



FOR IMMEDIATE RELEASE

UNIVERSITY PREP ACADEMY AND AWARD–WINNING BROADWAY PRODUCER, BUSINESS EXECUTIVE & DETROIT NATIVE AMY NEDERLANDER TO LAUNCH ENTREPRENEURIAL CAMP FOR DETROIT STUDENTS, JULY 18-23

DETROIT (15 July 2016) — Ten Detroit University Prep Academy students will spend six days learning from the city’s top business leaders, July 18-23, during the *Leadership! Fueled by Entrepreneurship & Entrepreneurial Thinking (LIFE)* program, an entrepreneurial camp that will give students the hands-on opportunity to engage with the people leading Detroit’s revitalization and learn the skill sets needed to pursue their dream careers. The program was specifically designed for University Prep Academy students and developed by Detroit native, Strategic Business Consultant and Tony Award®-winning producer Amy Nederlander.

Starting Monday, July 18, 10 U Prep Academy students will visit some of the top entrepreneurial companies in Detroit, including Pony Ride start-ups. Rising sophomores, juniors and seniors will have the opportunity to work with and learn directly from business leaders and entrepreneurs in Detroit while expanding their knowledge of marketing, branding, finance, product development, the importance of storytelling and public speaking skills.

The program features guest speakers, instructors and panelists, including:

- **Dennis Archer, Jr.**, Archer Corporate Services (ACS), Founding Principal and President; Ignition Media Group, Founder, CEO; Mackinac Policy Conference, Chair, 2016; Central Kitchen + Bar, Partner
- **Toby Barlow**, Global Team Blue (GTB), Global Chief Content Officer
- **Keith Cooley**, Principia, LLC, President & CEO; University Prep Academy, Board of Directors
- **Jerrold Jung**, Michigan Colleges Alliance, Chairman of the Board; Rule of Ones, LLC, Manager; Oak Adaptive, Inc., Director; University Prep Academy, Board of Directors
- **Bree Kellum**, Ignition Media Group, President
- **Kathryn (Kitty) Kolbert**, Detroit native and Director of Athena Center For Leadership Studies at Barnard College
- **Meredith Miller**, Red Bull. Region General Manager

“We are extremely excited about this opportunity for U Prep students,” said Mark Ornstein, CEO of University Prep Schools and Detroit 90/90. “This program is designed to begin creating the doers and cutting-edge thinkers the world needs. Entrepreneurship provides students with more than just the capacity to start companies but also gives them the leadership tools necessary to believe in their ideas, and think creatively and ambitiously.”

“This program is really about self-confidence, what it means to be a leader and learning how to communicate that,” said Nederlander who returned to her hometown from New York City to share her business experience with Detroit youth. “This program is a way to get the students involved in the revitalization of this city.” The business executive graduated from the University of Michigan and received her MBA from Columbia Business School. She will be running the program along with her business partner and fellow entrepreneur, Michaela Murphy. Nederlander and Murphy have developed and directed several entrepreneurial enterprises, including international summits exploring education initiatives and economic policy to support multi-generational entrepreneurship, partnered with Participant Media. Murphy co-directs an entrepreneurship program at Barnard College and developed a curriculum for a student enrichment program in Cedar Rapids, Iowa and Hyderabad, India. Murphy is also an executive coach and speechwriter. Venture for America and Start Up Effect are supporters of LIFE, and VFA fellows are part of the mentorship and relationship building with UPA students.

The launch of the LIFE program will culminate on Pitch Day, the final day of the program, where the students will present their entrepreneurial ideas to a panel of entrepreneurs, local business and community leaders, and investors for vital feedback, encouragement and direction on how to take their ideas forward. The program pitch event will be followed by a reception affording the opportunity for networking to connect the students to current initiatives and businesses in the Detroit community.

Program supporters include: University Prep Academy; Chris Brochert, Partner & Owner, Lormax Stern; Start UP Effect / Venture For America; GTB (Formerly Team Detroit); Alan Spalter, President & Founder, Retail Assistance Corp.

ABOUT PROGRAM CREATORS

Amy Nederlander is an entrepreneur and expert strategic business development advisor working with world leading executives, corporations, non-profits and social impact initiatives creating multi-platform profitability maximization through content and brand development, consumer engagement and strategic partnerships and is also a producer in the entertainment industry. Nederlander has a Masters of Business Administration from Columbia Business School, and Bachelor of Arts from University of Michigan. Nederlander was raised in the Detroit area and is actively involved in bringing her experience, local and national relationships to empower Detroit's redevelopment.

Michaela Murphy is a writer, teacher, communications consultant, entrepreneur, and has co-directed Barnard College's Athena Center for Leadership Study Entrepreneurs-in- Training Program since its inception. As an expert in how to effectively engage and connect with an audience, she has more than 25 years of experience helping individuals and organizations launch new ideas, forge new markets, and communicate their messages through dynamic and interactive engagement, include Microsoft, Yale University, Dartmouth College, Estee Lauder, The Project, Manhattan Theater Club, Second Stage Theater, The Taunton International Fragrances, HTC, and a host of private individuals. As a storyteller she has been featured on NPR, The Moth Radio Hour, TEDx, and at the White House. Her work has been featured in *The New Yorker* and produced Off-Broadway. She is a widely sought business consultant and speechwriter by C-level executives and technology startups.

Startup Effect was born out of **Venture For America's** mission to instill entrepreneurship into the fabric of developing U.S. cities and is an initiative that empowers youth to consider entrepreneurship as a viable pathway. Over the past three years, Startup Effect has reached over 300 students from Detroit and New Orleans, through entrepreneurship workshops and programming taught by local entrepreneurs and young professionals.

ABOUT U PREP SCHOOLS

Known as one of Detroit's longest-standing tuition-free and non-profit public charter school systems, [University Prep Schools](#) encompasses two districts and seven campuses serving K-12 students from all corners of the city and beyond with the 90/90 Promise, which guarantees that 90 percent or more graduate and 90 percent or more are accepted to college. U Prep's campuses were built by the Thompson Educational Foundation whose initiatives are focused on creating educational opportunities for Detroit youth.

###

EDITOR'S NOTE: Media interested in interviewing Mark Ornstein or Amy Nederlander, please contact Heather George at hgeorge@loviogeorge.com or Jamilah Jackson at jjackson@loviogeorge.com. For details on the LIFE program, click [here](#).

Press Contacts:

Heather George
248.417.5773 (mobile)
hgeorge@loviogeorge.com

Jamilah Jackson
313.399.6108 (mobile)
jjackson@loviogeorge.com