

# Business Advisory Board (BAB) Members

**Dr. David Houghton** - NNU School of Business  
**Dr. Bill Russell** - NNU School of Business  
**Dan Puga** - Hewlett Packard  
**Dan Silveria** - Canyon Agricultural Foundation for Education  
**Hollie Lindner** - NNU Marketing Department

**Tony Haws** - Hispanic Cultural Center of Idaho  
**Travis Franklin** - Home Federal Bank  
**Dr. Ron Galloway** - NNU School of Business  
**Vickie Horn** - Idaho Association of Commerce & Industry  
**Kyle Moon & Gabby Sanchez** - Wells Fargo Financial

PROJECT NAME	PROJECT LONGEVITY	# OF SIFE MEMBERS	TOTAL HOURS	CRITERIA MET	DIRECT IMPACT	MEASURABLE RESULTS
<b>Idaho &amp; BEYOND</b>						
*Watching Idaho	4 Years	4	28.5	1	256	69% Increase of Knowledge!
*World Trade Day	4 Years	19	100.5	1	120	N/A
<b>Campbell's Challenge</b>	1 Year	3	275	2	*	N/A
<b>SAGE/Youth Venture</b>	3 Years	10	107.75	3	246	N/A
<b>Money Madness</b>						
*Fall Seminar	3 Years	9	13.5	4	41	52% Increase of Knowledge!
*Spring Game	3 Years	12	102	4	176	56% Increase of Knowledge!
<b>Ethics Film</b>	2 Years	2	37.5	5	*	N/A
<b>Smart Women, Smart Money</b>	2 Years	10	51	3	10	N/A
<b>Goldman Sachs</b>	1 Year	4	43	1,4	20	*In Progress
<b>The Market Game</b>	1 Year	10	11.5	1,4	59	46% Increase of Knowledge!
<b>MPAA</b>	1 Year	3	22	5	N/A	N/A
<b>Idaho Business Week</b>	1 Year	2	46.5	1,2,3,4,5	180	N/A
<b>TOTALS</b>	N/A	N/A	<b>2488</b>	N/A	1108	N/A

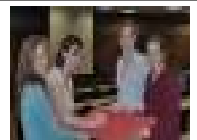
\*In Progress

\*\*Total Hours reflect Team Hours in addition to Project Hours (Presenter Hours, Exec. Hours, Fundraising Hours, Meeting Hours)

## FINANCIAL SUMMARY

<b>Beginning Balance Fall 2006</b>	\$ 7,150.01
<b>Income Streams:</b>	
Fundraisers	\$ 1,643.32
Gifts and Sponsorships	\$ 6,799.39
Other Income	\$ 135.76
<b>Total Income:</b>	<b>\$ 8,578.47</b>
<b>Expenditures:</b>	
Projects	\$ 5,264.58
Recruitment	\$ 235.71
Misc.	\$ 109.30
Office Supplies	\$ 80.80
Travel	\$ 4,417.10
<b>Total Expenses:</b>	<b>\$ 10,107.49</b>
<b>Ending Balance Spring 2007</b>	<b>\$ 5,620.99</b>

## TEAM SUCCESSION



Each year, our team's succession plan is updated to reflect the changing needs of our organization. As has been the tradition of our nine-year-old team, we elected next year's executive team this March. The month of April has been allocated for the new executives to shadow the existing leaders to learn the responsibilities of their positions. Additionally, this year's PGLs have completed PGL Handbooks detailing the step-by-step process of their project, which enables next year's PGLs to continually expand on existing projects. We have also issued a standing invitation to our Business Advisory Board to attend our weekly team meetings. The results have been outstanding as our BAB has taken a greater involvement in each of our projects. Finally, we have made arrangements for a strategic planning meeting as an additional component in this year's plan for sustainability. Our entire team—executives, team members, BAB, and faculty—will be involved in planning for NNU SIFE's 10th year!



