**SIFE at the COLLEGE OF THE NORTH ATLANTIC**

**Innovation and vision leading to results**

**Prepared by Paul Tilley**

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*Please see the accompanying WIKI webspace that I have set up to support this documentation. You can find it at:*

[*http://paultilley.wikispaces.com/Innovation+Through+SIFE*](http://paultilley.wikispaces.com/Innovation+Through+SIFE)*+*

**Overview of ACE/SIFE**

The business program at College of the North Atlantic is designed to teach students the fundamentals of business in either a two or three year Diploma. This program features the key elements of Accounting, Communications, Computer Applications, Marketing and Human Resource Management. Our students, on the whole, do very well when they enter the workforce. Employers speak of good theoretical knowledge, an appreciation and ability to learn, and good work skills. We are very proud of that.

Over the past dozen years, many of our campuses have focused an increasing level of our program’s attention on one key aspect of what it takes to become truly educated: We have provided an opportunity for our students to partner with groups in their respective communities through our involvement with ACE Canada’s SIFE (Students in Free Enterprise) program. This student run, faculty mentored program enables students to employ their business skills and develop a better appreciation for the opportunities and challenges that face our province.

**ACE Canada**

ACE Canada (Advancing Canadian Entrepreneurship) is a national, charitable organization dedicated to teaching and igniting young Canadians to create brighter futures for themselves and their communities. SIFE (Students in Free Enterprise) is an international program that ACE manages in Canada. Participation in SIFE provides students with the opportunity to make a meaningful difference in their communities, while gaining the experience, skills and contacts necessary to build a successful career. SIFE is a worldwide network made up of of more than 57,000 students who are each making their own contribution toward our shared mission of creating a better world. It is an experience that changes the lives of those in need and those fulfilling that need.

Through a network of regional representatives, ACE Canada works with campus teams to support the establishment of collaborative partnership projects. Through these meaningful team projects, students get to apply what they are learned in the classroom to develop real programs that achieve real results for real people in their communities and regions. Along the way, students develop the kind of teamwork, leadership and communication skills that help them discover their true potential to achieve an even greater impact.

Additionally, each year our students leverage their ACE experience and contacts to start careers with the very organizations and companies that they worked so closely with in running their projects. These opportunities to forge relationships serve our graduates as well as our campuses as people become more familiar with what we do and how we do it through ACE.

ACE is currently established on over 55 post-secondary campuses across Canada. ACE students created 540 jobs, logged 273,000 volunteer hours and directly impacted 114,000 in 2011.

**ACE CNA Chapters**

College of the North Atlantic has SIFE chapters in 6 campuses

1. Prince Phillip Drive Campus – SIFE Cabot – Dwight Hutchens
2. Clarenville Campus – SIFE Clarenville – Deidra Strowbridge
3. Grand Falls Winsor Campus – SIFE GFW –
4. Corner Brook Campus – SIFE Corner Brook – Dan
5. Stephenville – SIFE Stephenville – Lori McAissic

**ACE CNA: Fostering Innovation in the College and in the Community**

One of the biggest advantages of being a student is you don’t “know” something “can’t be done”. ACE’s SIFE program allows and encourages our students to apply a new and youthful approach to resolve old issues. This is the very essence of innovation. Innovative ideas emerge to become innovative approaches.

*No one knows how to inspire, build and change the community for the better than you the students of SIFE.*

*Tinna Veltmann – Mgr. of Program Development - ACE Canada,*

*Speaking at the opening of the 2012 Halifax Regional Exhibition*

There are many examples of innovation through SIFE. What follows are just a few examples for a single team: SIFE Clarenville.

**SOCIAL MEDIA INITIATIVE**

Take for example SIFE Clarenville’s Social Media project. In the first of this two phase project, students produced and edited video blogs in concert with participating Clarenville based businesses and organizations with the goal of boosting awareness around winter activities and increased winter tourism. The season of video’s received hundreds of views and helped raise awareness and participation of winter activities. Phase two took the initiative further with SIFE Clarenville offering Social Media training to the business community. The “Teach a Man to Fish” concept applied in season two gave businesses the skills to use social media tools to increase traffic in their own businesses. Both businesses and students learned new skills in this project and now the Department of Innovation and Trade have contracted with our team to deliver this same training to tourism operators in the Bonavista – Trinity area. This is but one example of innovation in action - demonstrated by applying new approaches to old problems for the betterment of the region

References:

# SIFE - SOCIAL MEDIA PRESENTATION

<http://www.youtube.com/watch?v=A-lcnT-i3-4>

### Social Media Training and Business Development

<http://clarenvillecampus.blogspot.ca/2012/01/social-media-training-and-economic.html>

### IT'S ALL WHITE HERE IN CLARENVILLE – SNOWMOBILING

<http://clarenvillecampus.blogspot.ca/2011/02/its-all-white-here-in-clareville.html>

It’s all White Here Video Blogs:

<http://paultilley.wikispaces.com/Videos>

**AGE FRIENDLY INITIATIVE**

*Working with the communities in which we operate is critically important to the social and economic growth and development of these regions, especially as it relates to the more*

*Rural areas of the province.*

*CNA 2009-2010 Annual Report p9*

Innovation does not need to be complicated to be effective. In the fall of 2006 for example, SIFE Clarenville recognized an opportunity from growing number of seniors who felt left behind in the age of the internet. Our SIFE Clarenville team consulted and then developed a training module for specifically designed for seniors. In November of 2006 the group’s first class consisting of thirteen enthusiastic women from the Musgravetown/Bloomfield Womens Institute. The class was a great success.

