

College students receive DVA support

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Morning Star Staff

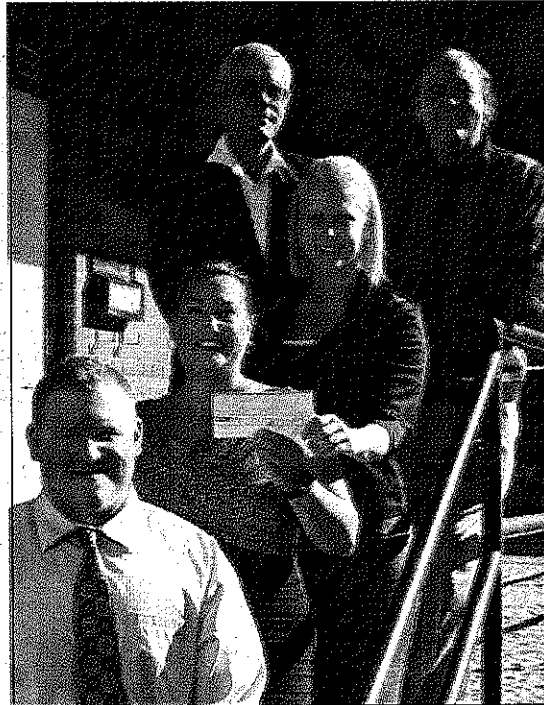
A group of business students from Okanagan College have received financial support from the Downtown Vernon Association for their research into attracting residents to the city's downtown core.

Brittany Sjoblom, Brant Jackson, Maggie Hyatt and Travis Rotenburger presented the report at a conference in Toronto in May and took third place in the country. They got an honourarium worth \$2,000 from the DVA on Monday.

The group's project made several recommendations including enhanced transit in Vernon's neighbouring communities, live entertainment downtown in the summer and upgrading the DVA's website.

Had the students' project won, they would have attended the Students in Free Enterprise (SIFE) World Cup in Berlin Oct. 4 to 6. Instead, a group from Ryerson University in Ontario took first place and will represent Canada. Sjoblom will attend the conference in support of Canada's bid and will acquire as much knowledge as she can to help future Okanagan College projects.

"It's pretty huge because we were chosen from many schools across Canada," said Sjoblom who graduated



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Okanagan College business students Brant Jackson (front) and Brittany Sjoblom (middle) receive \$2,000 from Downtown Vernon Association president Ruth Hoyte while DVA executive director Earl Hansen and college instructor Garth Maguire look on.

with degree in marketing and hopes to be a human resources manager or consultant in the hospitality industry.

"For Okanagan College, it's huge to be at an international level."

Jackson is completing his final year of studies in marketing and wants to apply his skills in the natural resources industry.

He'll remain at home while Sjoblom is in Berlin to oversee the start of this year's student projects.

DVA president Ruth Hoyte was impressed with the group's proposals and believes rewarding them with the

honourarium is a good use of her organizations funds.

"The students did a terrific job. The DVA will review the recommendations in the report... and will try to promote some of the other recommendations in our dealings with government agencies."

The group's instructor, Garth Maguire, says the chance for these students to take a leadership role for those behind them is important.

"It's a tremendous opportunity for them. I think it speaks highly of them and the college," he said.