



JUNIOR ACHIEVEMENT OF GREATER WASHINGTON

PRESENTS THE

2020

J COMPANY
OF THE
Y E A R

COMPETITION & AWARDS CEREMONY



JA. Know What Matters

ABOUT THE **EVENT**

The **JA Company Program®** is an intensive, 7-month program that offers high schoolers the chance to put their ideas into action by launching and operating a startup under the guidance of business professionals.

The **JA® of Greater Washington Company of the Year Competition** is the culminating event for all JA student companies in our region. Over the course of the competition, companies will share their business performance and general experience in numerous formats.

Teams will be evaluated by an esteemed panel of judges in the following areas:

COMPANY REPORT (30%): The 8-page company report provides companies the opportunity to showcase the company's overall business performance, challenges and achievements, and lessons learned from their JA Company Program experience.

COMMERCIAL (10%): The one-minute commercial is an opportunity for student companies to showcase the benefits of the company's product and their innovative approach to meeting their customers' needs.

INTERVIEW (30%): The interview is an opportunity for students to demonstrate an understanding of how and why the company performed as it did, the general lessons they gained from the experience, and how these lessons might be applied in other situations.

PITCH (30%): The pitch is a company's opportunity to engage with the judging panel, demonstrate your knowledge of the company, and discuss your overall experiences. Companies are allowed up to 4 minutes to present followed by up to 4 minutes of questions and answers.

The winning company will earn the distinguished title of **JA of Greater Washington's Company of the Year!**

INDIVIDUAL **AWARDS**

- CEO of the Year
- Marketing Director of the Year
- Finance Director of the Year
- Supply Chain Director of the Year
- Sales Director of the Year
- Rookie of the Year
- Alumnus of the Year



HOSTED BY



STUDENTS

Jakob Ayers

Jonathan Goeke

Rajith Pandeti

James Tury

Jackson Chadwick

Benjamin Hawley

Sanjana Pandeti*

Cynthia Wan

Alexis Echano

David Hu*

Luke Pasquarette

Linda Wu*

Pablo Frontera-Mendez

Matthew Larsen

Nicolas Poppas

Jennifer Yang

Piya Geithner

Vivek Narang*

Peter Sjoberg*

Layla Zaidi

MENTORS

Alex Chiaramonte

Adekanla Dedeke

Daniel Mullery

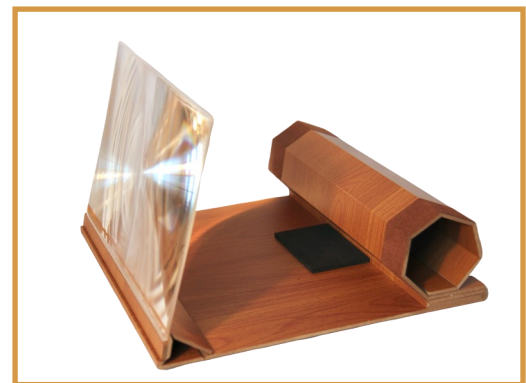
Gabe Cohen

Olga Howard

Christine Savino

ABOUT THE PRODUCT

Envism sells portable magnifying screens that enhance your visibility. They can be used for small phones, prescription labels, and even books! Our Original Envism Screen has a sleek wooden design that magnifies the original image up to 4x. Our Travel Envism Screen is a more affordable, lightweight, plastic alternative.



MENTOR THANK YOU

The Envism team has been through a lot of ups and downs in the past 9 months: ordering the wrong shipment, making \$800 at our first trade show, getting turned away from universities, malls, retirement homes... We've struggled with internal issues as well, especially concerning delegation and calculation of finances. But all along this rollercoaster ride, our mentors have been with us. We owe special thanks to them for helping us navigate all these obstacles.

