

Herzlih Beutel entrepreneurs turn library into stock exchange floor

Student corporations sell out of precious stock in minutes

(St. Laurent, Quebec) Thursday March 6, 2008 at 11:00am - Herzlih Beutel's Student Stock Exchange Program officially kicked off at 11:00am today, in the Herzlih Beutel Library. Amongst wild cries of excitement, cheering, blaring music, dancing, colourful t-shirts, themed aprons, stickers, posters, sombreros and more, the students hit the pavement running. Each food-oriented corporation had 200 shares to sell at \$2 per share; all shares were sold out within minutes of the 'trade floor' opening.

Monies from the shares sold for each corporation will go toward the entire funding of that corporation's growth, product life cycle and corporate presentation of goods on March 31st, April 1st and 2nd. After all suppliers are paid, profit is split amongst shareholders and a not-for-profit organization the corporation has chosen as its beneficiary.

Coordinator and mentor Mr. Frank Cwilich beamed from the sidelines at the energy, enthusiasm and bravado of his Secondary IV entrepreneurs. "They're learning exactly what it takes to create and run a business." stated Mr.Cwilich. "All food must conform to strict kashrut laws, ingredients are submitted to David Azerad, the Director of Judaic Studies here at Herzlih, who does a wonderful job. The students even have to take their product to the mikvah. It's a real learning experience and they always do a great job. I'm really proud of what I see today" Mr.Cwilich added.

The students diligently completed their stock coupons for each purchaser, noting names and contact information for their corporate databases. Monies were exchanged, goods were sampled (as with the decadent **Chica Bonita** chocolate chip cookies) and promotional materials were flaunted. Decked out in customized t-shirts and aprons which displayed their corporate name and slogan, **Pasta Masta** accosted everyone who entered the room with their logo stickers; **Lean Mean Submarine** played music that made stock trading floor come to life; **The Chocolate Factory** had a display sign at the back of the room while **Shang-Chai's** signage peeked out from it's desk; **Cravin' Crepes** members wore t-shirts that featured their logo and slogan as well as tiny little t-shirts suspended from suction cups on the stock floor's windows. Signage from Pasta Masta and Cravin' Crepes could not be missed...hitting you from the moment you entered the doors of Herzlih and as you schlepped down the halls and through the doors onto the lively stock trading floor.

Each student corporation has its own website that it devised so that stock and corporate activity can be tracked by all stakeholders. For more information on the program, please visit the web site organized by the creator of the activity, Loyola High School's Mr. Francis Scardera, at www.studentstockexchange.com.

Best of luck to our 6 corporate teams. This year's competition is certainly going to be a hot one!