

NORTHAMPTON COMMUNITY COLLEGE



(L to R) Mark, Kaitlyn and Seong

Four NCC Business Majors Take First Place

By NCC

BETHLEHEM, PA - A team of Northampton Community College (NCC) students took 1st Place at the Council for Retail and Sales (CRS) Collegiate Challenge Competition held at DeSales University on March 21. NCC's team of business majors included William Thompson, Joel Borges-Lebron, Michael Dredla and Luis Rodriguez who impressed the judges with their detailed recommendations, creativity, budgetary considerations, and engaging presentation skills.

Seven teams, representing five different colleges – DeSales University, Thomas Jefferson University, Penn State Lehigh Valley, Kutztown University and Northampton Community College – competed. For placing first, NCC's business team received \$1,200 and trophies.

This year's CRS Collegiate Challenge was "Powered by Walmart," a project where students developed a written expanded executive summary and presented their creative recommendations that met Walmart's sustainability objectives. The executive summary and presentations were then judged by Walmart representatives.

The executive summary required students to conduct a situational analysis and competitive analysis and then develop sustainability recommendations with a budget for in-person and online shopping. The budget had to avoid negative costs for the company.

The CRS Collegiate Competition is a bi-annual event hosted by DeSales University in the fall and spring semesters.

Three Students Named PTK Coca-Cola Academic Team Scholars

By NCC

BETHLEHEM, PA - Three students at Northampton Community College (NCC) have been named as 2023 Coca-Cola Academic Team Scholars. Gold Scholars will receive a \$1,500 scholarship and Silver Scholars will receive a \$1,250 scholarship.

2023 Coca-Cola Academic Team Scholars:

Mark Petrik, Silver Scholar, Bethlehem Campus

Seong Kim, Gold Scholar, Monroe Campus

Kaitlyn Seawood, Silver Scholar, Monroe Campus

Selection as a Coca-Cola Scholar was based on scores the students earned in the All-USA Academic Team competition, for which more than 2,400 applications were received this year. This program is sponsored by the Coca-Cola Scholars Foundation and is administered by Phi Theta Kappa Honor Society. The Coca-Cola Scholars Foundation sponsors the Coca-Cola Academic Team program by recognizing 50 Gold, 50 Silver, and 50 Bronze Scholars with nearly \$200,000 in scholarships annually. Each scholar also receives a commemorative medallion.

"The Coca-Cola Scholars Foundation has a long history of providing financial assistance to outstanding students at community colleges," said Jane Hale Hopkins, president of the Coca-Cola Scholars Foundation. "We are proud to partner with Phi Theta Kappa to make it possible for deserving students to achieve their educational goals and support tomorrow's leaders of the global community."

Students are nominated for the academic team by their college administrators. Selection is based on academic achievement, leadership, and engagement in college and community service.

Coca-Cola Academic Team members will be recognized in both local and statewide ceremonies and will also be recognized internationally during Phi Theta Kappa's annual convention, PTK Catalyst, to be held in Columbus, Ohio, April 20-22.

"We are so very proud of our award recipients each year. Out of the thousands of applications submitted for Coca-Cola Scholarships, to have three of our NCC students receive a Coca-Cola Gold and Silver Scholarships is remarkable!" says PTK Advisor at NCC, Jennifer Del Quadro.

The All-PA PTK Academic Team will be announced in the weeks to come.