



Juan P. Casimiro Biography

Juan P. Casimiro is the former Executive Vice President Educational Designs that Generate Excellence (EDGE). Prior to that he was the Entrepreneurship Director for New York City Board of Education's, Community School District Six. At CSD Six, Mr. Casimiro was responsible for co-founding and coordinating the Business Studies Academy at Salomé Ureña Middle School. Additionally, Mr. Casimiro taught entrepreneurship to students who created and launched numerous student-operated and owned companies, including the SUMA retail store and café.

His interest and commitment in teaching entrepreneurship to youth dates back to 1988, when he taught at Jane Addams Vocational High School. Since then, he has reached more than 100,000 students, educators, youth leaders and administrators throughout the United States, Latin America, Asia and the Caribbean. He has created five student-owned retail stores and has conducted and administered hundreds of entrepreneurship courses, seminars, workshops, business camps, and conferences at leading Business Schools and Universities. Some of these institutions include: Harvard University, Columbia University, University of Pennsylvania, New York University, University of Southern California, University of California at Berkley, University of Puerto Rico, ITESM (Mexico), and PUCMM (Dominican Republic).

In addition to the example he sets with his own successes as an educator, entrepreneur and mentor to hundreds of his students, Mr. Casimiro is the CEO of Ascend Youth Entrepreneurship International, Inc., an international entrepreneurship training and development company. He is the founder of CASMAR, Inc., a small business development and seminar company. Mr. Casimiro is the Founder and CEO of the Casimiro Foundation, an organization that offers: college scholarships for economically-challenged youth in Inter-America and Caribbean countries, Youth Chambers of Commerce, book scholarships, business mentorship for youth and the Social Enterprise—Seed Capital Fund. He has also served as a member of several Board of Directors, including New York's Upper Manhattan Empowerment Zone; Credit Where Credit is Due-Federal Credit Union and is presently an officer for the Doral JayCees. In 1985, while at Ohio State University, Mr. Casimiro was co-founder and President of the very first co-ed national Latino fraternity, Alpha Psi Lambda, Inc.

Several clients have been featured with Mr. Casimiro in numerous newspapers including, the *New York Times*, *NY Daily News*, *Wall Street Journal*. They have also appeared in various magazines and media networks such as: *Black Enterprise*, *Working Woman*, *YSB*, *Urban Family*, *VIVA*, *Crain's Business*, *Nosotros*, *ABC*, *NBC*, *CBS* and several networks in Latin America, the Caribbean and Asia.

Casimiro, is an alumni of Rutgers University's Leadership Management for Urban Executive Institute and Columbia University Business School's Fast Trac Program. He has co-authored and managed the Spanish translations of Growing a Business: A Young Entrepreneurs' Start Up Guide and Silver Bullets: 50 Games and Activities to Shoot Out Boredom. Casimiro received his BSSW degree from Ohio State University in 1986, and a master's degree in business education from City University of New York in 1988.

Topic:

TRAINING and TEACHING ENTREPRENEURIAL EXCELLENCE!

Contact Info:

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Area of Program Emphasis:

Elementary, Middle & High School students and educators. Community based organizations, higher education institutions, corporations, parent associations and foundations.

Why Entrepreneurship Education and Training?

It has been proven that the business or person who plans is the business or person who succeeds. Planning is a learned skill. For this reason, **Ascend Youth Entrepreneurship International** puts a premium on teaching young entrepreneurs better planning skills, from business concept development to the actual preparation of a comprehensive business plan. Since 1987, Juan Casimiro, a leading youth entrepreneurship trainer and consultant has reached over 100,000 students and educators internationally, using cutting-edge curriculums and program designs that work. The impact of the training within one year after graduation is seen not only in existing business start-ups, but also improving and fostering self-esteem, discipline, positive attitude, interest in higher education and workforce-readiness skills. Hence, Ascend continues to deliver Youth Entrepreneurship Training and Professional Development Workshops while focusing on productive participation in the lives of children and the educators who impact them.

