



3240 Fort Road • Toppenish, WA 98948  
(509) 865-8500

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**Contact:** David Mance, Media Relations Coordinator, 509-969-6084 or  
[mance\\_d@heritage.edu](mailto:mance_d@heritage.edu).

### **FOR IMMEDIATE RELEASE**

#### **Heritage University Sends Middle School Students to JA World for Lessons on Personal Finance and Business Skills**

Toppenish, Wash. – Heritage University will send about 50 Yakima Valley students to Junior Achievement (JA) World in Yakima on **Monday, July 27, 2015** as part of lessons in financial literacy and business. The trip to JA World is part of an annual two-week summer program known as "Camp S.E.E.D." run by Enactus Heritage University students at HU's main campus in Toppenish. "S.E.E.D.," which stands for Social Environmental Economic Development, also teaches middle school students from Yakima, Toppenish, Wapato and Mabton lessons in entrepreneurship and teamwork.

Before the trip to JA World, the campers have been learning how to develop, market and execute business plans. They also learned how to manage bank accounts and practiced job-interviewing skills. When they arrive at JA World, the students will take on "jobs" as accountants at a local credit union, business managers and medical professionals at a local hospital, and reporters at the local newspaper.

Laurie Beltman, the assistant chair for the department of business administration at Heritage, says Camp S.E.E.D. addresses a great need for financial literacy in our community. "The Camp is a great way for the teens to learn the fundamentals of entrepreneurship, budgeting and planning," says Beltman. "The Camp is also about relationships. College students and high school mentors spend time with the middle-schoolers and encourage them to stay in school and consider college or vocational school after graduation."

The middle school students will leave Heritage University Thursday at 9:30 a.m. and arrive at JA World at 650 University Parkway in Yakima around 10:15 a.m. The students will spend four hours at JA World.

For more information about the Camp S.E.E.D. program, contact Laurie Beltman at (509) 865-0733 or [beltman\\_l@heritage.edu](mailto:beltman_l@heritage.edu).

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