

# MISS AMERICA BUSINESS PLAN

LINDSAY  
*Bettis*

# EXECUTIVE SUMMARY

As a leader on my company's business development team, I have had the unique opportunity to evaluate current talent and seek out new talent needed for our organization to grow.

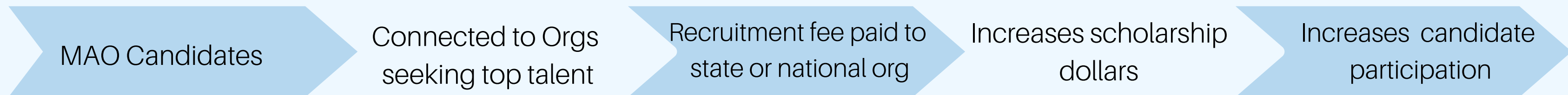
When examining our top performers, there was one thing in common:  
**participation in the Miss America Organization.**

My plan as Miss America is to advance the opportunities for young women not only to earn scholarship dollars but to also secure jobs and professional opportunities as a direct result of their involvement in MAO.

By using my own experience, I will partner with top companies, organizations, and recruiters, and have our women be top of mind whenever a new opportunity arises. This would in turn produce more scholarship dollars from new corporate partners for the organization. By creating a bonus structure, the organization would be rewarded a percentage of the salary or flat fee for each young woman hired, creating a mutually beneficial experience for everyone competing, regardless of what stage of life they are in. This will enhance the organization's relevancy and attract new sponsors and supporters for years to come.

# OVERVIEW

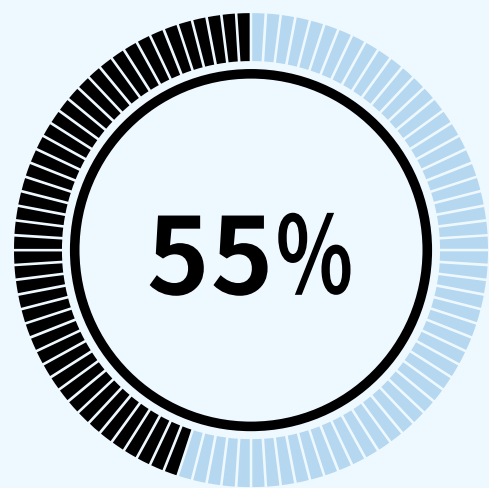
The connection of Miss America Organization candidates with passion-driven careers creates a synergistic relationship that produces scholarship dollars for the state and national organizations, and income for the young women involved. Additionally, this will allow the MAO to become even more relevant to the young women involved, aid in sustainable candidate recruitment and reduce attrition year-over-year.



# WHY IS THIS IMPORTANT?



Roughly 50% of recent graduates are unemployed or underemployed



55% of the young women competing in the Miss America Organization are beyond the average undergraduate age range

# EXAMPLES OF ORGANIZATIONS TO TARGET



Healthcare  
CVS Health



Sales  
L'Oreal Groupe



Education & Non-Profit  
Teach For America

# OUTCOMES



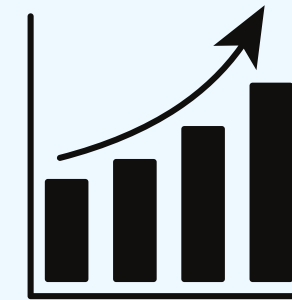
## Careers

Our MAO candidates will be connected to career opportunities through top organizations where they can utilize the tools learned from participating.



## Increased Scholarships

These companies will sign a recruitment contract which will provide the state or national organization a bonus for referring a candidate who is then hired and stays on for at least 90 days.



## Sustainable Participation

Candidates will have benefits that go far beyond scholarships and will have an opportunity to utilize the professional skills gained through the organization.