



MARCH 1, 2024
#VEI #CSUSB #ENTRECSUSB

2024

Conference & Exhibition

California State University, San Bernardino
San Manuel Student Union North & South

Proud Host & Sponsors:



OPENING CEREMONY SPEAKERS:

Johanna Smith

Professor of Theater Education,
Pupperty and Entrepreneurial
Improvisation and Creativity



CLOSING CEREMONY SPEAKERS:



Mike Stull

Director of the Inland Empire Center
for Entrepreneurship & the CSUSB
School of Entrepreneurship

KEYNOTE SPEAKER:

Nathan Greenberg, CEO

CEO, Entrepreneur, Speaker,
Author, Father, Husband



CLOSING CEREMONY ACKNOWLEDGMENTS:

- 2024 - Special VE YBS Award
- Walnut High School Helpers
- ALL VE Competition
Award Recipient

SPECIAL THANKS TO:

National Anthem Singer,
Christian Quevedo

Our **Supporters & CSUSB**

**Walnut Valley High
School** Opening Bell
Announcement &
Guest Services

BIG THANKS!

**Thank you to the following
organizations for volunteer judges:**
the Inland Empire Small Business
Development Center, the Inland
Empire Women's Business Center,
the CSUSB School of Entrepreneurship
professors, graduate and
undergraduate students
and alumni!

UpStarters Discovery GOMP

PRESENTED BY...



FREE UpStarters Discovery Day Camp for HighSchoolers!

Enjoy engaging entrepreneurial activities and events. A unique chance to learn from real entrepreneurs, interact with *CSUSB School of Entrepreneurship* students and faculty, and immerse oneself in the entrepreneurial ecosystem.

Not only does it provide a glimpse into college life, but it also serves as a platform for building a strong pre-college resume by demonstrating proactive involvement and a passion for innovation.

GET ON THE
INTEREST
LIST!



*Coming
This July*



ThinkLikeAnOwner.org

@EntreCSUSB #JHBCimpact
#CSUSB #thinklikeanowner

IECE
INLAND EMPIRE
Center for Entrepreneurship
CAL STATE SAN BERNARDINO

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
School of Entrepreneurship

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
Jack H. Brown College
Business and Public Administration



CAMPUS TOURS SCHEDULE:

Meet Touring Ambassadors in the Breezeway between the North & South SMSU

Agenda

11:00 a.m. Ambassador 1
Up to 30 Students

11:15 a.m. Ambassador 2
Up to 30 Students

11:30 a.m. Ambassador 3
Up to 30 Students

12:00 p.m. Ambassador 1
Up to 30 Students

12:15 p.m. Ambassador 2
Up to 30 Students

12:30 p.m. Ambassador 3
Up to 30 Students

TIME	EVENT	LOCATION
7:30 am – 9:30 am	Tradeshow Set-Up	● SMSU South/ Events Center 106 ABC & South Lobby
8:15 am	Elevator Pitch Competition	▲ SMSU South/ Skyboxes - Rms 210 & 211
	Financial Statement Competition	◆ SMSU South/ Fourplex - Room 215
	QuickBooks Competition	◆ SMSU South/ Fourplex - Room 216
	Marketing Plan Competition	◆ SMSU South/ Fourplex - Room 217/218
9:30 am	Opening Ceremony	▲ Santos Manuel Student Union NORTH Conference Center 2 ND FLOOR, 2205-2209
	First Round Booth Design Judging	● SMSU South/ Events Center 106 ABC
10:30 am– 1:10 pm	VE Tradeshow	● SMSU South/ Events Center 106 ABC
	Salesmanship & Final Booth Judging	● SMSU South/ Events Center 106 ABC
11:00 am – 1:00 pm	Lunch	At the Coyote Commons <i>per ticket time</i>
12:00 pm	Judges' Lunch	▲ SMSU South/ Skybox - Rm 207/208
1:30 pm	Closing Ceremony	▲ Santos Manuel Student Union NORTH Conference Center 2 ND FLOOR, 2205-2209
2:15 pm	Exhibition Clean-Up	● SMSU South/ Events Center 106 ABC

