

# **nfte!** MID-ATLANTIC: PHILADELPHIA METRO YOUTH ENTREPRENEURSHIP CHALLENGE

## **The Road to Nationals** **June 9, 2022**

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# Welcome

# Agenda

Dear NFTE Family,

Welcome to the NFTE Philadelphia Metro Finals, part of our Youth Business Competition series here in the Mid-Atlantic Region. We come together tonight to celebrate our amazing young entrepreneurs, as well as their teachers and school leaders, who prioritize entrepreneurship education in their communities and work with us to help develop the next generation of entrepreneurial leaders.

The Network for Teaching Entrepreneurship (NFTE)'s mission is to activate the entrepreneurial mindset and build startup skills in an entire generation of young people. Now, more than ever, it is critically important for us to build the next generation of thinkers, makers, and problem solvers. This became even more evident as we battled a once in a lifetime global pandemic and worked hard to create a more racially just society. Throughout this year of historic challenges, NFTE Mid-Atlantic has worked together with our educators, students, coaches, and partners, to make sure our entrepreneurial learners could continue to build their skills and become our future workforce.

It's our first time bringing this NFTE community together in over two years, and we hope tonight both inspires and motivates you all to action. More young entrepreneurs here in our region need our program. So, if you were captivated tonight by our students, take action-volunteer, donate, get your company involved, or reach out to the Mid-Atlantic team to schedule a time to chat. Join us in our movement to help students recognize how to use their knowledge, maximize their potential, and become creators.

We want to take a moment to recognize our educators for their fearless dedication to our students throughout this year. We could not accomplish all we do without you. We also want to take a moment to thank our volunteer coaches and corporate and individual partners who have continued to support NFTE's work despite the ever-changing economy. And last but definitely not least, we congratulate all of today's competitors for all the hard work and dedication it has taken to get to the NFTE Youth Entrepreneurship Challenge Regional Finals. We are so proud of all of you!

With Appreciation and Gratitude,

NFTE Mid-Atlantic Team

Peter Johnson, Director of Development, Mid-Atlantic  
Julianne Kasper, Lead Program Associate, Mid-Atlantic  
Robert Piercey, Regional Director, Mid-Atlantic

## NFTE Mid-Atlantic: Philadelphia Metro Youth Entrepreneurship Challenge

Thursday, June 9, 2022

- Welcome** Robert Piercey, **Regional Director, NFTE Mid-Atlantic**  
Tiffany Wilson, **University City Science Center**  
Peter Johnson, **Development Director, NFTE Mid-Atlantic**  
Julianne Kasper, **Lead Program Associate, NFTE Mid-Atlantic**
- VIP Judges** Ryan Carrozza, **EY**  
Curtis J. Myers, **Fulton Bank**  
Ellen Oiler, **PayPal**  
Tiffaney Waters, **EducationWorks**  
Tiffany Wilson, **University City Science Center**
- Finalists** **Aaliyah "LiLi" Taylor Teen Publishing Workshop -**  
*Aaliyah Taylor – Penn Hills Charter School of Entrepreneurship*  
**The Vault -**  
*Bryonna Grant Webb – Propel Braddock Hills High School*  
**Sierra's Fidget Workshop -**  
*Sierra Fisher – Penn Hills Charter School of Entrepreneurship*
- Meet our NFTE Teachers**  
Debra Titus, *Penn Hills Charter School of Entrepreneurship*  
Judith Williams-Wright, *Propel Braddock Hills High School*
- Corporate and Individual Volunteer of the Year Awards**
- EY EOY Scholarship announcement**
- Closing** Dr. J.D. LaRock, **NFTE President & CEO**





Building a better working world

## Whose tomorrow will you change today?

We are committed to helping underserved students develop the entrepreneurial mindsets and skills needed to thrive in the working world of tomorrow.

Learn more at [ey.com/us/cr](http://ey.com/us/cr)

The better the question. The better the answer.  
The better the world works.

# Student Finalists

## **Aaliyah “LiLi” Taylor Teen Publishing Workshop** - Aaliyah Taylor – Penn Hills Charter School of Entrepreneurship

The mission of Aaliyah “LiLi” Taylor’s Publishing Workshop is to help bring the stories of teens suffering from bullying, anxiety or any other social issues to light, and help them change the lives of youth.

## **The Vault** - Bryonna Grant Webb – Propel Braddock Hills High School

The Vault’s skin care products are safe for all skin types and offer transparent labeling that provide a sense of security and confidence, while being beneficial for the body.

## **Sierra’s Fidget Workshop** - Sierra Fisher – Penn Hills Charter School of Entrepreneurship

Sierra’s Fidget workshop provides custom fidget poppers and spinners for customers suffering from anxiety when facing challenging situations. Customers can also host a fidget workshop where they can paint the fidget products and take home with them the same day.



our 2019 finalists with the judges (c) Joe Dantone



# Judges

**Curtis J. Myers**  
**President and Chief Operating Officer**  
*Fulton Financial Corporation*  
**Chairman & Chief Executive Officer**  
*Fulton Bank*



Curtis J. Myers is Chairman and chief operating officer of Fulton Bank and president and chief executive officer of Fulton Financial Corporation, the bank's parent company.