*Presenting Student



HOSTED BY

GEORGETOWN
UNIVERSITY

McDonough
SCHOOL of BUSINESS

STUDENTS

Ashley Cordova*

Bridget Neill

Lexi Stone

Alenna Zweiback*

Rose McKoy

Muna Said

Catalina Torres*

Christa Murphy*

Lakya Simon

Andrew Wilhelm*

MENTORS

Zachary Albert

Luis Garzon-Negreiros

James Kukral

Megan Wood

Stevie Cohen

Rowland Henshaw

James MacKenzie

Jeremy Ellsworth

Kelsey Knapp

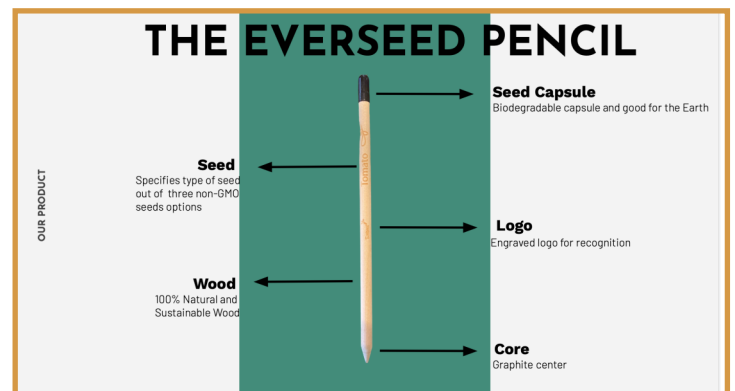
Alanna Quick

ABOUT THE PRODUCT

The Everseed team sells plantable pencils that are perfect for school gardens, home gardens, and even windowsill gardens! Our pencils provide a writing tool as well as a plantable garden marker. These durable bamboo pencils contain a biodegradable endcap with one of the following types of seeds: tomato, sunflower, or basil.

MENTOR THANK YOU

On behalf of the Everseed company, thank you so much Zack, Jeremy, and all of our Georgetown MBA mentors. We are so grateful for all your help this Junior Achievement season. We have learned so much. Thank you for always being there and for being the best mentors. You have been so patient and understanding. We hope to pass on the knowledge you have given us to others and to use it in our lives. It is not an easy task teaching high schoolers. Thank you for taking time out of your busy lives to stay with us, and guide us. Thank you for everything you have done for us. We couldn't have done it all without you.





HOSTED BY



School of Business

STUDENTS

Nina Anderson
Mark Gelker*
Khalia Horton

Gabrielle Johnson
Dionne Lewis*
Gisselle Martinez

Junie Mertus*
Kyah Miller*
Jasmine Myers

MENTORS

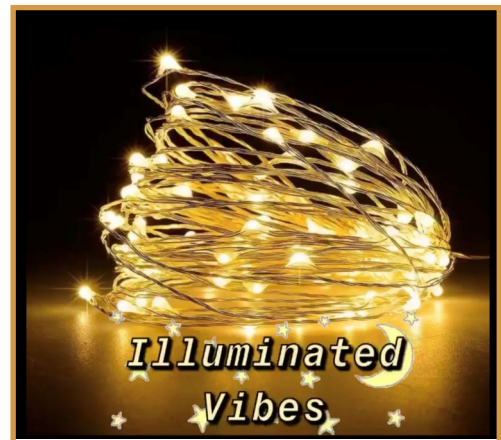
Binta Balde
Brandynn Blue
Alexandria (Lexi) Jones

Kanika Magee
Nichole Mason
Nile Ravenell

Azana Walker

ABOUT THE PRODUCT

Illuminated Vibes sells a vibrant yellow pixie fairy light. The lights are 2 meters long and battery powered.



MENTOR THANK YOU

Thank you for all that you do! You have done nothing but guide us through a journey that was not easy and we appreciate you. I hope we can continue to stay in contact with you and learn more. We went into this with very little knowledge, but we are coming out with more information than we could possibly think of.