SMSU South



SMSU North



Coyote Commons



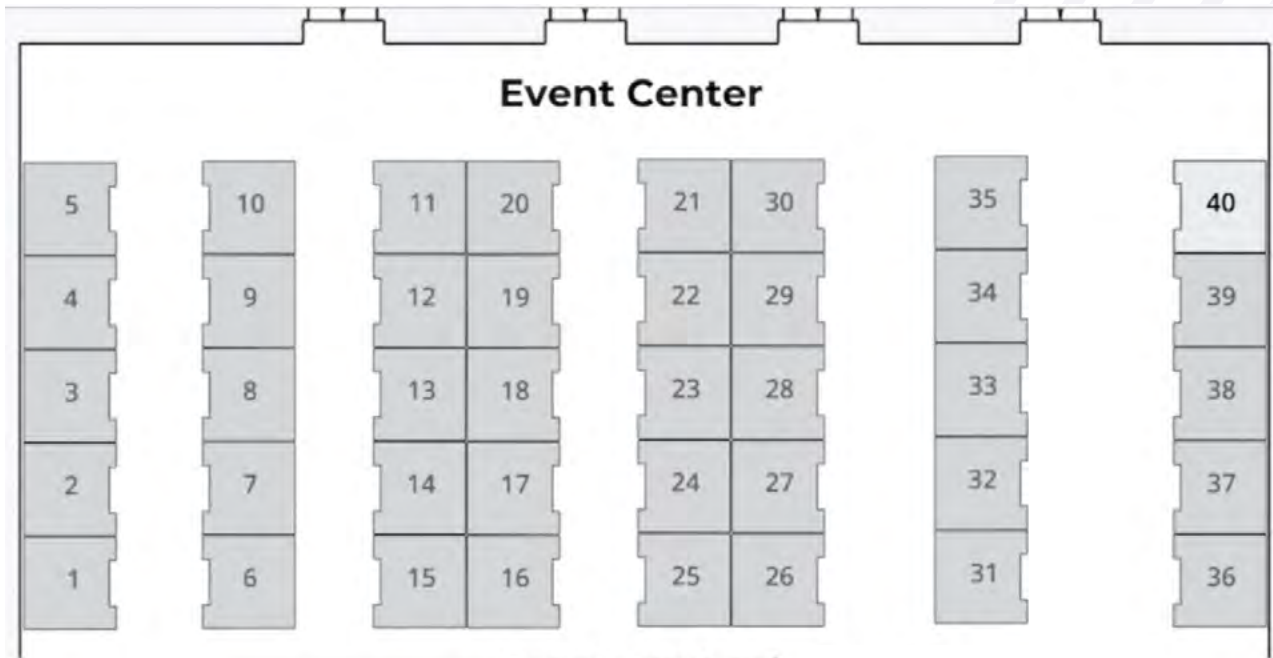
WIFI Guest Username:

VEExpo2024@guests.csusb.edu

Guest Password: VEExpo2024!!

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VEExpo2024@guests.csusb.edu
Guest Password: VEExpo2024!!

