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THE BENTON COUNTY  
**DAILY RECORD** ROGERS EDITION

## SIFE students learn about the 'sweet' side of the business world

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 Posted on Sunday, March 5, 2006  
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**BENTONVILLE —**  
 Tempting students with chocolate, Students in Free Enterprise from Northwest Arkansas Community College held a scrumptious event for the local school children.

With a program called Willy Walton's Chocolate Factory, elementary school students in the area learned about global chocolate production — and in the process, learned technology and research skills, as well as business concepts.

The curriculum, originated through the University of Arkansas SIFE program, was held this year at the NWACC campus. Last year, SIFE members from the UofA presented the program in Bentonville, but this year, the NWACC SIFE has organized the event for Benton County on its own.

Twenty-two third- through sixth-grade students participated in Bentonville this year. The cost was \$10, which included a T-shirt, lunch and a plentiful supply of chocolate. "We teach (the students) how to run a business," said coordinator and SIFE member Becky Hudson.

After a lesson on how chocolate is produced, students went into classrooms, where they designed a chocolate creation of their own — and worked on how to market their product.

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Students took classes in budgeting, business ethics, currency exchange and advertising. Once a product marketing strategy was laid out, students used Microsoft PowerPoint to explain and market their products.

The results of their work were presented to parents at the end of the day.

Willy Walton's Chocolate Factory is one of the UofA's oldest programs, having won Best Free Enterprise Project honors at the SIFE National Competition in 2003.

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