PODSEEDTIVITY HOSTED BY



South Lakes High School

STUDENTS

Matthew Castillo
Chloe Chiang
Joseph Coticchia
Kyle Dehoust
Greyson Deker
Maximo Deleon
Oliver Giaon

Anthony Giordano
Katie Harris
Avery Kaplan
John Luongo
Madelyn Mariano
Luke O'Donnell
Nate Owen*

Cyrus Pendleton
Steven Powell
David Ramirez*
Peyton Raphael
Sydney Revels
Megann Robinson*
Caroline Rodgers

Krishan Shah*
Jaeya Taxali
Taiga Taylor
Dhruv Vasudevan
Tejas Vasudevan*
Vikram Velayudhan
Malachi Welborn

MENTORS

Jon McNamara

Aanand Vasudevan

ABOUT THE PRODUCT

Our fully biodegradable plantable bracelets are designed with durable hemp twine and beaded with a variety of tasteful biodegradable beads. The bracelet includes a gel capsule coated in a plant-based acrylic to make it water-resistant. The capsule can enclose a variety of seeds that can be planted with the bracelets.



MENTOR THANK YOU

Throughout all of our success as a family, we couldn't have grown together without the guidance and support of our mentors. Thank you, Mr. V and Mr. Mac, for putting in so much care and effort into the growth of our company. You taught us all lessons that will impact our lives forever.



HOSTED BY



THOMAS EDISON HIGH SCHOOL OF
TECHNOLOGY

STUDENTS

Blake Aylward*

Quan'ell Kitchen*

Andrew Photinakis

Jordan Smith

Adjo Evonlah*

Thomas McKee

Mateo Ramirez

Jack Uhl*

Angel Herrera

Kevin Moses

Austin Sankanung*

Gianluca Vignola

Michael Joshua

Eva Nigmedzyanova

Jaidon Smith

Jace Welsh

MENTORS

Sharath Mekala

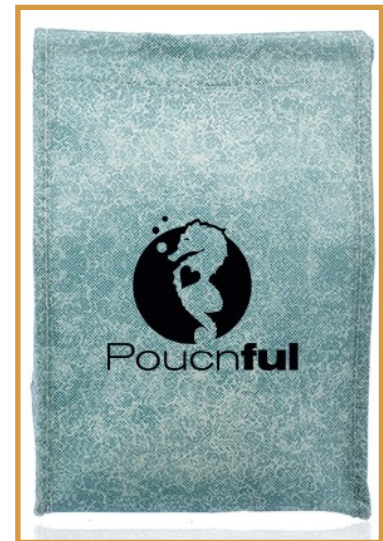
Tracy Sells

JJ Nathan

Tevlin Thompson

ABOUT THE PRODUCT

Pouchful sells eco-friendly, insulated lunch bags made of recyclable materials. Our mission is to preserve the wellbeing of the earth and inspire others to keep the environment healthy.



MENTOR THANK YOU

We would like to thank our mentors JJ, Sharath, Tracy, and Tevlin for outlining our path to lead Pouchful to success. They always gave us great feedback and saw our potential. They've contributed greatly to help us make Pouchful what it is today and we appreciate their dedication and work. Thanks again to our mentors!



HOSTED BY



STUDENTS

Elena Blessing	Sathiya Kannan	Lindsay McWilliams	Rishi Shah*
Cheeku Chadha	Anish Kohli*	Madison McWilliams	Ethan Smithgall*
Tara Dixit	Grace Lin	Abbie Marie Robles-Solis	Shaan Sriram
Edward Fong	Anny Liu	Manav Sabharwal*	Rhea Tuli*
Ethan Hu	Jin Ma		

MENTORS

Matt Brusco	Dan Maguire	Kelly Thomas
Scott Gold	Coleman Schenning	
Jacey Hudson	Timothy Spadafore	

ABOUT THE PRODUCT

Sasa Socks are sustainable, multipurpose, and stylish socks made out of 100% bamboo. We are raising awareness for the harmful effects of cotton production on the environment. A portion of each sales goes towards efforts to restore dead zones caused by cotton production in the Chesapeake Bay.



