



**Why you should
attend a summer camp
about business.**

Wabash.

Because OLAB will be the best experience you've ever had at a summer program!

Opportunities to Learn About Business (OLAB) is a one-week, hands-on introduction to business and the market economy. During the week, you'll learn with the best and brightest students around!

In addition to presentations by business professionals and Wabash College faculty, you and your teammates will run a mock business and compete against other teams that are selling a similar product. You'll make decisions like how many products to produce, how to market them, how much to sell them for, and how much to pay your employees.

OLAB is not all about business, either. There are social activities every night, including movies, dances, a talent show, and other surprises. During the day there is recreation time and all Wabash facilities are available for your use.

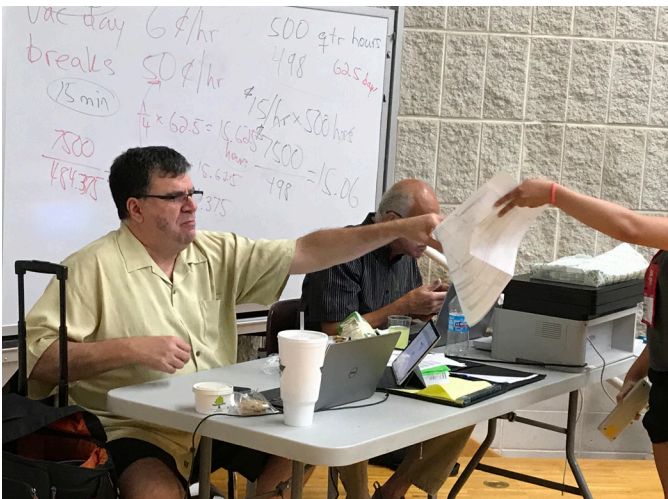
To see a schedule of a typical day at OLAB, visit www.wabash.edu/olab



Can business really be that fun?

We think so! And so do more than 2,600 high school students like you who have participated in OLAB since 1972. The highlight of the program is a business simulation that allows you and your teammates to run your own business. In addition to learning the fundamentals of business, you'll receive an introduction to marketing, accounting, and advertising.

When we say "hands-on," we mean it. You will have the opportunity to use computers, make presentations, design an advertising campaign, and even record a commercial advertising your product. As a result, you will find that business is creative, challenging, rewarding, and, yes, fun!



Will I have any free time?

Absolutely! During the afternoons there are opportunities to use the Wabash athletics and computing facilities, as well as run errands in Crawfordsville. The OLAB counselors also coordinate activities like euchre, tennis, basketball, Texas hold-em, and pool tournaments, and even organize a talent show. Friday afternoon is typically "tie dye" day in preparation for the Woodstock party!

How much does it cost?

Nothing! If you are selected, you'll receive a full-tuition scholarship. This program is paid for by businesses and foundations, though students are required to provide their own transportation. Our sponsors know how important it is for you to have this experience!



Do I need to be planning a career in business to attend?

Absolutely Not! Whatever you plan to do after high school, the OLAB experience will benefit you. Many former “Labbies” are now doctors, lawyers, and teachers, as well as entrepreneurs. What all OLAB graduates have in common is an understanding of how business affects their daily lives, no matter what their profession.

What will I get out of it?

In addition to obtaining a **head start on career options** and an understanding of how our economy works, you will **experience college life** and receive assistance with college decision making. The counselors at OLAB are college students who attend all types of schools. They will talk with you about how to **make the right decisions when choosing a college**.

“I met teens from all over the state and others from Maryland, Georgia, Florida, California, and France, and we’re texting all the time. It was pretty amazing how well we got along, and it was encouraging to see an enthusiasm for learning that matched mine.”

Don’t you think OLAB is worth one week of your summer?



We do! If you are nearing the end of your junior year in high school, send an email to **olab@wabash.edu** or write us at the address on the back. Or, you can find more information and apply online at our website: **www.wabash.edu/olab**

This is an opportunity you cannot afford to pass up!

The simple facts about OLAB:

Who? Students who have completed their junior year in high school.

When? July 11-17, 2021 — Apply by April 30, 2021.

Where? On the campus of Wabash College in Crawfordsville, Indiana.

Why? Because what you learn during this week will help you for the rest of your life.

How Much? Yes, it is free. You just need money for snacks and other personal items.

“I never could have imagined a simple summer camp could change my life the way OLAB did. I met so many diverse people and tried so many new things that I feel like I achieved more personal growth than I ever had before.

“I still can’t believe the skills I obtained from the experience.”



2019 OLAB Participants



Wabash College and the OLAB Program are indebted to our
long-time anchor sponsor:

John B. Goodrich Charitable Trust

as well as long-time supporters:

**Sciencetech Club Foundation
and the Rotary Club of Carmel, Indiana**

"This is a truly wonderful program. It is the highlight of my summer when I come to the Wabash campus to meet the students attending OLAB and to fully realize what a great opportunity OLAB is. I'm proud that we are a sponsor."



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