

## **FBLA partners with area businesses for challenge**

Written by Holyoke Enterprise

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Holyoke FBLA's Partnership with Business team, Catrina Krueger, Brooke Parker and Alyssa Roll is hosting the Apprenticeship Business Challenge, allowing students to get real-life experiences in business situations.

This year's business sponsors are Bank of Colorado, Holyoke Enterprise, Highline Electric Association and PC Telcom. The businesses provide challenges for Holyoke High School students, requiring them to use their previous knowledge in a business setting. Each business also donates \$250 toward a scholarship of \$1,000 for the winner of the challenge.

Scores from each challenge will be combined for individual students. The student with the highest score will win the \$1,000 scholarship.

Parker, Krueger and Roll are excited for the challenges this year, as they feel students gain more than a possible scholarship, but also knowledge of businesses in the community. They believe this project will benefit participating students as they go through post-secondary school and their careers to follow.

The first challenge is being hosted by Bank of Colorado and requires students to create a resume and reference sheet. The resume and reference sheet will be judged by the staff at Bank of Colorado and scored accordingly.

Many students, by the time they are seniors, have two- and three-page general resumes, so the challenge of this project is to create a one-page specific resume and apply for a job at Bank of Colorado.

The Holyoke Enterprise will host a design-an-ad competition. The ad will be judged on creativity, organization, flow of the ad, target market appeal and usefulness. Top winning ads will be used in the newspaper to advertise The Holyoke Enterprise.

Highline Electric Association will be judging career research Prezis (enhanced presentations).

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Students are challenged to use the website [www.collegeincolorado.org](http://www.collegeincolorado.org) to match their interests with possible careers. Once students have completed that task, they will choose a career to research and then make an in-depth Prezi about it. The Prezis will then be kept in a career library where future students can open them and view each of the careers.

PC Telcom will challenge students to complete a survey and create a business letter. The business letter will be scored on proper format, persuasiveness, appropriateness of products to be included in the RadioShack line and correct grammar. Students will be asked to research and suggest new products that could be sold in the RadioShack store.