CSBS Network Firms receive recognition at NYC Trade Fair

Congratulations to CSBS firms who participated in the New York City Trade Show the end of March. Seven network firms attended from New Jersey and two from as far away as Wisconsin: B-Gone Travel, Badgerland Gourmet Foods, Crustino’s Bread and Breakfast, Favor It, Inc., Legacy Office Supplies, Switchin’ Tempo and Unperplexed Solutions. All of these “companies” worked many hours in preparation of the show. We are proud that several also received the following awards: Honorable Mention for Best Booth went to Crustino’s Bread and Breakfast, Lickity Splits, and Unperplexed Solutions. Unperplexed Solutions also captured Honorable Mention for Best Website and was a finalist in the Best Catalog category. Favor It was awarded Honorable Mention for Best Sales Pitch.

Lickity Splits made it to the Championship Round for the National High School Business Plan Competition. This was quite an accomplishment. They were in the top 7 in the country out of a field of approximately 200 firms that entered the competition. In order to get there, they had to submit a written plan to a panel of judges at CSBS, and then present orally to another CSBS panel before entering the final competition in New York City. At the National level they had to present twice, and then one last time during the Championship Round. They excelled and are to be congratulated!

Crustino’s & Unperplexed

On Friday, March 30th, students from the Morris Hill’s International Business Strategies class, and the Academy of Math, Science, and Engineering Business Strategies class attended a simulated “real-world” tradeshow at the 69th Armory in New York City. To prepare for the show, the students designed marketing materials, pre-show incentives, booth banners, strategic plans, web sites and booth designs, all in an effort to attract customers.

As an added level of excitement, both classes won honorable mention awards for Best Booth, while the Academy class was able to secure the same honor for Best Website and was a finalist in the Catalog category.

The class from Morris Hills “operates” a company called Crustino’s Bread and Breakfast, sponsored by Panera Bread; and the Academy class “operates” a computer software company called Unperplexed Solutions.

As part of the planning process for this trade show, both classes came up with themes for their booths, which they believed would interest their target audiences. Crustino’s chose a 70s theme, while Unperplexed Solutions chose a Spy/FBI theme. To further increase traffic at the booths, both companies offered give-aways, with Crustino’s providing donated Panera products such as bagels and coffee and Unperplexed Solutions providing sample CDs containing...
shell software programs written by the class, which compliments their product offerings.

The goal of the trade show is to give students a taste of how face-to-face business operations run in the "real world." The students were able to experience the stress and anxiety of setting up for the show, as well as the adrenaline and satisfaction on the day of the show when they started "selling" their products. At the event, students completed deposit slips for any virtual checks they received from customers and deposited them in the simulated bank, which had tellers and real-time computer access. Additionally, students will be engaged in follow up activities such as invoice creation and contacting new leads.

The "employees" of Crustino’s include Matt Bernstein, Luke Mirabella, Andrew Kirk, Troy Weygandt, Ilya Shaf, Tom Ferry, Meghan Frankle, Monica Lee, Chris Roman, Andrew Kirk, Diana Leon, and Paula Mendez.

The "employees" of Unperplexed include: Chelsea Bailey, Craig Buhowski, Sruti Chivukula, Allison Cote, Melissa Davidoff, Jeremy De Guzman, Dev Doshi, Andrew Gould, Stephen Hor, Andrew Kanas, Katrina Lautz, Daniel Levine, Steven Makuch, Eric Morgan, Christopher Tomaszewski, Lauren Vrablik, Pavel Zonov.

The International Business Strategies class is open to all Juniors and Seniors at Morris Hills High School and provides these students with the opportunity to acquire 3 college credits from Fairleigh Dickinson University. The Business Strategies class is a requirement of Juniors enrolled in the Academy of Math, Science, and Engineering.

Favor It, Inc. Teacher and Firm Capture Awards

Favor It, Inc., a candy specialty firm from Passaic Valley High School in New Jersey has achieved recognition outside the simulated world we live in. First they received two grants: one from CVS Corporation—All Kids Can Classroom Grant and a second from Passaic Valley Education Foundation—Mini Classroom Grant. They used these funds to help with their expenses for the NYC Trade Fair. Next, they received the Exemplary Program Award 2007 from the New Jersey Association of Partners in Education and the New Jersey Association of School Administrators.

