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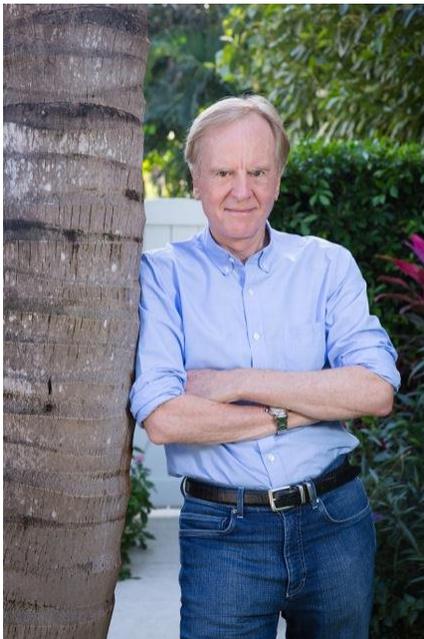
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FOR IMMEDIATE RELEASE

## John Sculley to speak at Palm Beach State College STEAM event

(LAKE WORTH, Fla. – April 17, 2013) – Former Apple Inc. president and Pepsi executive John Sculley will share his perceptions on working with local entrepreneurs to create jobs and the growing need for science and technology professionals at an upcoming appearance at Palm Beach State College.



The event is set for 5:30 p.m. Thursday, May 30, at the Duncan Theatre on the Lake Worth campus and includes a post-presentation reception. Bank of America is top sponsor. Sculley's visit is part of the College's ongoing STEAM Initiative which was launched at a luncheon featuring computer icon Steve Wozniak in January.

Tickets are \$50, and can be purchased by calling the Foundation at 561-868-3450 or online at [www.palmbeachstate.edu/foundation/Steam](http://www.palmbeachstate.edu/foundation/Steam).

After establishing a national reputation as a successful big brand consumer marketer with Pepsi, Sculley was recruited by Steve Jobs to head up Apple in 1983. At the time, Apple products were outsold by Atari, Commodore, Tandy and IBM. By the time Sculley left Apple 10 years later, the Mac had become the largest selling computer in the world, and Apple's revenue had grown over 1,000 percent.

Palm Beach State's five-year STEAM initiative targets the so-called STEM fields of science, technology, engineering, and mathematics, adding the arts into its scope. The STEAM goal is to support student enrollment in these fields by providing 1,000 new scholarship awards, creating 50 academic program enhancements and generating 100 new business partnerships with 50 new internship opportunities.

"We plan to continue the excitement started in January and to keep engaging the community throughout the year," said Suellen Mann, executive director of the Palm Beach State Foundation. "This first follow-up event with John Sculley presents a different aspect of closing the gap on STEAM education, as he will share his experiences of working with local companies.

In September, we plan to offer an educational event, and of course, we are already planning next January's luncheon with a world-class speaker."

*Serving 49,000 students annually, Palm Beach State College is the largest institution of higher education in Palm Beach County, providing bachelor's degrees, associate degrees, professional certificates, career training and lifelong learning. Established in 1933 as Florida's first public community college, it offers more than 100 programs of study at locations in Lake Worth, Boca Raton, Palm Beach Gardens and Belle Glade.*

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**Note to Editors:**

Photo of John Sculley attached.

Media coverage of the STEAM event is permitted. All media representatives must present press credentials. Media check-in begins at 5 p.m. at the Duncan Theatre.

A post-event reception at 6:30 p.m. will provide media with an opportunity to meet Sculley and take additional photos.

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