Trade Show Floor Map



South Lobby

IECE Table

VE-Welcome & Info Table



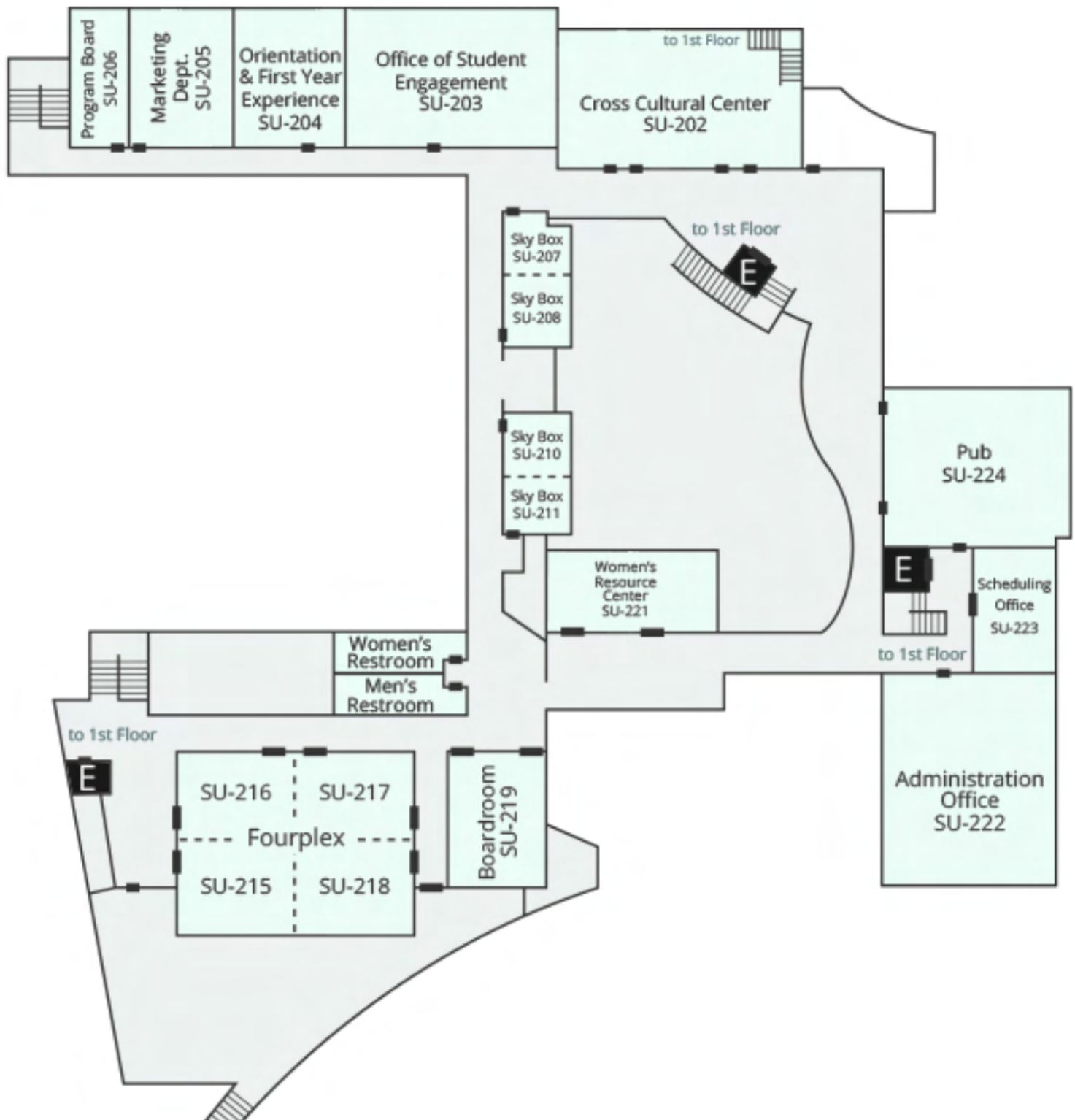
WIFI Guest Username:

VEExpo2024@guests.csusb.edu

Guest Password: VEExpo2024!!

SMSU 2nd Floor

Competition Room Map



Alpha by firm name

Participating Schools

FIRM NAME	SCHOOL NAME	BOOTH
AC1D Inc.	Citrus Valley High	EC19
AFTERLYFE	Century High School	SL19
Amaze N' Muze	Samueli Academy	SL15
Ambrosia	Legacy Magnet Academy	EC12
Arvin Gardens	Arvin High School	SL17
AtmosFarms	Irvine High School	SL8
Balanced Bites	Legacy Magnet Academy	EC8
Baron Brew Cafe	Fountain Valley High School	EC31
Bricks n' Flames	Samueli Academy	SL14
Buff N' Stuff	Samueli Academy	SL21
Care-Bridge	Palm Springs High School	SL10
Cascade Camping	La Serna High School	SL12
Clarity	Century High School	EC3
Culinary Cruisers	La Mirada HS	EC33
Digi Swap	Thousand Oaks High	SL13
Dog Days	Centennial High School	SL22
EdaptaWare	Stockdale High	SL9
ELC - Enchanted Moments	Elizabeth Learning Center	EC22
EMPOWER	Bloomington High School	EC25
Ethereal Sensation	Century High School	SL20
Farm Alarm	Palisades Charter High	EC28
Flotsam & Jetsam	Legacy Magnet Academy	EC9
Fresh n Fit	Elizabeth Learning Center	EC39
G-SSurance VE	Phineas Banning Senior High	EC29
H2Flow	South Hills High	SL7
Heart Break Rage Room	Montclair high school	EC30
HELPR	Legacy Magnet Academy	EC13
Homestead Harvest	Bloomington High School	EC15

