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FOR IMMEDIATE RELEASE

Heritage University Enactus Team Finishes in Top Four at National Enactus Competition

St. Louis, MO – Heritage University students finished 4th in the nation in a competition against 250 colleges and universities from across the country in the national Enactus USA Exposition held in St. Louis, Missouri. Advancing into the finals on Tuesday afternoon, Heritage students finished in the fourth highest spot behind only Flagler College (St. Augustine, Florida), John Brown University (Siloam Springs, Arkansas) and La Sierra University (Riverside, CA).

This year's Heritage Enactus presentation team includes Nataly Alvarez, Alden Andy, Jose Carrillo, Alejandro Haro, Zia Lohrasbi, Javier Morin, Jr., Nicole Lopez, Fidencio Nicolas and Ximena Prieto.

The students presented three specific case studies from the group's dozens of 2015-2016 efforts to train low-income individuals at home and abroad to become successful entrepreneurs. The first focused on the growth of "Camp S.E.E.D.," a summer program which teaches social, economic and environmental development as well as financial literacy to at-risk youth between the ages of 11-14. Camp S.E.E.D. started as a collaboration between schools in Mabton, Wash. and Toppenish, Wash., and has expanded to also help 120 students in Granger, Wash., Wapato, Wash., White Swan, Wash., Zillah, Wash. and the Yakama Nation Tribal School. The second case study focused on teaching seasonal farmworkers in the Yakima Valley how to dehydrate and sell fruit year-round to clients in the Seattle area. The third showcased the team's travels to the Central America country of Panama to train indigenous peoples on the use of machinery to increase earnings from rice crops.

Enactus is an international non-profit organization that brings together student, academic and business leaders who are committed to using the power of entrepreneurial action to improve the quality of life and standard of living for people in need. Heritage Enactus has won twelve consecutive regional championships; and since first reaching the national level in 2004, Heritage's team has been in the top 20 ten times consecutively, and has advanced five times to the final four. No other university has matched that record. "We couldn't be more proud of our students. We continue to have a tremendously talented group of students who develop

outstanding projects,” said Heritage University President, Dr. John Bassett.

“Because of our track record for success at competitions, participating at the national Enactus competitions is a rewarding experience because the older and larger universities we compete against know that we are a force to be reckoned with,” said Heritage Enactus team member Zia Lohrasbi.

The national Enactus competition is also a chance for students to network with business professionals from Fortune 500 company representatives that were on site, including Microsoft, WalMart, Bimbo Bakeries USA, Unilever, Hershey's, Ferrero and many others. The students received information about interesting job opportunities as well as summer internships. “There’s something to be said about having Ted Gagilano, the president of post-production at 20th Century Fox Studios going out of his way to ask you for your business card to offer you a future in his company all because of your work with Heritage Enactus. He wasn’t the first President/CEO nor the last to do so either,” said Lohrasbi.

Heritage Enactus is led by advisor Leonard Black who is also the chair of the business administration and accounting administration department at Heritage. “Our Enactus students faced tough competition from some of the best schools in the country, and performed brilliantly in every round of the competition,” said Black, who is retiring in June. “Fourth place is an outstanding accomplishment, I am leaving on a high note.”

For more information, contact Leonard Black at (509) 865-8561 or black_l@heritage.edu.

VIDEO AVAILABILITY: Heritage University has video taken at the Enactus National Exposition, including parts of the presentation available for your use.

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