In 2007, Clarenville was declared an “Aged Friendly Community” by the province of NL. A committee was struck to develop a series of age friendly initiatives that seniors could take part in. SIFE Clarenville’s 2006 fall initiative with seniors was deemed to be an excellent example of an age friendly project. Since that time SIFE students and staff from the Clarenville campus have been involved in delivering this program to over 150 seniors in the Clarenville area.

References:

Random Aged Friendly Communities <http://www.randomagefriendly.com/>

See: MP Judy Foote Honours Random Age-Friendly Communities Office <http://youtu.be/kkRKxi4sWQo>

***Paul Tilley’s Blog:***

***ACE Holds Computer Training Seminar for Musgravetown/Bloomfield WI***



(Top L-R) Clara Russell, Betty Butt, Olga Upshall, Eva Stead, Fern Holloway, Eileen Hibbs, & Mary Oakley, (Middle L-R) Gloria Skiffington, Joan Keats, Edna Matthews, Shirley Hall, Joyce Holloway, & Myra Greening., (Front L-R) ACE Instructor Cindy Martin, ACE Instructor Fallon Yetman, Missing from Photo ACE Instructors Sarah Chaulk, Terri-Lynn Davis & Katrina Martin

***ACEing Computer Training (Nov 20, 2006)***

***T***he questions flew on Monday evening as ACE Clarenville launched its ACE Training symposium.  Thirteen enthusiastic women from the Musgravetown/Bloomfield WI took an enlightening class in computer technology. "I want to learn about the Internet", "I want to find quilting designs", "I'd like to know about email" were some of the key questions but as ACE president and instructor Sarah Chaulk pointed out "People's experiences ranged quite a bit.  Questions ranged from the "how do I turn this on" type question to "How's the best way to search quilt designs. It was a quick three hours!"

At the end of the evening the students were familiar with computer operation, Internet searching and using email. Each participant then received an official certificate.

With the success of this first session ACE Clarenville is now planning further sessions after Christmas.

**MONEY MATTERS AT ANY AGE**

Our SIFE Team’s capacity for Innovation spreads across the age spectrum. After some research, SIFE Clarenville realized that finance and financial matters are something that all students struggle with – and generally it is not something that is taught. This presented an opportunity and over the past 2 years, SIFE Clarenville has been engaging youth to better understand and appreciate the value of money. Student Investment Matters ($IM$) is a project that has seen SIFE students work with children aged 4 – 14 to give them a better appreciation of money. Groups involved include Brownies, Sparks, Scouts, Primary Students. SIFE students developed a game called **Money Matters In Life** modeled after the game of Life. The feedback from students and their teachers alike has been very positive. This project so impressed the judges at the 2012 ACE Regional Exhibition that they were awarded Regional Champions in their division. Subsequently the team was approached by a judge who is and APP developer and now the team is investigating the possibility of turning their idea into an internet app that young people all over the word can use.

Money management training has not been limited to just one of our SIFE chapters. In the winter of 2009 students from SIFE - Stephenville launched various economic outreach projects that were part of their so-called Financial February initiative. The three Financial February projects included:

* Offering 3 sessions on online banking with one session involving a guest speaker from debt and credit solutions
* Creating a website for Bay St. George that allowed employers to send their ads to be posted online and potential employees to post their resumes
* Setting up a job fair for the Stephenville area &
* Collecting recyclables to support children with educational needs in Malawi

This project was recognized by ACE Canada for its unique approach to resolving local challenges locally with new and innovative ideas.

References:

2012 SIFE Regioinals

Presentations :

<http://clarenvillecampus.blogspot.ca/2012/03/our-presentation-teams-in-action.html>

Judges Comments:

<http://clarenvillecampus.blogspot.ca/2012/04/judging-judges-comments.html>

Newspaper Coverage:

<http://clarenvillecampus.blogspot.ca/2012/03/packet-coverage-of-sife-clarenville.html>

**ACE CNA: Collaboration is Key: Building Partnerships**

Passion is inspiring. SIFE students share their passion with a wide variety of partner organizations. Our SIFE teams are partnering all across their regions to develop better stronger healthier communities. Here are a few examples:

**Redeveloping Downtown Grand Falls**

The people and business community of Grand Falls - Windsor has faced serious challenges since the closure of the Abitibi Consolidated paper mill in 2009. The students of SIFE – Grand Falls Windsor campus have sought out opportunity by working with partner organizations including the Exploits Valley Development Corporation to among other things; identify innovative approaches to rejuvenating the downtown business core. Their efforts and initiatives were presented at the SIFE National Exhibition in Calgary in 2010. The story of their initiatives and their passion in making the effort to pull their town out of its shock from the mill’s closure was so inspiring to the panel of national executive judges that they captured second place nationally – just slightly behind SIFE Memorial!

**Assisting the Arts Community in St. John’s**

Students involved in SIFE Prince Phillip Drive partnered with an international business student network to operate a second hand bookstore and to develop a networking and art exhibition. The art exhibition brought visual art students together with 77 potential employers in St. John’s.