FIRM NAME	SCHOOL NAME	BOOTH
Jean-ie	Canyon Springs High School	EC1
Kalon	West High School	SL23
Kanvas Kings	Canyon Springs High School	EC2
Language United	Mira Monte High School	EC35
Lens Scape Photography	South High School	EC11
Leven	Century High School	EC38
LTG - Learn the Game	Moreno Valley High	EC10
Maki Energy	Westminster High School	EC37
Melo	El Modena High School	EC17
MendTality	Centennial High School	EC16
Mynet	Bakersfield High	EC6
Opulence Mobile Detailing	Palm Springs High School	SL11
Pangea Plates	La Mirada HS	EC32
Pure-O	Bakersfield High	EC7
RE'MEDY	Golden West High School	EC4
RecoveryX	El Modena High School	EC24
Refresh20	South Hills High	SL3
REM+	San Juan Hills High School	EC20
ReVino Essentials	Stockdale High	SL1
Roughin' It	Thousand Oaks High	SL16
Sansa	Ridgeview High	SL6
Scrubgy	Golden West High School	EC14
Ship N' Chef	Murrieta Valley High	EC5
SOSecure	Walnut High School	EC40
Sound Wave	San Juan Hills High School	EC21
Sunny Co.	Thousand Oaks High	SL4
Tag-Along	Yucaipa High School	EC23
The Zone: Ping Pong	Fountain Valley High School	EC36
TIMWISE	Legacy Magnet Academy	EC18
Tiny Treasures	Ridgeview High	SL2
Wags	South Pasadena Senior High	EC26
Wild Bites	Samueli Academy	SL5
World On A Plate VE	Phineas Banning Senior High	EC34
Yami's Yummies	Samueli Academy	SL18
Zing	Palisades Charter High	EC27

ABOUT VEI

VE provides a solution for schools to offer all students meaningful skills-based career experiences. By managing the day-to-day operations of a company, students not only develop business skills and an entrepreneurial mindset, they also identify career pathways that align with their interests, talents, and aspirations. There are 600 VE programs in US high schools and VE-JV middle schools across 17 states.

Through our membership in EUROPEN-PEN International, VE is connected with a global network of over 7,000 Practice Enterprises (PEs) and 200,000 trainees in schools, universities, vocational training institutions, companies, and training centers in more than 40 countries around the world.

VE & REGIONAL STAFF & IECE STAFF

VE:

Teri Jones, Western Region Director

Courtney Carnes-Patterson, Trade Show Assistant

Alan Gersten, Western Region New Teacher Support

Vaishvi Joshi, Western Region Intern

IECE:

Mike Stull, IECE Director

Stacey Allis, IECE Assistant Director

Many thanks to the volunteer judges, VE teachers and their supportive school administrative staff, as well as our many business supporters.

VEI contact: Teri Jones tjones@veinternational.org 818 298-9803



#veinternational

• **veinternational.org** •



CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
School of Entrepreneurship



ELEVATOR PITCH 210

SMSU South Room 210

	COMPANY	HIGH SCHOOL		COMPANY	HIGH SCHOOL
8:15	Mendatality	Centennial HS	9:45	REM+	San Juan Hills HS
8:21	LTG - Learn the Game	Moreno Valley HS	9:51	LensScape Photography	South HS
8:27	Tag-Along	Yucaipa HS	9:57	Edaptaware	Stockdale HS
8:33	Homestead Harvest	Bloomington HS	10:03	Fresh N Fit	Elizabeth Learning Center
8:39	Kanvas Kings	Canyon Springs HS	10:09	PURE-O	Bakersfield HS
8:45	Melo	El Modena HS	10:15	AFTERLYFE	Century HS
8:51	Refresh 20	South Hills HS	10:21	Roughin IT	Thousand Oaks HS
8:57	Ambrosia	Legacy Magnet Academy	10:27	Ethereal Sensation	Century HS
9:03	The Zone: Ping Pong	Fountain Valley HS	10:33	World on A Plate	Phineas Banning HS
9:09	Farm Alarm	Palisades Charter	10:39	Flotsam & Jetsam	Legacy Magnet Academy
9:15	Scrubby	Golden West HS	10:45	Culinary Cruisers	La Mirada HS
9:21	Balanced Bites	Legacy Magnet Academy	10:51	Enchanted Moments	Elizabeth Learning Center



