



empowering young people to own their economic success

Project Lead Overview 2014-2015

About JA

Junior Achievement is the world's largest organization dedicated to educating students about financial literacy, college and career readiness and entrepreneurship. Through experiential, hands-on programs, JA empowers young people to own their economic success.

Locally, Junior Achievement of the Upper Midwest (JAUM) serves Minnesota, North Dakota and western Wisconsin. JAUM will serve more than 152,000 K-12 across the region this school year with the help of more than 7,500 community volunteers.

Project Lead Advisory Board

This group of established and emerging leaders comes from the local business community. The JA Project Lead Advisory Board reports to and engages with the JAUM Governing Board of Directors. Project Lead consists of smaller work groups that function under the larger areas of resource development and volunteerism. This advisory board is composed of passionate advocates willing to provide both personal and professional leadership to steer the future generation of consumers, workers, and citizens.

The objectives of the Project Lead Advisory Board are:

- Awareness & Branding
- Education & Volunteer Engagement
- Fundraising & Special Events



Membership

Members are identified and invited to the board based on certain criteria. Members should possess an entrepreneurial spirit, have demonstrated leadership experience and are personally passionate about Junior Achievement's mission.

Expectations

- Identify and promote opportunities to market the JA message
- Attend a minimum of 4 board meetings a year
- Participate in a committee group (outlined below)
- Volunteer in at least one JA classroom or Capstone event annually
 - See JA staff for opportunities
- Participate in and contribute to at least two of JA's annual events
 - Corporate Titan Challenge, JA bigBowl, Race for JA, Bid for Kids Online Auction, JA Business Hall of Fame
- Though not required, JA encourages Project Lead members to:
 - Make a personal gift to JA
 - Assist and/or identify volunteer liaisons within their company
 - Work with a Corporate Council or internal committee at their organization

Project Lead Committee Work

Although Project Lead board members connect for meetings and events throughout the year, much of the member's contribution to the organization happens in small group committee work. Project Lead committees are structured to strategically align with the work of our Governing board as well as our organization's 3-year operating plan. We strive to align each member with the committee in which they are most interested.



Project Lead Committees

Development & Events

- Lead the board through the planning, execution and success of Project Lead's sponsored event, JA Corporate Titan Challenge
- Assist with other events through the year: JA bigBowl, Race for JA, Bid for Kids Online Auction, JA Business Hall of Fame
- Assist with overall development and fundraising goals of the organization

Volunteer Engagement

- Help JAUM strengthen the commitment of its volunteers; how we can successfully ensure we have enough volunteers present at every event to fully support the students we serve
- Lead the brainstorming, creation and implementation of a process to help address short notice volunteer needs (i.e. on-call list, red alert notice, etc.)
- Assist with the overall Education and Program goals of retention, recognition and recruitment of JAUM volunteers

Marketing

- Assist with social media plan regarding content and frequency
- Help with media coverage and public relations to bring more public awareness to the organization
- Advise on overall branding and messaging to market JAUM to an external audience

Prospecting

- Help identify and connect with prospective companies to become volunteer and/or funding partners
- Work with JAUM to maintain and grow its company prospecting list
- Introduce JAUM to the member's professional and/or personal network

Bremer Entrepreneurship Initiative

- Partner with JAUM as we work to strategize and align our work to best utilize our \$1 million gift from the Otto Bremer Foundation
- Lead the planning and implementation of a new entrepreneurship summer camp for high school age students to begin in 2015
- Help JAUM explore the realities of infusing and executing a virtual component to our annual competitions allowing Greater MN/ND to participate.



14-15 Project Lead Calendar

2014

- August 7th: JAUM Event: Annual Celebration (VIP PL board reception)
- September 12th: PL Board Meeting: Kick off the 14-15 school year
 - Friday, 7:30-9:00 a.m.
 - Host site: Tennant
- September 18th: JAUM Event: Hall of Fame
- November 14th: PL Board Meeting: CTC Planning
 - Friday, 7:30-9:00 a.m.
 - Host site open

2015

- January 9th: PL Board Meeting: Finalize details of CTC, look ahead to spring
 - Friday, 7:30-9:00 a.m.
 - Host site open
- January TBD: JAUM Event: CTC Event (driven by PL)
- March 13th: PL Board Meeting: Gearing up for our busy season
 - Friday, 7:30-9:00 a.m.
 - Host site open
- April: busy season for bigBowl
- May: busy season for volunteering
- June 12th: PL Board Meeting: End of Year Wrap Up
 - Friday, 7:30-9:00 a.m.
 - Host site open

