



CONNECTIONS

Connecting SIFE affiliates from around the world

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A note from...

Welcome to the 3rd edition of the SIFE Staff newsletter. I believe all of you enjoyed our previous editions and are looking forward to learn more about each other's achievements and successes. It is the beginning of a new SIFE academic calendar, and I am confident that all of you had an opportunity to learn something new from our SIFE World Cup event in beautiful Kuala Lumpur, Malaysia.



SWC is indeed the most thrilling and fulfilling event of all since we witness our young leader's endeavors to build a better place to live. SIFE World Cup 2011 in Malaysia this year was a great success. It was one of the largest SIFE World Cups with about 3,000 attendees, 120 Opening round judges, 126 Semi-final round judges, and 43 judges at the Final round. Not only that we had that many people attending the event but also there were 18,000 of you who joined us live online. Wow, what a tremendous celebration! All of you did a great job and we are proud of every single one of you. Congratulations to our SIFE World Cup Champion, University of Regensburg of Germany!

Being a member of SIFE for over 15 years and having an opportunity to participate at all SIFE World Cups, I can only say that seeing this kind of growth, potential, and success makes me happy, brings me a sense of reward, and gives me greater inspiration in what we do since together we are on our way for brighter and better future. Our recent post SWC event statistics shows that we had 20,300 people who check our website, 13,300 who follow us on Facebook, 20,800 videos played, and 53,000 pictures viewed. These facts demonstrate our interest in each other's accomplishments to a common goal of building a better life and making the world the better place by positive power of business.

Good luck to all of you in the new academic year!

SIFE Leadership...



Judy Howard, CEO, SIFE Australia

Judy Howard took up the position of Country Leader SIFE Australia on 1 January 2011. Prior to that she had served as the Deputy Chair of the SIFE Australia Board since 2001. Judy was introduced to SIFE through Jack Shewmaker who encouraged Australia to take up the SIFE Program. At the time Judy was the General Manager for Woolworths Ltd., one of Australia's largest retail companies. Through the efforts and enthusiasm of both Jack and the former CEO of Woolworths, Roger Corbett, Australia eagerly took up the program and now has the majority of universities in Australia actively involved.

Judy has always been involved in the HR arena, and in her career with Woolworths, she held the role of General Manager Human Resources where her key project was to work with the Project Team to develop and implement the strategy and processes to bring together the different Divisions of the company under one HR banner.

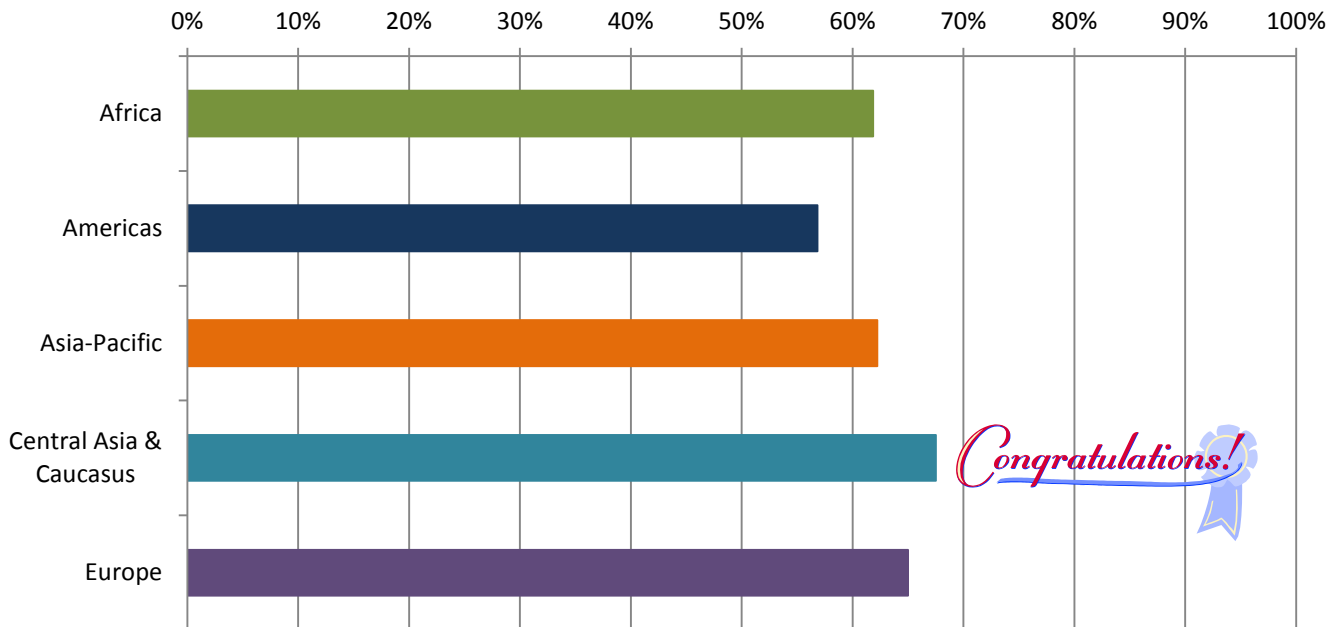
Prior to her leaving Woolworths Judy took up the position of General Manager Woolworths Academy where she was responsible for developing a formal partnership with one of Australia’s leading Graduate Schools of Management to provide programs which would confer recognised post graduate qualifications for selected managers.

Judy has always been passionate about learning and development, and the role that SIFE students can play in the spread of knowledge and practical experience in our communities through their outreach projects. In her role as Country Leader she also chairs the Board HR Committee which concentrates on career development activities for SIFE students, alumni programs and the structure of SIFE Australia as a sustainable organisation. Judy likes reading, travel and walking, and also works as a volunteer in the People and Culture team of the Starlight Children’s’ Foundation.

