



# FEBURARY NEWSLETTER

## See What's Growing at JA This February

February is full of momentum at Junior Achievement. From classroom programs to upcoming events and volunteer opportunities, we are continuing to equip students with the skills and confidence they need to own their economic success.

## Upcoming Events

**JA Inspire Virtual Career Fair**

MARCH 2, 2026 - JUNE 2, 2026

**"Opening students' eyes to a future full of career possibilities"**

Hundreds of local businesses from across the area will show students what a day in the life of someone with their job looks like, how students can get that job, and what students need to do for the duration of their school career to be successful in that job.

<p><b>Highlights</b></p> <p>Explore various career options across different sectors</p> <p>Interactive sessions with industry professionals</p> <p>Networking opportunities with potential employers</p> <p>Workshop sessions to enhance job-seeking skills</p>	<p><b>Attendees</b></p> <p>Students exploring career options</p> <p>Recent graduates seeking job opportunities</p> <p>Anyone interested in professional development</p>	<p><b>Register</b></p> <p>Students</p> <p>Exhibit Booth</p>
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**REGISTER BY 2/28/2026**

**2026 JUNIOR ACHIEVEMENT HALL OF FAME Business Luncheon**

EVENT EMCEE: ALISHA CURTIS

**AVAILABLE SPONSORSHIP OPPORTUNITIES**

<p><b>PRESENTING SPONSOR (EXCLUSIVE)</b></p> <p><b>\$15,000</b></p> <p>Seating for 400 attendees</p> <p>Logo recognition on all digital devices and event screens during the luncheon</p> <p>Logo recognition on all event collateral recognized as Presenting Sponsor</p> <p>Logo included on event signage and visual screens</p> <p>Company recognized as Junior Achievement's luncheon host</p> <p>Two tables of 100 seats each and complimentary seating for over 200 students in A&amp;T for luncheon A&amp;T programming</p>	<p><b>HONOREE VIDEO SPONSOR (EXCLUSIVE)</b></p> <p><b>\$10,000</b></p> <p>Seating for 400 attendees</p> <p>Logo recognition on all digital devices, event collateral, including signage and video screens</p> <p>Exclusive seating for the Hall of Fame Honoree Digital Tables for Honoree Video and Honoree Luncheon Reception only</p> <p>Company recognition in Junior Achievement materials</p> <p>Two tables of 100 seats each and complimentary seating for 200 students in A&amp;T for luncheon A&amp;T programming</p>
<p><b>PLATINUM SPONSOR</b></p> <p><b>\$10,000</b></p> <p>Company recognized as "Platinum Sponsor" on all marketing efforts including, but not limited to, advertising, website, press releases, signage, and social media</p> <p>Company recognized on video audio visual presentation</p> <p>Company recognized as Junior Achievement's luncheon host</p> <p>Your support at this level will provide seating for over 200 students in A&amp;T for luncheon A&amp;T programming</p>	<p><b>SILVER SPONSOR</b></p> <p><b>\$5,000</b></p> <p>Company recognized as "Silver Sponsor" on all marketing efforts including, but not limited to, advertising, website and event signage</p> <p>Company recognized on video audio visual presentation and A&amp;T Reception</p> <p>Your support at this level will provide seating for over 100 students in A&amp;T for luncheon A&amp;T programming</p>
<p><b>EVENT PROGRAM SPONSOR (EXCLUSIVE)</b></p> <p><b>\$5,000</b></p> <p>Company logo on signage at exhibit booth located at front entrance of the hall</p> <p>Seating for 400 attendees</p> <p>Company recognized on video audio visual presentation in ballroom before and after event</p> <p>Company recognized as Junior Achievement's luncheon host</p> <p>Your support at this level will provide seating for 100 students in A&amp;T for luncheon A&amp;T programming</p>	<p><b>TABLE SPONSOR</b></p> <p><b>\$2,500</b></p> <p>Seating for 8 at the event</p> <p>Listing in event program</p>

**2026 HERO BOWL**

**SPONSORSHIP OPPORTUNITIES**

**Kingpin Presenting Sponsor**

**FIRST HORIZON BANK**

<p><b>Food Sponsor</b></p> <p><b>Jersey Mike's</b></p>	<p><b>Beverage Sponsor</b></p> <p><b>ChambersBank</b></p> <p>SINCE 1930</p>
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**Strike Sponsor - \$1,500**