**Addressing Homelessness Issues in Clarenville**

Homelessness and Housing pressures is something that has become a problem in the booming parts of our province. Students in SIFE Clarenville have partnered with Eastern Health and REACH (Regional Action Committee on Homelessness) to develop two parts of a four part Homelessness Awareness Project called REACHing Out. SIFE Clarenville will develop and delivery of a forum on addiction awareness targeted at College students. This forum will be campus based and include a meal and guest dinner speakers. These speakers will be made up of expert presentations as well as at least one testimonial. SIFE Clarenville will also create in partnership between REACH and the Neighbourhood of Friends Family Resource Centre (NFFRC) a family food budgeting session. This session will target families and children living on a budget. Emphasis will be placed on demonstrating how to create healthy meals, encourage children to eat better foods and promote activities. The activities promoted in these sessions have been developed in accordance with various professional groups such as dieticians and physical fitness instructors.

***Let’s Can Hunger***

SIFE Clarenville’s involvement in raising awareness of the issues of economic stress has not been limited to homelessness. Food and food security has been a theme running through many of SIFE Clarenville’s projects and the impact on the recipients of the help and the people helping has been far reaching. For three years SIFE Clarenville has excelled in ACE Canada’s Let’s Can Hunger food relief program. SIFE Clarenville has involved the whole campus and community in collecting food for Clarenvile’s food bank. These efforts have been lauded locally in local papers, the Clarenville Chamber of Commerce and nationally through the “Let’s Can Hunger” awards program. This year alone, SIFE Clarenville will collect and deliver over 10,000 lbs of food to the local food bank. Further, SIFE students have volunteered at the food bank and gained a better appreciation of the challenges faced by the large segment of society left behind in the boom.

References:

CNA SIFE teams excel at regional competition - <http://www.cna.nl.ca/news/default.asp?MessageID=688>

CNA Grand Falls-Windsor named Regional Champion - <http://www.acecanada.ca/news/newsItem.cfm?cms_news_id=377>

### Grand Fall Windsor SIFE team Recognized in College <http://clarenvillecampus.blogspot.ca/2010/05/grand-fall-windsor-sife-team-recognized.html>

### [Dispatches from Calgary: Day 3 - SIFE GFW and SIFE MEMORIAL IMPRESS](http://clarenvillecampus.blogspot.ca/2010/05/dispatches-from-calgary-day-3-sife-gfw.html)

2010-2011 CAN Annual Report

Homelessness

Press Release: <http://www.releases.gov.nl.ca/releases/2011/hrle/0721n11.htm>

Ballooning Clarenville economy hitting housing market

<http://www.thetelegram.com/Business/Construction-%26amp-real-estate/2010-05-10/article-1438459/Ballooning-Clarenville-economy-hitting-housing-market/1>

**ACE CNA: Instilling a Leadership culture**

Positive impact on Place and on people

**ACE CNA: Recognition**

Our SIFE teams have been our College’s ambassadors – locally, regionally and nationally. Considering that most of our teams are located in rural campuses with smaller student populations they have punched well above their weight in terms of the projects that they have developed and ran and the awards and recognition that they have received.

**SIFE GFW (incomplete list)** [**http://www.facebook.com/pages/SIFE-Grand-Falls-Windsor/125415977485158?ref=ts**](http://www.facebook.com/pages/SIFE-Grand-Falls-Windsor/125415977485158?ref=ts)

1. SIFE Grand Falls-Windsor campus was named the 2011 SIFE Financial Education Challenge Regional Champion. The team became the first CNA team to ever make it to the final round of competition while competing at the 2010 Advancing Canadian Entrepreneurship (ACE) National Exposition. The team placed second in Canada behind SIFE Memorial.
2. 2012 Capital One SIFE Financial Education Challenge runner up

**SIFE Clarenville’s** (complete list) <http://www.facebook.com/sifeclarenville>

1. 2006 Award of innovation
2. 2006 Dobson Fellowship Award – Tracy Holloway
3. 2009 Spirit of SIFE Award
4. 2010 Spirit of SIFE Award
5. 2010 Let’s Can Hunger - Hunger Awareness Runner Up
6. 2010 Financial Education – 2nd Runner Up
7. 2011- Let’s Can Hunger – Lasting Hunger Relief Runner Up
8. 2011 Spirit of SIFE Award
9. 2012 SIFE Enterprise Challenge Runner Up
10. 2012 SIFE Financial Education Challenge Regional Champion

**SIFE Stephenville (Incomplete list)** [**http://www.facebook.com/groups/19720892144/**](http://www.facebook.com/groups/19720892144/)

1. 2011 Entrepreneurship Challenge Runner up
2. **2011 Spirit of SIFE Award**

**SIFE – St. John’s (Incomplete list) (see** [**http://www.cna.nl.ca/campus/ppd/sife.asp**](http://www.cna.nl.ca/campus/ppd/sife.asp) **and** [**http://www.facebook.com/sifeclarenville#!/pages/SIFE-StJohns-CNA/225591144133159**](http://www.facebook.com/sifeclarenville#!/pages/SIFE-StJohns-CNA/225591144133159)

2012 Capital One SIFE Financial Education Award

Students from CNA took top spots in the Challenge category with both the Clarenville (League A) and Prince Philip Drive (League B) campuses placing first in their respective Leagues. CNA’s Grand Falls-Windsor campus placed second behind PPD in League B.

**SIFE Clarenville’s awards See:** [**https://plus.google.com/photos/116415877748915961299/albums/5727243234234813073**](https://plus.google.com/photos/116415877748915961299/albums/5727243234234813073)

**ACE CNA Information**

**See**

**Paul Tilley’s Clarenville Campus Life Blog**

[**http://clarenvillecampus.blogspot.ca/**](http://clarenvillecampus.blogspot.ca/)

**And Below**

***ACE Sends Shoe Boxes Walking (Nov 17, 2005)***

When Clarence Bowering and Scott Picture of D&D Transport arrived at Clarenville Campus on Thursday they brought a big truck with them - they needed it!  Over 1000 Samaritan's Purse shoeboxes destined for Belize and other underdeveloped parts of the world were loaded by students onto the truck.  Over the past week, schools (such as Balbo Elementary pictured below), churches and service groups brought their boxes to the Clarenville campus which was this year's collection point for this region.   

