

**For Immediate Release – October 2020**  
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## **Northern Westmoreland CTC launches new Business Fundamentals and Leadership Academy**

NEW KENSINGTON, PA (October 19, 2020) – Tuesday, October 13, 2020 marked the beginning of the Northern Westmoreland Career and Technical Center’s (NWCTC) Business Fundamentals and Leadership Academy (BFLA). Funded by the Westmoreland-Fayette Workforce Investment Board (WFWIB), the BFLA will continue for five sessions through the month of October and concluding in December as NWCTC juniors complete workshops, hear from guest speakers, and complete various activities. The program will explore the fundamentals of business, introduce the students to entrepreneurial skills, and develop the students’ critical soft skills that will assist them in becoming future workforce leaders. Furthermore, the BFLA program will enhance the students’ understanding of a successful business and what opportunities exist for them after graduation.

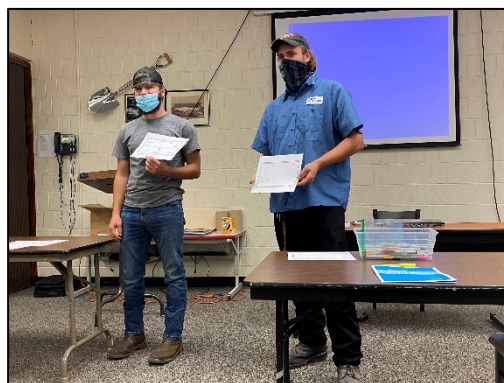
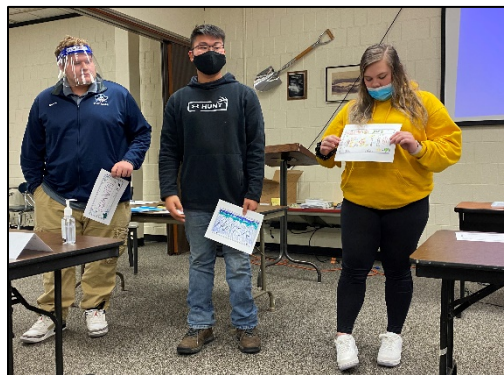
Funding to the WFWIB was provided by the Community Foundation of Westmoreland County’s Youth Philanthropy Internship Program specifically focusing on supporting teenage career development. This program offers NWCTC students a new way to prepare for after graduation.

With a kickoff event of the Occupational Advisory Committee meeting in March 2020, the BFLA was originally scheduled to take place in June after the completion of the 2019-2020 school year. Unfortunately, the COVID-19 pandemic delayed this start and pushed the program to this 2020-2021 school year. However, students will still receive the opportunity to safely learn professional skills and knowledge alongside local businesses.

“We are excited to still be able to provide the NWCTC students with this opportunity to gain valuable leadership and entrepreneurial skills that they can use wherever their futures lead them, but hopefully here in Westmoreland County,” WFWIB Executive Director Janet Ward said.

In addition to NWCTC and the WFWIB, Penn State New Kensington is also a program partner that assisted in the planning and implementation of the BFLA. Penn State New Kensington’s collaboration supports this program’s ability to be a resume and college application builder as they will be incorporating lessons in partnerships with The Corner. Upon completion of the BFLA, students will receive a Certificate of Completion from Penn State New Kensington.

“We appreciate all of the local business partners who have come together to make this program a success, especially NWCTC, Penn State New Kensington, and The Corner,” said Ward.



With the program starting on Tuesday, October 13, participants were welcomed by Dr. Kevin Snider, Chancellor of Penn State New Kensington, and Kurt Kiefer, Administrative Director of Northern Westmoreland CTC. Students then quickly dived into Session 1 involving building their foundation to the program. Specifically, they learned by why knowing themselves and customers matters.

“You have to be well informed to make a decision, and that is what makes a good leader,” one NWCTC junior shared.

Through the next sessions participants will focus on the topics of a developing a business model, exploring the different types of businesses, understanding the importance of innovation and creativity, and building creative problem-solving skills. Participants will conclude the BFLA with a presentation on leadership incorporating the lessons they learned and new knowledge that they gained during the program. By the end of the BFLA, participating NWCTC juniors will have a better understanding of what to expect after their graduation and a more concrete plan for what their futures hold.

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The Westmoreland-Fayette Workforce Investment Board (WFWIB) is a non-profit entity consisting of appointees from the business, education, and labor sectors of our counties. The board is empowered to lead workforce development activities in Fayette and Westmoreland counties. The WFWIB is funded by the Workforce Innovation & Opportunity Act (WIOA), which provides funding to federal workforce programs and local Workforce Development Boards. The WFWIB oversees the three PA CareerLinks® that are located in Westmoreland and Fayette county. For more information about the Westmoreland-Fayette Workforce Investment Board, please visit [www.WestFayWIB.org](http://www.WestFayWIB.org)