



SYLI @ Goizueta

Goizueta Business School, Emory University

June 2 – June 7, 2024

SUNDAY, JUNE 2, 2024

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|---------------------------------|---|
| 1:00 PM | Check-in at dorms (staggered times) |
| 3:00 PM
<i>Facilitators:</i> | Welcome to the Summer Youth Leadership Institute
<i>21st Century Leaders Staff</i> |
| 4:00 PM
<i>Facilitators:</i> | Meeting the Team and Getting Started!
<i>21st Century Leaders Staff</i> |
| 5:30 PM | Dinner at the Student Center |
| 7:00 PM
<i>Facilitators:</i> | Team Building 101
<i>21CL staff</i> |
| 8:30 PM
<i>Facilitators:</i> | All Camp Activities & Ice Breakers
<i>21CL staff</i> |
| 9:45 PM | Sharpening the Saw (each night unless noted) |
| 10:30 PM | Curfew (each night unless noted) |
| 11:00 PM | Lights Out (each night unless noted) |



MONDAY, JUNE 3, 2024
Start: ME NextGen, Social Enterprise, and Entrepreneur Day



7:45 AM Breakfast at the Student Center

9:00 AM **Welcome to Goizueta Business School**
Speaker: *Gareth James, Dean of Goizueta Business School, Emory University*



9:05 AM **Welcome to Start:ME NextGen**
Speakers: *Fran Carroll, Community Program Southside Coordinator, Start:ME*
Will Wesley, Community Development Representative, Delta Community Credit Union

9:15 AM **Entrepreneur 101: Idea Generation Session**

12:00 PM **Lunch, sponsored by Inspire Brands (Arby's)**
Location: *Jenkins Courtyard/Coca-Cola Commons*



12:00 PM **Business Plan Labs: From Ideation to Generation**
Facilitators: *Start:ME NextGen Mentors*

1:45 PM **Shark Tank Pitches!**

2:45 PM **Closing Thoughts**

3:45 PM **The SYLI Challenge, presented by Insight Global**
Speakers: *Hannah Jenkins, Social Impact Coordinator, Insight Global*

5:45 PM Dinner at the Student Center

7:00 PM **21CL Alumni Roundtables**

8:00 PM **All Camp Fun**
Facilitators: *21CL Staff*



TUESDAY, JUNE 4, 2024
The Coca-Cola Company Day



7:45 AM	Grab'n'Go Breakfast at Hopkins Hall
8:15 AM	Group A – load on bus
8:20 AM	Group B – load on bus
9:00-9:30 AM	Arrive at Coca-Cola Headquarters
9:30 AM	Coca-Cola Day Welcome
Speaker:	<i>Kate Hewitt, Executive Director, 21st Century Leaders Ron Engineer, Director, Legal Counsel, Head of Global Compliance</i>
10:15 AM	Coca-Cola Connections
Speaker:	<i>Ashley Lee, VP, Executive Counsel & Head of Legal Operations</i>
10:45 AM	Brand Marketing: Sprite
Speaker:	<i>A.P. Chaney, Creative Director, Sparkling Flavors</i>
11:30 AM	Coca-Cola x Marvel: The Heroes
Speaker:	<i>Chase Abraham, Senior Director, Shopper & Consumer Content</i>
12:00 PM	Lunch + Networking Courtesy of Chick-fil-A
12:30 PM	Legal Matters!
Presenters:	<ul style="list-style-type: none">•Intellectual Property – Andy Weeks (Legal)•Talent & 3rd Party Agreements – Shaudie Fassi, 21CL Alumna (Legal)•Negotiating 101 – Robert Barnes (Legal)
1:30 PM	Legal Breakout Exercise
2:00 PM	Breakout Session Debrief
Speaker:	<i>Tony Fan (Legal) Robert Barnes (Legal)</i>
2:30 PM	Break
2:45 PM	Influencer Marketing + Social Media
Speaker:	<i>Kiara Lane, Director, Communications, The McDonald's Group Global Marketing Procurement: Assets, Influencer Partnerships</i>