The Clarenville chapter of ACE took on this project this year from St. Mary's Anglican Church.  Although shoe boxes were in short supply this year people in this region responded with their usual degree of generosity - packing their own shoe boxes or plastic containers full of goodies for young boys and girls.

Cheryl Noel was the project coordinator for this project, and she was instrumental in letting groups in the community know about the College's role in the Shoe Box program this year. "We contacted the schools, placed ads on our TV channel and worked with the Shoebox organizers in St. John's to coordinate this years campaign.  We had a few challenges but we overcame them all! The end result was over 1000 shoeboxes coming in from all over for us to box up and ship out -- that's what we call a success!"

Operation Christmas Child is an annual project that brings joy and hope to children in desperate situations around the world through gift-filled shoe boxes. This program of Samaritan’s Purse provides an opportunity for people of all ages to be involved in a simple, hands-on missions project while focusing on the true meaning of Christmas. In 2004, over 7 million shoe box gifts were distributed worldwide to children in 95 countries.



***ACE Sponsors Discovering Opportunities Youth Forum at Clarenville Campus (Oct. 29/05) by Chan Wiseman   See Photos below***

For years, many insightful people have recognized the potential of this region of Newfoundland and Labrador. The Discovery Regional Development Board in cooperation with the Clarenville Area Chamber of Commerce decided that they could help showcase some of this potential over the course of a weekend in October.

In conjunction with Trade Show 2005 - Discovering Opportunities, Advancing Canadian Entrepreneurship (ACE) Clarenville held a Youth and Business (YB) Seminar at the Clarenville Campus College of the North Atlantic on Friday, October 28,2005. Aimed at high school students in the Discovery Zone (Zone 15) the goal of the seminar was to create and promote awareness of the opportunities available hi entrepreneurship. This one day seminar would include speakers, break-out sessions, workshops, and networking opportunities. Students would be introduced to basic concepts associated with developing a business idea, starting a business, and development of personal financial skills.

The YB Seminar was a great success with 21 very eager high school students, from Level I and 11 participating. Students had the opportunity to listen to some very informative sessions on different perspectives of entrepreneurship. Binders were also prepared for the students to use as a guide throughout the seminar. Contained in the binder was information regarding the speakers and the organizations they represent, ACE, how to write a business plan, support and funding programs, and other relevant literature.

The day started with students arriving at the college between 9:30am - 10:00am where they were provided with a nutritional break. The seminar started at 10:00am with Paul Tilley, the Business Instructional Coordinator, welcoming the students, discussing opportunities in the province, and giving a brief overview of the seminar. Chan Wiseman, President of ACE Clarenville, spoke about ACE's role in organizing the YB Seminar, the intended goal, what ACE represents, and the importance of entrepreneurship.

Rhonda Tulk-Lane, spoke on behalf of Futures in Newfoundland and Labrador's Youth (FINALY!). She talked about FINALYt's role at the provincial level, how they are a youth driven organization, and the importance they place on youth and entrepreneurial initiatives. Ms. Tulk-Lane also spoke of the role that FINALY! has on aregional level and their involvement with Regional Economic Development (RED) Boards. FINALY! is very encouraged with the youth activity they are witnessing in various regions of the province and the establishment of seven Youth Sector Councils out of the 20 economic development zones, which includes one in the Discovery Zone.

Robert Greenwood, who was also a scheduled speaker for the Business Seminar at St. Jude's Hotel, facilitated break-out sessions that focused on the students identifying

opportunities in the Discovery Zone and in the province. Students were broken into four groups, along with an ACE member to keep the groups focused and they were given 25 minutes to answer three questions (Please refer to Appendix C). After the break-out sessions, Mr. Greenwood discussed the responses to the questions and ideas that were generated. Students generally gave informed answers to the questions and were able to identify the basic economic drivers in the area. Tourism, Agriculture, and the Services Industry were areas of the economy in the Discovery Zone that students recognized as important industries and many saw the potential for further growth and development. Many students however, expressed how they want to pursue other opportunities for employment outside of the region and/or province but many would also like to return after getting some experience.

Chad Holloway, owner/operator of Newfoundland Firewood was the youth entrepreneur who spoke to the students. His presentation was very inspirational for the high school students, teachers, college instructors, and other ACE member who were in attendance. Mr. Holloway who is only 25 years old started his business over five years ago and since then has experienced much growth and expansion. The students could relate well to Mr. Holloway because of his young age and his ability to show that if you have a good idea, a vision, and are willing to work hard to create opportunities anyone can be a successful entrepreneur. In his presentation, Mr. Holloway focused on the benefits of owning your own business, challenges involved, support networks in the Discovery Zone, funding programs, and advice to potential young entrepreneurs.

For the Luncheon, Ms. Tulk-Lane spoke on behalf of Hospitality Newfoundland and Labrador (HNL). She spoke about some of the career options available in tourism and the training opportunities for those interested, and how someone with an entrepreneurial spirit can create an opportunity in one of the fastest growing industries in the world.

