NETWORK OF INTERNATIONAL BUSINESS SCHOOLS
2011 CASE COMPETITION

February 19–26, 2011
St. John’s, Newfoundland and Labrador
I am pleased to welcome you to the Faculty of Business Administration and Memorial University for the Network of International Business Schools Undergraduate Case Competition. The last time Memorial hosted the competition was 2004 and we are delighted to be acting as the host school once again.

NIBS was established in 1993 with the purpose of bringing together business schools from around the world who believe that globalization of the economy is essential to the evolution of managerial practices. In 1996, NIBS instituted an international undergraduate case competition to promote cross-cultural awareness and give students an opportunity to explore international business issues. Internationalization is a priority for the Faculty of Business Administration and an area where we have been very successful, with active partnerships and exchange agreements with over 40 leading institutions worldwide.

Competition and high achievement typically motivate a team in a competition like this. However, I hope you will also embrace the friendships and connections you will make during NIBS. It’s these connections that will last beyond this week and what will make this experience truly memorable.

Over the past few months, our host committee has worked diligently to ensure a smooth and rewarding experience for everyone involved. Furthermore, this event would not have been possible without the support of the local business community and I thank them for their support.

Our goal for this week is to offer you a challenging competition and a unique Newfoundland and Labrador experience - I hope the next week will be both inspiring and enjoyable for you.

And most of all, best of luck!

Sincerely,

Dr. Wilfred Zerbe
Dean, Faculty of Business Administration
MESSAGE FROM THE ACOA MINISTER

Welcome to the 2011 Network of International Business Schools Case Competition – an event that challenges business students to think critically about current international economic and business issues and challenges.

Our government is working hard to ensure that Canadian companies have access to the most highly skilled and best trained employees available. In today’s economy, that increasingly means people with global perspectives and experiences.

The NIBS competition gives young people an opportunity to demonstrate their knowledge and ability, their vision and business acumen. It also allows participants to network, exchange ideas and information with students, faculty and advisors from around the world.

This exposure to cultural and business diversity is a crucial dimension to any business student’s education. This competition is a wonderful opportunity to gain valuable insights regarding the dynamic environment on which business success is built.

I extend my best wishes to all the participants in the 2011 NIBS Case Competition.

Keith Ashfield
Minister of the Atlantic Canada Opportunities Agency
MESSAGE FROM THE MINISTER OF BUSINESS

As the Minister of Business for Newfoundland and Labrador, I welcome you all to St. John’s for this year’s NIBS Undergraduate Case Competition. It is an honor for Memorial University and the province to host this year’s competition.

This is a great opportunity for you to meet and socialize with your peers from around the world and even though the next few days will be undoubtedly busy, I encourage you all to take as much time as possible to get to know your fellow competitors.

By sponsoring events such as this, the Government of Newfoundland and Labrador is making an important investment in young people who have the potential to do great things in our province and beyond. For future business leaders such as yourselves, competitions like this are valuable learning and skill development tools that will serve you well in your endeavours.

In closing, I wish you all the best of luck over the coming week. Considering the high level of business skills and capabilities that are sure to be on display, competition will be intense.

Sincerely,

Hon. Derrick Dalley
Minister of Business
Government of Newfoundland and Labrador
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ValeNtIeN VaNuytVeN, 22 years old, lives in Herentals near Antwerp. She is currently studying Business Management, option Marketing with a minor Communication. She is also an active athlete.

SofIe JacoBs is a 21-year old student at KHLeuven. She is currently studying Advanced Business Management – Marketing Communication. One of her strengths is perseverance and she is always seeking a new challenge or adventure. She loves to travel all around the world and experience new cultures. Besides travelling, Sofie loves to dance, to do ballet and to go scuba diving whenever she has the opportunity!

Nicolas raINchoN was born 22 years ago and is currently studying Business Management, option Marketing. He loves to watch movies and TV series. Furthermore he likes playing football, gaming and going out with friends. He is not afraid to say that he is very ambitious and eager to work for what he wants to achieve in his life. One day, he hopes to get the opportunity to start an international career.