Topic / Session Descriptions:

Strategies, lessons & advice for running dynamic youth entrepreneurship classes. Ascend will help you avoid common pitfalls and teach you how to make your programs sizzle. You will learn the winning ingredients for engaging your students in class, starting real businesses, incorporating business games & activities, and enhancing your programs with curriculum and supplemental materials. The Ascend workshops are for educators who are teaching entrepreneurship or planning to infuse entrepreneurship into their existing courses / programs. Students who attend Ascend workshops learn the nuts and bolts of starting and running a business successfully. Come with an open mind and leave with your questions answered. These sessions will be highly informative and engaging presentations. Several games and simulations will also be shared.

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KEYNOTE PRESENTATIONS

"Be All that YOU Can Dream"

This is an excellent presentation to kick-off a general session or to start or follow a meal. Participants are engaged and motivated to pursue the American dream. They are actively encouraged to participate fully in the conference events, to embrace opportunity, to network, and to celebrate Entrepreneurship and our free enterprise system with a positive attitude and spirit. Humor, stories, prizes, and hands-on games & activities will ensure this to be one of the most enjoyable and memorable presentations ever experienced! **(Audience: Youth / Adults, or Both, 45-60 minutes)**

"Who Wants to be An Entrepreneur? Success Strategies that Work!"

All participants learn a few quick tips on how to get a Jump Start to Business and a Jump Start to Real World Success! This session is fast moving, educational, and fun. Humor, props, storytelling, and the fact that everyone actually gets up out of their seats makes this presentation very rewarding and memorable! This session works well as a kick-off presentation or to spice things up before or after a meal. **(Audience: Youth / Adults, or both, 45-60 minutes)**

BREAK-OUT SESSION TOPICS

"It Takes a Village: Preparing Our Youth for Entrepreneurial Success"

Participants will learn what it takes to deliver a successful youth entrepreneurship program. From start to finish: Business cards, Bank Accounts, Venture Capital, Business Plans, and other essential elements of success. The focus is on making the entrepreneurship program come to life through "real" business activities, field trips, and hands-on exercises. Participants will walk away with a true "blueprint" for success. **(Audience: Educators, Youth Leaders, School Administrators, Parents, etc...)**

“Building Your Business On Your Own Terms”

Participants will learn the essential ingredients for achieving ultimate success in their very own business. Business games and hands-on activities will engage the participants from start to finish. Everyone will learn the inside secrets to starting a business and getting to the next level. Real Business, Real World, Real Fun! **(Audience: Youth and / or Adults, 60-90 minutes)**

“Youth Entrepreneurship: Gaining the Competitive Edge”

Look at the theoretical base and practical applications of youth development and learn to use entrepreneurship training as an effective strategy to foster self-sufficiency. Find out what is involved in making distinctions among strategies aimed at affecting youth and how to make informed choices about the use of business tools for youth such as: economic development, internship, mentorship and entrepreneurship training. This workshop includes case studies, statistical youth research, video and more. **(Audience: Educators, Youth Leaders, School Administrators, Parents, etc...)**

“Somos Empresarios”

This session will be delivered in Spanish and English. Entrepreneurship is about vision, commitment, attitude, creativity, overcoming resistance to change (from employee to entrepreneur), relationships, and self-development. Learn first hand from the nation’s leading bi-lingual entrepreneurship educator. Experience and understand the power of entrepreneurial strategies and the concept behind it as a developmental tool used to reach thousands of Latino youth in the United States, Caribbean and Latin American. Participate in activities that will help you forge strong and effective solutions for reaching multi-cultural youth. *Aqui se vas a gosar!!!* **(Audience: Educators, Youth Leaders, School Administrators, Parents, etc...)**

“Your Game Plan for Success: Developing a Winning Business Plan”

Both new and seasoned entrepreneurs need a good business plan in order to succeed. Learn a practical approach to developing a sound business plan without being intimidated. Discover how to evaluate opportunities, create a market survey, and develop a monthly and yearly income statement, and much more. Remember the old adage, ***“if you fail to plan, you plan to fail.”*** Bring a calculator. **(Audience: Educators, Youth Leaders, School Administrators, Parents, etc.)**