

FOR IMMEDIATE RELEASE—April 14, 2005

Keuka Wins Fourth Straight SIFE Regional Title; Earns Trip to Nationals

KEUKA PARK—Winning a Students in Free Enterprise (SIFE) regional competition once could be considered a fluke.

Winning it four years in a row, however, brings another term to mind: dynasty.



Keuka College won a fourth straight league title at the SIFE USA Regional Competition April 8 in New York City. As a regional champion, the team will compete at the SIFE USA National Exposition May 22-24 in Kansas City, Mo. The national champion will travel to Toronto to compete in the SIFE World Cup Oct. 5-7.

In addition to winning another league crown, Keuka captured the National Business Ethics Award and the National Free Market Economics Award.

“The bar was set high for these students but once again, they met the challenge,” said Neil Siebenhar, assistant professor of management, who is in his first year as SIFE adviser. “Winning four regional titles is an impressive accomplishment and they deserve all the credit. We are looking forward to representing Keuka College at the SIFE National Exposition.”

The bar has been set high at the national competition as well. A year ago, Keuka finished in the top 20 for the first time.

(more)

SIFE TEAM WINS AGAIN 2

SIFE is active on more than 1,800 college campuses in the United States and 40 other countries. SIFE offers students the opportunity to develop leadership, teamwork and communication skills through learning, practicing and teaching the principles of free enterprise.

Twenty-seven colleges took part in the New York City regional. The schools were split into five leagues and competed against schools in their league.

Teams presented multi-media presentations that showed the range of educational outreach projects they completed during the 2004-05 academic year. As in past years, the Keuka College SIFE team reached out to the campus and local communities in myriad ways. Here is a sampling:

- Taught local elementary school children about free markets and international business via Global Economy Fairs.
- Provided advisory services to local businesses in conjunction with Finger Lakes Access to Business Capital (FLABC).
- Conducted on-campus workshops focusing on money management and how to prepare for the “real world.”
- Conducted necessity drives that provided low-income families with personal hygiene and health care products.
- Worked with the Yates County Board of Elections and the local Democrat and Republican parties on a voter registration drive.
- Teamed with the College Democrats, College Republicans, and the local community to sponsor a Holiday Drive for the Troops. More than 25 boxes of goodies, gifts and letters were sent to U.S. soldiers overseas.

Keuka and the other teams in its league (Alfred University, Brooklyn College, Pace University, University of North Dakota, and SUNY Binghamton) were rated by judges on a number of criteria, including their effectiveness at teaching how a free market works in a global economy, whether or not they practiced business in an ethical manner, and their use of mass media and the Internet.