Virtual Enterprises, International held its Eighth Annual Trade Fair at the 69th Regiment Armory in New York City on April 8, 2005. Radiant Care, Inc. participated in this fair for the fifth year in a row. RCI was a success and achieved their goals that were set for this event. RCI's booth number this year was #61; it was staffed by six employees. Each employee accomplished two tasks—to sell our product and develop new business relations. We interacted and widened our range of communication to the other companies.

RCI supplied our consumers with knowledge of Radiant Care, Inc.'s mission statement and our core values for our customers. We also provided a list of several different products and pictures. RCI's planning for this year's trade show included the preparation of a timeline, the budget, and objectives for the team.

There were many anxious companies waiting for the end of the opening ceremony to begin selling. Soon enough RCI and all the other competition went around from booth to booth selling, advertising, and putting on a little extra charm. There were many companies who gave away free samples of their products and some had raffles. There was even a booth that had a giveaway when you purchased over $100. The giveaway was a free picture photo. Other booths had vivid color boards, flyers, pamphlets, goodie bags, signs, music and even mascots, which we thought was a plus for that particular company. Each RCI team player did an excellent job as far as organizing, participating in sales, and also purchasing from other companies.

At this year's trade fair, there were a total of 23 sales, with a grand total of $4,022.38. Radiant Care, Inc.'s total from last year was $4,781.88. There was a gap of $759.50. The trade fair was still a success, and each employee acquired a feel for what a trade show is like. Each employee was a valuable asset to Radiant Care Inc.'s success. We at Radiant Care, Inc. would like to thank our teacher Mrs. Weber for doing an outstanding job representing Radiant Care, Inc. as our mentor.
B-Gone Travel, Inc. is a virtual business located at Mercer County Community College. For the past 5 years, B-Gone has achieved many of its initiatives for the company and its growth.

The Finance Department determined competitive pay rates, set up pay cycles, edited QuickBooks to match the bank account, and learned everything possible about the travel industry. They are also very busy completing the Annual Report.

The Human Resources Department created time sheets, an employee list, the presentation schedule, employee folders, and employee W-4’s. HR also created monthly event calendars and updated the vendor catalog to facilitate employee purchases. HR ran a workshop on “Corresponding at Work” which included creating e-mails and memos in correct format. They also provided each employee with a B-Gone employee handbook and updated the B-Gone procedures manual in accordance with U.S. Department of Labor rules and regulations.

The Employee Motivation and Development Department (EMD) ran a “Getting to Know the Firm” activity to help the team members become acquainted. The EMD Department also ran a brainstorming session with all B-Gone Travel employees and completed the B-Gone Travel Inc. Mission Statement and Values as a result of this brainstorming session.

Also, the EMD Department completed a recognition survey, and has implemented a revised Recognition Program as a result of this survey. EMD has currently issued approximately 20 recognition certificates ranging from “Perfect Attendance” to Teamwork and internal customer service.

EMD showed the motivational video “Fish” to the B-Gone team and provided each member of B-Gone with the “Fish! Catch the Energy & Release the Potential” book.

EMD implemented the daily motivational phrases program and the “cartoons” program to begin the B-Gone team’s day on a bright note.

The Marketing Department updated B-Gone’s business cards, created travel packages, and provided luggage tags and company pens for the Trade Fair. In addition, they worked on advertising and promotion, updating the marketing plan, customer profiles, and marketing strategy.

The Purchasing and Sales Department has also been busy assembling pre-planned packages for cruises and weekend getaways.

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Attracting International Business

“Em” Sports Apparel has tried some new techniques to attract new customers and increase sales nationally and internationally. The Marketing Department has come up with some different ways to market to those new customers.

We have found that personalizing flyers and letters has helped with getting attention. What does every company want? They want to increase their own sales. We are a company that helps them increase their sales. We have found that “Em” Sports Apparel embroidery can help any business increase their profits through advertising. Another way to increase sales is to also get their attention by giving discounts for first time customers. This will give them a taste of the company and let them decide if they would like to continue doing business with us. Keeping in touch with these companies and letting them know that you are interested in doing business with them will let them know that you are serious about them and their company. We always keep in touch with the companies and continue to market their business for them. Maintaining contact with those prospective companies will always help improve our sales.

Our international sales have increased this quarter. A technique previously done to increase international business sales included sending out brochures, catalogs, and flyers. These items were sent in December to the Center for Simulated Business Services Office. The consortium then sent the items to multiple international firms. This helped our business because it was quicker, more convenient, and cheaper to have the consortium send out the brochures.
Greetings from Cougar Traxx, Inc.,
Lehigh Carbon Community College
Schnecksville, PA

Applying for our positions within the practice business firm at Cougar Traxx was a memorable experience. After application, the positions were assigned by the Cougar Traxx Executive Officer. The virtual employees were filled with enthusiasm. However, they also encountered obstacles and problems. Some abrasiveness and personal differences soon ensued. The employees learned to set aside differences, solve problems, and pursue the goals of the firm with much candor. Soon we started to receive orders for our personal digital assistants.

