



News Release

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Senator Clinton Visits Campus

SIFE Team will Play Key Role in Partnership that will Provide Yates County's Small and Micro Businesses with Financial and Technical Support

KEUKA PARK, N.Y. —Hillary Rodham Clinton traveled extensively during her tenure as First Lady and continues to spend a good deal of time on the road in her current post as New York state's junior U.S. senator.

"No matter where I go, around the state, country or world, Mrs. Roosevelt was there first," said Clinton, referring to her heroine, Eleanor Roosevelt.

That long list of places now includes Keuka College.



First Lady Eleanor Roosevelt visited Keuka College in 1938 and thanks to her encouragement, the College's nursing program—"one of the finest in the country," according to Clinton—was born three years later.

Today (Sept. 2), Clinton came to campus to launch Finger Lakes Access to Business Capital (ABC), a pilot project that will provide critical resources to small and micro businesses in Yates County. Partners in the program include Keuka College, Count Me In, Rural Opportunities Inc., the Yates County Industrial Development Agency, Worker Ownership Resource Center, Small Business Development Center at Finger Lakes Community College, regional banks, and credit unions.

"We are harnessing the energy, the years of experience, the breadth and reach of all these different organizations for the purpose of giving more small and micro businesses in Yates County—and throughout the Finger Lakes—a chance to succeed," said Clinton. "We are trying to make businesses grow in Yates County, and in the Finger Lakes region, as easy as ABC. That's our goal."

The ABC program is designed to give small businesses and entrepreneurs often considered "unbankable" the financing and training they need to develop and succeed.

Members of Keuka College's Students in Free Enterprise (SIFE) team will coordinate the program the first two years. Students will develop programs to create public awareness

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and identify potential clients, assist clients with the development of business and marketing plans, and assist in tax preparation and other business needs. The College will sustain the program through its Center for Experiential Education as a community outreach project available for Field Periods.

“As the national leader in experiential, hands-on learning, Keuka College is committed to these kinds of programs that not only provide our students with real-world education opportunities but allow them to make a positive difference in the community,” said Keuka College President Joseph G. Burke. “Experiential education and community service are hallmarks of a Keuka College education.”

“I am impressed with Keuka’s SIFE program because it understands the need for community service as well as free enterprise,” said Clinton.

Active on more than 1,600 college campuses in the U.S. and 40 other countries, SIFE is a non-profit organization that works in partnership with business and higher education to encourage students to take what they are learning in the classroom and apply it to real-life situations, and to use their knowledge to better their communities through educational outreach projects.

The Keuka College SIFE team cracked the Top 20 at the 2004 SIFE USA National Exposition in May in Kansas City, Mo. The competition brought together 140 regional winners from four-year colleges and universities. The 140 teams were split into 20, seven-team leagues. Keuka won its league, advancing to the semifinal round for the first time.

In Kansas City, teams presented multi-media presentations that showed the range of educational outreach projects they completed during the 2003-04 academic year. The Keuka team presented the fund-raiser it held March 13 to benefit Mercy Flight Central Inc. and the Global Economy Fair held March 5 for fourth and fifth graders at Middlesex Valley Elementary School in Rushville, among others.

Count Me In, a New York City-based national women’s microlender, and Upstate New York’s Rural Opportunities Inc. have teamed up to create a \$100,000 loan pool devoted to Finger Lakes ABC.