MENTOR THANK YOU

Dear Mentors, We wanted to give you all a huge thank you for hosting us and guiding us in the right direction. Your advice has provided us with a lot of useful information and has helped us tremendously in launching and growing our company. We appreciate all the times you stayed late, came out to support us, and supervised us when we acted crazy! Once again, thank you from Team Sasa.



Scientists in Training

HOSTED BY



Future Innovative Rising Engineers
National Society of Black Engineers Jr. Chapter

STUDENTS

Jashyi Bryant

Makeda Daring*

Jayden Gyamfi

Kaleb Gyamfi

Bafoday Dainkeh*

Donovan Price*

Tyrese Hooper

Bryce Stephens*

Soleil Chapman

Bryson Bunns*

Lily Salisbury

Favour Fatusin

Phoebe Ocloo

MENTORS

Karena Brown

Tiara Cobbin

Milton Davis

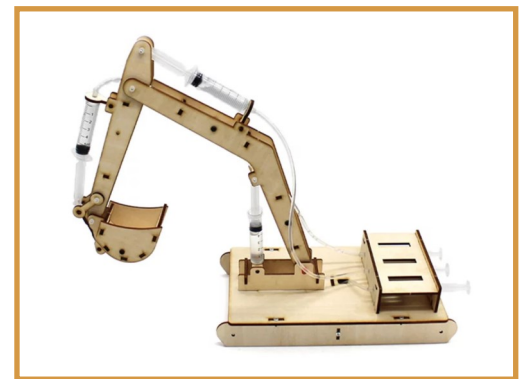
Branndon Jackson

Sally Miller

Jody Mitchell

ABOUT THE PRODUCT

The Wooden Hydraulic Excavator is a DIY kit that provides students with many fun-filled hours constructing and playing. The kit comes with all the necessary parts and instructions needed to construct the excavator, alongside our custom curriculum. The curriculum comes with extra challenges, fun facts, and real-world connections.



MENTOR THANK YOU

Thank you, Coach Jody, Tiara, and Sally, and all the coaches for all the help you have given us. All of the students at Scientists In Training are truly grateful for everything you have done for us. You have taught us many qualities that we will continue to use no matter where we end up. This experience was amazing and we're all glad it was with you amazing coaches.



HOSTED BY



STUDENTS

Serie Abu-Ageel

Shaun Dewsbury

Tianna Haigood

Hajra Qazi

Amin Bouzid

Jannah Elzend*

Tysean Haigood

Rhea Sethi*

Sierra Cheatham-Haigood

Jannah Hagar*

Malaika Khan

Astha Shah*

Lloyd Choi

Sarah Hagar

Mishaal Khan

Sneha Verma*

MENTORS

Nkechi Ejimadu

Ken Kozloff

Nikki Shah

Asumini Kamulegeya

Shellie McKinney

ABOUT THE PRODUCT

Stickers Speak's mission is to decrease the stigma surrounding mental health and spread youth awareness. We sell uniquely designed stickers with a QR code embedded in the design which links to stickersspeak.com where people can find resources and information regarding mental health.



MENTOR THANK YOU

Thank you to our wonderful Stickers Speak mentors for continuously supporting us throughout this journey. Ken, Shellie, Nikki, Nkechi, and Asumini put in countless hours to join calls, practice pitches, come to meetings, organize opportunities, and so much more for us. We are so grateful to have had five thoughtful, compassionate, and selfless mentors to bolster the team throughout this journey. Stickers Speak would not be what it is without you!!

MEET THE JUDGES

PITCH & INTERVIEW



PETER ABRAHAMS

Peter Abrahams is Market President and Publisher of the Washington Business Journal. With the exception of a recent two-year period where he ran a gin distillery in San Francisco, he has spent the last 30 years in publishing working in the Greater Washington Area. Peter is a graduate of the University of New Hampshire and currently resides in Arlington, Virginia. Peter currently serves on the board of directors for the Greater Washington Board of Trade and is active in raising awareness and money to fund a cure for Alzheimer's. He has two sons, one is a sophomore at Virginia Tech and the other a senior at Oakton High School. Though he hails from Boston, Peter is an avid Washington Capitals fan.