Markham Ontario, though have lived in: Edmonton, and Calgary, Alberta; Rancho Palos Verdes, California; and Atlanta, Georgia. Following my graduation from Bishop’s I will be joining the Coca-Cola family through their University Talent Program.

CHRIS POTTER. I am currently in my final year at Bishop’s University as a BBA student with a concentration in marketing. When not in the classroom or library, I can be found managing Chris Potter Landscaping. My entrepreneurial passion began at the age of fifteen with only lawnmowers and bicycles as tools. Now, the Montreal based company balances a full scale seasonal landscaping operation with a multitude of other services like painting, window washing and small construction.

At Bishop’s, I am fully engaged in activities that serve both the students and local communities...currently the President of Fundraising and Finance for the university’s largest club, Big Buddies. Other volunteer work includes weekly tutoring at a local elementary school as part of Bishop’s University Mentorship and Tutoring program. Furthermore, in an effort to help Bishop’s students better prepare themselves for graduation and establishing a career, I helped create and will lead the upcoming Bishop’s Business Fair in which business students demonstrate key elements of their education to students of other programs.

My goals upon graduation are to expand my current business model and to continue endlessly evaluating all aspects of life as potential business opportunities.

PROFESSOR BILL ROBSON (COACH). I have been teaching Human Resources, Management and Strategy at Bishop’s for 25 years; I have been Dean of the Williams School of Business for 10 years and Chair for another 6 years. As well as teaching and administration, I have developed and coached Bishop’s rugby at the inter varsity university level for 25 years.
PATRICIA BREDT. Patricia is a goal oriented individual who enjoys working in teams to achieve a collective goal while applying her analytical and team leadership skills. Patricia is in her 4th year of the prestigious Bachelor of Commerce program at Sprott School of Business, Carleton University. She holds a double concentration in marketing and international business as she plans to enter the global workforce with goals to develop a career in the marketing field. She ultimately aspires to running international marketing campaigns and completing a tailored masters program for marketing management.

CRISTINA ALBARRAN AGUIRRE. I am an international student from Mexico pursuing a Bachelor of Commerce degree with a concentration in Finance and International Business. I lived in France for eight months in order to pursue my interest of studying the language and culture. In addition to learning languages I enjoy dancing, photography and reading.

KAYLEIGH DUNN. Kayleigh is a third-year Commerce student at Carleton University, studying business strategy, with a strong focus in marketing and the management of human capital. She has had the opportunity to experience business level strategy both within an academic capacity, but also that of the workforce. Kayleigh has been active within case competitions within Sprott over the last two years, bringing back top place for Carleton University within the NCLC challenge just this past year. Her main career focus is currently centered around that of performance management, within the capacity of consulting.

TIM HALL. I am pursuing a Bachelor of International Business degree, with a concentration in Finance. I spent a year abroad in Paris, France where I travelled throughout Europe. Some of my general interests include sports, primarily hockey and basketball, as well as watching movies and listening to Taylor Swift!

ROBIN RITCHIE (COACH). Robin Ritchie is Assistant Professor of Marketing at the Sprott School of Business. He earned a B.A. in Political Science at the University of Calgary, along with an M.Sc. in International Business and a Ph.D. in Marketing from the University of British Columbia.

Professor Ritchie’s research examines consumer suspicion of marketers and its influence on interpretation of advertising claims. He is also investigating the role of trust in consumer behavior, brand-building in virtual environments, marketing in subsistence markets, and the nature of competition in the nonprofit sector. He has co-authored a number of publications, including “Damage from Corrective Advertising: Causes and Cures,” forthcoming in the Journal of Marketing, “The Defensive Consumer: Advertising Deception, Defensive Processing, and Distrust,” published in the Journal of Marketing Research, and “A framework for an industry supported destination marketing information system,” published in Tourism Management. He has conducted media interviews with the Globe & Mail, National Post, Toronto Star, Canwest News, Global Television, CBC Radio, and a variety of local media outlets.