ELEVATOR PITCH 211

SMSU South Room 211

	COMPANY	HIGH SCHOOL		COMPANY	HIGH SCHOOL
8:15	AC1D Inc	Citrus Valley HS	9:45	TIMEWISE	Legacy Magnet Academy
8:21	Ship N' Chef	Murietta Valley HS	9:51	G-Ssurance	Phineas Banning HS
8:27	EMPOWER	Bloomington HS	9:57	WAGS	South Pasadena HS
8:33	Jean-ie	Canyon Springs HS	10:03	HELPR	Legacy Magnet Academy
8:39	Hearbreak Rage Room	Montclair HS	10:09	Maki Energy	Westminster HS
8:45	Leven	Century HS	10:15	Digi Swap	Thousand Oaks HS
8:51	Revino Essentials	Sstockdale HS	10:21	Sunny Co.	Thousand Oaks HS
8:57	Language United	Mira Monte	10:27	Clarity	Century HS
9:03	Pangea Plates	La Mirada HS	10:33	Baron Brew Café	Fountain Valley HS
9:09	SoundWave	San Juan Hills HS	10:39	Mynet	Bakersfield HS
9:15	H2Flow	South Hills HS	10:45	ZING	Palisades Charter
9:21	Recovery X	El Modena HS	10:51	Sansa	Ridgeview HS



School of Entrepreneurship



FINANCE 215

SMSU South Room 215

	COMPANY	HIGH SCHOOL		COMPANY	HIGH SCHOOL
Time			Time		
8:15	Ambrosia	Legacy Magnet	10:15	ReVino Essentials	Stockdale HS
8:30	Edaptaware	Stockdale HS	10:30	RE'MEDY	GoldenWest HS
8:45	Roughin'It	Thousand Oaks HS	10:45	Maki Energy	Westminster HS
9:00	Mynet	Bakersfield HS	11:00	Pure-O	Bakersfield HS
9:15	Tiny Treasures	Ridgeview HS	11:15	WAGS	South Pasadena HS
9:30	Pangea Plates	La Mirada HS	11:30	Mendtality	Centennial HS
9:45	Digi Swap	Thousand Oaks HS	12:00	Sansa	Ridgeview HS
Break 10:00 - 10:15AM			12:15	TIMEWISE	Legacy Magnet



QUICKBOOKS ONLINE 216

SMSU South Room 216

TIME	COMPANY	HIGH SCHOOL	TIME	COMPANY	HIGH SCHOOL
8:15	Mendtality	Centennial HS	10:30	Hearbreak Rage Room	Montclair HS
8:35	LTG Learn the Game	Moreno Valley HS	10:30	Dog Days	Centennial
8:55	LensScape Photography	South HS	10:50	Tiny Treasures	Ridgeview
9:15	Maki Energy	Westminster HS	11:10	Culinary Cruisers	La Mirada HS
9:55	Sansa	Ridgeview HS	11:30	Pangea Plates	La Mirada HS