ADAM ROBERTS

Adam M. Roberts is the Executive Director of Bethesda Green, which works to address environmental challenges locally by creating a sustainable, green community, built collaboratively through citizen engagement, environmental education, government partnership and innovative business development. Bethesda Green's Be Green Business program works to cultivate innovative "eco-entrepreneurs" and incubate green business development to ensure compatibility between economic development and environmental protection. Previously, Adam worked for more than a quarter century in international wildlife conservation and animal protection and serves on a number of nonprofit boards of directors.



JUSTIN ROSENBERG

Justin Rosenberg is Founder and CEO of honeygrow, a fast-casual stir-fry and salad concept. With a mission to create a unique, spirited brand focused on simple, wholesome foods, Rosenberg has led the company's creation and growth, which today consists of 27 units. After seven years in the finance and real estate industry, Rosenberg decided it was time to pursue his true passions of entrepreneurialism, cooking and creative brand-building. In 2012, the first honeygrow location opened in Philadelphia, and Rosenberg's vision catapulted to the next level. Since that day, honeygrow would continue to expand its unit count and team, with sights set for becoming an enduring, sustainable organization. Justin resides in the Philadelphia suburbs with his wife and three children. His passions outside of honeygrow include Brazilian Jiu Jitsu, cooking, all-things guitar, hiking, and surfing.



TRANG SABEL

Trang Sabel is a Customer Success Director at Salesforce.com. Trang has 27 years of experience in the IT, strategic consulting, and customer success arena. She has planned, directed, and managed large programs related to information technology to support business goals for financial institutions and other large enterprises. At Salesforce, Trang is a success advisor to commercial enterprise and public sector customers to help them build strategic plans that involve Salesforce to support their business goals. Trang is also an active community member, serving past terms as PTA President at her children's school, and is currently the Vice President of her Home Owner's Association.



COMMERCIAL

Ali A. Vapra
Angela Coghlan
Brea Neri
Brittany Stubbs
Claire M Ahearn
Debbie Nuckolls
James L. Patrick
Jason Rajkumar
Jill M. Fawley
Johanna Hsu
Jordan Kirschenbaum

Justine Kerrigan
Kory J. Cosenza
Lindsey Jachimowski
Lorie Wijntjes
Majerle Spinks
Nichole Logan
Steve Austin
Sydney M Wawrzyniak
Thomas Dineen
Thomas Fairbank

COMPANY REPORT

Angela Coghlan
Anna C. Tapen
Brittany Stubbs
Camille R. Blair
Clair Ahearn
James L. Patrick
Jill M. Fawley
Jimmy Lewandowski

Kari A. Seefeldt
Meredith Pilaro
Nichole Logan
Sabrina S. Summers
Steve Austin
Sydney M. Wawrzyniak
Thomas Dineen
Todd M. Campbell

MEET THE JUDGES

INDIVIDUAL AWARD

CEO OF THE YEAR



JULIE SIMMONS

Julie Simmons is the Managing Director of Human Capital Strategic Consulting. In this role, she works with organizations to accelerate business performance and drive superior results through the development and advancement of people. Julie is committed to community social responsibility and regularly donates her time and talent to improve the Northern Virginia community. She serves on the Board of Directors for the Community Foundation of Northern Virginia. Julie received her Bachelor of Science in Business Management from George Mason University, and her Master of Arts in Human Resources from Marymount University.

MIMI YEH

Mimi Yeh is the Vice President of Human Capital for Connected DMV. Connected DMV is a non-profit regional collaboration across Washington D.C., Maryland, and Virginia. Participants include local jurisdictions, federal agencies, industry, community, and academia who work together to advance the region's top opportunities, generate economic development, and shape a stronger future for the well-being of our region. Mimi focuses on stakeholder and community engagement, including architecting the Connected DMV Solution Groups. Mimi serves on the Board of Directors for Junior Achievement of Greater Washington.