- Opportunity to brand an event game or contest
- Opportunity to distribute marketing material at event
- Company banner displayed at event
- Company logo on event banner, flyers, and website
- Recognition on contest e-communications, event website promotional flyers and by emcee during event
- One 8 person VIP team

**Auction Sponsor - \$1,000**

- Logo on all promotional and printed materials, website, and flyers
- Logo displayed on raffle table at event and app
- One VIP Team (5 people)
- Recognition by emcee during event

**Educator Sponsor - \$500**

- Pay for a team of educators who have allowed JA to be presented in their classrooms to come and bowl free of charge

Sponsoring the JA Inspire Virtual Career Fair connects your organization with more than 30,000 Arkansas students through an interactive online career experience. For \$1,000, Exhibit Booth Sponsors receive a virtual booth to showcase career

Sponsor the JA of Arkansas Hall of Fame Luncheon on May 7, 2026, at the North Little Rock Event Center and invest in the next generation of leaders. Your support helps provide K-12 students with financial literacy, career readiness, and

Save the date for JA's Hero Bowl on Friday, April 10, 2026, at Fast Lane Entertainment. Your sponsorship supports financial literacy, career readiness, and entrepreneurship programs for students across Arkansas.

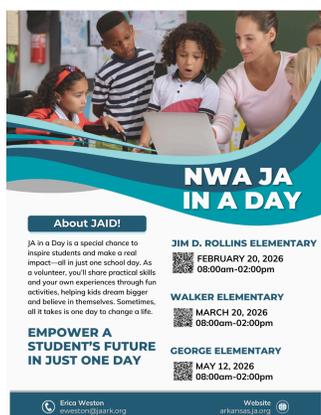
pathways and industry insights. The fair runs March 2–June 2, 2026, and booths must be secured by February 28, 2026.

entrepreneurship education.

For sponsorship information, email [tvillines@jaark.org](mailto:tvillines@jaark.org)

Learn More About Our Events

## Volunteers Needed



**NWA JA IN A DAY**

**About JAID!**

JA in a Day is a special chance to inspire students and make a real impact—all in just one school day. As a volunteer, you'll share practical skills and your own experiences through fun activities, helping kids dream bigger and believe in themselves. Sometimes, all it takes is one day to change a life.

**EMPOWER A STUDENT'S FUTURE IN JUST ONE DAY**

<b>JIM D. ROLLINS ELEMENTARY</b>
 <b>FEBRUARY 20, 2026</b>
<b>08:00am-02:00pm</b>
<b>WALKER ELEMENTARY</b>
 <b>MARCH 20, 2026</b>
<b>08:00am-02:00pm</b>
<b>GEORGE ELEMENTARY</b>
 <b>MAY 12, 2026</b>
<b>08:00am-02:00pm</b>

Erica Weston [eweston@jaark.org](mailto:eweston@jaark.org) | Website [arkansasja.org](http://arkansasja.org)



Junior Achievement™  
of Arkansas



**Central AR Volunteer Opportunities**

Northwest Arkansas JA in a Day (JAID) is a powerful opportunity to make a lasting impact in just one school day.

Volunteers will spend the day in local elementary schools leading fun, hands-on activities that teach students about financial literacy, career readiness, and entrepreneurship.

This spring, we're heading to Jim D. Rollins Elementary (February 20, 2026), Walker Elementary (March 20, 2026), and George Elementary (May 12, 2026) from 8:00 a.m. to 2:00 p.m.

We need enthusiastic volunteers who are ready to inspire and empower students. Sign up today and help shape a student's future in just one day!

The JA in a Day 8th Grade Career Speaker Series connects middle school students with real professionals to help them explore career paths and envision life beyond high school.

Taking place February 18–19 at Pulaski Heights, Forest Heights, Pinnacle View, and JA Fair, and February 25–26 at Lacey, Mabelvale, Dunbar, and Mann Magnet, this series brings career conversations directly into classrooms.

Volunteers share their personal career journeys, education pathways, and real-world experiences, helping students make informed decisions as they begin planning for their future.

