



IBC Update

www.theibc.org

Welcome to the latest installment of the IBC Update. Please take a moment to catch up on the latest IBC news and upcoming events.

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International Business Council

MESSAGE FROM MICHELLE SIMON

Board President, Emeritus
2007-2009

Dear IBC Members,

I am pleased to remind you that the IBC recently celebrated its 20th Anniversary. Over the past 20 years, the IBC has grown and progressed. The world, too, has borne enormous change and progress. The Berlin Wall was toppled and the Iron Curtain lifted. India rose on outsourcing. China rose on manufacturing and has become a leading economic force. Ghana celebrated its 50th year of independence. On both an organizational and global level, we have come a long way. At the same time, while we now have geopolitical stability in many areas of the world where we before did not, there are still significant areas of unrest. As I write, the protests, injustice and fear in Iran

continue and tensions rise with North Korea as it pursues a nuclear agenda and threatens the U.S. and others.

Though the IBC has changed size and shape throughout the years, the mission of the organization has not wavered. Consistently focused on fostering *peace through commerce*, the IBC has improved the lives of many individuals through your generosity of spirit, time and capital. You have traveled to Haiti, Ghana, Cambodia, Thailand, Guatemala and Honduras, among other places, working with individuals to promote peaceful and productive progress. You have devoted time to mentoring and encouraging students at the University of Notre Dame, Benedictine College and the University of San Diego to pursue the IBC's humble mission. Collectively, you have allowed the organization to stand the test of time over these past two decades and have made it into what it is today. Together you have improved the lives of many people.

Of the 20 years of the IBC's existence, I have been involved for more than ten. As I hand over the reins of the office of President this month to my talented successor, Chris Seidensticker, I am encouraged by the persistent spirit of the organization. We have indeed come a long way but also have a long way to go. I encourage you to continue to keep alive your spirit in pursuit of *peace through commerce* – it is that spirit's contagion that positively affects so many and is collectively so powerful toward global progress. Your continued devotion of time and capital will sustain and grow the IBC over the next 20 years.

I am humbled by the opportunity to have served as President of the IBC over the past two years and I thank you for your support. I look forward to serving alongside you as a member of the IBC for many more years to come.

In the spirit of *peace through commerce*, I remain sincerely yours.

-Michelle C. Simon

IBC ANNUAL MEETING AND 20TH ANNIVERSARY GALA

June 12- June 14

University of Notre Dame

The IBC held its annual meeting in conjunction with the 20th Anniversary Gala.

The overarching theme throughout the weekend was *engagement*. Topics of discussion included strengthening the relationship between the IBC and the three SIBCs, operationalizing the mission through membership engagement, and forming new partnerships.

Dr. Roger Huang's keynote address, at the Gala, reminded us that Peace through Commerce is a truism. He cited the recent relationship between China and Taiwan. The countries improved relations by opening trade – not through an armed conflict. Dr. Huang also argued that greater international engagement, through the standardization of practices, could have mitigated some of the recent global economic challenges. In other words, globalization did not exacerbate our economic crisis; too little globalization did.

The IBC raised \$1,975 through individual donations and the proceeds of the silent auction. Silent auction items included: a robust wine collection, a personalized sightseeing trip for two in Washington, DC, a numbered copy of Richard Nixon's Signed resignation letter, a Dwight Evans signed autographed baseball, and a Troy Murphy autographed jersey.

Special Thanks to:

Mike Boyle
Megan McPherson
Benjamin Gray
Michelle Simon
Rick Rembusch
Dan Degan
Brian DeCenzo
Chris Seidensticker
Owen McGovern
Jake Roffman
Brook Hughes
Kasey Suryan
Ryan Kerrigan
Anthony Franks
Casey McKeon
Fr. Mark Thesing
Monica Laidig
Neel Bhattacharyya

Frank Potenziani's 20th Anniversary Memory Book

We are accepting letters until July 7th
You may send letters to:

International Business Council
C/O Gillian Hemmes:
5314 Lenora Ave
San Jose, CA 95124

ELECTION ANNOUNCEMENTS:

