



**FOR IMMEDIATE RELEASE**  
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Contact: Mike Robertson  
*Senior Director of Media Relations*  
Division of Marketing and Communications  
**College of Charleston**  
[robertsonm@cofc.edu](mailto:robertsonm@cofc.edu)  
843.953.5667

## **College of Charleston SIFE Team Honored with 1<sup>st</sup> Runner Up in their League at National Competition**

CHARLESTON - The College of Charleston SIFE (Students In Free Enterprise) received national recognition after participating in the SIFE USA National Exposition held May 10 -12, 2009 in Philadelphia, PA. Introduced by Governor Rendell and Mayor Nutter, the event drew 137 competing teams – with more than 3,000 students presenting their work to more than 650 business executives serving as judges such as Doug Conant (CEO and President of Campbell Soup Companies) and Joel Conner (Chairman & CEO of Bellisio Foods). SIFE.com notes, "Showcasing how the positive power of business can make a difference, the SIFE USA National Exposition is a unique event bringing together the top business leaders of today and tomorrow for three days of competition, networking and best practice sharing."

SIFE is an international non-profit organization that works with leaders in business and higher education to mobilize university students to make a difference in their communities while developing the skills to become socially responsible business leaders. Participating students form teams on their university campuses and apply business concepts to develop outreach projects that improve the quality of life and standard of living for people in need.

For the second year in a row, the College of Charleston's SIFE team not only advanced to the national level of competition but this year placed first runner up in its league. The team ranked in the top 4% of the nation-wide teams of SIFE USA, adding another trophy to the awards display case at the College of Charleston, School of Business. "I could not be more proud of what these students have accomplished." Dr. John E. Clarkin, Director of the Tate Center for Entrepreneurship at the College of Charleston. "By teaching others about free market economics, business ethics, and entrepreneurship, our students not only learn these concepts but learn the value associated with service to others."

The 2008-2009 College of Charleston SIFE Presentation Team consists of the following members:

Nathan Aycock, Hilton Head, SC  
Grayson Bagwell, Fort Mill, SC  
Elizabeth Cote, Greenville, SC

Elise Lasko, Youngstown, OH  
Maureen - Savannah, GA  
Ben Silverstein, Rochester, NY

During this academic year, the College of Charleston's SIFE team organized seven community projects in the Lowcountry with 79 team members, 12 Business Advisors, and 3 faculty/staff advisors. The team dedicated over 2,342 hours with 487,861 gross impressions in the media to the following winning educational outreach projects.

**Tech for Africa** – *Created economic development in Cameroon, Africa by providing information and technology in 3 computer labs with entrepreneurial training led by students*

**AIG Credit Counseling Workshop** – *Educated college students on the importance of good credit and how to repair bad credit with 3 workshops designed by students*

**Youth Business Plan Competition** – *Orchestrated a business plan competition to expose SC middle and high school students to higher education and showcase their presentation skills and business ideas*

**CUBE – Cougar Undergraduate Business Enterprise** – *Successfully executed a student run business offering printing/copying services and merchandise for the college community*

**Lemonade Stand** – *Taught entrepreneurial and marketing skills to future K-5 entrepreneurs in South Carolina*

**King Street Goes Green** - *Addressed environmental sustainability in Charleston, SC by collecting and recycling bottles from local bars*

**Palmetto Rose** - *Solved a 200 year old problem of loitering and stealing palm fronds by teaching customer service, promotion and marketing skills*

For more information about the College of Charleston SIFE team, please contact Elease Slaughter at Tate Center for Entrepreneurship via email at [slaughtere@cofc.edu](mailto:slaughtere@cofc.edu) or 843-953-6650.