Curt joined Fulton Bank in 1990 as a member of the bank's Management Training program and has held various positions in Commercial Banking. In 2000, he was promoted to senior vice president and regional manager in Commercial Banking. He was named a member of Fulton Bank's senior management team in 2004. He became president and chief operating officer of Fulton Bank in 2010 and joined the Fulton Financial Corporation senior management team in 2013. In 2018, he was promoted to his current positions with the bank and parent company.

Curt Myers currently serves as Chairman of the board for the Salvation Army and is a board member of Tec Centro and the Lancaster Economic Development Company (EDC), with all three community-based boards located in Lancaster, PA. He is appointed to the nonprofit boards of the Pennsylvania Bankers Association's (PBA) Public Affairs Committee, the American Bankers Association's (ABA) Stonier Advisory Board, as well as Operation HOPE's Northeastern Board. Curt is also a council member of the Chamber of Commerce for Greater Philadelphia's CEO Council for Growth. He holds board seats on several private entities as well, which include North Lime Holdings and Irex Corporations.

Over the years, Curt has been active with a variety of community organizations including the American Heart Association, YMCA of Lancaster County, United Way of Lancaster County, and Fulton Theatre.

Curt holds a Bachelor of Science degree in Business Administration from Shippensburg University and a Master's degree in Business Administration from Saint Joseph's University. He is a graduate of the PBA Central Atlantic School of Commercial Lending at Bucknell and the ABA Stonier Graduate School of Banking at Georgetown University.

**Ryan Carrozza**  
**Senior Manager**  
*EY*



Ryan is a senior manager in the Philadelphia Growth Markets practice. He has over 13 years of experience serving a variety of public and private clients. He has experience in auditing growth companies backed by venture capital and private equity, as well as large family-owned businesses. Specifically, he has experience accounting for equity and debt transactions, business combinations, and revenue recognition. Ryan has helped lead our growth market audit initiatives over the last few years, which has led to increased use of data analytics and other streamlined approaches in EY's audit clients.

He has extensive experience transitioning new audit clients to the firm, having worked on over 12 first-year audit transitions in his career. Additionally, Ryan has experience in helping companies through the IPO process.

Ryan's clients have included Marinus Pharmaceuticals, Cognition Therapeutics, Blackfynn, Vitae Pharmaceuticals, Iroko Cardio, Derma Sciences, W.L. Gore, and AmerisourceBergen Corp.

He is a member of the American Institute of CPAs and the Pennsylvania Institute of CPAs. Ryan serves on the Board of the YMCA of Gloucester County (NJ).

He holds a BS in Accounting from Franklin and Marshall College.



# Judges, *continued*

**Ellen Oiler**  
**Senior Director and Head of U.S. Marketing  
for Global Merchant Lending**  
*PayPal*



Ellen Oiler is a Senior Director and Head of US Marketing for Global Merchant Lending at PayPal. Ellen and her team ensure that PayPal merchants have access to working capital and other financing tools that PayPal merchants need to fuel their businesses and better manage cash flow. Ellen joined PayPal in 2017 with more than 20 years of lending and small business experience from Swift Capital, Bank of America and MBNA America.

In addition to her passion for small business, Ellen is strong advocate for giving back to the communities in which PayPal is located and serves as the Leadership Sponsor for the PayPal Community Impacts Volunteer and Grants programs across PayPal's Greater Philadelphia Area offices in Wilmington, DE, and Plymouth Meeting, PA.

**Tiffany Waters**  
**Chief Operating Officer**  
*EducationWorks*



Tiffany Waters is a dynamic and thoughtful leader. With close to 30 years' experience in the Behavioral Health and Education sectors, Tiffany has dedicated her career to eliminating barriers and disparities that unequally plague the educational system and overall public health of underserved children and families in the city of Philadelphia.

As Chief Operating Officer, Tiffany oversees internal operations and collaborates with EducationWorks' (EW) President and CEO on business advancement strategies, organizational priorities, and ensures high-quality program implementation through impact measurement.

During her tenure as the Director of Learning and Impact at EW, Tiffany was able to draw on her years of experience in federal grant management, curriculum development, compliance monitoring, strategic partnerships, and data analysis and assessment to enhance the programs in EW's Engage and Reengage verticals. Tiffany's expertise in program development and implementation secured multiple fiscal years with banner performance in EW's learning and impact unit, meeting over 90% performance deliverables, a financial surplus, and premiere strategic partnerships.

