



Junior  
Achievement®  
of North Louisiana

TRUST YOUR  
CRAZY  IDEAS  
CHALLENGE

Inspiring the Next Generation of Entrepreneurs

LOUISIANA STATE UNIVERSITY-SHREVEPORT | MARCH 9, 2022

## JA IDEA ACCELERATOR WORKSHOP MENTORS

Julie Gilley Milam, Entrepreneurial Accelerator Program, BRF, Senior Financial Analyst\*\*

EP Bourgoyne, Entrepreneurial Accelerator Program, BRF, Event Coordinator

Greg Procell, Manpower | Collier Investments, Vice President, General Manager\*

Denny Moton, Regions, Commercial Middle Market Banker\*

Jim Malsch, JRM Ventures, LLC, President

Dr. Eric Rippetoe, BISHOP, President

Dany Martin, Williams Financial Advisors, Partner\*

## JA IDEA ACCELERATOR WORKSHOP GUEST SPEAKERS

**THANK YOU, JESSICA SCHIELE, EX DIR, COHAB, FOR HOSTING THE JA-BREES TYCIC IAW!**

**ORIENTATION** Stephen Vekovius, New Water Holdings, LLC | Julie Gilley Milam, Entrepreneurial Accelerator Program\*\*

**INTELLECTUAL PROPERTY** Charlotte Holoubek, Holoubek Law

**MARKETING** Laurie Priftis, Williams Creative

**SUPPLY CHAIN** Jerame Durden, AFS Logistics

**SALES** Greg Procell, Manpower | Collier Investments, Vice President, General Manager\*

**FINANCIALS** Julie Gilley Milam, Entrepreneurial Accelerator Program\*\*

## JA BE ENTREPRENEURIAL VOLUNTEERS

### CADDO MAGNET HIGH SCHOOL

Stephen Vekovius, New Water Holdings, LLC  
Drew Mouton, City of Shreveport

**CADDO CAREER & TECHNICAL CENTER**  
Stephen Vekovius, New Water Holdings, LLC

**CAPTAIN SHREVE HIGH SCHOOL**  
Chantanel Jewitt, AEP SWEPCO  
Stephen Vekovius, New Water Holdings, LLC  
Nina Webster, Community Volunteer  
Hardy Foreman, Carr Riggs & Ingram CPAs

### NORTH CADDO HIGH SCHOOL

Melina Whittington, C.F. Biggs

### C.E. BYRD HIGH SCHOOL

Julie Gilley Milam, Entrepreneurial Accelerator Program  
Preston Langley, Entrepreneurial Accelerator Program



**JA Be Entrepreneurial** students learn about the mindset and the skills needed for success by aspiring entrepreneurs and innovators who add value to any organization. In JA Creative Problem Solving, students learn and apply design thinking, an innovative process for problem solving used by entrepreneurs (and intrapreneurs) to brainstorm customer-centric ideas. In JA Rapid Business Planning, students learn about the Lean Model Canvas, the strategic management template for developing business models. During the 8 JA Idea Accelerator Workshops, students develop a mindset that enables opportunity identification as mentors guide them to convert their Lean Canvas into a captivating and persuasive Pitch!

## 2022 TRUST YOUR CRAZY IDEAS JUDGES

Stephen Vekovius, New Water Holdings, LLC

Mike Vasco, Edko, LLC

Karen Wissing, AEP SWEPCO

LeVette Fuller, City of Shreveport, Councilwoman

Mike McDaniel, Ph.D., LSU Shreveport, Professor of Management & Marketing



\*indicates JA NLA Board of Directors | \*\*Committee Chairman of the JA-Brees Dream Foundation, Trust Your Crazy Ideas Challenge

## 2022 TRUST YOUR CRAZY IDEAS CHALLENGE

A QUALIFYING EVENT FOR THE BREES DREAM FOUNDATION STATE CHALLENGE

### AWARDS RECOGNITION LUNCH WELCOME

Nita Cook, *Junior Achievement of North Louisiana, Inc., President*  
LSU Shreveport

Julie Gilley Milam, *Entrepreneurial Accelerator Program, BRF\*\**

### RECOGNITION OF JA TYCIC PARTICIPANTS

Administrators, Principals, & Liaisons • JA Be Entrepreneurial Teachers & Volunteers  
JA TYCIC Accelerator Workshop Mentors

### TEAM AWARDS PRESENTATION

Greg Procell, *Manpower, Vice President-GM\**  
Denny Moton, *Regions, VP Commercial Banking\**

### JA-Brees Dream Foundation TYCIC Student Entrepreneurs

1st and 2nd Place Winning Teams Pitch

### CLOSING

Thank you to Dr. Lamar Goree\*, Keith Burton\* and Victor Mainiero for their support of JA programs.

#### CADDO MAGNET

##### *Artista Cards*

Joycelyn Bolden

Julie Gilley Milam, EAP\*\*

EP Bourgoyne

##### *Extended Feet*

Ayannah Walker

Dr. Eric Rippetoe, BISHOP

##### *Green Tile Co.*

Dru Thatcher

Greg Procell, Manpower\*

##### *Handy*

Grace Kerney

Denny Moton, Regions\*

##### *Here2Help*

Alicia Walton

Julie Gilley Milam, EAP\*

EP Bourgoyne, EAP

#### *Magic Cushion*

Trenton Turner

Greg Procell, Manpower\*

#### *Marshmallow Mates*

Mavy Gigante

Jim Malsch, JRM Ventures

#### Sarah Hankins, Teacher

R.J. Middleton, Principal

#### C. E. BYRD

##### *Spot It!*

Christen Pruitt

Julie Gilley Milam, EAP\*

EP Bourgoyne, EAP

#### Sandra West, Teacher

Jerry Badgley, Principal

#### CAPTAIN SHREVE

##### *Inked*

Scotty Simo

Jim Malsch, JRM Ventures

##### *Still in the Works*

Jack May

Denny Moton, Regions\*

##### *Simply New*

Yasmeen Hasan

Denny Moton, Regions\*

##### *Tricare Tools*

Domonique Gladney

Dr. Eric Rippetoe, BISHOP

#### Penny Pate, Teacher

Ginger Gustavson, Principal

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**CHALLENGE**



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PLEASE JOIN US TO  
**CELEBRATE**

2022  
**JA LAUREATES**

at the JA LAUREATE  
ANNOUNCEMENT  
LUNCH

**MAY 18 | 11:30 - 1:00**

**\$35 per person**

**SHREVEPORT CONVENTION CENTER**

THANK YOU

THE  
**BREES DREAM**  
FOUNDATION

MERRITT B. CHASTAIN, JR.  
A Professional Law Corporation



Manpower<sup>®</sup>

THE ALTA AND JOHN  
**FRANKS**  
FOUNDATION



THE GRAYSON  
FOUNDATION, Inc.



Special thanks to LSU Shreveport,  
Leigh Ann Chambers and Dr. Dennis Wissing!