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**KEEFE TECH BUSINESS TECHNOLOGY SENIORS VISIT NYC WHOLESALE DISTRICT**

**FRAMINGHAM, MA** – Keefe Tech Business Technology seniors recently visited the Wholesale District in NYC on a Small Business Management class field trip.

“This New York City trip is such a fun way for students to learn about cost, sales, and profits,” noted Stacey Shaughnessy, a Keefe Tech Business Technology Instructor who helped to chaperone the field trip. “It makes them think beyond what is on the textbook page.”

The NYC trip is sponsored annually by The National Foundation For Teaching Entrepreneurship (NFTE), which provides each student with a \$50 loan to purchase products from a wholesaler. Students then return to Keefe Tech with their products, where they set a mark up for the selling price of their items. Students then sell the items they purchased at a school Selling Event, and are permitted to keep any profits they make after paying back their \$50 loan to NFTE.

“I had such a great time,” said Business Technology senior Estefanny Caicedo. “You really have to think about what product to buy and negotiate a good price, because you want to make sure you sell enough to pay back your loan and still make a profit. I bought gloves, scarves, and international flags in the Wholesale District to sell at the Selling Event, and I made back double what I had spent.”

The Selling Event at Keefe Tech is held for one day only during lunchtime and requires the Business Management students to set up and market their products for sale to the entire student body. “Some students made displays and posters for their items,” Shaughnessy said. “Afterwards, they make out reports about the economics of one unit, and calculate their total sales, total cost, and total profit.”

“The NYC Trip and the Selling Event are such great learning experiences for our students,” noted Margaret Ellis, Keefe Tech Career Technical Coordinator. “This program really brings the concepts that they have learned about in their Small Business Management course to life.”

Keefe Tech is now in its third year in partnership with NFTE, a nonprofit organization dedicated to providing entrepreneurship education to young people. The Keefe Tech Business Technology Career Program prepares students for employment in today's business office or a Business Administration major in college. The program offers instruction in computer applications, business communications, office procedures, accounting, and entrepreneurship as well as the opportunity to obtain National Certification as a Microsoft Office Specialist.

Keefe Technical School, located in Framingham, MA, is accredited by the New England Association of Schools and Colleges. In addition to 13 different career technical programs, Keefe Tech offers a complete college preparatory program to students from the communities of Ashland, Framingham, Holliston, Hopkinton, and Natick.

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Keefe Technical School Business Technology seniors during their recent visit to the NYC Wholesale District.

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