ROOKIE OF THE YEAR



JON GLASS

Jon Glass is the Corporate Managing Director for Savills, a global real estate services provider. Not known to adhere to strict corporate guidelines and cookie-cutter strategies, Jon implements creative financial engineering and negotiating strategy to position his clients effectively in the marketplace. Jon's broad range of transaction skills include strategic planning for office lease and purchase transactions, negotiating complex lease renewal and restructure agreements, and helping companies relocate, sublease or expand when a need arises. Additionally, Jon's TAMI expertise extends to www.TechOfficeSpaces.com, of which he is a leading contributor, routinely uncovering cutting edge space opportunities in the region.

PAMELA SORENSON

Pamela Lynne Sorensen is the Founder & President of High Frequency Consulting, LLC (+Art) and is a Strategic Connector & Consultant. She advises clients on BD strategies & introduces them to highly curated connections for new business, partnerships and fundraising. Pamela began her career working in a variety of industries and played an integral role in the revenue stream growth and success of Net2000 Communications, Potomac Officers Club, and ExecutiveBiz, where she became a Partner. She is a former ColorComm Board Member as well as former cast member of Shakespeare Theater Company's "Will on the Hill" annual production. She resides in Arlington, VA with her rescue dog Frasier Simone.



ALUMNUS OF THE YEAR



ANTON DE ROO

Anton is an experienced product marketing specialist with extensive international experience in North America, Africa and Europe. As Senior Account Executive for UnitedHealthcare, Mid-Atlantic, he is responsible for leading new business sales for large companies. His cross functional skills in business administration, sales, marketing and account management have earned him numerous accolades across the industry, such as Top Performing Salesperson and Top Performing Student in Masters of Business Administration. Anton is a proud Cape Peninsula University of Technology alumnus and received his Master's in Global Business from UNC Kenan-Flagler Business School. He is also a member of Junior Achievement's Associate Leadership Council.

.As VP and Associate General Counsel at Verizon, Gabrielle Kohlmeier is responsible for counseling Verizon's businesses on all aspects of competition law issues and for representing the company before various enforcement agencies. She also leads the company's competition policy strategy. Gabrielle is a frequent speaker and writer on competition, technology, compliance, business, and diversity issues. An active part of the ABA Antitrust, she is Chair of the ABA Antitrust Section Privacy Legislation Task Force, Vice Chair of the Unilateral Conduct Committee, and Chair of Women.Connected. Next to competition and emerging technologies, her passion lies in promoting diversity and inclusion. Gabrielle volunteers with STEM programs for girls, mentors younger professionals, and leads numerous initiatives focused on advancing women and minorities.

GABRIELLE KOHLMEIER



MEET THE JUDGES

FINANCE DIRECTOR OF THE YEAR



KYLE BAUMEL

Kyle Baumel is a Certified Public Accountant at Hines Global Real Estate in Washington, D.C. He completed his Bachelor of Science in Accounting at The Florida State University in Tallahassee, Florida. Kyle qualified for his CPA Certification while working at Deloitte & Touche performing assurance services in both Miami, Florida and New York, New York. Kyle is the accounting manager responsible for the accounting functions of the CityCenterDC project, a 2.5 million square foot multi-use real estate project in downtown Washington, D.C.

INDIVIDUAL AWARD (CONTINUED)

MIKE BRYAN

Michael Bryan graduated from Wake Forest University in 2009 and currently serves as the CFO of Big League Advance, LLC, a sports data analytics company that invests capital in Minor League baseball players. Previously, Mike was the controller of DiPietro PLLC; a senior accountant at CohnReznick; and worked for MLB in NYC. He is a CPA and resides in Bethesda, MD with his wife and one-year-old daughter.



MARKETING DIRECTOR OF THE YEAR



JENNIFER HOLM

Jennifer Holm is Founder and CEO of a boutique marketing agency, BoBella Brands located in Bethesda, MD. Jennifer is an accomplished entrepreneur with an extensive marketing background and specific expertise in brand management. Jennifer has helped establish several start-up companies where she developed strong insights in identifying and capturing evolving markets through both digital and experiential marketing strategies. Jennifer holds MBAs from both Columbia University and London Business School, as well as a Bachelor of Business Administration focusing on International Business and Marketing from The George Washington University in DC.