Professor Ritchie’s work experience includes management of marketing research for Travel Alberta (the tourism marketing agency of the province of Alberta, Canada), and consulting for the Valencian Tourism Institute in Valencia, Spain. He has also served as an account manager with Columbus Group Internet Marketing in Vancouver, British Columbia.

Prior to joining Sprott, he was on faculty at the Richard Ivey School of Business, University of Western Ontario, where he taught in the HBA, MBA and Ph.D. programs.
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KHALID alalI. Khalid Alali is a Saudi Arabia born, North America raised, recent graduate of Concordia University. He completed his Bachelor of Commerce majoring in Finance. However his passion for business strategy has led him to pursue a career in management consulting.

JOY MINOR. Joy Minor currently serves as Project Coordinator at XN Financial, a Canadian Managing General Agent. While completing her bachelors of commerce degree at Concordia, she has utilized her marketing skills to assistant with the launch of a business to business product line in the Canadian Property & Casualty market and managed marketing initiatives for direct to consumer products for vacant home insurance in the United States.

LOUIS MARTYRES. Hello my name is Louis Martyres and I am a B.Comm student majoring in Human Resources Management. I am originally from Edmonton, Alberta but now call Montreal my home. Some would consider me to be a “vet” when it comes to case competitions as I have competed in six competitions in a variety of disciplines including HR, Marketing and Entrepreneurship.

DANY ASAD. Dany graduated with a Bachelor of Science degree in Microbiology and Immunology from the Université de Montréal and is currently completing his Bachelor of Commerce in Finance at the John Molson School of Business. Dany is part of the Kenneth Woods Portfolio Management Program, where he manages a $1.5M endowment fund as part of a team of 8 Portfolio Managers. His responsibilities include managing the Consumer Staples sector as well as performance and portfolio analytics. He is on the Dean’s Honour List and the recipient of the 2009-2010 Russell Breen Scholarship as well as the 2010-2011 PEAK Financial Group Scholarship for outstanding academic achievement. Dany is a member of the Golden Key International Honour Society and the Beta Gamma Sigma International Honor Society. In the summer of 2010, Dany completed a Work Internship at Industrial Alliance Securities as a Research Associate covering both the Technology and Industrial sectors. Dany was part of the team that placed 3rd in International Business at the 2011 Jeux du Commerce. Upon graduation, he intends to complete his CFA designation and work towards an MBA, in order to pursue a career in Investment Banking. In his spare time, Dany enjoys playing ice hockey, soccer, reading and cycling.

TIM FIELD (COACH). Tim Field, the Miriam Roland Fellow in Business Ethics, joined Concordia University in 2000. Currently he is teaching in the Management Department of the John Molson School of Business in the areas of Strategy, Entrepreneurship and Business Ethics in both the MBA and undergraduate programs. In addition, his industry experience includes, ten years in the Aerospace industry, five years as an entrepreneur in both the automotive and marketing fields and currently as a management consultant having provided services to the Retail, Biotechnology, Telecommunications, Aerospace, Manufacturing, IT and Brewing industries.

CLEO roch (COACH). Cleo Roch is the Merchandise Planner for Le Chateau’s Ecommerce Store, focusing on sales and trends analysis, inventory management and helping develop online marketing strategies. She graduated with a major International Business, minor Psychology, at the John Molson School of Business, Concordia University. On her spare time she’s an avid fitness enthusiast instructing spinning classes and developing a couple of online projects.

MARK HABER (ACADEMIC COORDINATOR FOR COMPETITION PROGRAM). Mark is a part-time instructor at Concordia University.
AISLING QUIGLEY. Aisling is 21 years old, from Dublin, Ireland. She is currently a final year marketing student at the Dublin Institute of Technology. As part of her degree she was awarded two separate opportunities to study abroad, firstly on a sales programme at Northern Illinois University in Chicago, and she has also spent a semester of study on an Erasmus programme studying through French at the Universite de Montpellier, France. This greatly impacted on her independence, knowledge of the French language, as well as her willingness to experience the world through new challenges. Outside college she has a vested interest in music, and enjoys playing music and also attending music concerts, as well as reading, travelling, and socialising with friends. Upon graduating she intends to move to London. This is a place she which has always had a pull on her, and she hopes that the Olympics 2012 will provide her with an opportunity to work in an exciting marketing environment. She is also very interested in the area of experiential marketing, and hopes to incorporate this into a marketing position upon graduating.