Frank Sullivan, a retired high school teacher, who currently works for Primerica Financial Services in the area of debt consolidation, spoke to the students about the importance of personal financial skills on a personal level and for potential young entrepreneurs. Mr. Sullivan discussed the negative consequences of accumulation of debt and how to control it before it controls you. Students were shown how interest on credit cards, mortgages, and student loans can accumulate (compound) overtime and the amount of interest that people actually pay to financial institutions over their life time. He spoke of the importance of managing your finances at a young age before you accumulate too much debt. For potential young entrepreneurs, who have a good business idea, it is important to control debt when you may be looking for a loan to start a business venture.

Overall, the students who participated in the YB Seminar enjoyed the day and found the speakers to he very informative. Students provided feedback through an evaluation sheet and comments were extremely favorable.

***ACE Clarenville Wows National Exposition***

**Taking learning beyond the classroom  (Photos below)**

**May 10/05**

Chan Wiseman and Kenn Pond represented ACE Clarenville at the ACE national exposition held on May 1-3, 2005 in Toronto.  The National Exposition showcased and celebrated the achievements of ACE teams over the past year.  ACE Clarenville presented their "Chill on the Hill" entertainment project at the competition.  They were up against student teams from 45 other university and college campuses and judged by a panel made up of 200 top Canadian business leaders.[[](http://cville.cna.nl.ca/ptilley/My%20Webs/ACE%20Toronto/March%202005%20157.jpg)](http://cville.cna.nl.ca/ptilley/My%20Webs/ACE%20Toronto/March%202005%20157.jpg)

"It was a thrill to present in front of such a noted group of business people - and we got some great and positive feedback" said Mr. Wiseman.   Clarenville campus competed in the opening round of the SIFE (Students in free Enterprise) National Competition.  SIFE teams are judged on how well their project improved the quality of life and standard of living for members of their communities.  "Chan did an fantastic job of explaining the nature of rural Newfoundland to the judges and how our project helped develop linkages between community groups for the betterment of everyone" said Mr. Pond who had to sit out the competition presentation due to laryngitis.

Unfortunately, this year Clarenville's ACE chapter did not advance past the first round of judging, however the experience and the knowledge gained was invaluable to the Clarenville ACE chapter and its members.  Chan Wiseman noted that  "Several judges came up to us after we presented and congratulated us on a great job.  That was encouraging... I was also struck by the fact that these young people who we competed against and who we networked with are the future entrepreneurs of this country - that is the type of education that you can't get in a classroom".

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| |  | | --- | | **About SIFE**  Students In Free Enterprise (SIFE) is a global, non-profit organization that is helping to change the world through highly dedicated student teams on over 1,800 university campuses in more than 40 countries. Guided by distinguished faculty advisors and supported by over 200 leading enterprises, SIFE students teach individuals in their communities the principles of market economics, entrepreneurship, personal financial success skills, and business ethics. Individually, SIFE Teams are  Collectively, the focused efforts of hundreds of SIFE Teams and the thousands of faculty, students and supporting community leaders driving these teams, has helped to create a positive and sweeping force for change that influences the lives of over four million people annually.  For more information: Michelle West, 1-417-831-9505 ext.107, or e-mail mwest@sife.org, or visit [www.sife.org](http://www.sife.org).  **About ACE**  Founded in the mid-1980s, ACE is a national, not-for-profit organization that is igniting young Canadians to create brighter futures for themselves and their communities. Working in partnership with business and higher education, ACE organizes and motivates teams of university and college students who practice and teach others the principles and values of entrepreneurship and market economics. Today, ACE is reaching thousands through 45 highly dedicated ACE Teams across the country.  For more information, please contact Paula Worthington , 1-416-304-1566 ext 220, or email [paula@acecanada.ca](mailto:paula@acecanada.ca) or visit [www.acecanada.ca](http://www.acecanada.ca). | |

***ACE Clarenville Prepares to go to North Carolina  (Oct 10/05)***

In early October, Chan Wiseman (ACE President), Tracy Keats and Paul Tilley attended the SIFE World Cup in Toronto (SIFE-Students in Free Enterprise). This provided an excellent opportunity to network with other university and college business teams from around the world.

[[](file:///F:\website%20from%20cville%20may%207%202010\ptilley\My%20Webs\College%20day\Picture%20548.jpg)](file:///F:\website%20from%20cville%20may%207%202010\ptilley\My%20Webs\College%20day\Picture%20548.jpg)n order to bring back this experience to the students of Clarenville campus we  videotaped interviews with many teams. One team we met during our interviewing was the SIFE team from University of North Carolina-Charlotte ( <http://www.belkcollege.uncc.edu/sife/Teammembers.htm> )  ( <http://www.uncc.edu/>).   Throughout the conference our team had several discussions with UNCC's team and their advisor, Ms. Annette Hoover about the possibility of both of our teams conducting a joint international project.  We were very excited about this opportunity and traded contact information.  [[](file:///F:\website%20from%20cville%20may%207%202010\ptilley\My%20Webs\College%20day\Picture%20545.jpg)](file:///F:\website%20from%20cville%20may%207%202010\ptilley\My%20Webs\College%20day\Picture%20545.jpg)

Shortly after we returned to Clarenville, we received an invitation from Mrs. Hoover ([ahoover@uncc.edu](mailto:ahoover@uncc.edu)) to attend a three-day Regional Case Competition called **Duel in the Queen City** hosted by their University campus in January.   Other teams invited to attend include University of Georgia, Georgia State University, Virginia Tech., University of North Carolina-Chapel Hill, and New York College.  Our team will be the only international team at this conference.