ADRIANNE GRIFFITH

As the Director of Marketing and Communications for Alexandria Economic Development (AEDP), Adrienne focuses on telling the story of how and why Alexandria is the perfect place to work, live, and play. She is in charge of AEDP's internal and external communications, which includes messaging, web, social media, and marketing materials. She is also a veteran, having served in the U.S. Air Force as a Logistics Readiness Officer. Adrienne earned her Bachelor's in English at the University of Washington, and her Master's in Communication, Culture, and Technology at Georgetown University.



SALES DIRECTOR OF THE YEAR



DURECIA MOORER

Durecia Moorer is an entrepreneur, international speaker, and strategic marketing advisor. Moorer, a Managing Partner, serves as Chief Marketing Officer at ABCD & Company. In her post, she has oversight of business development, marketing strategy, and strategic partnerships. Branded as "the people's magnet," Moorer's ability to leverage resources and garner profitable, mutually beneficial relationships has placed her among the echelons of prominent leaders and promoted the quantum growth of ABCD & Company. Her ability to manage cross-functional teams and utilize marketing best practices has amplified some of the most prominent organizations in the country. Moorer is a native of Cleveland, Ohio, and resides in Northern Virginia. She is a proud Howard University alumna and holds a Master of Science in Management.

C KIM EUYQ

Mr. "C" Kim is a long-time native of the Northern Virginia area where he planted his roots since his parents immigrated from Korea in 1973. Mr. Kim attended primary and secondary schools in Fairfax County and attended Virginia Tech where he earned his Bachelors of Science degree in Industrial Engineering. Upon graduating from Virginia Tech, he was commissioned as an officer in the United States Marine Corps. He served as an officer in the Marine Corps both in the active and reserve components retiring as a major. Mr. Kim went on to earn a MBA degree from George Washington University. Mr. Kim has over 30 years of experience in in project/technical management and sales and is currently the agent/owner of C Kim State Farm Agency in Fairfax, Virginia. Mr. Kim and his wife, Sylvia, are proud parents to 3 talented children.



MEET THE JUDGES

SUPPLY CHAIN DIRECTOR OF THE YEAR

INDIVIDUAL AWARD (CONTINUED)



DAN JONES

Dan Jones is a Manager in Deloitte's Cyber Risk Advisory practice, specializing in Risk Management and Security Engineering for integrated technical systems. Dan is a Certified Information Security Professional as well as an accomplished lead of large teams operating in high pressure environments. With over 10 years of experience in Cyber Security, Dan helps his clients realize effective security to enable their business goals. Dan uses innovative strategies to assist his clients in the Government and Public Sector meet their mission while maintaining a secure risk posture. Dan graduated from Binghamton University with a Bachelor's in Computer Science and a Masters of Business Administration. He lives in northern Virginia and is married to a lovely woman outside of his league, with a newborn son and two very furry dogs at home.

KAMBIZ RAHNAVARDY

Kambiz Rahnavardy is a principal engineer at Federated Wireless, pioneering the spectrum-sensing cognitive radio, commercialization of Shared Spectrum, and Connectivity as a Service (CaaS). He has previously worked for Nokia, Toshiba America, and Bell Labs. Through his current role as the President of Columbia University Alumni Club of Washington DC, Rahnavardy has played an integral part in creating an efficient and lean organizational structure with low operating cost, high resilience, and strong community outreach. He has an MS in Industrial Engineering/Operations Research from Columbia University, and an MS from Virginia Tech in Electrical Engineering. He resides in Vienna, Virginia.



THANK YOU JUDGES!



THANK YOU ESSENTIAL WORKERS!



To learn more about **JA Company Program**, contact Gayle Robinson at Gayle.Robinson@ja.org