

The Virgin Islands Consortium

ICMC Supports Junior Achievement of The U.S. Virgin Islands

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ST. THOMAS -- In a press release issued on Wednesday, International Capital & Management Company (I.C.M.C.) said it was proud to be an annual sponsor of Junior Achievement of the US Virgin Islands, a program initiated to train the next generation of business leaders in the territory.

In conjunction with the company's contributions, I.C.M.C. participated in the 2016 Junior Achievement "More Than Money" Elementary Program dedicated to 5th and 6th grade students and the "Company Program," an intense program developed for 10th through 12th grade high school students.

Co-sponsored by several local businesses, The Junior Achievement “Company Program” aims to develop student’s understanding of basic economic education and entrepreneurship to ensure that, upon completion, they can make the connection between what is taught in school and the hands-on experience of economics and entrepreneurship.

Over the course of 14 weeks, members of the I.C.M.C. coaching team assembled weekly with participating students at I.C.M.C. offices engaging and coaching students as they worked to create an award-winning product. The students covered a variety of hands-on activities after voting in their Company President and Vice Presidents of Marketing, Human Resources, Finance and Public Relations. They were assigned the task of forming a company, creating a product, marketing the product and executing all of the



I.C.M.C. coaches provide students with

valuable feedback (Credit: I.C.M.C.)

In an effort to further support and engage with the students, the group of 15 were allowed an opportunity to host a “Meet and Greet the I.C.M.C. Junior Achievement Team” at the 1A I.C.M.C. building where they shared their experiences while marketing and selling their product to I.C.M.C. stakeholders.

“This program has helped me enhance my leadership skills and become more responsible,” stated Charlotte Amalie High School junior, Iverson Gregoire.

Charlotte Amalie High School junior, Roberto Tirado Jr. who served as the Vice President of Marketing and worked with the team to successfully create the company’s marketing strategy to include establishing a website, social media pages and brochures added, “This has been a wonderful experience and was a great networking opportunity allowing everyone’s ideas to be considered.”

Zakiyyah Stubbs of VI Montessori School stated, “This experience taught me how to work more productively in a team environment and has improved my understanding of business.”

I.C.M.C. Coaches included Chief Talent Officer, Melanie Gomez, Director of Accounting, Steve Lowe and Senior Financial Analyst, Artra Watlington.

In addition to the Junior Achievement Company Program, I.C.M.C. served as mentors in the Elementary Program. Over the course of six weeks, I.C.M.C. staff members coached 5th and 6th grade classes between Lockhart Elementary and All Saints Cathedral schools providing valuable lessons on money management concepts to include saving,

earning, sharing and investing money, according to the release.

“Every year we look forward to inspiring and encouraging the young members of our community by partnering with Junior Achievement of the Virgin Islands,” stated, Director of Community Relations and Elementary Program ICMC coach, Karen Nelson-Hughes. “I would highly recommend the Junior Achievement program as one for other local businesses to sponsor as the experience is such a rewarding one. The program provides the key concepts of business and useful tools that the participating students will carry with them for years to come.”

Feature Image: Junior Achievement “Company Program” Student photo.

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