

FOR IMMEDIATE RELEASE

Dr. Jerry Cahn to Keynote National Business Plan Competition and the Global Business Challenge

New York, NY. March 20, 2009. Presentation Excellence, a resource center providing executives with presentation and strategic organizational consulting services, today announced that its President and CEO, Jerry Cahn, Ph.D., J.D., will provide the keynote at National Business Plan Competition and the Global Business Challenge which will be held March 23-26, 2009 in New York City.

The four-day global business summit will bring more than 200 attendees, including public high school students from the United States and 10 other countries, who come together to compete in two concurrent competitions, the **U.S. Network of Virtual Enterprises & Merrill Lynch National Business Plan Competition** and **Merrill Lynch Global Business Challenge** which provide an opportunity for students to showcase their advanced entrepreneurial skills and business acumen.

“These two competitions give young people an enormous head-start in business and life,” stated Jerry Cahn, Ph.D., J.D., President and CEO of Presentation Excellence, a leading resource center for strategic presentation, business and leadership development services. “Through the respective programs, these students learn how to build and operate businesses, and how to persuasively present the merits of their companies. As a business professional who has helped companies of all sizes, from start-ups to Fortune 100 engage in similar activities, I can appreciate how valuable this experience is for these young people. Bringing them together in a competitive environment adds more fuel-to-the-fire; I expect them to be smarter in business and life in general as a result of the work and the new connections they will make.”

Dr. Cahn, who teaches management courses at CUNY’s Baruch College and also supervises his company’s intern program, will help the students develop effective strategies for creating and delivering effective business presentations, especially those using PowerPoint images. Focusing on “Presentations 201”, he will address such issues as how to structure, organize, design and deliver persuasive presentations. With these insights students will be able to make last minute adjustments to the presentations and presentation strategies so they can deliver winning presentations when they face the judges during the competitions which follow starting the next day.

The competitions are produced by **Wise** (Working In Support of Education) an educational not-for-profit 501(c) 3 with a focus on building financial education and literacy, and fostering business and social entrepreneurship, serves as the U.S. Network of Virtual Enterprises National Activities Center. For more information, please visit [1Twww.wise-ny.org](http://www.wise-ny.org).

For more information about Presentation Excellence, visit www.presentationexcellence.com.