Prior to bringing her talents to EW Tiffany spent time honing her skills at The School District of Philadelphia in various capacities including: (1) program management of a \$90 million federal grant designed to assist targeted public schools with improvement in the areas of mentoring, employment strategies, and academic performance, (2) as a founding team member of the realigned Title I division to Grants Compliance, and (3) aligning federal supports to strategic plans to close achievement gaps through program and fiscal management, policy development and implementation, and professional development.

Tiffany received her Bachelor of Arts in Biology from Temple University and her Master of Education in Multicultural Education and Curriculum Design from Eastern University.

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## NFTE Mid-Atlantic: Philadelphia Metro Advisory Board

**Scott Snyder** (Co-Chair), EVERSANA

**Adam VeVerka** (Co-Chair), NewSpring

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Alcove Media

**Sean Barker**  
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EY

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Inspiroz

**Brian Paule**  
The Galman Group

**Frances R. Pierce**  
Data Systems Analysts, Inc.

**Kevin Wolfgang**  
Evergreen Apartment Group

## Judges, *continued*

### **Tiffany Wilson** **President and CEO**

#### *University City Science Center*

Tiffany has spent over 20 years bringing innovative medical technology from benchtop to bedside and is globally recognized for her thought leadership on innovation and commercialization of technology in med-tech and healthcare. In October 2020, she joined the Philadelphia-based University City Science Center as President and CEO. The Science Center is a 501(c)(3) non-profit organization with a mission to power progress that advances healthcare innovation, uplifts communities, and improves lives. By convening and supporting Greater Philadelphia's innovation ecosystem, the Science Center helps catalyze new ideas and technologies, drive economic growth, and unlock the region's potential for a world-class future.

Tiffany joined the Science Center from the Global Center for Medical Innovation (GCMI) based in Atlanta where she was CEO. After a decade working in strategy, finance, and business development in early-stage medical device companies, she was brought onboard to launch and operationalize GCMI from inception. During her tenure, she catalyzed a capital efficient approach to move innovation to products that impact patient outcomes, bringing critical assets, infrastructure, and expertise needed to support entrepreneurs from concept through testing, regulatory submission, and launch.

Tiffany served on the National Advisory Council on Innovation and Entrepreneurship (NACIE) of the U.S. Department of Commerce. She was recognized by Philadelphia Business Journal in the Power 100 List for 2021, by the Healthcare Technology Report's Top 50 Healthcare Technology CEOs of 2021, Inc. Magazine as one of "17 Inspiring Women to Watch in 2017" and one of Becker Hospital Reviews "110 Women in Med-tech to Know in 2017".

Tiffany holds an MBA from the Georgetown University McDonough School of Business and a BBA in International Business from Loyola University New Orleans.



## Volunteers of the Year

We are immensely grateful to all of our volunteers. This year, we are especially proud to celebrate our **Individual Volunteer of the Year, Scott Snyder**. An entrepreneur himself, Scott has already given back in so many ways, having coached NFTE students and attending Philadelphia events in the past. He recently joined the board, and immediately opened his vast contact list and network to NFTE. He loves to attend coaching events when he can, but his focus has been on raising money for NFTE and expanding our partnerships. We thank Scott for he has done for NFTE and for his commitment to supporting young entrepreneurs across the region.

And congratulations to our **Corporate Volunteer of the Year, Vanguard**. This is only their second year as an active partner with NFTE in Philadelphia, but they have been enthusiastically volunteering and expanding their involvement with our region. We're excited to watch our relationship grow in the coming years! Thank you to everyone at Vanguard for your support of our students and teachers, especially over these last few challenging years.

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## Get Involved

### Learn more about NFTE

Network for Teaching Entrepreneurship (NFTE)'s mission is to activate the entrepreneurial mindset and build start-up skills in youth from under-resourced communities to ensure their success and to create a more vibrant society. As a global nonprofit organization, NFTE provides high-quality entrepreneurship education to middle and high school students from under-resourced communities, as well as programs for college students and adults. NFTE reaches 50,000+ students annually in 25 states across the U.S. and offers programs in 20 additional countries. We have educated more than a million students through in-school, out-of-school, college, and summer camp programs, offered in person and online. To learn more about how we are promoting inclusive capitalism and building the next generation of diverse entrepreneurs, visit [www.nfte.com](http://www.nfte.com).

**[JOIN OUR VOLUNTEER COMMUNITY! CLICK HERE TO REGISTER](#)**





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**Your prosperity is  
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Santander applauds Network for Teaching  
Entrepreneurship for making a real difference.



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The University City Science Center powers progress that advances healthcare innovation, uplifts communities, and improves lives.

**We salute NFTE on activating an entrepreneurial mindset in young people from under-resourced communities.**

[sciencecenter.org](http://sciencecenter.org)



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## NFTE Philadelphia Metro Regional Youth Entrepreneurship Challenge

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Proud to support NFTE and its goal to encourage critical thinking and the development of an entrepreneurial mindset that enables our youth to face challenges of their future.

We are proud to support the next generation of innovators in their pursuits to achieving their entrepreneurial dreams!



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