CIARA WILSON. Ciara is 22 years old from Dublin, Ireland. She is currently in her final year of a degree in marketing in the Dublin Institute of Technology. In third year she was DT341 marketing’s class rep. whilst in this role she developed great communication and organisation skills. The role of class rep helped expand her network of friends and gave her the opportunity to also get to know lecturers. Throughout the four years she has availed of every opportunity DIT has had to offer. Ciara has joined societies and took part in college events. By joining Societies and clubs gave her the opportunity to go on trips abroad and in third year she went on the Ski club’s trip to France.

The past four years studying marketing has given Ciara the opportunity to improve her skills in communications through public speaking and group dynamics. Once she has completed her degree in marketing she hopes to pursue a career in this in the future. Firstly however, she has decided to travel to Australia with the hope of meeting new people and gaining new experience in a marketing agency there.

CLAIRe SHANNON. Claire is in her final year at Dublin Institute of Technology (DIT) studying an honours degree in marketing. She is from Wicklow Town, a small seaside town located on the east coast of Ireland, 50km south of Dublin. Studying at DIT has provided her with the opportunity to study abroad which was something that she was eager to experience. In the summer of 2009 she attended a two week sales programme at Northern Illinois University Chicago. Later that year she spent her first semester of third year studying at Bishops University Canada, the University which took first place in last year’s competition.

Away from college she likes to spend her free time either playing or watching sport. She is an avid rugby supporter both of her local, provincial and national rugby teams. She has been involved in athletics for over sixteen years during this time she has won numerous county, provincial and national titles. Her ambition once she has graduated is to have a successful career in the sports marketing industry. She hopes this career path will allow her to develop her marketing skills whilst travelling the world. Ideally she would like to start her sports marketing career with a company who has an involvement in the London 2012 Olympic Games.

LAURA MCQUAID. Laura is 23 years old and is from Co. Kildare, Ireland. She is in her final year of a marketing degree in Dublin Institute of Technology and is currently writing a research dissertation on social influence and consumer behaviour online. During her third year of college she studied abroad for one semester in Memorial University Newfoundland, where she studied a range of business subjects.

Once she graduates from college her plan is to travel around the world for a year as she loves to travel and experience new cultures. Following her travels, her goal is to work in marketing, either in London or America for a few years and then hopefully return to work in Ireland.

GERRY MORTIMER (COACH). Gerry Mortimer is Senior Lecturer in Marketing at Dublin Institute of Technology and is a Fellow and former Chairman of the Marketing Institute of Ireland. He specialises in case study programmes and has written more than 20 case studies, all of which have been published and many of which have won awards. He has also edited several collections of case studies. He has coached case study teams in the NIBS competition since 2001. He organised the hosting of the competition in 2007 and realises how much work it involves. He is also a director of a number of companies through which he aims to keep his teaching relevant to the world of business.
PETER KORPERSHOEK. I am a 28 years old Commercial Economics student at the Rotterdam University of Applied Sciences. Instead of going to study when I was 17, I went to the Voluntary Army first. I have done that a few years, and then I decided to go to university. I am not only a student, but also an entrepreneur; my company focuses on publishing and consultancy. Furthermore, I do voluntary work at the business club of my soccer club.

In almost everything I do I seek added value. Sometimes that can be done by adding new value, sometimes it is needed to bring back value that was once there. It is like polishing an old and dirty gold ring; as soon as it starts shimmering again it has its value back. My life is based on Kayzen or CANI (Constant And Never-ending Improvement). I try to be more complete every day. Although I have the feeling that I will never finish. My strong points are: optimism, experience and a great imagination. My weak point is: perfectionism.

