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FOR IMMEDIATE RELEASE

Heritage University Finishes in Top Ten at National Enactus Competition

Toppenish, Wash. – Heritage University students made a strong showing at the Enactus National Expo 2015 in St. Louis, MO on April 16. The HU Enactus Team captured second place out of 16 universities in the semi-final round, and 8th overall among 181 competing teams.

This year's HU Enactus presentation team included: Alden Andy, Jonathan Cortez, Fidencio Nicolas, Sagrario Leon, Norma Ortiz, Lupe Jimenez-Rios, Ximena Prieto, Alejandra Haro, Francisco Ramirez and Zia Lohrasbi. The students presented three specific projects from the group's dozens of 2014-2015 efforts to train low-income individuals at home and abroad to become successful entrepreneurs. The first focused on "Adentro," a ten-session program that teaches basic business skills and connects them to potential funding sources. The second showcased the team's travels to the Central America country of Belize, where they helped families set up backyard chicken farms and assisted 60 women in starting crafts-based businesses, crocheting tote bags and purses from cast-off plastic bags. The third spotlighted "Camp SEED," a summer program which teaches social, economic and environmental development to at-risk youth between the ages of 11-14. Camp SEED is organized in collaboration with middle schools located in Mabton, Wash. and Toppenish, Wash.

Enactus Team Member Norma Ortiz said participating in the competition was a rewarding experience, not only for giving the students a chance to present their projects on a national level, but also for the chance to network with business professionals from top companies. "We met with many Fortune 500 company representatives that were on site, including WalMart, Sam's Club, Unilever, Clorox, Hershey's and Ferrero. Many students spoke with recruiters from the various companies, and many received information about interesting job opportunities as well as summer internships," said Ortiz.

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 University Enactus has won ten consecutive regional championships; and since first reaching the national level in 2004, Heritage's team has been in the top 20 nine times consecutively, and have advanced to the final four, four times.

For more information contact Len Black, Heritage University Enactus Advisor, (509) 865-8561 or black_l@heritage.edu.

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