

# SCHOLARCON™

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Date

Family of XXNAMEXX

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To the Family of XXNAMEXX:

Congratulations! I am proud to announce that because of STUDENTXXNAMEXX'S success at UNIVERSITY, XXHE/SHEXX has been invited to participate in ScholarCon this summer from July 24-27, 2014 in Orlando Florida. ScholarCon is a special, unique conference event developed specifically for high achievers to help give them a greater edge during and after college.

**Even today's brightest students need more than a degree to transition to a life of professional success.** That's why ScholarCon incorporates key components like building effective networking skills, personal development training and career readiness programing that will give XXnameXX a leg up in achieving a fulfilling career. XXNAMEXX has already proven XXherself/himselfXX with XXORGANIZATIONXX. Now it's time to move one step higher - or risk getting left behind.

According to the Bureau of Labor Statistics, almost half of employed college graduates work at a job that doesn't require a four-year degree. In addition, **twice as many college graduates today earn minimum wage as college graduates five years ago.**

This summer's inaugural ScholarCon promises to boost XXNAMEXX's professional development and chances for success with the most personal, individualized advice from professional recruiters, including resume critiques and mock interviews. Career partners and job recruiters will be an important part of the program in order to facilitate genuine connections in a structured environment where XXNAMEXX can find out what type of companies and which career paths are the right fit.

The Association of College Honor Societies (ACHS), the only accrediting board for collegiate honor societies, has endorsed ScholarCon; and members of numerous honor societies, including, The National Society of Collegiate Scholars, Kappa Omicron Nu, Alpha Sigma Nu, Psi Chi and Psi Beta will be attending, representing universities such as the University of Pennsylvania, the Massachusetts Institute of Technology (MIT), Georgetown University and many more prestigious institutions.

Additionally, to show XXNAMEXX just how much is possible, ScholarCon has invited millennial leaders to speak about the extraordinary success they

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have achieved in the arenas of technology, innovation, business, science and entrepreneurship.

- In the creative field, Ivy League graduate **John Legend** has won the highest recognition in his industry, the Grammy Award, nine times. A scholar in his own right, Legend will be speaking to students about his experiences and the importance of giving back. Our civic and also creative minded scholars will certainly glean valuable knowledge from Mr. Legend's journey.
- Also an expert in the arts, actor **Kal Penn's** expansive career has included work in Hollywood, the White House, and an Ivy League institution. Mr. Penn's insight into the world of public affairs and government will certainly inspire scholars and provide greater understanding into what it takes to be the best in their field.
- Visionaries **Meghan McCain** and **Eric Kuhn** have spun their fresh voices and outlooks into careers in political media and social media public relations, respectively. Their personal experiences into getting ahead as young professionals will help participants understand how to better navigate their own paths to success.
- Ben & Jerry's Founder **Jerry Greenfield** has pioneered sustainable business practices and social corporate responsibility, while building a billion-dollar empire. Greenfield demonstrates that it is possible to achieve success while following your passion and serving a greater purpose.

And that's just the beginning! There's no telling what is possible when energetic students engage with experienced luminaries. Do you want XXNAMEXX to miss out on this amazing opportunity?

Once XXNAMEXX finds XXhis/herXX passion, the next challenge is to stand out from the crowd. **Annually, the number of employment applications a company receives is about six times the number of people it employs.** Give XXNAMEXX the opportunity to get a foot in the door with an impeccable first impression, through an exclusive ScholarCon opportunity – **ScholarCon Career Boot Camp.**

**ScholarCon Career Boot Camp** teaches participants exactly what employers are looking for and asking in interviews. During the Career Boot Camp, professional recruiters from partner companies such as Liberty Mutual and GEICO will be the instructors, allowing XXNAMEXX face-to-face networking time or even an informational interview. Found only at ScholarCon, this individualized access and attention isn't available in a crowded campus career center.

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Career Boot Camp has three components that maximize XXNAMEXX's readiness for XXhis/herXX career search.

The **Resume Learning Lab** develops concepts such as readability, use of keywords, objective statements, and resume content.

Next, the **Interviewing Learning Lab** refines advanced interviewing skills, including the importance of being conversational, pre-interview research, and formulas for explaining your strengths, weaknesses, and anything else the interviewer wants to know. Practice group interviews offer XXNAMEXX the chance to try out interview strategies XXhe/sheXX has just learned.

Finally, the **Executive Presence Learning Lab** demonstrates the power of both in-person and social networking. Establish the skill to decipher the hidden messages in body language, polish your elevator pitch, and promote your social media presence. Also, learn to project the top skills and characteristics to impress employers: effective communication, collaboration, initiative, and trainability.

All of these opportunities and many more are available to XXXXNAMEXXXX by registering now to attend ScholarCon. Registration is available at XXPRICEXX until XXDATEXX, and space is limited so we encourage you to register XXXXNAMEXXXX now. To register, visit, [www.scholarcon.org/register](http://www.scholarcon.org/register) and use the code XXCODEXX.

Questions? Give us a call at 202.265.9000 or email [info@scholarcon.org](mailto:info@scholarcon.org).

We hope to see

Sincerely,

XXSIGXX  
XXXXNAMEXXXX  
XXTITLEXX