



Summer Youth Leadership Institute @ Goizueta
Goizueta Business School, Emory University
June 1 – June 6, 2025

SUNDAY, JUNE 1, 2025

Getting Started

1:00 PM	Check-in at dorms (staggered times)
3:00 PM Facilitators:	Welcome to the Summer Youth Leadership Institute Kate Hewitt, Executive Director, 21st Century Leaders Jalen Polk, Institute Director, 21st Century Leaders, <i>21CL Alumni Board</i>
4:00 PM Facilitators:	Meeting the Team and Getting Started! 21 st Century Leaders Staff
5:30 PM	Dinner at the Student Center
6:45 PM Facilitators:	Team Building 101 21CL staff
7:45 PM Facilitators:	All Camp Activities & Ice Breakers 21CL staff
8:45 PM	Sharpening the Saw (each night unless noted)
10:30 PM	Curfew (each night unless noted)



MONDAY, JUNE 2, 2025

Start:ME NextGen, Social Enterprise and Entrepreneur Day

8:00 AM Breakfast at the Student Center

9:10 AM **Welcome to Goizueta Business School**
Speaker: *Brian Goebel, Managing Director of Business & Society Institute, 21CL Board of Director*

9:15 AM **Welcome to Start:ME NextGen**
Speakers: *Fran Carroll, Community Program Southside Coordinator, Start:ME*
Will Wesley, Community Development Representative, Delta Community Credit Union


9:30 AM **Entrepreneur 101: Idea Generation Session**

11:00 AM **Business Plan Labs: From Ideation to Generation**
Facilitators: Start:ME NextGen Mentors

12:00 PM **Lunch, sponsored by** The logo for the Inspire Foundation, featuring the word "INSPIRE" in red with a fork icon for the letter 'I', and "FOUNDATION" in smaller red text below.

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

2:45 PM **Closing Thoughts**

3:45 PM **The SYLI Challenge, presented by** The logo for InsightGlobal, with "Insight" in blue and "Global" in blue with a yellow dot over the 'i' in "Global".
Speakers: *Hannah Jenkins, Philanthropy Program Manager*
Andrea Wilson, ESG Program Coordinator

5:45 PM Dinner at the Student Center

7:00 PM **21CL Alumni Panel**
Special Guest: *Bridget Gorta, Sr. Program Manager HR Strategy & Planning, Delta, 21CL Alumni Board*

8:00 PM **All Camp Fun**



EMORY

GOIZUETA
BUSINESS
SCHOOL

Start:ME



TUESDAY, JUNE 3, 2025

The Coca-Cola Company Day

7:25 AM Grab'n'Go Breakfast at Hopkins Hall
7:45 AM Group A – load on bus
8:15 AM Group B – load on bus



9:00-9:20 AM Arrive at Coca-Cola Headquarters

9:30 AM **Coca-Cola Day Welcome**
Speaker: *Kate Hewitt, Executive Director, 21st Century Leaders*
James Gibson, Senior Director, Legal Counsel International Operations

10:00 AM **Coca-Cola Connections**
Speaker: *Joe Lovas, Senior Director, Investor Relations*

10:30 AM **Brand Marketing: Sprite**
Speaker: *Monica Douglas, Executive Vice President, Global General Counsel*
Ashley Lee, Vice President, Executive Counsel and Assistant & Head of Legal Operations



11:00 AM **Brand Marketing: Sprite**
Speaker: *A.P. Chaney, Creative Director, Sparkling Flavors*

11:40 AM **Simply Pop Break**
Speaker: *Paxton Shamlu, Manager, Brand Management*

12:00 PM **Lunch + Networking**

12:30 PM **Legal Matters!**
Presenters: *Intellectual Property – Andy Weeks (Legal)*
Talent & 3rd Party Agreements – Josh Podolnick (Legal)
Negotiating 101 – Tony Fan (Legal)

1:30 PM **Legal Breakout Exercise**

2:00 PM **Breakout Session Debrief**
Speaker: *Tony Fan (Legal)*
Andy Weeks (Legal)

2:40 PM **Influencer Marketing + Social Media**
Speaker: *Marshall Roach, Senior Director, Social Center*

3:10 PM **FIFA World Cup 2026**
Speaker: *Bria W. Garner, Director, Marketing Activation*

3:30 PM **Final Thoughts**



3:40 PM	Group Photo
4:15 PM	Return to Emory
5:30 PM	Dinner
6:45 PM	Project Time
8:00 PM	All Camp Fun
9:30 PM	Sharpening the Saw
10:30 PM	Curfew



