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## **Career & Tech International Virtual Business student is honored as outstanding by Business & Marketing Educators' Association**

### **Tamara Sooknanan of Schenectady will study business in college**

Tamara Sooknanan of Schenectady, an International Virtual Business student at the Capital Region BOCES Career & Technical School in Albany (Colonie), will be honored by the Business & Marketing Educators' Association of the Capital District and the Business and Marketing Honor Society of New York State for her achievement, citizenship and positive attitude. Sooknanan is chief executive officer of Kustom Kickz, a company formed and run by her International Virtual Business class.

Sooknanan, who also attends Schenectady High School, will formally be recognized at the 16<sup>th</sup> Annual Outstanding Business Education Awards Dinner to be held at the Holiday Inn Turf, Colonie, on May 14. The event is sponsored by the Business & Marketing Educators' Association of the Capital District, the Adirondack Business Educators' Association, Capital Communications Federal Credit Union, School Systems Federal Credit Union, and the New York State Credit Foundation.

To earn induction into the Business and Marketing Honor Society of New York State, Sooknanan had to maintain an average of 88% or above in three or more business and marketing courses and an overall grade point average of 80% or higher; be of good character; demonstrate leadership; and participate in community service. Currently studying International Virtual Business and Financial Accounting, Sooknanan has completed courses in business law, e-commerce, money management, and advanced Microsoft Office.

"I gained knowledge from all of my classes that will help me succeed in the business world," said Sooknanan. "When I know what needs to be done, I do it the best way. I build friendships, and I am always on the lookout for improving myself. In International Virtual Business, we really work as a team and learn hands-on the tasks that make a company flow."

"As CEO of our International Virtual Business company, Kustom Kickz customized athletic shoes and organic t-shirts, Tamara led her management team at tripling sales over last year's at the 2009 International Virtual Enterprise Trade Fair and Competition in New York City this spring," noted International Virtual Business Teacher Stephanie Ferlazzo. "Our class competed against student teams from around the world and came home with an honorable mention for their Kustom Kickz Web site."

Sooknanan plans to study business administration in college next fall.

International Virtual Business is one of more than 40 programs of study offered by the Capital Region Career & Technical School, which serves high school and adult students in Albany, Schenectady, Schoharie and southern Saratoga counties. The school is operated by the Capital Region Board of Cooperative Educational Services (BOCES) and enrolls more than 1,200 students. For more information, visit [www.bocescareertech.org](http://www.bocescareertech.org).