MANON BOEKESTIJN. Hello everyone! My name is Manon Boekestijn, 20 years young. I am currently in the final year of my study Business Economics at the Rotterdam University of Applied Sciences. Within my study I am participating in the ‘excellence program’. In this program I already participated in a ‘modelled’ United Nations where I represented the role of the World Bank. I am currently participating in an innovation project where I am doing a literature study about SO2 emissions; thus helping a PhD student. Last year I finished an internship within Risk Management. In this internship I created a product risk analysis for a software product. Next to my study I work part-time at a software company, called TOPdesk, as a functional tester.

YOUNESSE ZOUANE. I am 22 years old. Currently I am in the final year of my study Commercial Economics at the Rotterdam University of Applied Sciences. Last year I finished my internship at T-Mobile Netherlands within the Direct Sales & Retail department; here I have completed research to improve uniformity within regional Direct Sales. This year I will finish my study with a graduate internship at Media Markt-Saturn Holding, Europe’s largest retailer of consumer electronics. After getting my Bachelor degree I plan on getting my Master’s degree in Business Administration at the Erasmus University Rotterdam. Next to my study I also have a job as shop advisor at T-Mobile in Rotterdam, the most visited T-Mobile shop in Europe.

RENS HALLEMA. I am 21 years old and member of the team representing The Netherlands during the NIBS Case Competition. Currently, I am in the final year of my study Commercial Economics at the Rotterdam University of Applied Sciences. Because of the ‘Pre-University Route’ I do, I can finish this study in three years instead of the regular four. In my second year I did an internship within Product Management at Electronic Arts Inc. where I performed the many different tasks a Product Manager has and where I was responsible for the marketing activities of a certain number of game titles. This internship aligned perfectly with the minor Product Management I am doing right now. Since this is my graduation year, I am about to write my thesis which is about creating a Social Media Strategy for the Dutch market leader in Home Entertainment, Free Record Shop.

GERARD VAN DER STAR (COACH). As MBA Student I am doing Action Research in the Institute were I currently teach, the School of Commercial Management Studies, leading to real-time change. Besides Action Research I am an Action Learning Teacher. I want to contribute to people’s (a.o. students) success using an innovative and ever changing transformational meta learning approach. It is ‘learning about learning’ which is my passion. This only will lead to action and change. My past experience is in International Marketing and Sales in the Life Science Industry.

DR. HANS VAN OUDHEUSDEN (COACH). A after studying German language and literature at Leiden University, the oldest and most famous university in the Netherlands, I started in the early nineties as a lecturer in Business German at Rotterdam University of Applied Sciences. Besides this job, I worked for various companies as a trainer in Business German. After several years I began to study Macro Economics; I taught this subject for some years. After that, I have been asked by the university to develop international programmes for our Finance students. Now I am Head of International Relations and responsible for all international education at the School of Financial Management, one of the faculties of the university: international semesters & weeks, international projects & competitions, international study exchange & internships, international networks & contracts etc.
VALENTIEN VANUYTVEN. Valentien Vanuytven is 22 years old and lives in Herentals near Antwerp. She is currently studying Business Management, option Marketing with a minor Communication. She is also an active athlete.

SOFIE JACOBS. Sofie Jacobs is a 21-year old student at KHLeeuven. She is currently studying Advanced Business Management – Marketing Communication. One of her strengths is perseverance and she is always seeking a new challenge or adventure.

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NICOLAS RAINCHON. Nicolas Rainchon was born 22 years ago and is currently studying Business Management, option Marketing. He loves to watch movies and TV series. Furthermore he likes playing football, gaming and going out with friends. He is not afraid to say that he is very ambitious and eager to work for what he wants to achieve in his life. One day, he hopes to get the opportunity to start an international career.

TIM PONCELET. Tim Poncelet is 21 years old and living in Sint-Truiden, is also studying Advanced Business Management, option Human Resource Management. He is planning to study at Coventry University in the U.K. next year to obtain his master degree. His main interests are tennis, basketball and skiing.

MARIO DE WOLF (COACH). Mario De Wolf is a lecturer at the KHLeeuven department of Business Studies. His main subjects are market research and international marketing. Furthermore he coaches several student projects. As staff member of the International Office he is departmental coordinator of the Erasmus Exchange Programme for incoming students. He also organises the annual International Marketing Week and supports students in their search for master studies abroad. His main hobbies are swimming and reading.
JONI VIITANEN. Joni is 24 yrs old. Born in Mäntsälä, lives in Lahti and studies international business at luas. He is 2nd year student. His hobbies include basketball and american football.