The Duel is a regional and national competition is designed in such a way that ACE Clarenville will receive the case upon our arrival.  Each SIFE team of 4 students (plus 2 advisors) then has 36 continuous hours to prepare a fifteen minute presentation, a four page and a PowerPoint driven solution to the case problem.  a panel of 16 local business member will judge the competition.  Top teams from the regional competitions advance to the national competition (hosted by Arizona).  Top prize is $2500 (US) – that team will move on to the National Competition in Arizona.  Each team will receive at least $1000.

The host team will cover food and lodging expenses for four (4) students and two (2) advisors while at the conference.  College of the North Atlantic has graciously agreed to support us in the travel costs.

We're excited and looking forward to this opportunity!

***ACE Clarenville Establishing Business Advisory Board***

**P. Tilley**

**June 3, 2005**

**This past year has been a very successful one for ACE Clarenville.  Next year, ACE's goals are to grow the membership and develop even more community focused business projects.  To do this effectively, ACE has recognized the need for help and advice from the established business community.  Chan Wiseman, incoming president of ACE Clarenville noted that "Based on discussions and feedback that we received from other chapters and judges at the Toronto and Moncton ACE conferences, we now feel that an Advisor Board is critical for us to grow further and succeed at the conference competitions. We see this Board's role is to act as a mentor and guide, to advise on projects, and to provide feedback on presentations prior to regional and national competitions."**

**Most existing ACE chapters across Canada have advisory boards and this board will be modeled on their success. This past week, ACE Clarenville, with the help of Tracy Holloway, drafted a letter to key people in the Clarenville area asking them to volunteer for the Board. "We drew people from ACE Alumni, faculty advisors, community and governmental organizational leaders, and business leaders." said Tracy Holloway "Our goal is to get 10-12 people on the Board in an advising capacity."**

**ACE Clarenville has scheduled its first preliminary Board meeting for Wednesday, June 8 at 7:00pm at Clarenville campus, in room 119.  At this meeting, attendees will be given a clearer understanding of what ACE Clarenville is about and where it would like to go in the future.**

**ACE Attends Leadership Forum Oct 13, 2006**

On Friday, October 13, Clarenville’s ACE chapter attended a Leadership Forum held at the Holiday Inn, St. John’s.  The forum was a day-long training session dedicated to teaching the SIFE judging criteria and introducing new ACE students to the program. The day included new topic competitions, presentations from select teams, as well as involvement of the local business community and donor companies. The Clarenville team consisting of Sara Chaulk, Terri Lynn Davis, Tammy Green and Cindy Martin, gave superb presentations and received a high degree of praise from the judges. Tracy Holliday and Rick Martin also attended this event and acted as judges for the competitions.

**ACE Wine Tasting a Smashing Success!  (Jan 2007)**

It's Cold in January however our ACE team sure warmed things up with a wine tasting event at Don Cherry's restaurant hosted by Sommelier Jürgen Hopfinger

Over 25 people had the opportunity to sample some of the best consumer wines from all over the world.  A great time was had by all!



ACE Members (l-r) Katrina Martin, Fallon Yetman, Cindy Martin, Jürgen Hopfinger (sommelier), Terri lynn Davis, Brian Smith & Ace President Sarah Chalk

**What is a Sommeiler?**

A **sommelier** (pronounced suh-mal-'yAy), is a trained and knowledgeable wine professional, commonly working in fine restaurants, who specializes in all facets of wine service. The role is more specialized and informed than that of a wine waiter.

Their principal work is in the area of wine procurement, storage, and wine cellar rotation. They are also responsible for the development of wine lists and are responsible overall for the delivery of wine service and training for the other restaurant staff. Working along with the culinary team, they pair and suggest wines that will best complement each particular food menu item. It could be argued that the role of a sommelier in fine dining today is strategically on par with that of the executive chef or chef de cuisine.

A professional sommelier also works on the floor of the restaurant and is in direct contact with restaurant patrons. The sommelier has a responsibility to work within the taste preference and budget parameters of the patron.

In modern times, a sommelier's role is considered much broader than working only with the wines, and must encompass all aspects of the service, with an enhanced focus on wines, beers, spirits, soft-drinks, cocktails, mineral-waters and tobaccos. Some restaurants will employ a sommelier for the water, one for the whiskies, one for the cigars and so on.

The International Sommelier Guild is the only Board of Education licensed provider of sommelier training and certification in North America. The ISG delivers courses in more than 20 US states and 6 Canadian provinces. The Court of Master Sommeliers certifies professional sommeliers and only a tiny fraction of the finest professional sommeliers achieve the title of Master Sommelier a title similar to Master of Wine.

It's Shoebox time once again!    Each year Operation Christmas Child collects and delivers over 7.6 million shoeboxes for children in about 90 countries around the world.  Newfoundland and Labrador is an integral part of this effort and in our region alone over 3,000 shoe boxes are lovingly packed for collection.   The job of organizing and managing this effort has been taken up by the students of the College of the North Atlantic's  Clarenville chapter of ACE (Advancing Canadian Entrepreneurship).   So what do shoe boxes have to do with business?  "A lot" says the group's faculty advisor Paul Tilley "ACE is about teaching students the real-world application of key business concepts - social responsibility and project management are two very important concepts and that's what the Shoe Box project experience is all about."  Fallon Yetman, the project's student leader agrees "Our goal as ACE students is to manage as series of projects throughout the year that make a significant impact on our region."

Students manage and record the distribution and later collection of shoeboxes to churches and schools throughout the region.  In November the students will gather the boxes and packs them for shipment to the Moncton distribution centre. "We manage the logistics" says Yetman.