# NORTHWEST NAZARENE UNIVERSITY

2006-2007

## Annual Report

---



### Outstanding Results

---

- 2488 Total Hours
- 12 Total Projects
- 21 Student Members
- 6 Executive Team Members
- 11 BAB Members

## STUDENTS IN FREE ENTERPRISE

A team of college students cooperating  
To transform the minds and abilities of other NNU Students,  
To inspire the development of Idaho's Treasure Valley, and  
To embrace the differences and hardships of other nations, in order  
To empower a higher quality of life  
Through the principles of Free Enterprise.

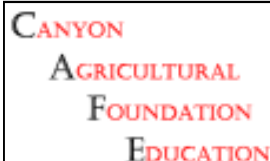
## CRITERIA 1: MARKET ECONOMICS

### Idaho and BEYOND!



For the past four years, NNU SIFE has taught local 4th grade students about the importance of the agriculture industry through an interactive presentation. This year, 256 elementary students learned about the agricultural products they eat everyday, and they gained an understanding of exporting and importing.

Our team hosted 120 of these fourth graders on our campus for hands-on activities at **World Trade Day** to learn more about Idaho's agricultural products, applications of exporting and importing, and how to exchange these products between countries that may have different currencies.



With the support of BAB member *Dan Silveria*, NNU SIFE partnered with CAFÉ, Canyon Agricultural Foundation for Education for the completion of this project. Not only did CAFÉ provide significant financial support for this project, but Mr. Silveria spent the day interacting with the fourth graders and supporting the SIFE team.



## CRITERIA 2: SUCCESS SKILLS

### Campbell's Challenge



NNU SIFE team was one of eight colleges in the United States selected to test pilot a program to be launched nationwide next fall! This project, sponsored by The Campbell's Soup Company in partnership with the United States Postal Service's **Stamp Out Hunger** project, requires SIFE teams to organize a food drive and to create an event that "creates economic opportunity by helping others acquire the skills necessary to combat the problem of hunger in our world".



Our team partnered with the local **Neighborhood Housing Services (NHS)** to fulfill the Campbell's Challenge. We held a spaghetti feed to raise money to buy nutritious food and snacks for the families that take part in the second part of our project, a workshop to teach low-income families how to create nutritional meals on a budget.

By partnering with Neighborhood Housing Services, we had expected that 50 families would attend our workshop, and we had arranged for a translator to also be present. While we did not have the adult presence we had anticipated, our team was able to develop relationships with the housing residents' children. We believe these tentative bonds will prove to be the foundation on which our team will build a relationship with this community. Additionally, our team has determined that we will execute our own marketing for future SIFE events at NHS.

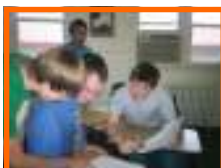


## Youth Venture

## CRITERIA 3: ENTREPRENEURSHIP

SAGE

### SAGE/Youth Venture



As this was our third year as a **SAGE** mentor school, our team was excited to have a record number of mentors coach high school teams as well as a partnership with **Youth Venture** on the national level. We established two teams with the local Boys and Girls Club during the summer break, and we quickly began recruiting local high school teams in the fall. Unfortunately, due to the transitory nature of the Boys and Girls Club in our town, attendance at the business planning sessions was inconsistent. Additionally, several of our contacts with local high schools had moved to different schools. While our initial partnerships did not work out, we continued to persevere.

NNU SIFE partnered with a team of students from a local high school and helped them to create a comprehensive business plan for a school coffee and snack shop. As SAGE students are required to incorporate a global component into their plans, this team has demonstrated their understanding of Guatemala's trade with the U.S. This fall, the students will import the coffee beans for their coffee shop from a plantation in Guatemala. Additionally, the team removed 18 bags of garbage from a wilderness area near their school to complete the service component of the program.

