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# NORTHWEST ARKANSAS TIMES

## NWACC business program kicks off new season

BY JAMIE BRUNK Benton County Daily Record

Posted on Tuesday, September 12, 2006

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BENTONVILLE — The Students in Free Enterprise at Northwest Arkansas Community College are gearing up for what they hope is another successful season.

The team held a pep rally last week to educate the student body about the

team's activities. SIFE is an international, nonprofit organization that establishes student teams on university campuses. The teams develop community outreach projects that deal with four topics:

- Market economics.
- Entrepreneurship.
- Personal financial success skills.
- Business ethics.

Team members not only use the projects to enhance their own



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learning and to help the business community, but the teams compete at various levels. The projects are judged on several criteria, including how well the projects address SIFE’s four main themes.

While SIFE deals with the business world, it is not just for business majors.

“ SIFE wants all students of all majors, ” SIFE president Becky Hudson said.

In addition to students, members of the business community were also present at Tuesday’s pep rally. Kyle Kinnard, manager of the new Sam’s Club in Bentonville, announced that the club would donate a \$ 1, 000 grant to the group.

“ We like to consider ourselves a club of the community, ” he said. “ We want to give to organizations that will make our community better. ”

The team is tweaking some of last year’s projects that earned it a spot in the nation’s top eight. Student Jennifer Vandiver said the team’s coloring book for children will be changed to incorporate lessons on recycling. The project “ Unwritten” that teaches interview skills will be moved to the Crossroads Center in Springdale instead taking place at Decision Point, she said.

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