Our annual Middle School Competition is scheduled for Wednesday, April 4, 2007. Fifty students are attending this year. Market based economics will be implemented via activities we have planned for the middle school students. Each team will represent a country and they will have to work with each other in order to maximize profit with their limited resources. SIFE students will be available to assist each team in identifying their most resourceful export. Our goal is to teach the students that the market is more efficient by optimizing everyone’s assets and sharing amongst countries. This project is unique because we are going to demonstrate a basic economic system to middle school students in terms that can be easily understood. Furthermore, by introducing these concepts to a young audience, we hope to impact their future classroom work and appreciation for global economics.

Cultural Festival

The Pitt-Bradford SIFE team created economic opportunity by helping others understand how a market based economic system operates. First, we distributed information packets at our university’s annual Cultural Fest to stimulate thinking about international trade. These packets contained information on how products are made using inputs from countries around the globe. For example, a product as simple as a candy bar can have ingredients from all over the world. Our goal was for the university students, as well as the community members, to think of international trade in a new way. By including global economics in our university’s Cultural Fest, we were able to encourage appreciation for the global economics and cultural differences among nations.

Helping Others Acquire Success Skills – Criteria 2

Pitt-Bradford’s SIFE team helped others acquire the education and skills training needed to succeed in a dynamic competitive global economy through teaching sessions. First, we held two sessions at our campus titled “Getting Down to Business Days” for two high school business programs. These sessions taught the students presentation skills, ethical business practices, how to compose a business plan, career opportunities, and leadership and team building skills. Furthermore, the high school students had a chance to speak to our SIFE team and other university students about career paths, classes, and college life. At the end of the sessions, we interviewed the attendees and the teachers. We received positive feedback and plan on hosting our second annual “Getting Down to Business Days” again next year. We will be extending the invitation to other surrounding schools.

Pitt-Bradford SIFE.

Pitt-Bradford SIFE’s vision and goal is to use our talents and knowledge to help better the lives of as many people as we possibly can by helping them create and sustain a strong, secure businesses. We have worked hard to increase entrepreneurial consulting work and sustainability. With the facilitation of our partnering organizations, our increased membership, and recurring projects, we have the ability to succeed now and well into the future. In the upcoming year, we hope to improve our town’s economy by bring other businesses to the area and by developing existing businesses. With our reach of entrepreneurial consulting, our teachings on ethics and integrity, and our demonstrations of global economics and financial literacy, we will succeed in promoting growth in our town. In a community where only 14% of the population hold college degrees, and the majority of jobs are related to only a few industries, the need for success in local small businesses has never been greater.
Criteria 2, continued...

We hosted a regional chamber of commerce breakfast and taught college students and local business leaders about the FISH Philosophy of leadership and team building. Many of the SIFE students spoke about the FISH Philosophy and we also showed a documentary at the end of the breakfast. We challenged the attendees to take what they learned to their organizations. To measure the economic opportunity that we created through this project, we interviewed the attendees at the end of the breakfast. It was very well received and many of the business leaders said they planned on implementing the FISH Philosophy at their workplace.

Nurturing Successful Entrepreneurship—Criteria 3

Our SIFE team completed many projects that helped students learn how to succeed as entrepreneurs and also improved local existing businesses. We hosted multiple entrepreneurial speaker luncheons for our students and local business members of the community. Some of the sessions included discussions on how to be successful, how to obtain funding to start a business, international trade, and business ethics.

Small Business Exposition

We held our Small Business Expo in conjunction with our university’s Business Resource Center. We invited development agencies to attend. This gave small, local entrepreneurs a chance to talk to these agencies about improving their existing business. Because we also do consulting work with local entrepreneurs, this gave us an opportunity to offer our services and suggestions to each individual business.

Our first talk radio show of the year related to this project as well. We spoke on our local Bradford radio station, WESB. We introduced our SIFE team and promoted our Small Business Expo.

