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DETROIT NATIVE AMY NEDERLANDER LAUNCHES EXCELLENCE CORPS PROGRAM AT CASS TECHNICAL HIGH SCHOOL FOR STUDENTS ACROSS THE CITY

Encouraging Detroit's Future Leaders to Find Their Passion and Make it Happen

DETROIT, MICH. (July 25, 2018) – LIFE Leadership! Fueled by Entrepreneur-ISM recently launched the Excellence Corps community engagement program in partnership with UAW-Ford, Strategic Staffing Solutions, Detroit Public Schools Community District hosted by Cass Technical High School and participating in Grow Detroit's Young Talent. High school students from across Detroit receive training and work experience to foster a deep understanding of Detroit's revival and the city's plans for revitalizing Detroit's neighborhoods through experience-based learning. The program was thoughtfully developed by Detroit native and Strategic Business Consultant with deep roots in the city, Amy Nederlander.

Excellence Corps Summer 2018 program works with high school students five days a week over the course of 5 ½ weeks and builds leadership, goal achievement skills and networking relationships for academic, career and civic responsibility. The program trains participants in public speaking, networking, design thinking and creating strategic plans of action that are impactful for their community. After the intensive training, students have the opportunity to put what they've learned into action by working at Tindal Activity Center four days a week, accompanied by one day a week in the classroom for debriefing, team building, planning and processing of what they experienced.

As part of the students' training and to further immerse them in the community, Excellence Corps works with thought leaders and entrepreneurs in Michigan to speak to the students about their current roles, what motivated them when they were growing up and any other encouraging words and best practices.

Informational and interactive student field trips include:

- **Detroit Historical Museum** for a tour of the '67 Exhibition
- **Mayor Duggan's Office** with Jeff Donofrio – Executive Director of Workforce Development, Nicole Stallings – Deputy Director of Workforce Development, Tim Carroll – Strategic Communications Advisor and Donald Rencher – Director of Housing & Revitalization
- **Cindy Eggleton**, Co-Founder and CEO of Brilliant Detroit
- **Bus Tour of Detroit** led by Terry Campbell, Regional Manager Office of U.S. Senator Debbie Stabenow

Guest speakers, instructors and panelists include:

- **Dennis Archer Jr.**, Archer Corporate Services (ACS), Founding Principal and President; Ignition Media Group, Founder, CEO; Mackinac Policy Conference, Chair, 2016; Central Kitchen + Bar, Partner
- **Angelique Peterson-Mayberry**, Manufacturing Business Office Analyst/Women in Manufacturing Community Liaison, Ford Motor Co., Board Vice President of Detroit Public Schools Community District
- **Melissa Davis**, Vice President of Digital Strategy, CRM and Innovation at UWG
- **Senator Debbie Stabenow**, U.S. Senator for Michigan

“My goal when launching LIFE’s experience-based programming was to better serve my hometown’s revitalization by working with the youth to build skills and confidence to achieve long standing goals, independence, education and career growth by bringing them directly into Detroit’s growth with training and access,” said Founder and President Amy Nederlander. “We offer the expertise and principles that lead to real success. We learn by the mantra, ‘the solution is in the problem,’ which encourages students to learn by doing things they really care about, using entrepreneurial skills and spirit. The students’ work, and their enthusiasm for being actively involved in Detroit’s revitalization, is phenomenal. I’m proud of the work that we’ve done and I look forward to continuing to grow Excellence Corps to include middle and high school students across Detroit.

In addition, the students cultivate and explore visions for the future of Detroit and seek opportunities to be actively involved in making these visions a reality through improvisation, ideation and storytelling. Their work this summer at Tindal Activity Center includes creating renderings for Tindal’s expansion plans, developing social media content, enhancing programming, developing a strategic business plan and marketing for ongoing community outreach.

To close out the summer, Excellence Corps students host a Town Hall Presentation as they step up to become founding member of the Excellence Corps Student Leadership Council on Monday, July 30 from 9:45 to 11 a.m. at Cass Technical High School, with guest speakers Senator Debbie Stabenow and Angelique Peterson-Mayberry. The students are presenting on a variety of topics, including why they signed up for the Excellence Corps, what they learned over the summer, what projects they were involved in and immediate next steps.

For more information about the Excellence Corps program, please view [here](#). Please direct all media and interview requests to the media contact listed above.

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ABOUT LIFE Leadership Fueled by Entrepreneur-ISM

An immersive, experience-based program designed to teach participants how to leverage their interests and passions to advance their education, gain independence and achieve career success. The mission is to empower our youth on a path to change their world in the most uplifting and positive manner through experiential training in Entrepreneur-ISM – believing in oneself, articulating dreams and goals and having the audacity and the tools to make it happen. LIFE launches skills and confidence to know anything is possible with strength of character, integrity and the courage to figure it out.

ABOUT PROGRAM CREATORS

Amy Nederlander is an entrepreneur and expert strategic business development advisor working with world leading executives, corporations, non-profits and social impact initiatives creating multi-platform profitability maximization through content and brand development, consumer engagement and strategic partnerships and is also a producer in the entertainment industry. Nederlander has a Masters of Business Administration from Columbia Business School and Bachelor of Arts from University of Michigan. Nederlander was raised in the Detroit area and is actively involved in bringing her experience, local and national relationships to empower Detroit's redevelopment.

Michaela Murphy is a writer, teacher, communications consultant, entrepreneur, and has co-directed Barnard College's Athena Center for Leadership Study Entrepreneurs-in-Training Program since its inception. As an expert in how to effectively engage and connect with an audience, she has more than 25 years of experience helping individuals and organizations launch new ideas, forge new markets and communicate their messages through dynamic and interactive engagement, include Microsoft, Yale University, Dartmouth College, Estee Lauder, The Project, Manhattan Theater Club, Second Stage Theater, The Taunton International Fragrances, HTC and a host of private individuals. As a storyteller she has been featured on NPR, The Moth Radio Hour, TEDx and at the White House. Her work has been featured in *The New Yorker* and produced Off-Broadway. She is a widely sought business consultant and speechwriter by C-level executives and technology startups.