ACE Clarenville is part of 48 other campus based ACE chapters found on College and University campuses across Canada.  "Clarenville campus is the smallest chapter in the country and each year we get an opportunity to showcase our projects at the ACE national convention in Toronto.  Last year the shoebox project was one of 5 projects that were highlighted in our presentation - we recently found out that we tied in the competition with the county's largest ACE chapter - the University of Toronto.  That speaks volumes of the commitment and drive of our students and the Clarenville business community that worked so well with them in their projects."   

Shoeboxes are available at the Clarenville Campus and they are also being distributed through local churches and schools.  The boxes need to be returned to the campus during the week of November 13-18.  For further information please call Fallon Yetman, ACE Project Coordinator 466.6930 or call Paul Tilley, Faculty Advisor, 466.6904

ACE Clarenville Rise Above Adversity at ACE Regional Competition

March 11, 2005

Tired and running on empty Chan Wiseman and Kenn Pond present ACE Clarenville’s accomplishments at the ACE Regional Competition in Moncton, New Brunswick.  After an experience that will not be forgotten soon ACE Clarenville faced great adversity traveling to Moncton.  The previous day Chan and Kenn had their flight cancelled early that morning and after arriving in Halifax in the evening from a stand-by flight they learned that their baggage had not arrived with them.  Determined to present in less than 12 hours they drove from Halifax to Moncton arriving late that night.  With only the clothes they had on their backs from the previous day ACE Clarenville presented at 9:00am on Friday morning to the ACE judges.



“We worked too hard and came too far not to tell the judges the projects we completed and the impact they had on the college and the community” said Mr. Pond.  The judges were all impressed with the drive and determination shown by ACE Clarenville in 2004-05.  They were pleased with the Chill on the Hill and the Battle for the Hill and how they team provided and outlet for exposure of local talent and created economic activity for the Clarenville region.  “Being able to represent our college and community and rural Newfoundland was very satisfying and I am very proud of our accomplishments to date” said Mr. Wiseman.

A precursor to the National Exposition, the Regional Competition provides opportunity for students to compete with other ACE teams in Atlantic Canada and network with business leaders from the region.  The competition included Micro-Business competition and Fair Enterprise competition where teams presented their projects in the respective category.

**Regional Competitions**

Regional Competitions provide a forum for teams to share, learn and compete based on how well they are developing, growing, and sustaining their ACE program through the implementation of Micro-Businesses and Fair Enterprise in the operations of their ACE program.

**Micro-Business Competition**

Micro-Businesses provide ACE Teams with sustainable revenue to fund their operations, while creating a forum for valuable hands-on learning that better equips team members to teach others the skills outlined in the SIFE Criteria.

Teams should create and implement a sustainable micro-business where they can learn and practice important entrepreneurship skills by producing, marketing and distributing sustainable products and services.

**Fair Enterprise Competition**

Recognizing that each ACE Team plays a key role in advancing Canadian entrepreneurship through their educational outreach projects, it is important for teams to evaluate their own success in terms of how they grow and govern their ACE Team in a responsible and sustainable manner.

This competition is built upon the Fair Enterprise Philosophy developed by Magna International. Fair Enterprise states that effective and responsible governance helps enterprises grown while supporting the best interests of employees and the community.

For more information [www.aceclarenville.com](http://www.aceclarenville.ca)

***Judges Laude Accolades on College of the North Atlantic-ACE Clarenville's Presentation in Toronto: Our Clarenville Ambassadors***

***May 31, 2005***

***P. Tilley & T. Holloway***

 Feedback is a critical element in education.   ACE (Advancing Canadian Entrepreneurship) Clarenville presented at the 2005 ACE National Exposition,  the first week of May at the Delta Chelsea Hotel in Toronto. The event brought together 300 students and faculty, and an additional 300 supporters, business leaders, special guests and recruiters. Thirty-five universities and colleges were represented in various competitions.  In front of 20 judges, representing top Canadian companies, ACE Clarenville weighed in with their events planning & management project "*Chill at the Hill*".  The project involved a series of rock concert events aimed at a youth audience designed to showcase local talent.  Specifically there were three events: A pre-Chill battle of the bands competition (*Battle for the Hill*), where local bands vied to play with headline acts at the main Chill at the Hill rock concert event held at Discover White Hills ski resort in Clarenville. As well, there was a post Chill at the Hill all-age concert (*Ultrasound*) event held at Clarenville High School.

ACE successfully partnered with Discover White Hills Ski Resort, the Clarenville Chamber of Commerce, The Royal Canadian Legion, Molson's, Subway, Triple Bay Eagles Ground Search and Rescue and Clarenville High School.   Six local acts were showcased over the three events.  "Each event was a success in its own right" said advisor Tracy Holloway  "Each one was a learning experience with new challenges where ACE members got to hone their planning, organizing and problem solving skills.  It sure reinforced what we teach our students in the classroom!"

Armed with this experience, in Toronto, ACE Clarenville gave a 20 minute presentation on their project.  They had serious competition from over 20 universities and colleges from across the country.   Unfortunately, ACE Clarenville was not selected to proceed to the second round of the competition - and that was disappointing.  Chan Wiseman, incoming ACE Clarenville president and presenter at the conference, noted that "Considering that only two of us went to Toronto and only one of us presented, I thought we did very well.  It was disappointing when we didn't move ahead."  Last week, Wiseman was reinvigorated when he received the package of judge's comments from the ACE conference. "It was very encouraging to see the number of positive comments, and their suggestions were great!  We've learned from this for next year."