We are pleased to announce that Judy has been appointed to the Country Leader Working Group along with Farhan Pettiwala, President, SIFE India.

And the Points Race Winner is...

Central Asia and Caucasus Region



SIFE’s social networking platforms are a great opportunity for SIFE members to receive the latest updates and access unique content, as well as share information and engage with other members of the network.

[Facebook](#) | [LinkedIn](#) | [YouTube](#) | [Flickr](#)

Staff Announcements...

- SIFE International Affiliate Division – Susan Smith has left the SIFE International Affiliate Division. A search is underway for her replacement.
- SIFE Singapore – Carylyne Chan is the new Media Relations and Program Executive
- SIFE Tajikistan – Muzaffar Rahmatulloev has assumed interim country leadership
- SIFE Germany – Thomas Oeftering is the new Program Coordinator while Anoushka Wunsch and Lisa Kralle are new office support staff
- SIFE Netherlands – Ricardo Copier is the new Program Manager
- SIFE United Kingdom – new Program Managers are Nadia Weigh and Ishita Ranjan
- SIFE Thailand – Piyawan Chaiwisessakul is the new Administration Officer, Sarut Wattanasomboon the Program Coordinator and Patchaorn Boonyaratanakornkit is Assistant to the Country Manager
- SIFE Canada – Gail-Jacqueline Beckles is the Director of Communications, Ashley Martin is the Coordinator for Student Success and Tina Veltmann is Manager of Program Development
- SIFE France – the new Program Manager (Intern) is Gwendal Rozier
- SIFE Ukraine – the new Country Leader is Yaroslav Kaplan (formerly Program Manager) and the new Program Manager is Maryna Gonoshylina.
- SIFE Vietnam – Thuc Doan Nguyen has left SIFE Vietnam. A search is underway for her replacements as well as for new Program Managers.

Significant events in our lives...

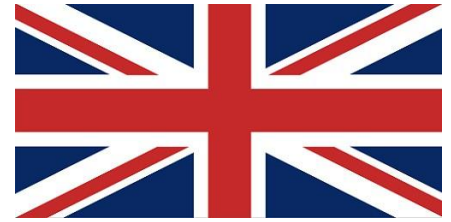
- Congratulations to:
 - Aymeric Marmorat, Executive Director of SIFE France, on the birth of his baby girl
 - Marjolein Schaftenaar, Program Manager of SIFE Netherlands on the birth of her baby boy, Daniel Petri on September 28.
- Sympathy to:
 - The family of Noma Motsoahae, SIFE South Africa Program Director, who unexpectedly passed away on 26 October.

Resource Highlight...

SIFE Judge Video and Judging Tools – use this video and tools pro-actively with your teams throughout the year to help them gain better understanding of the overall criterion.

From the field...

United Kingdom

Institution: **University of Sheffield**Project Name: **Tomorrow's World**Outreach Target: **People of Lesotho**Definable Need: **Fight poverty and environmental pollution / deforestation**Measurable Outcome: **Over 200 trees saved**; new smokeless stoves are 67% more efficient; 14 orphans will start school; 45,000 saplings planted, saving 250 tons of CO²

Mass deforestation in Lesotho has caused an epidemic of soil erosion. Consequently, the local community can salvage just 4 out of 10 harvests, creating extensive food instability in the region. The team worked with 123 community members in 3 communities to help develop their understanding of environmental sustainability to fight back against the devastation caused. The team showed the importance of environmental sustainability and ways of reducing the amount of wood they use. The plantations were created to help bind the soil and prevent erosion. The team implemented the start of 3 plantation businesses. The team trained the residents of Lesotho in math skills needed to run a plantation business and seasonal supply techniques.

*Something to think about***Meeting the Challenges of the 21st Century**

Education, entrepreneurship, and social responsibility are such extraordinary opportunities that need to be leveraged and interconnected if we are to develop the human capital required for building the societies of the future. Entrepreneurship is the engine fuelling innovation, employment generation and economic growth. Only by creating an environment where entrepreneurship can prosper and where



entrepreneurs can try new ideas and empower others can we ensure that many of the world's issues will not go unaddressed. Let's hear the calling from SIFE around the world for entrepreneurs to put their ideas to the service of the global community.

Entrepreneurship education can help promote an entrepreneurial and innovative culture by changing mindsets and providing the necessary skills. Schools systems have traditionally focused on providing basic skills and ensuring students can secure future jobs – not on teaching students to become entrepreneurs. Meanwhile globalization and the rapid development of technology have changed the nature of work. It is no longer enough to train students for a career. Schools and universities must prepare students to work in a dynamic, rapidly changing entrepreneurial and global environment. Entrepreneurship is critical for understanding and operating in the current and future global economy.

SIFE's legacy is its contribution in developing the skills that generate an entrepreneurial mindset and in preparing future leaders for solving more complex, interlinked and fast-changing problems. Education needs to come back to the top of the priorities of governments and the private sector and be seen as the fundamental mechanism for attaining sustainable economic development and societal progress. More than ever, the world needs effective global leaders and stronger educational systems that prepare the current and future generations of entrepreneurs, workers, teachers, managers and individuals with the skills needed to succeed and help others.

As a member of SIFE, I encourage you to unlock the entrepreneurial capabilities of those hundreds of thousands of students and people around the world to create a better and more sustainable world thru the positive power of business.

Jesus Esparza is the President of SIFE Mexico. Jesus holds a Master's degree in Marketing (ITESM, Mexico), International Business Diploma (Universidad Pontificia Comillas, Madrid, Spain) and Bachelor in Computer System Administration (ITESM, Mexico).