



NEWS FROM CITY COLLEGE

1313 Park Boulevard • San Diego, CA 92101 • 619.388.3911 • hbunkows@sdccd.edu

San Diego City College Competes in National SIFE Championship in Chicago

Contact: Dr. Leroy Brady, lbrady@sdccd.edu; (619) 388-3999

San Diego, CA (May 22, 2008) ... Following their 14th consecutive year winning the Students in Free Enterprise (SIFE) Regional Championships, the San Diego City College team competed in the SIFE USA National Exposition in Chicago, Illinois May 13-15. For the past three consecutive years the San Diego City College SIFE team has advanced to the final round of competition.

With an estimated attendance of 4,000 people for the Chicago Expo, City College SIFE team earned **the 2nd Runner-up** honor against 140 community colleges nationwide in the 2-year college division. Virginia's Blue Ridge Community College was named the National Champion and Missouri's Ozarks Technical Community College was 1st Runner-Up.

The competition is comprised of a four-page annual report and presentation describing the 25 projects, programs and businesses the SIFE students developed during the preceding year. Judged by business professionals from such companies as Best Buy, Campbell's and Wells Fargo, the teams are scored on their understanding of market-based economic systems, how to compete in a global economy, entrepreneurial development, teaching business ethics, financial literacy and the importance of long term business sustainability.

"Every year, I am more impressed with the outstanding work of our SIFE team", said Dr. Terry Burgess, President of San Diego City College. SIFE Coordinator Dr. Leroy Brady agreed, "It is so rewarding for our students to see how their work makes a real impact in the community."

City College SIFE projects included "Water for Children of Africa", the Bike Detail Business, Kat's Extension Collection, FreeComm (a business owned and operated by a City College student), Dreams to Reality, Casa Familiar, and the campus-based Business Resource Center
For more information on City College SIFE, see www.sdsife.com.

The City College SIFE students participating in the championships included Alberto Andrade, Miguel Valdez, Alyssia Hogue, Krystal Savage, Lisa Soeur, Ribka Mekonnen, Marie Disnew and Alexis Price, Joseph Lytle, Karen Fimbres, Terreno Houston and Yesica Vazquez.

Founded in 1975, Students in Free Enterprise has grown to become one the largest collegiate organizations in the world. SIFE teams are active on more than 1,500 college and university campuses in 47 countries around the world. In the United States, more than 800 schools are enrolled in SIFE. SIFE's mission is to provide college students the best opportunity to make a difference and develop leadership, teamwork and communication skills through learning, practicing and teaching the principles of free enterprise.

San Diego City College is a downtown urban college offering 1,500 day, evening, weekend and online classes to more than 16,000 students each semester. www.sdcity.edu.

City College is part of the San Diego Community College District, comprised of City College, Mesa College, Miramar College, and Continuing Education