

Media Release

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BUDDING ENTREPRENEURS DISCUSS IDEAS AND PLANS WITH PETER SHANKMAN

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US INNOVATOR, ENTREPRENEUR, ANGEL INVESTOR

The Board of Studies, Teaching and Educational Standards and the US Consulate General held a special tutorial session for HSC students interested in entrepreneurship.

The students discussed their experiences, ideas and plans with Peter Shankman - the founder of [ShankMinds: Business Masterminds](#), a series of small business entrepreneurial-style masterminds in over 25 cities worldwide.

President of BOSTES, Tom Alegounarias, said NSW syllabuses provide students with the knowledge and skills to give them great post-school choices.

“The entrepreneurship tutorial sessions are another way we are supporting the aspirations of students. Some have already started their own businesses, others have well-progressed plans.

“Talking to Peter Shankman and listening to his feedback added to their confidence and determination,” he said.

US Consulate General Public Affairs Officer David McGuire said “With over 4000 Australians studying in the US, we are well aware of the high educational standards in Australia.”

“The US Consulate General was pleased to be able to work with BOSTES and bring budding school-age entrepreneurs together with Peter Shankman, who has done so much to encourage and support entrepreneurship.”

Mark Anderson, Principal of Normanhust Boys High School said “The entrepreneurship session is a great opportunity for senior students to build their understanding of commerce.

“One of our students attending the session is also looking at going to university in the US – so meeting Peter Shankman has a double benefit.”

Debra Kellihar, Principal of Kambala said “I am constantly impressed with the commercial spirit of young women – and the chance to spend time with Peter Shankman can only boost their confidence and understanding of business.

“This is a wonderful initiative on behalf of BOSTES for our NSW students.”

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About Peter Shankman: <http://shankman.com/>

He is the author of four books: [Zombie Loyalists: Using Great Service to Create Rabid Fans](#) (Palgrave/Macmillan, 2015) [Nice Companies Finish First: Why Cutthroat Management is Over, and Collaboration is in,](#) (Palgrave/Macmillan, 2013,) [Can We Do That?! Outrageous PR Stunts That Work--And Why Your Company Needs Them](#) (Wiley and Sons, 2006,) and [Customer Service: New Rules for a Social Media World](#) (Que Biz-Tech 2010,) and is a frequent keynote speaker and workshop presenter at conferences and worldwide. Peter is an adjunct professor of Marketing at New York University, a Dell Entrepreneur-in-Residence, and sits on the advisory boards of several companies. He's also an angel investor, specializing mostly in very early stage tech and social media companies.



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