Despite many obstacles, our team's belief in the value of the SAGE program has not diminished. In anticipation of next year, we have visited the administration of 2 high schools in our area to negotiate a partnership and provide mentors for their 90, academy of business and finance, students. Also, we have secured the commitment of GEM State Academy to compete in the 2007-2008 SAGE competition. Gem State was our regional representative team that won first runner up at nationals last year.

**Our team has seen the benefits that this program provides, and we are dedicated to the mission of providing SAGE mentors for years to come!**



## CRITERIA 4: FINANCIAL LITERACY

### Money Madness



For the past 3 years, SIFE has provided the students at NNU with the opportunity to learn about personal finance. Students are educated about the dangers of irresponsible credit card use in the fall and are introduced to the methods for filing personal income taxes in the spring.

For the Spring portion of Money Madness this year, NNU SIFE has created an interactive simulation to introduce students to basic personal finance concepts, such as budgeting and investing. When we pitched the idea to our Business Advisory Board, BAB member *Travis Franklin* graciously donated eight \$50 savings bonds to encourage attendance at the event and to provide students with a jumpstart on investing for the future. **16** students attended our first installment of this exciting game. An additional **10** students also played this game in their Personal Finance class.



But it doesn't end there! Business Advisory Board Member and Idaho Business Week representative, **Vicki Horn**, joined the students in playing our original simulation, and she loved it! In fact, she has asked for permission to use our simulation game as a marketing tool for Idaho Business Week. They have already played our game with an additional **37** high school students, and approximately **200** more students around the state of Idaho will play Money Madness this spring. Finally, **180** high school students will play Money Madness at Idaho Business Week's summer camp this July. That is **443** students directly impacted by our project!



Idaho Business Week is not the only organization interested in our game. Due to such interest, our team has decided that it is necessary to protect the time and energy we have invested into Money Madness. For that reason, we are currently researching the patent and copyright process.

**"This game helped me realize that life will not be easy, and that I will really need to plan ahead"**  
**"I love seeing how everything we are learning in school applies to real life. I would definitely play it again"**  
**"It's good for showing you the responsibilities of adulthood"**



### Goldman Sachs-My Capital Markets



Ashley Puga represented our team at the Goldman Sachs conference on capital markets in Dallas, Texas this spring. With the guidance of Business Advisory Board member, *Dan Puga*, Ashley helped NNU SIFE create a curriculum to educate high school students on the importance of capital markets.

**My Capital Markets** is implemented in *two stages*. During the first stage, our team introduced high school students to the basic concept of a capital market and its components. Twenty students learned about the similarities and differences between stocks, bonds, and mutual funds. Our team believes an interactive game will ensure that students understand the importance of diversity when investing and that they will understand the affect of risk on investment returns.

Our team will play an interactive game with the students during the second session of My Capital Markets. The class will be divided into teams and assigned a particular age bracket to represent. A list of investment options will be written on the board with each investment's price and rate of return listed next to it. Each team will be provided with \$500 dollars to create the best investment portfolio for the age bracket that they are portraying. They will post this portfolio on the board for their peers to see, and they will be given a chance to defend their investment choices to the class.



## CRITERIA 5: BUSINESS ETHICS

### Ethics Film

Last year, we informed you of our partnership with NNU's award-winning Mass Communications Department to create a unique and original ethics project. Our team raised **\$10,000** to offer Mass Communications students the rare opportunity to work with **35mm film**. We held a competition in order to find a feasible and quality idea. A script was then chosen.

During the fall of this year, the NNU SIFE team and the Mass Communications department worked together to edit the script so as to be applicable to the widest audience. **We are pleased to announce that this spring the final film was produced!**

Our business faculty has agreed to generate supplemental materials for other college professors to use to encourage discussion among their students and interaction with the film. In the fall, the NNU SIFE team will take our product to market. Through a contact at a textbook company, we will sell the materials to be partnered with a college ethics text, which will not only reach hundreds of thousands of college students around the country, but will also serve as a money-generating venture. This will provide future resources to continue the partnership with mass communications and the development of other educational videos.