



News

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Cal Poly Team Educates Others about Opportunities and Responsibilities of Fair Trade

SAN LUIS OBISPO – The Cal Poly Students in Free Enterprise (SIFE) club team presented a summary of their 2010 educational outreach projects as part of the National SIFE competition held in Minneapolis, Minn.

Projects the group conducted this year included educating college-level students on the responsible use of credit, diversity in the workplace, resume and interview skills, and K-12 students on the concept of fair trade. The team also provided “green” audits to local businesses and collaborated with Live Oak Music Festival to reduce the event’s environmental impact. On an international level, the SIFE team worked with villagers from Thailand and Ghana to import crafts and agricultural products.

The national competition included nearly 170 teams that advanced from regional competitions across the country. Business leaders judged entries based on how well they created economic opportunity by helping others. The Cal Poly team was named second runner-up in its division at the national competition; that finish ranked them in the top 10 percent of the 600 teams that competed at the regional level.



In addition to the competition, the event included a career fair with recruiters from companies including HSBC, KPMG, Walmart, The Walt Disney Company, E. & J. Gallo, Unilever and The Home Depot.

Students in Free Enterprise:

SIFE is an international non-profit that partners university students, academic professionals and industry leaders to create a better, more sustainable world through the positive power of business. Founded in 1975, SIFE has active programs on more

than 1,500 college campuses in 40 countries. The Cal Poly SIFE team has 27 members and the faculty advisor is Kate Lancaster, a Sam Walton Fellow.

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