## Making an Impact!

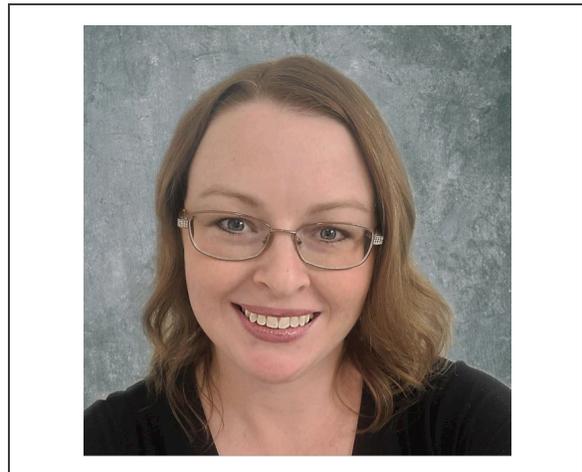


JA in a Day is a fun and impactful program where volunteers deliver Junior Achievement lessons to an entire grade level or school in a single day. Students engage in hands-on activities that teach them about financial literacy, entrepreneurship, and work readiness—all in an exciting, fast-paced format!

Last week, this team showed up and showed out! THANK YOU to our amazing volunteers from Arvest Bank, BlueCross Blue Shield, Chambers Bank, Franchise Consulting Services, Pottery Barn, Sam's Club, Simmons Bank, Upskill NWA, and Walmart! Their dedication and generosity made a real difference at Jim D. Rollins Elementary School in Springdale, AR. Our K-5th grade students had an unforgettable experience thanks to their support. We couldn't do it without our amazing volunteers!

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## Meet the New VISTAs



We are excited to welcome two new team members to Junior Achievement of Arkansas through The AmeriCorps VISTA program. Becky Eaton joins us as the

Northwest Arkansas Program Volunteer Recruitment Coordinator, where she will focus on engaging volunteers and strengthening community partnerships across the region. You can reach Becky at [reaton@jaark.org](mailto:reaton@jaark.org). We are also pleased to welcome Shelly Ferguson, who will serve in the same role, supporting volunteer recruitment efforts and helping expand JA's impact in Northwest Arkansas. Shelly can be contacted at [sferguson@jaark.org](mailto:sferguson@jaark.org).

Please join us in welcoming Becky and Shelly to the JA team.

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## Junior Achievement Movers and Shakers



### **Tonya Villines**

We are proud to share that our CEO, Tonya, was celebrated as one of AMP's 2025 Power Women. This prestigious recognition highlights her visionary leadership, unwavering dedication, and the meaningful impact she continues to make at Junior Achievement and throughout our broader community.



### **Hannah VanHorn**

Our State Board Member was recognized for her leadership as part of the Super Lawyers 2025 Rising Stars list. This distinction highlights her exceptional professional achievement and the strong example she sets through her leadership and service both within our organization and throughout the broader community.



### **Anne Owens**

Our NWA Board Member was recognized for her commitment to public service and her dedication to the Bentonville community. Her leadership and service reflect the values of Junior Achievement, and we are grateful to have her representing JA in such an important role. Thank you for your continued impact and meaningful contributions to the community.

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## Building a Better Tomorrow

At JA Arkansas, we believe the future workforce is built through opportunity. Through our DOL Workforce Pathways for Youth program, we coach motivated young people to gain meaningful, hands-on workforce experiences as they prepare for successful careers. We need business leaders like you to help make that possible.

We are actively seeking employers willing to provide temporary work experiences, part-time or full-time positions, apprenticeships, or internships. By partnering with JA Arkansas, you are not simply filling positions but you are shaping emerging talent,

strengthening Arkansas's workforce pipeline, and making a direct investment in the next generation of professionals.

Join us in creating real pathways from classroom to career. Let's build the future together.

For more information on how your business can partner with us, please contact Sarah Martinez at [smartinez@jaark.org](mailto:smartinez@jaark.org) or Marcia Thompson at [mthompson@jaark.org](mailto:mthompson@jaark.org).



**Junior Achievement™ of Arkansas**

**COACHING**  
Employees who are interested in virtually sharing their time, knowledge and passion for making a lasting impact on youth will facilitate, inspire and motivate youth by sharing real world experiences while helping youth participants navigate the path towards career goal completion.

**CREDENTIALS**  
JA Credentials is Junior Achievement's credentialing program that allows young people to earn badges and credentials that demonstrate they are well-prepared to succeed in the workplace, new ventures, and life.

**CORPORATION**  
JA offers several new tools to engage job-seekers and employers. These tools will help young adults build trusted smart resumes, and facilitate connections between job seeking students and employers.

\*This program is an equal opportunity employer/program.  
\*\*Auxiliary aids and services are available upon request to individuals with disabilities.

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