

SAGE CALIFORNIA

A global community of teenage entrepreneurs sharing a common purpose: To make the world a better place

Agenda, May 14-15, 2009 San Mateo, CA

Contact Information

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SAGE California Agenda Friday, May 15, 2009

San Mateo Marriott San Francisco Airport
1770 South Amphlett Blvd
San Mateo, California 94402 USA
Phone: 1-650-653-6000
Fax: 1-650-653-6088
Sales: 1-650-653-6000

Sales fax: 1-650-653-6084 (**Ask for SAGE rate**)

(For directions, go to: <http://www.sanmateomarriott.com/directions.php>)

[Note: On Thursday night, May 14, there will be two receptions: (1) a Student Welcome Reception (to take place in the *Inspire 1&2* rooms) and (2) a Judges/Teachers/Guests Welcome Reception (to take place in the *Engage Ballroom*). Both receptions begin at 6:30 and will end about 9:00; at 9:30 pm we will have selection of the next day's presentation times and leagues, in the *Engage Ballroom*.

May 15 Agenda

- 7:00 – 8:30 am Registration and Continental breakfast in the Lobby Lounge
- 8:30 – 9:15 am Judges' and Teachers' Briefing
- 9:30 – 10:00 am First Round Presentations (nine leagues, three teams per league):
Presentation 1, League 1 through League 9

<u>League Sponsor</u>	<u>League #</u>	<u>Room</u>
Bank of the West	League 1	Inspire #1
Grossman Family	League 2	Inspire #2
Ray Morgan Company	League 3	Inspire #3
Deloitte	League 4	Synergy #1
Infiniti Consulting Group	League 5	Synergy #2
GotVMail	League 6	Synergy #4
Pasternak Foundation	League 7	Synergy #5
Wells Fargo	League 8	Connect #3
Zong-ye Li Endowment	League 9	Connect #4

10:00 – 10:30 am First Round Presentations (nine leagues, three teams per league):
Presentation 2, League 1 through League 9

10:30 – 11:00 am Break

11:00—11:30 am First Round Presentations (nine leagues, three teams per league):
Presentation 3, League 1 through League 9

11:30 – 11:45 am Judges’ Deliberations

11:45—1:00 pm Boxed Lunches; Special Presentation by Chris Friedland; First Round
Winners Announced

1:15 – 1:45 pm Semi-Final Round Presentations (three leagues, three teams per
league): Presentation 1, League A through League C)

<u>Semi-Final League Sponsor</u>	<u>League</u>	<u>Room</u>
Macy’s Foundation	League A	Inspire #2
Joseph Pedott Trust	League B	Inspire #1
Sierra Health Foundation	League C	Synergy #4

1:45 – 2:15 pm Semi-Final Round Presentations (three leagues, three teams per
league): Presentation 2, League A through League C)

2:15 – 2:45 pm Semi-Final Round Presentations (three leagues, three teams per
league): Presentation 3, League A through League C)

2:45—3:00 pm Judges’ Deliberations

- 3:00—3:30 pm Announcement of Semi-Final Round Winners
- 3:45 –4:15 pm Allstate Championship Round Presentation (one league, three teams; all presentations to take place in the Inspire Ballroom): Presentation 1
- 4:15 –4:45 pm Allstate Championship Round Presentation (one league, three teams): Presentation 2
- 4:45 –5:15 pm Allstate Championship Round Presentations (one league, three teams): Presentation 3
- 5:15—5:30 pm Judges’ Deliberations
- 5:30—6:30 pm Awards Ceremony: (1) Special Competition Winners and (2) SAGE California Champion presentations (to take place in the Inspire Ballroom)

Overall Competition Awards

The team that ranks the highest—based on the total points according to the ten judging criteria—will be named the SAGE California Champion for 2009. The team that ranks second will be named the SAGE California First Runner-up for 2009. These teams will:

1. Win prize money of \$500 and \$400 each;
2. Represent California at the SAGE USA Competition in San Mateo on May 29-31 to compete against other SAGE state champions to determine the SAGE USA Champion;
3. Have the opportunity to represent the United States as our country competes against other national champions as they vie for the title of the 2009 World Cup Champion in Brazil on August 9-13, 2009!

We will also award prize money for the following eight, optional Special Competitions:

- Best New Commercial Entrepreneurship Venture
- Best Continuing Commercial Entrepreneurship Venture
- Best New Social Entrepreneurship Venture
- Best Continuing Social Entrepreneurship Venture
- Best Global Component/Venture
- Best Civic Engagement Activity
- Best Environmental Venture or Activity
- Best SAGE Web Site

First prize in each category: \$150
Second prize in each category: \$100
Third prize in each category: \$ 50

Deadlines for high school teams to submit their executive summaries and portfolios for each competition is May 1, 5 pm (no exceptions). See details below.

Special Competition No. 1: Best New Commercial Entrepreneurship Venture

Purpose: To encourage the creation of a new “for profit” entrepreneurship venture by SAGE team members (note: the venture must include at least three SAGE team members; a high school can submit only one entry for this competition).

