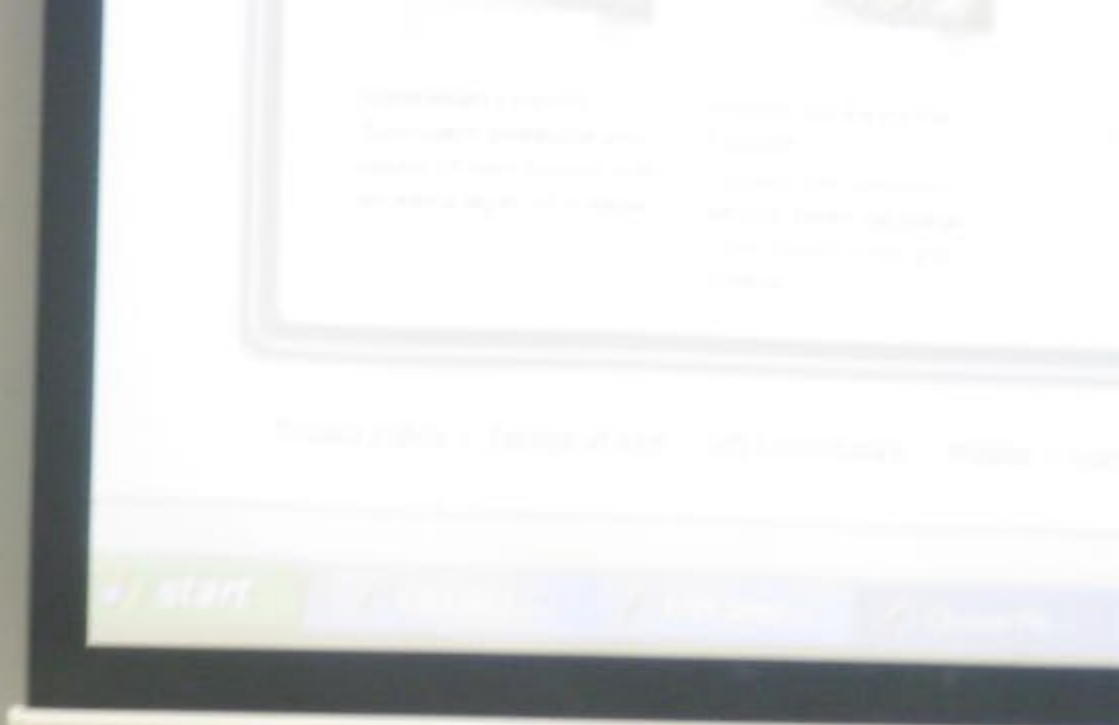
Equity/Capital/Net Worth







1. CHAMBER OF COMMERCE
2. HR - WESTIN VERASA
3. SIM-BALANCE "VERASION"  
SHEETS
4. SIMULATION - TITAN  
"LE" "





## THURS. REVIEW

1. CHAMBER OF COMMERCE
2. HR - WESTIN VERASA
3. SIM-BALANCE "VERASION"  
SHEETS
4. SIMULATION - TITAN  
"LEVERAGE"







1.0  
2.  
3.  
4

THURS. RE

1. CHAMBER OF

2. HR - WEST

3. SIM-BALAN  
SHEE

4. SIMULAT  
"LEVE

**BUILDING A  
HATE-FREE CAMPUS**

THURS. REVIEW

1. CHAMBER OF COMMERCE
2. ... IN VERASA  
"VERASION"  
...  
...-TITAN  
"GE"



A young man with glasses and a black hoodie stands at the front of the room, looking towards the whiteboard. He is positioned behind a computer monitor.

A man with grey hair, seen from the back, is sitting at a desk in the foreground, looking towards the whiteboard. He has his hand near his face.

A desk in the foreground holds a red can, a water bottle, and a yellow rolled-up object. A black bag is on the floor under the desk.

**BUILDING A  
HATE-FREE CAMPUS**

THURS

1. CHAMBER
2. HR - W
3. SIM -
4. SIM -





Accounting Information



