**New and Exciting**

**B-Gone Travel, Inc.**

B-Gone Travel Inc. is all about variety. We have a plethora of trips to choose from, ranging from exotic sandy beaches to bustling New York City. It is our mission to help make our customers’ experience the time of their life while they travel with us. Our staff is always ready and willing to help you in whatever way we can. So sit back, relax, and enjoy traveling with B-Gone!

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**Pack It Up, Inc.**

Pack It Up, Inc. is a new ground-breaking company that specializes in tote and messenger bags. Our foremost goal is to please the customer as we strive for excellence in the work place. Pack It Up, Inc. products include fashionable, comfortable bags which are able to carry even the heaviest items. The team for Pack It Up, Inc. is made up of extraordinary people whose goal is to sell top-of-the-line products to the consumer.

In the three months that Pack It Up, Inc. has been operating, we were able to achieve several goals. Our first goal was to develop a Business Plan.

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**EMD Design a Costume activity**

Our Employee Motivation and Development team always works hard creating fun activities. One of our favorite things to take place at B-Gone this year had to be the EMD activity, “Design a Costume.” We divided the class into two teams and instructed each team to make a costume using only toilet paper and masking tape while being completely silent. What resulted was one team with a traditional Indian Sari dress and the other with a pageant contestant costume. This activity was enjoyed by all and really brought the class together.

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**What’s happening at Crustino’s Bread and Breakfast**

Larry Bebb, aka Jamal Walker, faced with sluggish sales, took it upon himself to come up with a unique way to reach customers. To date, Larry has sent out ten poems, all geared at generating interest and reinforcing the Crustino's brand. I am very impressed with Larry's initiative and creativity (Ms. Colleen Perry).

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**Poet, Jamal Walker, at work!**
The company also established four departments consisting of Purchasing/Sales, Marketing, Finance and Human Resources. Pack It Up, Inc. surveyed potential buyers to determine our market, leading to the development of a limited variety of bags. After the company developed the product line we generated effective promotional ads. Our future goal is to expand both market and products as our company grows.

Trojan Trekking Event Planning

Corporate officers: Nick Basche, Erin LaHaye, Matt Giguere, James Johnstone, and Romeo Franklin set forth a busy first quarter with numerous events in motion.

The Global Trade Conference was attended by a crew of 25 who networked with business professionals from area post-secondary institutions, Wisconsin businesses, and the US Department of State. Students had the privilege of listening to the US Trade Representative as the Keynote Speaker. At the Wisconsin State International Education Conference, Ryan Tincher and Kelsey Duckett joined Nick, Erin, and Matt to present to state educators and business professionals about Global Business and Culture at the Secondary Level. Ryan had the foresight to obtain permission from the Wharton School of Business at University of Pennsylvania, so the group could use one of Wharton’s business cases as an interactive case study during the presentation.

The One Drop at a Time Benefit was organized to help raise funds to facilitate clean water filtration in Cambodia. Trojan Trekking members designed the collateral and helped promote the event for Globalteer. Although funds raised were not as high as expected, it was the first time the benefit was held, and organizers plan to make it an annual event; possibly combining it with live music at a late spring golf event.

Still to come are the: Brewers Trip designed to help students develop organization and time-management skills, the Oneida Adventure Challenge Course to improve team-building and confidence skills, Senior Scholarship Night to honor graduating students who have excelled in various areas of global study, and the annual Golf Outing and Awards Banquet to recognize graduating students earning International Business Certification in a fun and relaxed atmosphere.

So the trade fair is done! As employees of Unperplexed Solutions, we want to thank all who spent two crazy days with us at the trade fair. All of the hard work paid off, as we took home three awards. Thanks to the awesome IT department, we received 1st place for the Web Site Competition. Thanks to the Marketing department who took charge of the booth design, we received an honorable mention for the Booth Competition. Thanks to all employees who spoke with judges as we received honorable mention for Salesmanship. We learned a lot and had great fun! We hope to see you all next year!

Website a Joint Venture

Although only in its second semester, Ewing High School’s virtual business, Piece of Cake, knew it had to create a website in order to be competitive in today’s market. Having limited resources in the area of advanced website technology, they sought outside expertise inside the halls of the high school. The Graphics II class across the hall was transformed into a Graphics Studio, and the employees of Piece of Cake approved their proposal to build a site. Members of Piece of Cake’s Marketing Department met often with the ‘website executives’ from the Studio, and the result is an extremely professional site that should be up within the week. We look forward to having you visit (and shop!) this exciting joint venture between neighboring classrooms at Ewing High.