Congratulations to the following members who were either elected to the following positions or are assuming office after having served in an Elect role for the last year:

Chris Seidensticker	(President)
Evan Lintz	(Co-Director of Social Enterprise)
Tim Rann	(Co-Director of Social Enterprise)
Andrew Morris	(Director of University Relations)
Jake Roffman	(Outside Director 2)

Anthony Martinez (Secretary-Elect)

The following offices are still vacant:

Director of Operations-Elect

The Director of Operations shall organize and execute IBC event planning in coordination with other Officers, ensure communication between and facilitate coordination of activities between the various Chapters, serve as the direct representative of the Chapters on the Board of Directors, update the Board of Directors on a regular basis as to the activities of the Chapters, market the organization, as well as events and activities internally and externally.

Outside Director (Chair)

In coordination with President, the Outside Director shall draft and approve agenda for quarterly IBC Board meetings, lead such meetings, and assume responsibility for overall fundraising oversight and coordination.

Please contact Lev Turner lturner@theibc.org if you would like to nominate someone or if you are interested

WEBSITE

We recently completed the second phase of the IBC website overhaul. Currently, you can visit our website to contact the IBC Board of Directors, update your contact information, get the more the most current information about the IBC and Social Enterprise projects, or learn how to make a donation. We will continue to share updates with you as we add new features and applications to the site, and we welcome your feedback. Visit us now: www.theibc.org

IBC SOCIAL NETWORKS

The IBC has joined the Twitter and Facebook community!



Follow us on Twitter at www.twitter.com/the_ibc

&



Join the Facebook group

<http://www.facebook.com/group.php?gid=8010337426&ref=ts>

You can obtain current information about IBC Social Enterprise projects, receive articles about international development, and view photos of IBC events such as the 2009 Annual Meeting and the 20th Anniversary Gala

THE IBC ANNOUNCES ITS NEWEST SOCIAL ENTERPRISE PARTNERSHIP WITH PEPY



www.pepyride.org
www.pepytours.com

PEPY combines educational development and responsible travel through its non-profit organization (The PEPY Ride) and its tour company (PEPY Tours), which funds its programs. With a focus on increased access to quality education and encouraging socially responsibly adventure travel, the organization is committed to assisting rural communities as they improve their own standards of living.

IBC Consultancy

The objective of this consultancy is to conduct market research and develop a sales and marketing strategy for PEPY Tours. PEPY Tours currently receives significant press coverage in the United States and Europe but it commits few resources to sales and marketing.



Call for Volunteers

The IBC seeks enthusiastic and committed volunteers to assist with the following:

- Identifying Eco-travel and volunteer travel ("voluntourism") industry trends
- Outlining best practices in industry
- Performing a SWOC Analysis of Pepy Tours
- Researching market trends and customer profile
- Marketing/Branding/Positioning
- Designing a route to market opportunities (Recommendations)

The time commitment is roughly 3 hours per week for 6-8 weeks. The scope of the project focuses on several aspects of business strategy and marketing. However, the IBC encourages all to inquire.

If you would like to join the team or if you have any questions please contact Tim Rann or Evan Lintz, Co-Directors of Social Enterprise

trann@theibc.org
elintz@theibc.org

INTERESTED IN BECOMING MORE INVOLVED...

Below are seven things that **you** can do to become a more active member. *feel free to do any or **all** of the following:*

1. Click on the link below and follow the IBC on twitter
www.twitter.com/the_ibc
we promise to only tweet about matters that relate to the IBC, international development, or the mission of "peace through commerce"
2. Join the IBC Facebook Group
3. Tell six of your Facebook friends to join the IBC Group
4. Update your contact information through the IBC website
www.theibc.org
5. Nominate yourself or someone else for one of the open BOD offices
6. Join the Pepy Tour consulting team
7. In a week, remind three of your fellow IBC members to update their contact information via the IBC website and follow the IBC on Twitter

CONTACT US!

Are you a member of an SIBC and would like local IBC members to attend one of your events? Did we miss something in this installment of the *IBC Update*? Would you like to join a social enterprise volunteer team? Do you have a suggestion for the website?

Please feel free to email us!

lturner@theibc.org