



**MID-ATLANTIC: NY METRO  
YOUTH ENTREPRENEURSHIP  
CHALLENGE**

# The Road to Nationals

**June 10, 2023**

**Presented by:  
EY and Santander**

**Associate sponsors:  
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# Welcome

# Agenda

Dear NFTE Family,

Welcome to the 2023 NFTE Mid-Atlantic Regional Youth Entrepreneurship Challenge! We come together today 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.

We hope today's amazing display of potential and passion both inspires and motivates you all to action. More young entrepreneurs here in our region need our program. So, if you were captivated by our students, please take action. You can 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 chase their dreams and become agents of change in their communities.

We want to take a moment to recognize our educators for their absolute commitment to our students throughout the Mid-Atlantic region. 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 as the region continues to grow and innovate. And last, but definitely not least, we congratulate all of today's talented and impressive 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 and know you'll all accomplish great things in the future!

With Our Deepest Appreciation and Gratitude,

NFTE Mid-Atlantic Team

*Dulce-Marie Flecha, Lead Program Associate, Mid-Atlantic*  
*Julianne Kasper, Lead Program Associate, Mid-Atlantic*  
*Robert Piercey, Regional Director, Mid-Atlantic*

## NFTE Mid-Atlantic Youth Entrepreneurship Challenge

Saturday, June 10, 2023

<b>Alumni Emcee</b>	Rania Gaston, <b>NFTE Class of 2022</b>
<b>VIP Judges</b>	Joel Barnett, <b>Fulton Bank</b> Delfina S. Correia, <b>Santander Private Client</b> Vincent Halleran, <b>EY</b> Samuel Johnson, <b>Re_PRESENT_CONSULTING, Inquest and NFTE Class of 2019</b> Scorpio Rogers, PhD., <b>Mercy College</b>
<b>Finalists</b>	<b>One Minute Vending -</b> <i>Tationna Pack – Pittsburgh Science and Technology Academy</i> <b>Mentor Fitness -</b> <i>Misbah Sifat – Westhill High School</i> <b>Plateau -</b> <i>Hannah Russell – Pittsburgh Science and Technology Academy</i> <b>Curly Course -</b> <i>Mia Paredes Cabrera – Academy of Finance and Enterprise</i> <b>FITNATION -</b> <i>Helen Sandoval – Brooklyn High School of The Arts</i>
<b>Individual Volunteer of the Year Award</b>	<b>Barrett Stokes</b> , Webster Bank
<b>Corporate Volunteer of the Year Award</b>	<b>Fulton Bank</b>
<b>Closing</b>	Dr. J.D. LaRock, <b>NFTE President &amp; CEO</b>



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

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The better the world works.



Building a better  
working world

# Student Finalists

**Tationna Pack - One Minute Vending**, *Pittsburgh Science and Technology Academy (Pittsburgh, PA)*

For people who love hair care but hate the hassle of traveling to a beauty supply store, **One Minute Vending** is a multicultural beauty vending machine business that offers affordable hair care products for minority students on college campuses.

**Misbah Sifat - Mentor Fitness**, *Westhill High School (Stamford, CT)*

**Mentor Fitness** is an LLC tech solution service that allows users to get a personalized workout routine from real mentors and physical trainers. The app focuses on all aspects of fitness including physical fitness, mental health, diet and nutrition. All workouts are science based and are proven to be effective.

**Hannah Russell - Plateau**, *Pittsburgh Science and Technology Academy (Pittsburgh, PA)*

**Plateau** is expanding the world of expression through fashion, allowing for a more user-based design, lower costs, and a higher variety. Plateau will be giving buyers custom options in their shoes, and with a detachable top and sole design, they will be able to switch out parts to create new mixes of colors and designs.

**Mia Paredes Cabrera - Curly Course**, *Academy of Finance and Enterprise (Queens, NY)*

**Curly Course** is a free mobile app which provides curly hair education and recommendations on curly hair products. At Curly Course, we believe that every curly-haired individual is entitled to become educated on their own hair and provided with products that are curated for their hair type. Our mission is to provide more resources to a society where curly hair education is scarce.

**Helen Sandoval - FITNATION**, *Brooklyn High School of the Arts (Brooklyn, NY)*

**FITNATION** is a women exclusive online fitness community. Through our application, users create customizable profiles that drive specific experiences catered to one's mind, body and soul. As such, FITNATION inspires a judgment-free space that creates opportunity for women to grow, connect, and be fit.

# Your prosperity is our purpose.

Santander applauds Network for Teaching Entrepreneurship for making a real difference.