Criteria

1. How creative and innovative was the student in identifying a market need and then profitably producing and marketing a product or service to fill that need? *Evidence can include results of market surveys, market research, interviews, etc.* (40 points)?
2. How detailed was the business plan (20 points)?
3. Based on evidence presented, how likely is it that this business venture will be successful in the future (e.g., future orders, financing received from outside parties, testimonials, press received) (30 points)?
4. Did the student measure results accurately (e.g., financial statements)? (10 points)

How to Enter- Submit three (3) copies of an executive summary (two pages or less double-spaced) describing how you met the four criteria above. Submit one bound copy of the activity in its entirety, including the executive summary and all documentation, to SAGE Headquarters at Chico State (see address on the first page of this document).

Awards – First, second and third place. Certificates to be awarded, plus prize money.

Entry Deadline – Friday, May 1, 2009.

Special Competition No. 2: Best Continuing Commercial Entrepreneurship Venture

Purpose: To encourage the creation of a continuing entrepreneurship venture by SAGE team members (note: the venture must include at least three SAGE team members; a high school can submit only one entry for this competition).

Criteria

1. How creative and innovative was the team in identifying a market need and then profitably producing and marketing a product or service to fill that need? *Evidence can include results of market surveys, market research, etc.* (40 points)?
2. How detailed was the business plan (20 points)?
3. Based on evidence presented, how likely is it that this business venture will be successful in the future (e.g., future orders, financing received from outside parties, testimonials, press received) (30 points)?
4. Did the team measure results accurately (e.g., financial statements)? (10 points)

How to Enter- Submit three (3) copies of an executive summary (two pages or less double-spaced) describing how you met the four criteria above. Submit one bound copy of the business plan to SAGE Headquarters at Chico State (see address on the first page of this document).

Awards – First, second and third place. Certificates to be awarded, plus prize money.

Entry Deadline – Friday, May 1, 2009.

Special Competition No. 3: Best New Social Entrepreneurship Venture

Purpose: To encourage SAGE California teams to engage in a new social entrepreneurship venture. One purpose of such activities is to help the students understand that, even in a free enterprise economy where individual creativity and ingenuity can lead to personal gains, each individual has a commitment to the larger community, and they should contribute to the well-being of the community. Note: SAGE teams are URGED to register their ventures at Youth Venture: <http://www.genv.net/?tg=articles&topics=43>.

They are also urged to seek a SAGE-Youth Venture grant of up to \$1,000 by filling out the application in Appendix A of this guidebook. This competition takes heed the words of Martin Luther King, Jr.: “True compassion is more than flipping a coin to a beggar; it comes to see that an edifice which produces beggars needs restructuring.” The best social ventures address large social problems.

Criteria

1. Did the social venture have a clear statement of goals and objectives before it was undertaken? (30 points). Are the goals:
 - *Specific*: Is the goal detailed enough that someone who isn't a part of your team would know what needs to be done and how?
 - *Measurable*: Is there a clear way to measure success? How will you know when you've reached your goal?
 - *Actionable*: Is there a clear series of steps to take to accomplish your goal?
 - *Realistic*: Is it possible to reach this goal considering the resources available to your team?
 - *Timely*: When will the goal be accomplished?
2. How creative and innovative were the students in making a difference in their community by helping others less fortunate than they? (30 points)
3. How many people were directly affected by these activities? (30 points)
4. How well did the students utilize their media outlets to create awareness of this activity and the importance of their intended message(s)? (10 points)

How to Enter- Submit three (3) copies of an executive summary (two pages or less double-spaced) describing how your SAGE team met the four criteria above.

Submit one bound copy of the activity in its entirety, including the executive summary and all documentation, to SAGE Headquarters at Chico State (see address on the first page of this document).

Awards – First, second and third place. Certificates to be awarded, plus prize money.

Entry Deadline – Friday, May 1, 2009.

Special Competition No. 4: Best Continuing Social Entrepreneurship Venture

Purpose: To encourage SAGE California teams to sustain outstanding ventures started in prior years. By operating social ventures students understand that, even in a free enterprise economy where individual creativity and ingenuity can lead to personal gains, each individual has a commitment to the larger community, and they should contribute to the well-being of the community. Note: SAGE teams are URGED to register their ventures at Youth Venture: <http://www.genv.net/?tg=articles&topics=43>.

They are also urged to seek a SAGE-Youth Venture grant of up to \$1,000 by filling out the application in Appendix A of this guidebook. This competition takes heed the words of Martin Luther King, Jr.: “True compassion is more than flipping a coin to a beggar; it comes to see that an edifice which produces beggars needs restructuring.” The best social ventures address large social problems.