High School Senior Outreach Program

We helped high school students learn how to succeed as an entrepreneur by hosting our annual High School Business Plan Competition. Eight teams of high school students competed for the most convincing online business. We opened with an insightful keynote speaker. Our speaker was a local and very successful entrepreneur. Secondly, we had four classroom sessions where we taught the students about different areas of a business including financial management/accounting, web page development, management/presentation skills, and marketing. After the students learned about each department, they were able to put together a business plan, a web page, and a PowerPoint. Some of their ideas included an interactive scholastic learning website and a virtual creator for a landscaping business. After the competition, we sent feedback forms to the schools. Students stated that the competition was a great experience, and they really got to see what the “business world” is about. One student said, “I plan to open my own dental practice, and now I have a good idea of how to get a business started.” Another student said, “I learned about designing a website, working together in a group, accounting, and what a business is all about. Now I realize you have to find a desirable price for your product, but you have to charge enough to balance the expenses it will take to run the business.”

Entrepreneurship Week USA

For Entrepreneurship Week USA, our SIFE team worked directly with the academic entrepreneurship program on campus to promote Entrepreneurship Week. We created a meeting ground on campus for the students to submit their “big idea” to receive entrepreneurship awareness prizes. The project encouraged college students to answer the question, “What is your BIG idea?” in creative ways using their personal dreams and experiences to come up with exciting new entrepreneurship projects or to expand existing services. The students also received information packets on entrepreneurship. To extend Entrepreneurship Week beyond our campus, we hosted a talk radio show where we promoted Entrepreneurship Week to the community. We also informed our listeners about interesting and insightful facts about entrepreneurship in the local area as well as around the world. We received positive feedback from the show. As a result, an area business owner is now working with SIFE to improve her pet store.

Name That Product

Our SIFE team also helped improve a local existing business by assisting a local entrepreneur rename and market his latest gardening product. His product, the Clip’n Grow, was designed to give gardeners more space by allowing the garden to expand vertically instead of horizontally. The entrepreneur was satisfied with our naming suggestions and the winning product name was featured in an article in the Bradford Era newspaper.
Nurturing Successful Entrepreneurship—Criteria 3, continued...

Selected Entrepreneur Consultations

1. SIFE members are currently composing a 30-page business plan to establish an Outdoors Destination Lodge and Resort along the Allegheny National Forest. The plan includes an executive summary, company objectives, a mission statement, a company summary, a market analysis summary, a strategy and implementation summary, a management summary, and a financial plan. Within the plan, we emphasize our customer and employee code of ethics. One of our goals is to educate the lodge members and other citizens on preservation of our Allegheny National Forest. We feel it is our duty to promote social responsibility. One of our SIFE members is majoring in entrepreneurship and has been continually working on this plan and educating the principles of this plan to her entrepreneurship class. When the final document is proposed to the economic development agency and the Allegheny National Forest, we will emphasize our code of ethics on how the Lodge is based on integrity and socially responsible goals.

2. Our SIFE members created a business proposal that was sent to Cabela’s. This proposal was to persuade the company to open a store in the local area. Hours of market research was conducted on this product. The SIFE members met with the economic development agency, many business CEO’s, Seneca’s Indian Reservation, and the Small Business Association. The final report was compiled of local statistics, tourism, and possible site locations.

3. Our SIFE team assisted in further development of the Cooneys Mountain Mustard Company. SIFE members completed market research and helped the company progress. We gave the company information on how to expand internationally. One of our members created a website for them. It can be viewed at www.cooneysmtmustard.com. After the website was created, the student educated the company on how to maintain their website. The student also helped the company trademark their logo. The total estimated time spent on this project is about 50 hours.

Financial Success—Criteria 4

Backpack-to-Briefcase Seminar

In order to help the community develop better personal financial management skills necessary to achieve financial independence, we held a session at our college’s annual event “Backpack-to-Briefcase.” Our session, “Money Matters,” focused on financial issues for college students and recent college graduates. We taught the students and recent alumni how to budget, minimize debt and plan for retirement. For example, by buying a used car instead of a brand new car, we showed the students that this simple lifestyle change could save a great deal of money. We prepared a take-home folder for the students on budgeting and taxation.

Radio Shows

We conducted two additional talk radio shows at WESB (two previously mentioned, for a total of four). For one show, we discussed avoiding credit card debt during the December holidays. On the second show, we discussed tax planning issues at the start of the tax season. We also advertised our annual VITA tax sessions that we hold at our campus.