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## Emcee

**Rania Gaston**  
Founder, Gourmet Guider  
*NFTE Class of 2022*



During her junior year of high school, Rania was introduced to NFTE through her Entrepreneurship class, in which she was tasked with building her own business idea. As a Muslim in the U.S., Rania is familiar with the struggles of dietary limitations, such as puzzling over a restaurant menu, repetitive meals, and not knowing what to cook. That's why she created Gourmet Guider, a free app that offers alternative recipes for foods that people want to filter out or avoid. Rania strives to make a difference for those with dietary limitations, allowing them to finally feel represented within the cooking community. After winning First Place in the 2022 New York Metro Regional Youth Entrepreneurship Challenge, Rania's passion for the business field took flight. Recently, Rania has committed to Boston University's Questrom School of Business and plans to major in Business Management with a concentration in Marketing or Finance.

## NFTE Mid-Atlantic Advisory Board

**Adam VeVerka** (Co-Chair), NewSpring  
**Holly Wallace** (Co-Chair), Merrill Lynch

**Noelle Calautti** (Co-Vice Chair), EY  
**Scott Snyder** (Co-Vice Chair), EVERSANA

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**Shawn Leventhal**, Jump In Networks

**Eugenia Vecchio**, Eugenia M. Vecchio & Associates

**Yajaira Lopez**, Santander



# VIP Judges

**Joel Barrett**  
**Senior Vice President,**  
**Director of Commercial Affinity Banking**  
*Fulton Bank*



At Fulton Bank, Joel Barnett is the Senior Vice President and Director of Commercial Affinity Banking, a program geared towards delivering exceptional banking services to minority-, women-, and veteran-owned businesses.

Joel has more than 30 years of banking experience, which includes commercial, consumer and private banking. He is very passionate about the Commercial Affinity Banking program and the enormous positive impact to the communities it serves.

**Vincent Halleran**  
**Managing Director**  
*EY*



As a Managing Director with more than 15 years of experience across start-ups, Vincent has audited and/or advised numerous public and privately owned companies on capital market transactions and private placements.

In his current role at EY, he oversees audit strategy and quality and advises key executives.

**Delfina S. Correia**  
**Director, District Executive**  
**Retail Network - Mahattan Bronx - Miami**  
*Santander*



Delfina Correia is currently a Vice President in the Santander Retail Network covering the Tri-State Region and currently leading a team of 18 Branch Managers which includes 125 colleagues throughout the Manhattan and Bronx area.

Delfina is a seasoned leader with more than 20 years experience in financial services and retail management. Her areas of experience include Wealth Management, Consumer Retail Management, HR, and Talent Management. Delfina joined Santander in 2017 as a Senior HR Business Partner. Prior to joining Santander, Delfina was the Northeast Recruiting Manager at JP Morgan Chase in New York. She spent the majority of her career at Bank Of America for 19 years, during which she held various roles including Branch Manager, which included opening six brand new Technology Concept Retail Branches in Manhattan. She then continued to develop her career and joined Merrill Lynch Wealth Management as a Business Support Manager and supported 145 financial advisors on sales development and business integration.

Delfina is the Regional Leader for Conexion for NY/NJ/PA and a Committee Member for WEN. Prior to Santander, she was a Committee Member for Merrill Lynch Women's Exchange and LEAD Women's Employee Network at Bank Of America.

When Delfina is not at work, you'll find her doing her two favorite activities, traveling and spending time with her family.

# VIP Judges, *continued*

**Samuel Johnson**  
**Co-founder, RE-PRESENT CONSULTANTS**  
**Founder & CEO, Inquest**  
*NFTE Class of 2019*



The 2019 NFTE Philadelphia Regional Entrepreneurship Challenge 2nd place winner who went on to represent his region at the NFTE National Challenge, Samuel Johnson is now a living example of what the road to becoming a young entrepreneur looks like.

A rising Senior at High Point University, majoring in Sports Management with a minor in Civic Responsibility and Social Innovation, Sam is the Co-founder of “RE-PRESENT CONSULTANTS,” which helps rebrand companies to be more attainable, attractive, and accessible to new and existing clientele. They do this with the 3 R’s, Revise (logos), Remodel (websites), and Rethink (marketing strategies).

In addition, Sam is the CEO & Founder of Inquest, a recruiting app designed to level the playing field for all athletes, which is currently in the development process. Sam also has a partnership with an apparel brand called “Do More Say Less,” where he continues to help build and grow the business & brand to attain the same heights as Nike and Adidas.