** Please note that it is strongly encouraged that you meet with your small group committee on a regular basis. This would be in addition to the proposed calendar.*



Junior Achievement[®]
of the Upper Midwest



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Membership Directory

Name	Company	Email Address	Phone	Committee
Paul Conney	Thomson Reuters	paul.conney@thomsonreuters.com	651-848-7839	Bremer Initiative
Scott T. Cummings	Accenture	scott.t.cummings@accenture.com	612-277-6011	Marketing
Melissa Daul	Honeywell	melissa.daul@honeywell.com	763-954-5546	Marketing
Jan Kruchoski	CliftonLarsonAllen	jkruchoski@larsonallen.com	612-376-4655	Bremer Initiative
Paul Nelson	Prudential	Paul.Nelson@Prudential.com	763-255-7685	Events
Neal Bradsher	KPMG	nbradsher@kpmg.com	612-305-5700	Prospecting
Nathan Buller	Briggs & Morgan	nbuller@briggs.com	612-977-8875	Prospecting
Jeff Loch	Synchrony Bank	jeff.loch@ge.com	651-286-5272	Events
Kamas Rooney	Ernst & Young	Kamas.Rooney@ey.com	612-371-8304	Prospecting
Mary Volker	US Bancorp	Mary.Volker@usbank.com	651-604-1644	Volunteer
Abby Fletcher	Voya	abby.fletcher@us.ing.com	612-342-7607	Events
Janet Johanson	Production Services International	janet@productionintl.com	651-797-0107	Bremer Initiative
Jim Schulz	American Financial Printing	j.schulz@afpi.com	612-617-3135	Volunteer
Nate Bornstein	Best Buy	Nathaniel.Bornstein@bestbuy.com	612-291-5212	Events
Lisa Hiebert	Better Business Bureau	Lisa.Hiebert@thefirstbbb.org	651-695-2411	Marketing
Maria Lopez	General Mills	Maria.Lopez2@genmills.com	763-293-4103	Marketing
Dan Platta	Cargill	Dan_Platta@cargill.com	763-271-5668	Bremer Initiative
Lee Bunge	Wells Fargo	Lee.M.Bunge@wellsfargo.com	651-205-7132	Volunteer
Hannes Egbers	Oracle	hannes.egbers@oracle.com	612-619-6209	Marketing
Ben Greene	PwC	benjamin.w.greene@us.pwc.com	612-596-6000	Bremer Initiative
John Lund	Tennant Company	John.Lund@tennantco.com	763-513-2260	Prospecting
Jessica Noren	Xcel Energy	Jessica.R.Noren@xcelenergy.com	612-330-5512	Prospecting
Amanda Blasdel	Anderson Companies	ablasdel@andersoncompanies.us	952-746-1464	Events
Greg Wilken	Travelers	GWILKEN@travelers.com	651-310-2036	Volunteer
Jeffrey Czajka	Northwestern Mutual	jeffrey.czajka@nm.com	651-714-6822	Events
Megan Dahlen	Infor Software	Megan.Dahlen@infor.com	612-799-5084	Prospecting
Kelly Rousar	Medtronic	kelly.j.rousar@medtronic.com	612-235-5409	Volunteer
Stefani Havel	Wells Fargo	Stefani.Havel@wellsfargo.com	612-940-7335	Marketing
Tim Ryan	Ryan Companies	Tim.Ryan@RyanCompanies.com	612-492-4243	Bremer Initiative
Bruce DePauw	United Health Group	bdepauw@uhc.com	952-979-6272	Volunteer
Brent Christensen	Tennant Company	brent.christensen@tennantco.com	763-513-1780	Prospecting
LaChelle Williams	JAUM	lachelle@jaum.org	651-255-0031	Bremer Initiative
Ryan Stauff	JAUM	rstauff@jaum.org	651-255-0065	Events
Lori Dossett	JAUM	ldossett@jaum.org	651-255-0038	Marketing
Karyn Thompson	JAUM	Karyn@jaum.org	651-255-0050	Prospecting
Lynn Beranek	JAUM	lynn@jaum.org	651-255-0062	Volunteer