3:15 PM	Final thoughts
Speaker:	<i>Anjuli Kelotra, Chief Ethics & Compliance Officer & Associate General Counsel</i>
3:30 PM	Group Photo
4:15 PM	Return to Emory
5:00 PM	Dinner
6:00 PM	Pool Party
10:30 PM	Sharpening the Saw
11:00 PM	Curfew
11:30 PM	Lights Out



WEDNESDAY, JUNE 5, 2024

Leadership, Diversity, Equity & Inclusion

7:45 AM	Breakfast at the Student Center
9:00 AM	Leading in a Diverse, Equitable and Inclusive Culture
Speakers:	<i>Patrick Solomon, Co-Founder, The Collective 180, 21CL Advisory Council</i> <i>Joe Iarocci, Co-Founder, The Collective 180</i>
	Breakout Discussions/Activities
11:30 AM	Closing Thoughts
11:45 AM	Lunch at the Student Center
1:00 PM	Group Project/Challenge Time
3:15 PM	Dinner Etiquette – Professionalism Matters!
Facilitator:	<i>21CL Staff</i>
4:00 PM	Getting Ready for the Leadership Dinner
6:30 PM	Leadership Dinner
Board Welcome:	<i>Arjun Chowdri, SVP, Membership & Retention, Hagerty</i> <i>21CL Board of Directors</i>
Panelists:	<i>Chi Nguyen, CFO, Insight Global, 21CL Board of Directors</i> <i>Brian Goebel, Managing Director, Business & Society Institute,</i> <i>Goizueta Business School, Emory University</i> <i>Noelle Jones, CEO + Founder, We Thrive Media, 21CL Alumna</i> <i>Amber Thompson, Dealer Performance Manager, GWC Warranty</i>
8:30 PM	Talent Show!
10:30 PM	Sharpening the Saw
11:00 PM	Curfew
11:30 PM	Lights Out



THURSDAY, JUNE 6, 2024

COX Enterprises & COX Automotive Day

6:45 AM Grab'n'Go Breakfast at Hopkins Hall
7:15 AM Group A – load on bus
7:20 AM Group B – load on bus

8:00 AM Arrive at Cox Automotive's Manheim



8:30 AM **Welcome and Overview of Manheim**
*Speaker: Michael White, Assistant Vice President, Human Resources Business Partner, Cox Enterprises, 21CL Board of Directors
Jamie Gardenour, Assistant General Manager, Manheim Atlanta
Eddie Rawlings, Assistant General Manager, Manheim Atlanta*

9:00 AM Rotation 1
Alpha: Tour, car description, and market valuation
Beta 2: Robot Build with Manheim volunteers
Gamma 3: Early career fireside chat ft. Momentum

10:30 AM **Break**

10:40 AM Rotation 2
Alpha: Early career fireside chat ft. Momentum
Beta 2: Tour, car description, and market valuation
Gamma 3: Robot Build with Manheim volunteers

12:10 PM Lunch

1:00 PM Rotation 3
Alpha: Robot Build with Manheim volunteers
Beta 2: Early career fireside chat ft. Momentum
Gamma 3: Tour, car description, and market valuation

2:30 PM Auction Simulation and Debrief

3:30 PM Closing remarks

4:15 PM Return to Emory

5:30 PM Dinner at the Student Center

6:30 PM **Finalize Projects**

8:00 PM Snack Social + Break



FRIDAY, JUNE 7, 2024

- 7:30 AM Breakfast at the Student Center
(Pack up and clean rooms prior to leaving for breakfast!)
- 9:00 AM **Introduction of SYLI Challenge Judges**
- 9:30 AM **SYLI Challenge Presentations**
Judges: Hanna Jenkins, Social Impact Coordinator, Insight Global
Korryn Williamson – Director of DEIB, Insight Global
Bria Villasante – DEIB Strategist, Insight Global
Patrick Glynn – SEO Copywriter & Content Optimization Manager, Insight Global
Nell Goza – Communications Partner, Insight Global
- Off groups: Complete experience evaluations
Write thank you notes
- 12:00 PM Lunch at the Student Center
- 1:30 PM **Leadership Celebration with families and friends!**
- 2:45 PM Pick up bags from rooms
- 3:00 PM Check-Out

Make sure to stay engaged in Leadership Connect post summer and all of the 21CL experiences you have access to.



www.21stcenturyleaders.org