Because our firm only operates in the spring semester, it is especially challenging to maintain continuity; however, the Cougar Traxx employees rose to the challenge. The Human Resources department was faced with creating and maintaining personnel files for nineteen employees – the largest staff the firm has ever employed. The Accounting department strove to keep payroll current, managed the QuickBooks files and kept track of electronic banking. Marketing updated our product list, generated promotional materials and worked to get our website up and running. The Sales and Purchasing departments conducted efficient direct mail and e-mail campaigns to generate orders.

In the past weeks sales have picked up. Everyone in the firm has knowledge of and performs their jobs well. And there has been some cross-training. The firm is more cohesive as a team and communication is healthy among firm members. This was all accomplished in a relatively short period of time, about fifty-six hours, a little more than a six day workweek with moderate overtime. One highlight of the semester was our business meeting with Unplugged, Inc., a neighboring firm at Northampton Community College in Bethlehem, PA. It helped our employees to see the way another firm functioned. We can certainly say that, we are proud to be members of the Cougar Traxx team and proud of what we have accomplished. The Business Practice Firm was a positive learning experience and although it was just a virtual firm, real-life scenarios were experienced.

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“EM” SPORTS APPAREL

Recommends the following Export Documentation Procedures

Three types of export documentation are needed:
1. Certificate of Origin
2. Commercial Invoice
3. Shippers Export Declaration

All three documents can be found at [http://www.mccc.edu/ibpf/firms_export.shtml](http://www.mccc.edu/ibpf/firms_export.shtml)
(Site also contains examples of completed forms)

Once completed, all three corresponding invoices need to be emailed as attachments to CSBS. E-mail address is csbs@mccc.edu. Subject Line for the email should be "Export Documentation" and text in the body should include Export Documentation for (name of company exporting to) attached. Should be signed with alias name (real name in parentheses) followed by accounting department.

Suggestions for filing of completed forms:
Create an export documentation folder in the accounting department folder under the appropriate year. Create a new folder, name should be the Invoice followed by the appropriate invoice number. File each export document under this folder. Name should be the type of document, followed by the appropriate invoice number.

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In April, the Center for Simulated Business Services at Mercer County Community College had the honor of hosting the spring 2005 EUROPEN Members’ Meeting. EUROPEN is the international association of Central Offices that support business practice firms. Participants from Australia, Belgium, Spain, Italy, Finland, Switzerland, and the USA attended the two-day meeting to discuss quality standards, certification of central offices and practice firms, ideas for collaborative projects and joint funding possibilities. The organization also develops software and services that support the IBPF network worldwide.

Its most current undertaking is the creation of a credit card system for practice firms and their employees. The primary purpose of the credit card system is to educate students in responsible credit management. Another highlight of this meeting was the decision to change the name of EUROPEN to something that represents the international membership. There are now practice firms on 5 of the 7 continents.

EUROPEN’s mission is to support, coordinate and develop services adding value to the activities carried out in its member’s national networks; to promote and enhance the concept of learning in and from a simulated business environment and to expand the number of regional and national networks. Visit [www.europen.de](http://www.europen.de) for more information.

Carol Weber, Director of the CSBS at Mercer is the current President of the organization. She was elected to the Management Team in 2003 for a three-year term.
REsource Inc. is based in Sheridan College, Sheridan, Wyoming. We sell watches and radios that run on kinetic and solar energy. And right now we are expanding our line so it will be ready for Fall 2005 semester.

It was not until this past semester that we marketed internationally. We have sold items to companies in Spain, Denmark, and France to name a few.

To help our firm even more, we hosted two teleconferences to make international relationships so REsource Inc. can expand. From speaking with the two companies, Superior Holiday Adventures from Ontario, Canada, and Anteal Commercial from France, we have learned that their practice firms are for helping people gain work experience so they can find employment, rather than for a college course. After speaking with Canada we learned of another company in France interested in a teleconference. We also had a name and contact information for another in Denmark, but they were unwilling to stay past business hours (4:00 p.m.), while we were unwilling to meet at 6:00 a.m. to talk with them.

By speaking with these companies we learned about their government, economy, extra-curricular activities, and interesting facts about their workdays. For instance, in France, they don’t work overtime, but a group in the firm was willing to stay and talk with us.

No matter the time difference, it was very beneficial to have a teleconference with these two firms. Not only did we learn about the countries from those who live there rather than from textbooks, we hopefully made relationships with them to help our firm grow. We are looking forward to doing many more teleconferences in the future.
Our display case is located in one of NTC’s A building lobby. We have our company displays behind glass to inform other students what we are all about. The case includes our logo, tag line, and student names.

EM Sports is an embroidery company that sells tees, hats, pants, jerseys, blankets, towels, tank tops, and logos.

EM Sports Apparel located in Wausau, Wisconsin at NTC is continually working hard in the classroom this year. We are continuing our business with our business firms. Each of our departments are working hard on our business and are proud to do business with new and continued firms. The major projects we are working on include the Administrative Professionals Day Party, orders, and our display case.

Our Administrative Professionals Day Party is coming along well. We invite our local Administrative Assistants that we work with to take a couple hours of relaxation time and come in and reflect their experiences as an Administrative Assistant. This is the perfect opportunity to talk with the professionals about jobs that we may be interested in and have important questions answered by these individuals regarding our futures in the work force.

Our Display Case

Our display case is located in one of NTC’s A building lobby. We have our company displays behind glass to inform other students what we are all about. The case includes our logo, tag line, and student names.

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