

## PROFILE OF A CAMPUS CEO

■ **Name:** Shayla Price

■ **Business:** The Scholarship Tutoring Program

■ **Web site:** [www.shaylprice.com](http://www.shaylprice.com)

■ **Founded:** 2005

■ **Her Story:** Like many high school students planning to enter college, Shayla Price worried about whether or not she could afford the cost of attending an institution of higher learning. But instead of just fretting about it, Price created a plan to assure that she could attend college—without taxing her family's finances or going into debt. Price, who wound up being one of the class valedictorians when she graduated from Thibodaux High School in 2004, embarked upon a massive scholarship search campaign that culminated with her winning more than \$100,000 in scholarship funds. On the heels of her success, she wrote *The Scholarship Search: A Guide to Winning Free Money for College and More*. Price also launched The Scholarship Tutoring program, a business designed to help students with résumés and essay writing, gathering recommendations from teachers, and applying for college applications and scholarships.

She's received great response to both her book and her business—so much so that she now has to plan her school schedule around her scholarship counseling activities. Upon graduation, Price plans to either pursue a law degree or work within the nonprofit sector. One of her career goals is to establish a nonprofit organization that will teach young people how to fund their college education.

■ **Advice for Student Entrepreneurs:** "Stay focused. Some people stray or get distracted by other things in life. But if you really want something, you have to stay as focused as possible—and that goes for getting scholarships or starting a business."

—Shayla Price