

## **NEWS ADVISORY**

### **For Immediate Release**

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## **17<sup>th</sup> Annual BEEM Career Fair Promotes Career Exploration For Smithson Craighead Youth**

*Yearly Event Helps Local Youth Learn About Possible Career Options from Professionals in  
Over 30 Fields*

Students from Smithson Craighead Academy will explore over 30 career fields during the annual **BEEM Career Fair** on **Friday, April 24<sup>th</sup> from 11:30 a.m. to 2:00 p.m.** BEEM is an acronym for *Business Exchange for the Entrepreneurially Minded* and was started by ISOA (Interdenominational Services Organization of America), a private, community based nonprofit agency committed to fostering business and economic development for youth, women and the disadvantaged.

The theme for this year's BEEM Career Fair is "Career All-Stars." The fair is designed to give youth early exposure to career options and positive role models who are entrepreneurs, corporate executives, doctors, dentists, musicians, artists, educators, journalists, lawyers, ministers, police officers, fire fighters and more. The BEEM Career Fair is a professional exploration dimension of ISOA's BEEM Program that aims to teach youth, grades K-4, about business and entrepreneurship to foster economic development. Celebrating its 17<sup>th</sup> year, the BEEM Career Fair was the first program in Nashville to focus on exposing children as early as kindergarten to business and career possibilities.

This year, ISOA welcomes **Ronald Roberts**, president & chief operating officer for Dye Van Mol & Lawrence Public Relations and Advertising, for the newly added Executive Spotlight portion of the program. ISOA also sponsors a poster, essay and door decorating contest amongst the Smithson Craighead Academy students during the event. ISOA volunteers judge each category and the winners are announced at the conclusion of the fair.

Kim James, ISOA board member, is the chair for this year's career fair. She has worked diligently with co-chairs, Allison Driver and Catherine Floyd, other ISOA board members and staff from Smithson Craighead to make the 2009 BEEM Career Fair a wonderful and life changing experience for these deserving students. When asked why this event is so important, Mrs. James stated that "the BEEM Career Fair gives disadvantaged students an outlet in which to expand their minds and better understand all of the diverse career paths that exist for them to explore."

The ISOA BEEM Program has received numerous honors and awards such as the *Golden Rule* Award for community service and education from J.C. Penney, the Brookmeade Elementary School award for outstanding service and excellence, and an award from Tennessee's Governor for service to youth. It also has been recognized as a Metropolitan Nashville School "showcased" program and a Tennessee State Legislative Caucus model youth program. Unwavering supporters of the Career Fair include the Hendersonville Area Chapter of the Links Inc., Hoskins & Co., Fisk University, Wesley Foundation, Tennessee State University's College of Business, and TSU's Students In Free Enterprise.

**Smithson Craighead Academy** is located at 3307 Brick Church Pike in Nashville and is a charter school that serves at-risk students in grades kindergarten through four. The mission of Smithson Craighead Academy is to build basic skills as a foundation for the ongoing success of every child.

For more information on ISOA, please visit [www.isoaworld.org](http://www.isoaworld.org).