MAISA AALTONEN. Maisa is a 22-year-old business student from Lahti University of Applied Sciences, Finland. This is her second year and her specialization is international trade. Besides Finnish and English, Maisa speaks Swedish and Spanish. She likes to travel and meet people from different cultures. In her spare time she practices Thai boxing.

HO MINH LONG. I am 23 years old and I’m from Vietnam. I have been student for 3 years and NIBS Competition is a good chance for me to practice what I have learned. In the business world, I’m like Alice in wonder land: inexperienced but very curious. I have a free heart, a dynamic mind and the eagerness for learning. My favorite quote is: “There is no road on the ground. People’s travel forms roads - LuXun”. I hope that together, we can form NIBS Competition to be a road to success and friendship.

LE THI HONG THUY. Le is a Vietnamese and is studying International Business in Finland. She is studying her second year in Lahti University of Applied Sciences. Le likes reading, watching movies, traveling and chatting with her friends.

LINNEA SULKANEN (COACH). Linnea is Senior Lecturer in Marketing and has worked at Lahti University of Applied Sciences since 1996. Her main teaching areas are Strategic Marketing Management and Customer Relationship Management. Her other areas of interest are student oriented learning methods like the Case Method and Problem Based Learning.
JACOB WHITE. Jacob is currently in his 5th year of the Business Commerce (Co-op) program at Memorial University. Captivated by the subject of cultures and ways of life, Jacob has focused his studies amongst the realm of International Business. Through both course selections and studying abroad he has embraced this fascination, eagerly learning about business on a global scale. Alongside school, Jacob is an avid “outdoors-man” with a keen interest in the environment and sustainability in business. With a sight to the future and a view of the “big picture” Jacob intends to pursue these interests and hobbies in the rest of his academic and professional careers.

KATIE GUNIY. Katie is completing joint degrees at Memorial University in Business Commerce and Bachelor of Arts (English). In her spare time she loves to paint and read. She is Co-President of the Memorial chapter of Students Offering Support (SOS). SOS is a student-run volunteer organization that raises money through group tutoring sessions. All of the money raised from these sessions is used to help construct schools in Latin America.

AMY POLLARD. Amy is in her final semester of a Bachelor of Commerce Co-op degree with a focus in finance and international business. She has spent 3 of her semesters working and studying abroad and has spent considerable time helping incoming international students adjust to Canada and Memorial University. In addition to travelling, Amy enjoys outdoor sports, listening to music, and broadcasting radio as a volunteer at Memorial University’s campus radio station.

MELISSA WHEELER. Melissa is currently in the last semester of her Bachelor of Commerce (Co-op) degree program at Memorial University. She was born and raised in St. John’s. Melissa is an active volunteer in her community as she coaches a junior high girl’s basketball team, is a participant of the International Buddy program at MUN, and regularly volunteers with the Salvation Army. Melissa enjoys playing sports, hiking, and traveling. Upon graduation Melissa is hoping to work in the field of Finance.

TIM JONES (COACH). Tim is a Professor of Marketing and has coached Memorial’s teams in the ICBC competition.
Zack Holbrook. A senior accounting major, I will be working for McGladrey as a tax associate in their Baltimore Maryland office. I am originally from Millersville, Maryland, and attended the Severn School, in Severna Park, Maryland. I had an internship last spring with Holloway and Marvel, which is a local accounting firm in Salisbury. I am also a member of the Beta Gamma Sigma and Chi Alpha Sigma honors societies. I was part of the Salisbury football team for three years, and I am also an officer for IMA.

Ben Hoganson. A senior marketing and management double major, I have nine years experience in the restaurant industry. Originally from Harford County Maryland, I plan to eventually own my own restaurant brewery. My plans after college are to work for a brewery, and enhance my ability to craft my own beer.