VITA Tax Return

The VITA program offers free tax help to low to moderate income citizens who cannot prepare or afford to complete their tax returns. In order to prepare these taxes, SIFE students had to be VITA tax certified. SIFE is proud to say that this year’s VITA Tax project had a great turn out. SIFE completed a total of 117 Federal returns for the community. The total income of the citizens was $2,442,071. The median income was $12,286 and the mean income was $20,872.40. Total refunds amounted to $113,984. Furthermore, we were able to use our VITA tax sessions as a channel to communicate financial literacy information to lower-income members of our local community by distributing handouts on financial planning and debt reduction tips to community attendees. Moreover, many of the senior citizens were not interested in learning how to do their taxes. However, if citizens were interested, it was our goal to go over the tax documents with them and explain what each represents.

Ethical Business Practices—Criteria 5

With the growing pressures to be ethically and socially responsible in today’s society, we make certain that it is an underlying factor in every project we complete and every company we oversee.

Slam Ethics

Next month, our SIFE team will be hosting an Ethics in Business Artist’s Slam. We decided to involve the passionate and artistic college students and community members to participate in “the need of ethical business practices”. Participants will be allowed to present their vision of the current status of business ethics and their desire of what should be improved through visuals such as art, a painting, a sculpture, or oral poetry readings in the form of a coffee house slam. We hope to create a very unique cultural experience focusing on informing and exploring ethical business practices.
Sustainability—Criteria 6

We have developed and executed our very own code to ensure the long-term sustainability of our team and our educational programs. Our SIFE team is backed by our university President, our business advisory board members, our university’s academic entrepreneurship program, and our Business Resource Center. We all work together to achieve our closely aligned goals. In addition, we have developed a number of recurring projects, many of which partner with these other organizations. Since many of the projects are targeted to certain age groups, they can be repeated each year and reach a new group of students. Each year, we extend our reach by including more schools and more community members in our projects. For example, this year we partnered with two high schools for educational programming. Given the success with those schools, we expect to partner with even more schools next year. This year, we succeeded in establishing SIFE name throughout the community. Because of our Small Business Expo, we were able to extend our services to many of the small businesses in our area. We currently have a list of businesses we are working with and this will carry well into next year. Lastly, because we have such strong support from our university President, it is an honor to be a member of SIFE at our campus. He recognizes our SIFE team regularly and invites our team to be student representatives at many of his events. His support, the support of our partnering organizations, the success of our recurring projects, and our increasing membership, makes certain that we will ensure long-term sustainability as the SIFE team at Pitt-Bradford.

Pitt-Bradford SIFE Project Summary, ’06-’07

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Number of Persons Involved</th>
<th>Gross Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Grade School</td>
<td>High School</td>
</tr>
<tr>
<td>1 Market Economy</td>
<td>80</td>
<td>20</td>
</tr>
<tr>
<td>2 Global Economy</td>
<td>(estimate 50)</td>
<td>90</td>
</tr>
<tr>
<td>3 Entrepreneurship</td>
<td>(estimate 50)</td>
<td>140</td>
</tr>
<tr>
<td>4 Financial Literacy</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>5 Business Ethics</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>6 Sustainability</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

*We feel as a SIFE team, it is our duty to implement some degree of ethics in every project that we do. With the growing pressures to be ethically and socially responsible in today’s society, we make certain that it is an underlying factor in every project we complete and every company we oversee. For example, we discussed Sarbanes Oxley and the need to be ethical in accounting practices during our accounting session of the High School Business Competition. In addition, we discussed ethical business practices at our Getting Down to Business Day sessions. During our chamber breakfast when we taught the FISH Philosophy to local business leaders, we stressed integrity within the firm. We also helped the university students and the local community members become more aware of ethical business practices through the entrepreneurial speaker luncheons. Our business plan to establish an Outdoors Destination Lodge/Resort along the Allegheny National Forest is composed of a strong code of ethics. We are being socially conscious by preserving our land and our goal is to educate lodge members on our Allegany National Forest and to encourage them to preserve the land also.

Signatures

Lizbeth Matz
Chair, Division of Management and Education

Diana Maguire
Sam Walton Fellow, Pitt-Bradford SIFE

Ashtin Moyer
Secretary, Pitt-Bradford SIFE