ACE Clarenville's "Chill at the Hill" event garnered comments from these judges such as:

* *I thoroughly enjoyed this presentation. this was a very real presentation with a group that clearly showed their passion for their project, region, and school.  With additional members and more experience this group will continue to be successful.*
* *great job and efforts in your events and programs!  They really created awareness for the Clarenville area.*
* *great job on identifying the tourist needs.*
* *great idea!*
* *Very impressive from a small team from a small town!*
* *Very Impressive!*
* *Very successful at identifying market needs and then profitably producing/marketing it - Expands the teaching and learning experience.*
* *Your presentation was excellent, and I look forward to seeing more innovative and creative events in the future.*
* *Excellent! A need was identified and the opportunity brought success to the town of Clarenville.*
* *Amazing Passion for the community - Your team is a role model for others.*

This is the 5th year the Clarenville campus has had an ACE chapter.  Each year students from many different programs of study work togeather to "do and learn" about business.  ACE Clarenville is advised by Tracy Holloway, Student Development Officer, as well as Business instructors Judy Cole and Paul Tilley.  ACE plans to expand the project next year to include several year-round events.  "We had great partners who have been so cooperative and so helpful this year.  We'd like to work with them again next year - because the best education comes outside the classroom and with the community's help, our students and the Campus as a whole, have learned so much this past year!

***ACE's Chill at the Hill An Unqualified Success***

**Feb 28/05**

**By Tracy Holloway**

ACE did it! They pulled off the event of the year! ***Chill at the Hill*** was a success! Despite stormy weather conditions and a car accident by an ACE member, the event went over smoothly. Three bands performed on Saturday night (February 26, 2005) at the White Hills Ski Resort: Accession Affair, Magnus Rising and the main event for the night was Silverseed.**** ACE members: Kenn Pond (MMII); Chan Wiseman (BAI); Lacey Kendell (BAI); Sid Williams (MMII); Mike Martin (MMII); Juanita Bishop (BAII); Megan Greening (OAI); Cheryl Noel (OAI); Kara Hynes (BAII); and Robert Walters (BAII) proved that a lot of work does indeed pay off. The team had to manage all aspects of the event including: securing the location; advertising; securing a sponsorship with Molson; bartending; security; clean up; etc. What valuable hands-on experience the team members are getting. But they are not stopping here, they have more events lined up later in the semester. ACE will be competing in the Regional Competition in Moncton from March 10-12. They will be presenting their business ventures to top-notch executives along with a question and answer period. Clarenville Campus will be routing for them! ACE would like to thank Judy Cole, Sandy Maher, Rick Martin, and Dee Mullaly for lending a hand at White Hills on Saturday night.ACE (Advancing Canadian Entrepreneurship) organizes and motivates teams of university and college students who practice and teach others the principles and values of entrepreneurship and market economics. Today, ACE is reaching thousands of students through 45 highly dedicated ACE Teams across Canada. To learn more about ACE, visit [www.acecanada.ca](http://www.acecanada.ca)

***ACE Clarenville @ 2007 Toronto Nationals***

***Taking home the SIFE Spirit Award***

***(May 10, 2007)***

**Once again our ACE team has done us all proud at the 2007 ACE National Exposition in Toronto.   The National Exposition brought together over 900 top student leaders, faculty, business professionals and supporters from across Canada to showcase and honour the amazing work that SIFE teams are doing to advance Canadian entrepreneurship across the country.  ACE Clarenville had a great presentation, taking home the SIFE Spirit Award!**

**Advancing Canadian Entrepreneurship (ACE), celebrated its 20th Anniversary in 2007.   In those years ACE teams from Newfoundland and Labrador have excelled.  This year’s National Champion was fellow provincial team - ACE Memorial!  ACE Clarenville would like to extend our congratulations to ACE Memorial for their outstanding efforts.**

**2007 ACE Toronto team Members:**

* Sarah Chalk (Team President)
* Marianne Dillon
* Amanda Hobbs
* Cindy Martin,
* Katrina Martin
* ACE Advisor Tracy Holloway (John Dobson Fellow)

***ACE Holds Computer Training Seminar for Musgravetown/Bloomfield WI***



(Top L-R) Clara Russell, Betty Butt, Olga Upshall, Eva Stead, Fern Holloway, Eileen Hibbs, & Mary Oakley, (Middle L-R) Gloria Skiffington, Joan Keats, Edna Matthews, Shirley Hall, Joyce Holloway, & Myra Greening., (Front L-R) ACE Instructor Cindy Martin, ACE Instructor Fallon Yetman, Missing from Photo ACE Instructors Sarah Chaulk, Terri-Lynn Davis & Katrina Martin

***ACEing Computer Training (Nov 20, 2006)***

***T***he questions flew on Monday evening as ACE Clarenville launched its ACE Training symposium.  Thirteen enthusiastic women from the Musgravetown/Bloomfield WI took an enlightening class in computer technology. "I want to learn about the Internet", "I want to find quilting designs", "I'd like to know about email" were some of the key questions but as ACE president and instructor Sarah Chaulk pointed out "People's experiences ranged quite a bit.  Questions ranged from the "how do I turn this on" type question to "How's the best way to search quilt designs. It was a quick three hours!"

At the end of the evening the students were familiar with computer operation, Internet searching and using email. Each participant then received an official certificate.

With the success of this first session ACE Clarenville is now planning further sessions after Christmas.