



FOR IMMEDIATE RELEASE
Press Release
June 13, 2024

FOR MORE INFORMATION, CONTACT
Kelsey O'Connor, Marketing and Communications Director
Iowa Association of Business and Industry (ABI) Foundation
515.235.0571 | koconnor@iowaabi.org

Registration Deadline Approaching for Iowa's High School Innovation Summit

There is still time for high school students (grades 9-12) to register for Business Horizons 2024, Iowa's statewide leadership and entrepreneurial program held July 14-18 at Drake University provided by the Iowa Association of Business and Industry (ABI) Foundation.

While working in teams with peers and business advisors from across the state, participants will identify a real-world problem facing students today and together create a solution in the form of a new business venture. Attendees will combine hands-on, entrepreneurial experiences with team-oriented competitions to foster their problem-solving, creativity, and future-ready skills.

"This program surrounded me with so many individuals that showed interest in my future in Iowa," said Aaron Acosta, 2023 participant from Des Moines East High School. "Whether it was helping me better understand startups or connecting me with company leaders, Business Horizons truly shined a light on innovation and limitless opportunities."

Throughout an action-packed five days, students will gain insight from industry professionals and take part in dynamic workshops on topics from business strategy to AI technology. Attendees will explore Iowa industries and opportunities through off-site business visits, hear from speakers like national financial literacy expert Adam Carroll (National Financial Educators), and enjoy fun "after hours" activities while experiencing life as a college student on the Drake University campus. Attendees are also eligible to earn three transferable college credits for their participation in the week.

"Students see 'business' in the name and get nervous thinking it won't be nearly as much fun as it is," says program director Jessi McQuerrey, "but there's a reason our participants are the ones who created the catchphrase 'the best week of summer' and ask us to add days to the program. The transformation students make from day one to day five is remarkable. They accomplish more than they thought possible, gain a boost of self-confidence, and meet friends and mentors they stay in touch with for years to come."

To register and learn more about the 2024 program, visit www.BusinessHorizonsIowa.com. The program cost is \$400, which covers all meals, lodging, activities, and materials. Need-based financial assistance is available and may be requested through the online registration form. The deadline for student registration is July 10.

###

Business Horizons is a program of the Iowa Association of Business and Industry (ABI) Foundation. The ABI Foundation is a statewide non-profit organization with a mission of building partnerships between business, education and communities. The organization also provides resources and forums that encourage professional and personal responsibility and leadership development for the betterment of our communities and our state.

