

## HAPPY HOLIDAYS AND A HAPPY NEW YEAR!

*All over Europe people started to light candles and you more often see smiles on people's face's. The end of the year is getting closer; Christmas is about to come.*

And this is how people all over Europe wish each other a wonderful Christmas and a Happy New Year:

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Newsletter Contact:	
Kaja A. Otto	
Program Director, SIFE Europe	
kotto@sife.org	
+49- 173- 80 77 909	

Albania:	Gézuar Krishlindjet, gezuar Vitin iRi!
Belarus:	Winshuyu sa Svatkami!
France:	Joyeux Noël et Bonne Année!
Germany:	Frohe Weihnachten und einen guten Rusch!
Malta:	Nixtieklek Milied tajjeb u is-sena t-tabja !
Netherlands:	Vrolijk Kerstfeest en een Gelukkig Nieuw Jaar!
Poland :	Wesolych Swia, t i Szcze, sliwego Nowego Roku!
Russia :	S nastupaiushchim Novym godom i s Rozhdestvom Khristovym !
Slovenia:	Srecen Bozic!
Spain:	Feliz Navidad y Prospero ano nuevo!
Sweden:	God Jul Och Ett Gott Nytt Ar!
Ukraine:	Z novym rokom i s rizdvom Hrystovym!
United Kingdom:	Merry Christmas and a Happy New Year!



*SIFE Europe wishes all of you a wonderful Christmas time and an amazing New Year!*

## ENTER THE WORLD OF GE

*Working in one of the largest companies in the world became reality for a SIFE-Member from the German University of Magdeburg. Kerstin Komander met the GE Money Bank at the German National Competition 2006.*

In the summer break this year Kerstin did a 3-month-internship at the GE Money Bank's German headquarters in Hanover.



*Kerstin, what was it like?*

"Only two weeks before I started, the HR Specialist from GE Money Bank called me to offer not only an internship, but also my own project. On the first day I got a brief introduction to the company of General Electric. And I was introduced to various people in charge from different departments to discuss objects and goals of my project. My colleagues were all highly motivated, young professionals, who always treated me like a colleague and not like an intern. Thanks to my experience with SIFE, I managed my project in time and I was able to deliver desired results to the management. Working for an American Company in Germany was a great experience, as the American way of ease mixed with German precision."



GE Money Bank

## NEW REGIONAL VICE PRESIDENT FOR SIFE EUROPE APPOINTED

*In November, Graham Church joined SIFE International as Europe's new Regional Vice President.*

Jim Ineson, former Regional Vice president for SIFE Europe, has stepped down to transition to a new role as Executive Director for SIFE United Kingdom. Jim joined SIFE in 2003 with over 30 years of business experience in Europe and the United States.

Graham comes to SIFE with a significant background in sales and marketing, having held positions at Oracle Corporation, Hewlett Packard, and numerous UK-based firms. He holds a Bachelor's degree in Electrical and Electronic Engineering from the University of Bath and is also a member of the Institute of Directors and the Institute of Electrical Engineers. SIFE appreciates Jim's dedicated service over the past several years and welcomes Graham to the SIFE family.

*Graham, what are your first impressions?*

"I have now been a member of the SIFE family for four weeks. My goal is to increase the levels of funding to promote significant growth for all the programs throughout Europe. The European SIFE team, Country Board Members, Country Coordinators and Business Advisory Boards are fantastically committed and dedicated towards supporting our program. I am relishing this challenge and working with all of you".



Graham Church, RVP Europe

## EUROPE REACHES THE PEAK FOR HSBC APPLICATIONS

On 4th December Morgan R. Clevenger, Program Director HSBC, SIFE announced that more than 370 teams out of the 28 countries participating in the HSBC Financial Literacy Programme, have applied for one of the grants funded by HSBC.



Morgan R. Clevenger  
Program Director  
HSBC, SIFE

In partnership with the Corporate, Investment Banking and Markets division of HSBC (CIBM) and the HSBC Education Trust, SIFE is offering grants for financial literacy projects to be completed until July 2007. Grants will range from 500 to 1,000 US\$ and be distributed in two instalments. Almost 90 European teams have applied for the grants.

The HSBC Financial Literacy Programme seeks to improve the financial literacy of young people, aged 16 to 25, and to develop the financial skills of women entrepreneurs as a means of helping them more generally to become financially independent. While preference will be given to allocating grants to projects in these areas, SIFE teams may also, in 2006, apply for HSBC Financial Literacy Grants that target any audience able to derive benefit from financial literacy skills. So we are looking forward to the middle of January, when the grants will be allocated!

For more information please visit: [www.sife.org/hsbcliteracyprogramme](http://www.sife.org/hsbcliteracyprogramme)



## TIP OF THE MONTH

*Educational outreach projects are central to a SIFE Team's mission and, ultimately, their success in Creating Economic Opportunity. It is important to remember that there are numerous sources of support available on campus and in the community to help complete successful projects and create a quality support structure.*

### Business Advisory Board

A Business Advisory Board (BAB) can serve as a tremendous asset to your SIFE Team. They can offer support and expertise from many different areas.

#### *How to use your BAB*

- To provide advice on projects
- Provide access to resources
- To introduce the team to other community leaders
- To critique your competition presentation

#### *Recruiting BAB Members:*

- Approach SIFE donor companies that have a presence in the community
- Invite project partners to become formal members
- SIFE Alumni working for local companies



### Funding

Funding is important to any student organization. However, funding is not necessary to complete successful projects. Your team should establish a budget based on the need to do your projects and possible travel costs. This will help focus your fund-raising efforts toward the goal of completing projects instead of simply raising money.

### Media

Working with your local media is an excellent way to receive recognition and increase support for your team's activities on campus and in the community. Here are some tips for publicizing your efforts to the mass media:

- Study your local media market and develop a contact list.
- Personally introduce yourself to local reporters.
- Develop a consistent pitch
- Build relationships with all media contacts
- Adhere to the SIFE Corporate Identity Standards
- Presenting Your Stories to the Media

The elements that make your team's projects so successful are the same as the elements that make them so interesting to the media:

- Develop media pitches focused on the people helped by your team's efforts.
- Describe the problem and express SIFE as the solution.

More information can be found in the **Global Training Manual page 42- 45.**  
For SIFE Team tool Kits: [www.sife.org/global/global\\_team\\_resources.asp](http://www.sife.org/global/global_team_resources.asp)



## SIFE EUROPE 2007 NATIONAL COMPETITION DATES

*We are looking forward to an interesting and challenging period in the SIFE year 2006/07! SIFE countries in Europe have set their dates for the National Competition.*

And here are dates for all the European Competitions!

### *Country Dates Venue*

Albania	28 April	Tirana
Belarus	24 May	Grodno
France	1 or 8 June	Paris
Germany	12 June	Düsseldorf
Netherlands	25 May	Amsterdam
Poland	21 May	Poznan
Russia	22-24 May	Moscow
Slovenia	15 May	Ljubljana
Spain	tbc	Madrid
Sweden	13th June	Stockholm
Ukraine	25th May	Kiev
United Kingdom	20th April	London

Good luck to all of you!



SIFE Sitrling at the UK NC 2006



SIFE Dresden at the German NC



SIFE students from all teams at the National Competition in Russia  
The students won the Regional Competitions before competing in Moscow