WEDNESDAY, JUNE 4, 2025

Invesco Day

7:15 AM	Grab'n'Go Breakfast at Hopkins Hall
7:35 AM	Group A – load on bus
7:45 AM	Group B – load on bus
8:30/9:00 AM	Arrive to Invesco
9:00 AM Speaker:	Invesco Welcome <i>Kate Hewitt, Executive Director, 21st Century Leaders</i> <i>Jeff Kupor, Senior Managing Director, and General Counsel Invesco,</i> <i>21CL Board of Directors</i>
9:15 AM Speaker:	Invesco & Asset Management Industry Overview <i>Matt Koch, Early Careers Program Manager, Invesco</i>
9:30 AM Speaker:	Career Paths Overview <i>Amy Scott, Early Career Development Manager, Invesco</i> <i>Madison Ford, Manager, Tech Strategy & Execution, Invesco</i>
10:00 AM	Break
10:05 AM Tour Guides:	Building and Training Floor Tour <i>Colin Cook (Alpha)</i> <i>Robert Reed (Beta)</i> <i>Chris Higgins (Gamma)</i>
10:35 AM Speaker:	How Not To Suck At Money Presentation (HNTSAM) <i>Bobby Kannady, Regional Advisor Consultant, Invesco</i>
11:55 AM	Break
12:00 PM Speaker:	Lunch and Learn <i>Alan Smith, Senior Managing Director and Chief Human Resources</i> <i>Officer, Invesco</i>
1:00 PM	Early Career Employee Panel
2:00 PM Speaker:	Final Thoughts <i>Gwendolyn Smith, Executive Leader and Global Financial Services &</i> <i>Investments, Invesco</i>
3:15 PM Facilitator:	Dinner Etiquette – Professionalism Matters! 21CL Staff





4:00 PM	Getting Ready for the Leadership Dinner
6:30 PM	Leadership Dinner
Location:	<i>Convocation Hall, Emory University</i>
Welcome Speaker:	<i>Jon Neff, CEO/Co-Founder, SKL'D, 21CL Board of Directors</i>
Panelists:	<i>Pranav Dhingra</i> , Chief Financial Officer- Mortgage & Consumer Business, Equifax <i>Jim Hanna</i> , Owner/Operator, Hanna Brothers Catering <i>Ashley Lee</i> , Vice President, Executive Counsel & Head of Legal Operations, The Coca-Cola Company <i>Martha Revelo</i> , Chief of Intergovernmental Affairs for DeKalb County
8:30 PM	Talent Show!
10:30 PM	Sharpening the Saw



THURSDAY, JUNE 5, 2025

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 Manheim Atlanta, a Cox Automotive brand*



8:30 AM **Welcome and Overview of Manheim**
Speaker: *Butch Herdegen, General Manager, Manheim Atlanta*
Eddie Rawlings, Assistant General Manager, Manheim Atlanta

9:00 AM **Rotation 1**
Alpha: Tour, Condition Report, and Market Valuation Activity
Beta: Robot Build
Gamma: Career Panel

10:30 AM *Break*
10:40 AM **Rotation 2**
Alpha: Career Panel
Beta: Tour, Condition Report, and Market Valuation Activity
Gamma: Robot Build

12:10 PM Lunch

1:00 PM **Rotation 3**
Alpha: Robot Build
Beta 2: Career Panel
Gamma 3: Tour, Condition Report, and Market Valuation Activity

2:30 PM **Auction Simulation and Debrief**

3:30 PM **Closing Remarks**
Speaker: *Eddie Rawlings, Assistant General Manager, Manheim Atlanta*

4:15 PM Return to Emory

5:30 PM Dinner at the Student Center

6:30 PM **Finalize Projects**

8:00 PM Snack Break



FRIDAY, JUNE 6, 2025

Putting it all Together

7:30 AM Breakfast at the Student Center
(Pack up and clean rooms prior to leaving for breakfast!)

9:00 AM **Introduction of SYLI Judges**

9:30 AM **SYLI Challenge Presentations**

Judges: *Insight Global Leaders*

Nell Goza, Communications Business Partner

Rahil Pirani, Director of Business Intelligence

Donald Pham, Verification Specialist

Brian Lee, Business Intelligence Developer

Cassidy Starling, Senior Account Manager



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



We look forward to seeing you continue your leadership journey with us throughout the school year! Be sure to check out your access to Leadership Connect, our school and community based clubs, and our school year leadership summits.

www.21stcenturyleaders.org