Certified as an extraordinary speaker by High Point University, Sam continues to show off his speaking skills as a teacher and motivational speaker for youth. He inspires young people to lead by example and to be the best versions of themselves, and seeks to give back to the community. Sam volunteers for the Burns Hill Neighborhood Association in High Point, NC, where Jerry Mingo is the president. This association provides a community food pantry for families, a community garden, and a yearly youth summit. He has been volunteering for three years and recently raised \$1,000 in 2-weeks for the Association. Sam also hosts and produces a talk show called the Johnson 5, with which he and his four brothers aim to inspire as many young people as possible.

Samuel Johnson continues to prove that it’s not about how young you are, but that if you have the knowledge and apply it as an entrepreneur you, too, can succeed.

**Scorpio Rogers, Ph.D.**  
**Vice President,**  
**the Bronx & Manhattan Campuses**  
*Mercy College, New York*



Scorpio Rogers, Ph.D. is the Vice President of the Bronx and Manhattan campuses of Mercy College in New York. Previously, he taught undergraduate and graduate students for almost 20 years in entrepreneurship, his specialty, and also business management, marketing, and finance. Additionally, in 2018 he founded and was Executive Director of the Mercy College Business Incubation Center, which aids growing entrepreneurial firms.

In addition to a Ph.D. in Business Administration from Worcester Polytechnic Institute, Dr. Rogers has an MBA in Management from the Columbia University Graduate School of Business concentrating on Entrepreneurship and Strategy, an MS in Applied Business Research from the University of Denver, and a BA from Dartmouth College in Computer Science. Prior to academia, his professional career included ten years as a Technology Consultant at American Express, where he became a certified Six Sigma Green Belt in process re-engineering, and several years consulting at Andersen Consulting.

Service and giving back are essential tenets for Dr. Rogers. He continually serves on boards of several entrepreneurial businesses and not-for-profit organizations. In addition, he mentors youth as an active Life Member of the Harlem, New York chapter of Alpha Phi Alpha Fraternity, Inc.

He is the Founder and Managing Principal of Entrepreneurial Consultants, LLC, a management-consulting firm for start-up and burgeoning entrepreneurial businesses.

He is married with a son and two daughters, and in his rare spare time he cycles, reads, and is an avid NY Jets fan.

Proud to do our part to help bright minds achieve bright futures.

NFTE is dedicated to empowering students and giving them a chance at a brighter future.

An idea we can all get behind.

At the Citi Foundation, we commend NFTE on their efforts and are pleased to support their invaluable work.

Citi Foundation



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## 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, Barrett Stokes!** During the work day, Barrett serves as the VP and Area Managing Director at Webster Bank, supporting their network of employees throughout the region. When he's supporting NFTE, he is a vocal leader on the Mid-Atlantic Regional Advisory Board, always helping to open doors to new funders, supporters, partners and additional volunteers that can expand their presence in the region. He knows what it takes to help bring opportunity and access to young people and he's a constant motivation for the entire NFTE team who have the pleasure of seeing him in action. **Congratulations, Barrett!**



Warm congratulations to our **Corporate Volunteer of the Year, Fulton Bank.** Since their introduction to NFTE in 2021, Fulton Bank has jumped in as a strong supporter of NFTE Mid-Atlantic programs and initiatives through both funding and volunteerism. Starting in 2022, Fulton made a commitment of \$125,000 over four years to the Mid-Atlantic region. In addition to this crucial and generous financial support, the Fulton team has also begun to form a key part of the Mid-Atlantic volunteer network. They have served as networking partners, business plan coaches, and judges, imparting crucial insights and invaluable moments of attention to the young entrepreneurs with whom they have worked. The entire Fulton volunteer team has left a significant mark on the NFTE students and we are excited to honor their time and contributions with this Award.



## Get Involved

Network for Teaching Entrepreneurship (NFTE) ignites the entrepreneurial mindset with unique learning experiences that empower students to own their futures. A global nonprofit founded in 1987, NFTE provides high-quality entrepreneurship education to middle school, high school, and postsecondary students.

NFTE brings the power of entrepreneurship to students, regardless of family income, community resources, special needs, gender identity, race, or ethnicity. NFTE has educated more than a million students, delivering our programs in school, out of school, in-person, online, or through hybrid models. To learn more, visit [www.nfte.com](http://www.nfte.com).

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

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This event would not be possible without the generosity of the sponsors below, whose commitment of time, talent and treasure to support NFTE students and teachers is greatly appreciated and much applauded.

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Thanks to the commitment of NFTE's national donors, an increasing number of young people are prepared with the entrepreneurial mindset and startup skills required to succeed in today's innovation economy.

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