Favor It in NYC
This will be awarded on May 16, 2007 at a dinner-gala at Trump Taj Mahal in Atlantic City. And last, but by no means least, Ms. Melissa Monte, teacher of Favor It, Inc., will be recognized as Teacher of the Year at the 2007 Governor’s Teacher Recognition Program to be awarded on May 21, 2007. Now that is impressive! Congratulations to the students in the firm and their teacher!

Favor It in NYC

The Purchasing/Sales Department was very busy this spring. We made some international connections and were very successful in encouraging our employees to make outside purchases. We made over $20,000 in purchases from other firms and we only received $3000 in return sales.

We at Xpressions, Inc. have had quite a busy and successful semester! A new company logo has been created to maintain uniformity with all documents created in every department. This semester the Marketing department has introduced six new products to the company line. These products include; a Blackberry Pearl, XM Radio, a Car Adapter, an FM Tuner, a South Park FM Tuner, and a Blue Tooth Earpiece. With these new products, Xpressions, Inc.

The Cougar Traxx, Inc. Human Resources department was very busy this spring setting up and organizing the personnel files with the necessary forms and agreements, along with updating the Employee Handbook. We arranged for the Director of Career Services at LCCC to speak to our group on how to use the college network to explore employment opportunities. This was very beneficial because many of the students will be graduating in May. We found this experience with the firm exciting and valuable, and will use these skills in the business world.

The Marketing Department of Cougar Traxx Inc. entered the Spanish-speaking market. For the first time in our company history we mailed and e-mailed promotional materials in Spanish as well as English. The Spanish-speaking market is growing evidenced by the fact that retailers are adapting by creating both Spanish and English signage and promotional materials. Cougar Traxx is also considering an alternate website in Spanish. This semester we worked on a joint project with students from our CIS Web Developer program to revamp our website. In particular we needed to make the order form that is available online easier to download and print.

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Lehigh Carbon Community College, Schnecksville, PA

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hopes to attract a more diverse customer base. They have also developed a new extensive customer e-mail database. This database will allow their department to perform mass e-mailings to customers on a weekly basis. This method has been instrumental in achieving dramatic sales growth.

The Human Resources department completed all necessary revisions to company documentation and introduced a Shadow Program that was made available to all employees. Human Resources also coordinated the completion of the Business Plan and created monthly newsletters to keep employees informed of current company news and important dates.

The Purchasing department has improved the procedure to process employee requisition forms and convert them into purchase orders. They have also implemented an inventory policy that improved customer service.

The Accounting department has effectively maintained the company’s financial records accurately through QuickBooks. This is the first semester that the company has achieved profitability.

We at B-Gone Travel Inc. are beginning another semester, offering the greatest trips at the best prices. The spring 2007 company has made changes in the firm that have benefited our business. It is our obligation and responsibility to offer our customers the finest service possible. B-Gone deals with both domestic and international trips; we prepare your vacation packages, search for flights that would best accommodate your trip, and book the hotel that works best for you. Cruises, entertainment, and weekend getaways are also included in our repertoire of vacation options.

Our departments work hard together to make sure the company’s requirements are covered. Our Finance team is in charge of maintaining and processing our payrolls and invoices and reconciling bank accounts, as well as our company-wide and departmental budgets. Our sales department is responsible for researching the best prices and services offered in the travel industry. Marketing takes care of promoting our latest destinations, which have been mainly focused on our most demanded trip: cruises. Last, our human resources department makes sure our clients and partner companies get responses from us; they are also in charge of the company’s policies and handbooks; part of its team is also in charge of the employee motivation and development, who keep the employees enthusiastic about their jobs. The Spring 2007 team has also come up with a refund policy for B-Gone, which benefits both our customers and the company.

The Human Resources Department has developed a tracking system to make sure that all employees are ordering from other companies, and that their orders are being processed. They also have completed and presented a Sexual Harassment seminar to all departments. Human Resources have continued to help encourage and motivate employees by conducting weekly meetings, organizing the Employee of the Month program and company parties. They are currently working on updating and improving the employee handbook.

The Finance Department has had their hands full this semester. The previous semester, the finance department was short-handed, so this semester has been full of fixing mistakes and catch-ups. They have gone above and beyond the call of duty.

The Purchasing Department has been very busy this semester processing all of our orders. They went ahead and did the finishing details on our new website, which you can now order from at: viking.mccc.edu/switchin.

The Marketing Department has been busy designing new products to promote our two artists, Pacino and Stone Heart. Our most popular new item that they designed has been the pajama bottoms. Go check them out on our web site!