Overcoming Adversity to Reach for the Cheese

We had a number of obstacles to overcome before and during our business year. In starting up Badgerland Foods, the Entrepreneurship class at Wisconsin Indianhead Technical College, had to overcome adversity. As if starting a new business isn’t hard enough, our business was plagued by shipping problems, poor performance of staff, a breach of security, flood, and spring varmints.
Just prior to our business opening, our shipping calculation software inexplicably started calculating shipping costs that we couldn’t explain. Luckily, we were able to correct the problem before we accepted our first real order. Shortly thereafter, we were faced with having to terminate the guy who wrote this article. He’s been moved to the basement, but he still has his stapler.

We faced our first security breach and lockdown when one of our employees misplaced her username and password list for all our sensitive data. Our work area had to be locked down and all systems stopped until the breach could be isolated. We’re happy to report that all of our customer data is still safe.

Just when we thought things were safe, an ice dam on the roof, sent a torrent of water down on the purchasing department. Purchase orders had to be dried out and employees of that department have been issued flotation devices. The flooding disrupted a bee hive sending a few bees into our workspace. They had to be killed with only the aid of common office supplies. One was caught in an envelope and removed from the premises.

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Thank you to all of our customers for their support this spring.

During the show, Lickity Splits pushed ice cream sales in somewhat of a non-conventional way. Before the show, the company actually received five gallons of real ice cream and shipped it to New York. With every purchase a customer made, they actually received a free scoop of a Lickity Splits flavor of their choice. What made the experience really unique were the offers made by Lickity Splits. There were five regular packages ($30-$55) and two large ($75 and over) giving customers a wide window of selection. Another ‘perk’ was offered which was very popular as well; if a customer made a purchase $500 or higher, they received a “V.I.P. pass.” This pass entails that they could not only receive a free scoop at the time of purchase, but come back later on in the day and cut the line to receive another scoop.

The show was a positive experience for all employees of Lickity Splits. It was a great way to learn how many details in the business world really work, as well as building people skills. Many participants were from other countries so it was interesting to interact with new people making it a great learning and personal experience.

The Trade Show Scoop
Morris Knolls High School

Over the past school year, our company, Lickity Splits has been working together for one common goal. This goal was difficult to reach and required the attention and dedication from each staff member. This goal is the Virtual Enterprises Trade Show that was held on April 4th 2008 in New York City. Lickity Splits pushed all year making sales and preparing presentations just for that one day.

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This year Switchin’ Tempo Records, Inc. has seen many notable newsworthy events.

We added a new artist – Vikings’ Backhand, a rock group – to our lineup that already includes the very successful Pacino – a hip-hop artist – and Stone Heart – an adult contemporary singer songwriter. Vikings Backhand released their debut album, “Ready For Battle,” and a follow up, “The Last Stand.” Pacino and Stone Heart both released follow up albums entitled, respectively, “The Second Coming,” and “Set in Stone.” In addition, this year we greatly di-

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versified our product line, created a new Logo, retooled our website, and created a MySpace Page. Our third year has been our most profitable for Switchin’ Tempo Records. We look forward to many successful years to come.

We the class of Say It With Socks came up with praise and suggestions to make the CSBS network even better. We enjoyed the CSBS experience and will recommend this class to others at Frederick Community College. Our intent with these suggestions for Global Business Simulation is to make the class a more enjoyable experience for those students that will follow us.

The first observation we would like to make is that most companies do not have websites; therefore, it is hard to order from the people that order from us. Response time with some firms on orders was a week to a month later from the original purchase date and that caused a lot of confusion. Orders that we placed were never answered, and when we sent e-mails inquiring about them they were never returned and we had to order from somewhere else. When our class tried to order items from overseas, mostly the European markets, the URL links were not responding; therefore, we could not order from them.

On a positive note, the firms that had automatic invoicing made ordering easy and fast. With the automatic ordering forms you would get an invoice for your order that day or the next day and that made money transactions go smoother. The firms in the network that were always on the ball were the firms in Tennessee, New York and Virginia. Another positive was being able to interact with some companies overseas and learn their form of business. Lastly, the system that MCCC developed for banking was easy to learn and understand.

We enjoyed our Global Business Simulation class. Learning the steps of how a functioning business works will help us later in school and in life to pursue our goals and dreams. We think with these improvements and suggestions the learning experience would be even more enjoyable for the next group of students.

Information . . .

Special Fall Program

November 13, 2008—a full-day program for teachers and students. Attend by coming to Mercer’s campus in New Jersey or by joining by way of video conferencing. Save the date . . . stay tuned for further details in the fall.

New Teacher Training (February 26 and 27, 2009)

Network members can attend training for ½ of the regular fee. If you are new to the program, consider attending this two-day session. Visit www.mccc.edu/ibpf for more information.

Upcoming Trade Fairs

Brazil (October 4, 2008)
Canada, Sydney (October 22 and October 23, 2008)
Germany (November 2008)
New York City (April 2 and 3, 2009)

Check www.mccc.edu/ibpf as more dates become available.