Amy Gilbert. I am from Walkersville, Maryland and am earning my bachelor's degree in Accounting from Salisbury University. I will graduate in May 2011 and complete the CPA exam, to become a certified public accountant. I have worked for a florist in the past and I currently serve as a Student Business Leader by assisting students in the Perdue School of Business. My plans are to work for McGladrey, an accounting firm, starting in November 2011. I will be an auditor for this firm. I received my offer to work for McGladrey after completing an internship during the summer of 2010. I am very excited to work as an auditor so that I can apply the accounting skills I have acquired and help many people.

John Stockel. Originally from San Diego, California, my family moved from the West Coast and settled in Woodstock, MD. I am a management major with a minor in finance. I have done financial planning as an intern through Northwestern Mutual Financial. I currently work as a Student Business Leader for the Perdue School of Business in which my duties fall under the representation of the business school and aiding all business students. My other work interests and undergraduate study include economic and financial analysis and business strategy. I am currently president and co-founder of the entrepreneurship organization in the Perdue School of Business. I am involved with the FMA Honors Society. I volunteer with Junior Achievement and am a mentor through the Big Brothers Big Sisters organization. I plan on working as an analyst for a consulting firm or a private institution in the financial services industry focusing on energy and technology industries. I plan on moving and working in London right after graduation in May this year. I sit for my CFA Level 1 exam in June.

Dr. Memo Diriker (Coach). Dr. Diriker is Professor of Marketing.

Dr. Oliver Roche (Coach). Dr. Roche is Professor of Management.

Dr. Christy Weer (Coach). Dr. Weer is Professor of Management.

Dr. Bob Wood (Coach). Dr. Wood is Dean, Perdue School of Business.
Daniel Schuenemeyer, Danielle Huebner, Emilee Glueck, Denise Schmidt, Willie Redmond (coach).

Daniel A. Schuenemeyer. Daniel of Scott City, Missouri, USA, is a senior Accounting student planning on pursuing a Masters in Business Administration as well as a law degree. In addition to numerous off-campus volunteer work, he is involved in Student Government, Phi Beta Lambda, and Exalt Campus Ministry. He is also a member of the following honor societies: Phi Eta Sigma, Omicron Delta Kappa, Beta Gamma Sigma, and Phi Kappa Phi. He plans to attend law school after graduating from college.

Danielle Huebner. Danielle is a senior from Red Bud, IL majoring in Sport Management with minors in Business Administration and Marketing Management. She plans to use these areas of study to work in the Marketing and Promotional aspects of INDYCAR racing, with the dream to ultimately own and operate her own INDYCAR Race Team. When not in class, she serves as a New Student Programs Orientation and Opening Week Leader, a Student Representative on the University Athletics Committee, an officer of Phi Beta Lambda, a past officer of Sport Management Society, and Interns in the Department of Athletics-Marketing and Promotions Office. She has participated in a short term study abroad in Berlin, Germany and the Center for Strategic and International Studies in Washington D.C.

Emilee Glueck. Emilee is a junior from Scott City, Missouri, USA. She has a major in Integrated Marketing and Communications, with a minor in Management. She is a member of Phi Eta Sigma - National Honor Society and Phi Beta Lambda - Professional Business Fraternity (where she holds the office of State Secretary).

Denise Schmidt. Denise is a senior from Collierville, Tennessee, USA. She is majoring in Mass Communications, with minors in Marketing and French. She serves as Chief of Staff on student government, Presidential Ambassadors, member of Alpha Kappa Psi, Catholic Campus Ministry, and Chair of the Make-A-Wish Steering Committee. She has completed a semester abroad in Dublin, Ireland. Her future plans include graduate school for Applied Child Studies and I hope to work as a Child Life Specialist at a children's hospital.

Dr. Willie Redmond (Coach). Dr. Redmond earned a PhD in Economics and an MBA from the University of South Carolina. His primary research areas are International Economics and Trade Negotiations. At Southeast Missouri State, he teaches the Graduate and Undergraduate courses in Strategic Management. In addition to teaching, he also holds the position of Faculty Fellow in the office of the Provost, where he works on special state-wide projects.
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