Finally, as a company we attended the New York City Trade Fair. This year we were able to promote our newest artist, Stone Hart, and all of our new promotional items. The affair was a great success. So the next time you need to order from a company, remember to switch things up with Switchin’ Tempo Records!

Our company sells all different types of socks to meet the needs of everyone including men, women, and
children. *Say It With Socks* sells a diverse product mix including socks, slippers, athletic and outdoor socks, foot accessories, and other foot care products. This semester has been extremely exciting for *Say It With Socks*; we have a small but diverse group of six students who work exceptionally well together in carrying out the duties of our company.

New things going on in our firm include a new accessory line we added which consists of an air compression machine for the feet, foot support devices, a heated foot massager, and a massage shower mat. We are very thrilled about these new products and they have proven to be a very successful addition to our business thus far. We have sent out numerous flyers of our new products which really helped our start-up success. Also, we began selling special holiday socks and have also been sending our reminder flyers to other businesses before each holiday arrives. A special marketing idea we did this semester is focused more on women and their foot care needs; we added an entirely new line of women’s socks.

The numerous new additions to our company and webpage have greatly helped *Say It With Socks* to be a profitable and successful business this spring semester. To attract international customers we have enhanced our webpage to make it much more appealing and up to date. *Say It With Socks* has had a tremendous increase in sales as the semester has progressed and we are looking ahead to a bright future. Currently, we are trying to make contacts with more international businesses and we are very excited to do business with everyone.

Java&Joe is a virtual business that was created for the International Business Practice Firm class at Waukesha County Technical College in Pewaukee, WI. Java&Joe partnered with Berres Brothers Coffee to offer students the real world experience as to what it takes to run a virtual business in today’s competitive global market. Throughout this semester the students in class have been actively working on various activities throughout the different departments in the business.

Java&Joe is run by five individual departments: Marketing, Human Resource, Information Technology, Accounting, and Purchasing. Each department is responsible for completing their duties and working effectively with all other departments to ensure a successful business operation. Our total sales goal for the spring 2007 semester is $10,000. Through teamwork, determination, and being on task we exceeded our goal and have sold $11,398 of goods to our customers.

During the first couple weeks of the semester the students jumped right in on understanding the class objectives and how to run a virtual business. Each department came up with goals and responsibilities to accomplish throughout the semester. With communication being the key, all departments have met many of their goals and have helped others reach theirs. We look forward to seeing how this semester’s hard work and dedication will make an impact on the future of what is now known as “our” company.

Students in the class were allowed the opportunity to experience first hand what it takes to brew a good cup of coffee. Berres Brothers opened their doors for a behind the scene tour of the coffee process. They learned all aspects from what type of bean and source of bean to different types of roasters and how they package their products. To help enhance the all around experience of what it takes to run a coffee shop, Todd Williams of Dunn Brothers Coffee will be meeting with the class to explain how Dunn Brothers Coffee runs their business.

Human Resource department started the semester off by interviewing the candidates and assigning job titles. Then they completed a handbook of policies, hiring forms, certificates for department accomplishments, created department goals, followed up on orders that were placed, created and updated e-mail binders to track e-mails and orders received. The department is also responsible for arranging field trips and guest speakers. They also have many daily activities: e-mail accounts, taking attendance, fill out accountability records, and update employee files.

The Purchasing Department is mainly responsible for purchasing from other virtual business on the Mercer College website. They also maintain and upkeep our inventory.

Accounting department is in charge of maintaining all accounts, billing and handling all financial duties.

Marketing is responsible for promotions, news letters, attracting and retaining customers.

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Each student in the class has had a wonderful experience with running the virtual business.

**EM Sports**

Why not consider some of our new business casual shirts, embroidered with your company logo for your entire staff? “EM” Sports Apparel offers quality, customized logo embroidery on different types of sports apparel including; towels, baseball caps, tee-shirts, sweatshirts and casual wear.
We are located in central Wisconsin, out of Northcentral Technical College. Our firm consists of 20 students from the Administrative Assistant and Accounting Programs. There are five departments within our company.

The Marketing Department has been busy working on our Website to help make it more efficient in researching what our company sells and has added ten new products to our newly updated Website. They have created many promotional flyers, and developed pricing strategies for our catalogues and order form. Currently, the Marketing Department is working on adjusting our order form to make it more specific and easier for our customers to place orders.

