



*Touro College
Lander College for Men*

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FOR RELEASE

LANDER COLLEGE FOR MEN ANNOUNCES THIRD ANNUAL *STUDENT ENTREPRENEUR OF THE YEAR* COMPETITION FOR YESHIVA HIGH SCHOOL STUDENTS

New York, N.Y., December 20, 2010 – Dr. Moshe Sokol, Dean of Touro College’s Lander College for Men (LCM), has announced the 2010-2011 Lander College for Men Student Entrepreneur of the Year Competition. Now entering its third year, the competition is designed to help cultivate the creative talents and entrepreneurial acumen of yeshiva high school students from throughout the New York metropolitan area.

“Once again, we look forward to receiving impressive business plans from the best and brightest of our region’s yeshiva high school students,” said Dr. Ira Teich, competition director. “This year, for the first time, we are allowing previous winners to act as mentors to current contestants.”

Interested students are asked to submit – either by themselves or as part of a team -- a brief, one- to two-page summary up to 500 words of their idea or invention. Summaries must be submitted by January 21, 2011, to Dr. Teich at irat@touro.edu. Students will get constructive feedback and then be asked to submit a full business concept plan, which may contain up to 10 pages, by March 7, 2011.

A selection committee consisting of LCM business faculty will choose the best five plans and all contestants will be notified of their contest status by April 20, 2011. The five finalists will then have the opportunity to present their plan to a distinguished panel of judges on Sunday, May 1, at the Queens campus of Lander College for Men in Kew Gardens Hills, N.Y.

Each finalist will have 8 minutes to present their plan and 12 minutes to answer any questions from the judges’ panel. Computer and projector equipment, as well as a slide viewer, will be available to accommodate finalists.

Winners will receive cash awards ranging from \$1,500 for first place; \$1,000 for second place; and \$500 for third place. The winners’ respective schools will also receive a plaque recognizing individual winners or teams. This year’s competition is sponsored by the Teich Family and The Dean’s Fund of the Lander College for Men.

“We are delighted to present this competition for the third consecutive year and we’re proud of the way it has grown in popularity and attracted interest from those in the business and technology sectors,” Dean Sokol said. “Each year, the plans we receive from students surpass our expectations and we expect this year to be no exception.”

The previous competition’s grand prize winners consisted of the team of Isaac Lati and Morris Jaradeh, both students at Magen David Yeshiva in Brooklyn, who won for their invention, Winergy, a wind turbine that captures hot air released by central air conditioner condenser units and recycles it back into the unit, thereby saving building owners both energy and money.

The second-place prize went to the team of Eric Forkush and George Bangiyev, both students at Rambam Mesivta High School, for creating headphones that inflate to fit snugly inside one's ears or over them. The third-place prize went to Gilad Katz, a student at Rambam Mesivta High School, for his idea for Cat Café, where people who love cats but for whatever reason cannot own one, can visit a lounge, have a drink, and engage with cats that reside on the premises.

Further information about the 2010-2011 Lander College for Men Student Entrepreneur of the Year Competition is available from Dean Sokol at 718-820-4888, Rabbi Barry Nathan at 718-820-4884, or Dr. Teich at 718-820-4864.

Lander College for Men/Beis Medrash L'Talmud, located in Queens, N.Y., is committed to the pursuit of excellence in Jewish and academic studies in a personalized environment. Established in the fall of 2000, the purpose of LCM is to provide a superior college education for students committed to serious Beis Medrash learning in an atmosphere of Torah.

Touro is a system of Jewish-sponsored non-profit institutions of higher and professional education. Touro College was established in 1971 primarily to enrich the Jewish heritage, and to serve the larger American community. More than 18,000 students are currently enrolled in its various schools and divisions. Touro College has branch campuses, locations and instructional sites in the New York area, as well as branch campuses and programs in Berlin, Jerusalem, Moscow, Paris, and Florida. Touro University California and its Nevada branch campus, as well as Touro College Los Angeles, are separately accredited institutions governed in common by the same Board of Trustees as Touro College. For further information on Touro College, please go to: <http://www.touro.edu/media/>.

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