



Greetings IBC Members and Supporters,

Welcome to the latest installment of the IBC Update Newsletter. Please take a moment to review the latest IBC news.

Inside this installment:

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A MESSAGE FROM THE DIVISION OF UNIVERSITY RELATIONS

The Division of University Relations has seen a lot of growth within the past six months. In light of strategic planning at the 2009 IBC Annual Summit, a new liaison program was implemented for the benefit of both the International Business Council, as well as for the three Student International Business Councils. The focus of the liaison program is to foster relationships between all councils, as well as assist in any feasible way to the three SIBCs.

Currently, the Division is facilitating a marketing project with the University of San Diego SIBC--with the final presentation being given at the 2010 Annual Summit in San Diego. Also, the Division is preparing for another year of IBC/SIBC activities, and continuing to advance the mantra of "Peace Through Commerce".

Sincerely,

ANDREW MORRIS

*Director of University Relations
amorris@theibc.org*

A MESSAGE FROM THE DIVISION OF SOCIAL ENTERPRISE

Last month, the Social Enterprise Division completed its latest consulting project with PEPY Tours (www.pepytours.com). As most of you know from earlier

updates, PEPY Tours is a non-profit in Cambodia offering a variety of voluntourism opportunities throughout the country. With most of their participants being expats throughout Asia, the main problem they were experiencing was expanding their participant base to individuals in the United State and Europe. The IBC team began the project by first gathering background information on the voluntourism industry and its customers. Once the team was comfortable with the landscape of the market, they began to formulate a variety of marketing, branding and positioning ideas for PEPY. All of these ideas were presented to Daniela Papi, the founder of PEPY, via a teleconference earlier this month.

We would like to extend our deepest thanks to Daniela Papi for all her help and guidance as we worked with PEPY. The entire group was so impressed with the organization and all that it has accomplished. It is a great example of peace through commerce in action and we cannot wait to see how they implement our recommendations in the coming months. Additionally, on behalf of the entire IBC, we would like to thank the members of the IBC PEPY Team for their hard work and dedication to the project - Ryan Jochum, Kate McDermott, Matthew O'Connor, and Steve Wierema.

The Social Enterprise Division will now turn its attention to the Social Enterprise Due Diligence Committee, which will look at a variety of potential projects and do the necessary background work before bringing in a member of the IBC to do the consulting work. If you are interested in joining either the Due Diligence Committee or an upcoming project, please contact Tim Rann (trann@theibc.org) or Evan Lintz (elintz@theibc.org).

Happy Holidays,

TIM AND EVAN

Co-Directors of Social Enterprise

2010 IBC AND SIBC ANNUAL SUMMIT

Join us for a weekend of networking activities and engaging workshops

In the spirit of celebrating one of the Council's most valuable resources (our members), this year's theme is

Social Capital

The summit is a wonderful opportunity for you to enhance your own social capital, learn more about our current projects, and discover how you can play a role in mobilizing the mission

promoting peace through commerce

Keynote Speaker:

Mike Mellace



Learn more about Mike Mellace at

<http://www.wealthlegacyseries.org/mike-mellace>

Hosted on the Campus of the University of San Diego

Friday, January 8th

Saturday, January 9th

To download the official invitation and registration form [click here](#)

You may use the Paypal link (<https://www.paypal.com/>) to submit your payment. The IBC Identification email is lturner@theibc.org

If you wish to submit a check, please mail payments to:

International Business Council

225 West Huron, #511; Chicago, IL 60654

Contact Lev Turner (lturner@theibc.org) for additional information

IBC MARKETING COMMITTEE

Special thanks to the marketing committee members (Chad Neal, David Perleberg, Stephanie Boreale, Chris Seidensticker, and Brook Hughes) for their assistance with the Council's latest initiatives. This includes website updates, developing a new marketing brochure, and launching a Google Ad campaign.

Website

Soon members will be able to access the members only section of the website and view a calendar of events, utilize the new networking forum, update contact information, or join one of the IBC standing committees.

Marketing Brochure

With assistance from the University of San Diego Student International Business Council, the IBC will begin distributing a new marketing brochure. The marketing committee feels that this brochure will make the council more marketable to potential partners who may not have prior experience working with the IBC or a Student International Business Council.

Google AdWord

If you conduct a Google search using the key words *international development*, *global development*, *social enterprise*, or *international professional associations*, you may see one of the IBC Google Ads. They are running now! Below is an example of one of the Ads.

[Int'l Business Council](#)

Go Beyond On-line Activism!
Join an Int'l professional network
www.theibc.org

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