



FOR IMMEDIATE RELEASE

Natalie Yager Antal  
585.276.4511  
[natalie.antal@rochester.edu](mailto:natalie.antal@rochester.edu)

## **Nazareth College and University of Rochester Team Up to Support Virtual Enterprises Program** *-Undergraduates Evaluate High School Students' Business Plans-*

**ROCHESTER, N.Y. (Nov. 13, 2008)** – Over fifty undergraduates from Nazareth College and the University of Rochester will judge the business plans of local high school students who participate in the Virtual Enterprises (VE) program **today** at **6:30 p.m.** in **Schlegel Hall, room 103** at the University of Rochester's River Campus.

“We are very excited to have Nazareth College and the University of Rochester collaborating with us for our 2008-2009 Business Plan Competition,” said Rhonda Neal, coordinator of the VE program for the Rochester City School District. “This opportunity opens the door for our students to work with the post-secondary community to gain additional insight into the field of entrepreneurship and learn tools to transition into college.”

In the past, organizations that support the VE program, such as the Rochester Rotary Club, participated in the judging. Transitioning the process to the undergraduate volunteers makes the judging more fair, balanced, and equitable, according to John Daniels, co-chair of the Rochester Rotary VE Committee.

“Rotarians support the VE companies in the City School District,” said Daniels. “The students from Nazareth and the UR will be looking at each business plan without bias or conflict of interest. We're very grateful for their support.”

Six finalists, determined through today's written plan judging, will go on to compete in an oral presentation judging early next year. The winning VE firm from the presentation contest will represent the region in the 2009 U.S. Network of Virtual Enterprises & Merrill Lynch National Business Plan Competition, held in March in New York City.

Schools and school districts throughout the United States administer the VE curriculum. There are 28 VE companies in the Rochester region, including 10 from the City School District.

(more)



## **Naz and the UR Judge Virtual Enterprises Business Plans – Page 2**

### **About Nazareth College**

Founded in 1924, Nazareth College is a coeducational college with undergraduate and graduate studies in the liberal arts and sciences and professional programs in health and human services, education, and management. The College is located on 150 scenic acres near Rochester, New York, and currently enrolls approximately 2,000 undergraduate and 1,000 graduate students. Nazareth has a strong commitment to experience-based learning and civic engagement. In the past decade, Nazareth has produced 18 Fulbright recipients and two Pickering Foreign Affairs Fellowships. For more information on the College, visit [www.naz.edu](http://www.naz.edu).

### **About the University of Rochester**

The University of Rochester ([www.rochester.edu](http://www.rochester.edu)) is one of the nation's leading private universities. Located in Rochester, N.Y., the University gives students exceptional opportunities for interdisciplinary study and close collaboration with faculty through its unique cluster-based curriculum. Its College of Arts, Sciences, and Engineering is complemented by the Eastman School of Music, Simon School of Business, Warner School of Education, Laboratory for Laser Energetics, Schools of Medicine and Nursing, and the Memorial Art Gallery.

###

### **For More Information**

John Daniels

Co-chair, Rotary Virtual Enterprise Committee, Rochester Rotary Club  
[payperwk@rochester.rr.com](mailto:payperwk@rochester.rr.com)

Patrick Kurtz

Lecturer in Entrepreneurship, School of Management, Nazareth College  
585.389.2574  
[pkurtz0@naz.edu](mailto:pkurtz0@naz.edu)

Rhonda Neal

Coordinator, Virtual Enterprises & National Academy Foundation  
Rochester City School District  
585.262.8440  
[rhonda.neal@rcsdk12.org](mailto:rhonda.neal@rcsdk12.org)