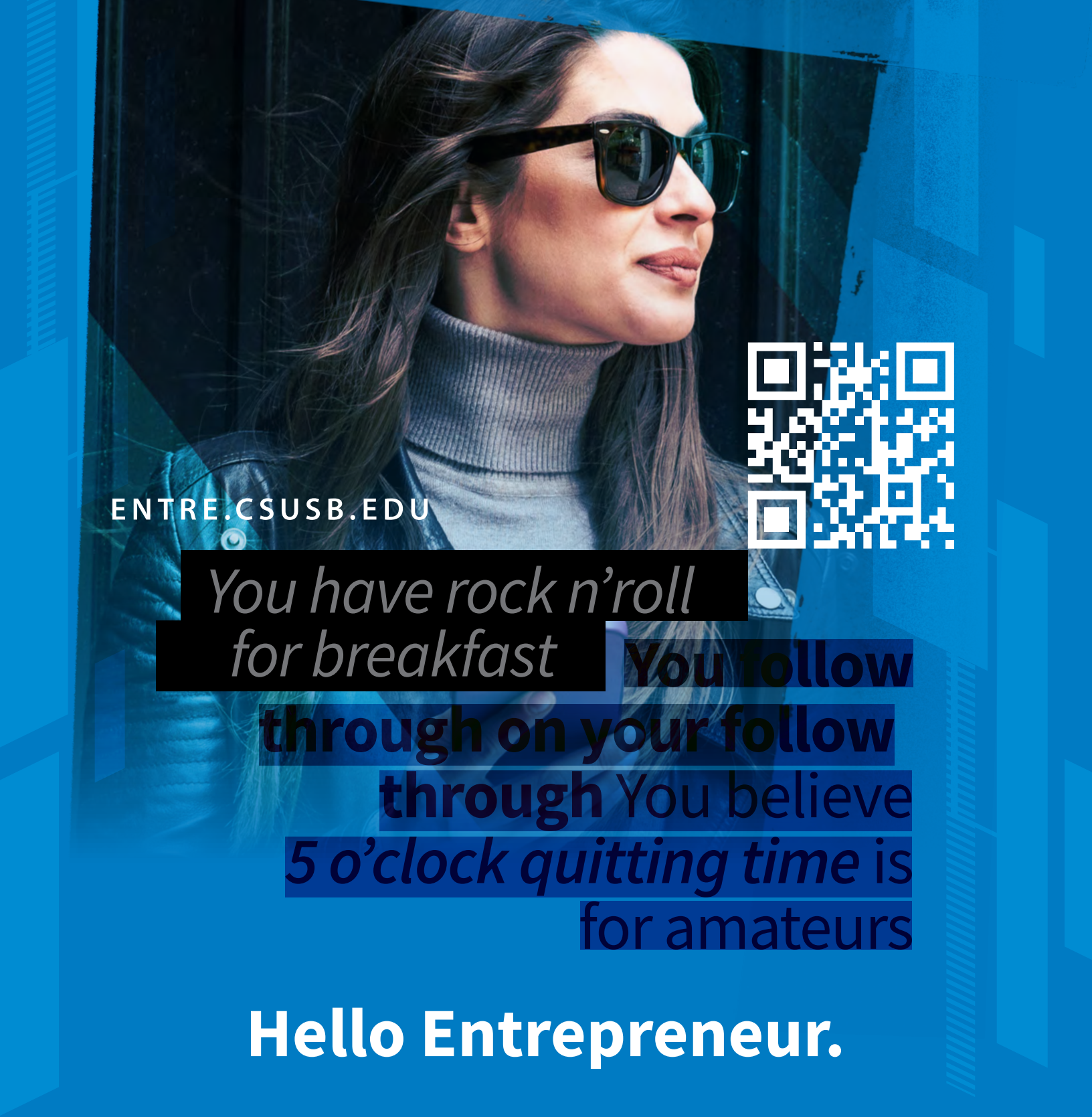
School of Entrepreneurship



MARKETING PLAN 217 - 218

SMSU South Room 217-218

	COMPANY	HIGH SCHOOL		COMPANY	HIGH SCHOOL
8:15	Dog Days	Centennial HS	10:15	Judge	Break
8:30	WAGS	South Pasadena HS	10:30	Flotsam & Jetsam	Legacy Magnet
8:45	Mendtality	Centennial HS	10:45	LensScape Photography	South HS
9:00	Sansa	Ridgeview HS	11:00	Pure-o	Bakersfield
9:15	The Zone Ping Pong	Fountain Valley HS	11:15	REM+	San Juan Hills HS
9:30	Balanced Bites	Legacy Magnet	11:30	TIMEWISE	Legacy Magnet
9:45	Ethereal Sensation	Century HS	11:45	ReVino Essentials	Stockdale HS
10:00	Ambrosia	Legacy Magnet	12:00	Roughin'It	Thousand Oaks HS



ENTRE.CSUSB.EDU



*You have rock n'roll
for breakfast*

**You follow
through on your follow
through** You believe
*5 o'clock quitting time is
for amateurs*

Hello Entrepreneur.



CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

School of Entrepreneurship

Delivered locally, globally recognized!