Criteria

5. Did the social venture have a clear statement of goals and objectives before it was undertaken? (30 points). Are the goals:
 - *Specific:* Is the goal detailed enough that someone who isn't a part of your team would know what needs to be done and how?
 - *Measurable:* Is there a clear way to measure success? How will you know when you've reached your goal?
 - *Actionable:* Is there a clear series of steps to take to accomplish your goal?
 - *Realistic:* Is it possible to reach this goal considering the resources available to your team?
 - *Timely:* When will the goal be accomplished?
6. How creative and innovative were the students in making a difference in their community by helping others less fortunate than they? (30 points)
7. How many people were directly affected by these activities? (30 points)
8. How well did the students utilize their media outlets to create awareness of this activity and the importance of their intended message(s)? (10 points)

How to Enter- Submit three (3) copies of an executive summary (two pages or less double-spaced) describing how your SAGE team met the four criteria above.

Submit one bound copy of the activity in its entirety, including the executive summary and all documentation, to SAGE Headquarters at Chico State (see address on the first page of this document).

Awards – First, second and third place. Certificates to be awarded, plus prize money.

Entry Deadline – Friday, May 1, 2009.

Special Competition No. 5: Best Global Activity/Venture

Purpose: To encourage SAGE California teams to develop outstanding activities related to global business.

Criteria:

1. How effective, creative and innovative was the activity(s) in giving participants a strong fundamental understanding of some aspect of global business? (80 points)

Note: Judges will scrutinize a SAGE team based not only on its effectiveness but also on its creativity. For example, how well did the team incorporate a global dimension into existing activities? Or did the team complete one or more separate activities specifically addressing an international business issue? Judges of this competition are looking for a demonstration of some type of deeper awareness and appreciation for conducting business in a market other than one's own local market.

2. How well did the students document the success of their programs, identify the number of people reached and the amount of knowledge retained by those who were reached? (20 points)

How to Enter- Submit three (3) copies of an executive summary (two pages or less double-spaced) describing how your SAGE team met the four criteria above.

Submit one bound copy of the activity in its entirety, including the executive summary and all documentation, to SAGE Headquarters at Chico State (see address on the first page of this document).

Awards – First, second and third place. Certificates to be awarded, plus prize money.

Entry Deadline – Friday, May 1, 2009.

Special Competition No. 6: Best Civic Engagement Activity

Purpose: To encourage SAGE California teams to utilize all of their available resources to design one or more activities to illustrate the importance of civic engagement in a democratic society.

Criteria:

- (1) Did each activity or activities have a clear statement of goals and objectives before they were undertaken? (30 points)
- (2) How creative and innovative were the activities? (30 points)
- (3) How many people were directly affected by these activities? (30 points)
- (4) How well did the students utilize their media outlets to create awareness of this activity and the importance of their intended message(s)? (10 points)

How to Enter- Submit three (3) copies of an executive summary (two pages or less double-spaced) describing how your SAGE team met the four criteria above.

Submit one bound copy of the activity in its entirety, including the executive summary and all documentation, to SAGE Headquarters at Chico State (see address on the first page of this document).

Awards – First, second and third place. Certificates to be awarded, plus prize money.

Entry Deadline – Friday, May 1, 2009.

Special Competition No. 7: Best Environmental Venture or Activity

Purpose: To encourage SAGE California teams to design one or more activities that instruct, inform, educate and persuade local civic and political leaders to act as responsible stewards of the environment in a free enterprise economy.

Criteria:

1. Did each activity or activities have a clear statement of goals and objectives before they were undertaken? (30 points)
2. How creative and innovative were the activities? (30 points)
3. How many political and civic leaders did the activity involve? (30 points)
4. How well did the students utilize their media outlets to create awareness of this activity and the importance of their intended message(s)? (10 points)

How to Enter- Submit three (3) copies of an executive summary (two pages or less double-spaced) describing how your SAGE team met the four criteria above.

Submit one bound copy of the activity in its entirety, including the executive summary and all documentation, to SAGE Headquarters at Chico State (see address on the first page of this document).

Awards – First, second and third place. Certificates to be awarded, plus prize money.

Entry Deadline – Friday, May 1, 2009.

Note: We would like to thank the Grossman family from Chico, CA, and also the Center for Environmental Literacy at California State University, Chico, for sponsoring this competition.

Special Competition No. 8: Best SAGE Web Site

Purpose: To encourage SAGE California high school teams to create or improve a web site dedicated to their SAGE team. Our goal in sponsoring this contest is to promote the use of the World Wide Web as a tool to inform others in your community, your school, and the world about your SAGE program, while increasing communication within the organization itself.

Criteria:

A good web site must contain four key elements. These elements are the judging criteria for the contest. Each criterion is worth 25 points.

- ◆ Layout/Design (e.g., well organized, eye catching, uses special features)
- ◆ Art/Graphics (e.g., photos, icons, and clip art are used creatively)
- ◆ Information (e.g., creatively written and cleverly presented)
- ◆ Navigation/Links (e.g., links are created with images and icons to enhance text links)

How to Enter- Submit three (3) color copies of your web site's banner page, along with the web address.

Awards – First, second and third place. Certificates to be awarded, plus prize money.

Entry Deadline – Friday, May 1, 2009