

APEX BUSINESS ALLIANCE BUSINESS SPOTLIGHT

Why a Business Spotlight?

The Business Spotlight will provide information to the Apex schools and the community about the services and benefits offered by Apex Business Alliance members. Business Spotlight will provide valuable information to teachers, school personnel and members of the community about successful projects or innovative services available. It will be another way to connect schools and businesses to better serve our students and families. The Business Spotlight will also be a unique marketing tool for ABA members, reaching a new audience of potential clients, customers, or even future employees.

How to write your Business Spotlight:

The business spotlight should briefly describe your organization, services it provides and some ideas how your organization can connect to the classroom. Don't forget to include a contact person from your organization. It would be helpful for the classroom teacher and school personnel if you listed a few benefits of connecting your organization to their classroom. Focus should be on what you do, how you do it, and who you serve. Explain ways your organization would like to connect to the classroom. Examples may include guest speakers, mock interviews, team teaching, project collaboration with a class/subject, mentoring, job shadow host, internship sponsor, or assisting with a service/community project. By listing examples, teachers are better able to visualize how they can work with the ABA members.

Guidelines for authors:

"THE BUSINESS SPOTLIGHT" will be published monthly through school newsletter, PTSA e-grams, schools websites, and display boards at the Apex area schools. The Business Spotlight will feature a different ABA member each month. This is a member benefit available only to ABA business members. Try not to be too technical with your organization description, however showcase your organization in its best light. You may want to use bullet points to help keep it simple.

Getting more mileage from your Business Spotlight:

Once your Business Spotlight is published, feel free to reproduce copies to take to trade shows, leave with a client, or use in a proposal. The Apex Business Alliance is grateful for the support of our many business members. We're impressed by the excellent services available to the Apex community and we are pleased to offer this means of providing useful information to our teachers and families.