Office Administration is responsible for performing general office procedure, which includes handling company e-mail, processing incoming and outgoing mail, filing, and creating and editing documents.

To recognize Administrative Professionals’ Day, the staff’s in Office Administration is busy planning a party for local Administrative Professionals on April 26, 2007, which will be hosted by "Em" Sports Apparel.

The Purchasing Department is responsible for handling one of the activities related to the purchasing process. They handle customer orders, process and place employee orders, as well as handle invoices. Purchasing has also worked with other virtual businesses on cost and availability of supplies. This semester the Purchasing Department worked on updating our QuickBook item lists and system. Chris Kelly and Joe Johnston are the two people working hard in this department to process orders.

The Accounting Department has journalized business transactions, using various journal formats and analyzed the income statement and balance sheet of our company. They are responsible for processing payroll and making deposits. Throughout this semester, the Accounting Department has been busy working on the reconciliation of previous posting errors and has wrapped up the year-end financial report. Recently, they completed the 2006 tax return and have submitted it on time.

The Human Resource Department at "Em" Sports Apparel is responsible for hiring, compensations, evaluation and management of performance, and managing relations. During this semester, the Human Resource Department has created a newsletter within our company, called "Em" again to inform employees of what is happening in our company.

Human Resource has also developed presentations for employees regarding e-mail etiquette and ergonomics. Just recently, the staff in this department put together a training session for employees at "Em" Sports Apparel about QuickBooks.

The Human Resource Department makes sure that the company mission, vision, values, guiding principles, and the factors that keep the company are guided toward success.

"Em" Sports Apparel's mission is to provide good customer service. In order to do this, we have strived to gain customer satisfaction with loyalty and trust.

We stand behind our products with pride and are proud to serve those who stand beside us. It has been a great semester here at "Em" Sports Apparel. We have had quite a memorable experience here at and appreciate everyone who has done business with us!
The spring of 2007 marks Wisconsin Indianhead Technical College’s fourth year of involvement with IBPF. Operating in the northwest corner of the state, Badgerland Gourmet Foods originates from the New Richmond campus and Legacy Office Products operates from Rice Lake. The IBPF model is used both in entrepreneurship and international business courses. Both firms were represented at the Virtual Enterprises International Trade Show held on March 30 in New York City. Visit the firms at www.witc.edu/ibpf

Trip to Chicago a Success!

Southwest High School International Business students are all very grateful for the opportunity to travel to Chicago. The first day was a great experience. Visiting the Art Institute offered many beautiful examples of cultures throughout the world. The Cultural Center also offered the possibility to view wonderful works of art; such as sculptures and photography. This is also where public transportation passes were purchased. Then it was off to the Hard Rock Café for great food followed by a little touring on Michigan Avenue. It was truly an entertaining way to spend the evening.

The second day was the most important part of the trip. Meeting with Steven’s Exhibits owners and Directors of Sales and Marketing and Graphic Design (Julie and Lisa McKernin) provided a clearer and more accurate picture of how businesses operate and promote themselves. The success of this business was obvious as the directors explained the process of designing and building extravagant trade show booths. Immediately following the presentation was a lunch question/answer session and a company tour. Before heading to the Museum of Science and Industry (MSI), Julie and Lisa explained which exhibits they designed at the MSI. Students also explored Body World, which, although graphic, was a popular attraction. The evening was spent at Navy Pier where the students were able to eat, shop, and enjoy their evening.

The last day was the toughest. There were a few bumps trying to convince the limo company about how the weather would impact the return trip; making it longer. That aside, the class was able to enjoy the morning at the Shedd Aquarium. Most of the students watched the dolphin show and learned about the many species of fish that span the globe. After seeing the world from an ocean viewpoint at the Shedd, a local restaurant, Kitty O’Sheas, was selected by the students for lunch. The food was amazing, and it was a great way to find shelter from the blast of wind, sleet, and ice. During the wait for the limo, some students spent their time swimming, shopping, riding the subway, touring Michigan Avenue, or sitting quietly in the lobby. The trip was a great success; students were mature adults and handled themselves impeccably during business meetings. This trip was an experience that students will remember for many years to come.

Special Visitor to MCCC

Minister of Education from Sri Lanka visits with BPF students

Dates to Remember:

Feb. 27, 28 and 29, 2008 BPF Training at Mercer

2007 BPF Training

Canadian Trade Fair – Toronto
October 24, 25, 2007