

People & Events

The Community and UCM Students Benefit From IBE Program

For the past two and a half years, students of the Harmon College of Business Administration have learned about managing business and philanthropy through a unique program offered at the University of Central Missouri.

The participating students of the Integrative Business Experience program have donated \$20,397.90 and 1,378 hours of service to various charities in the Warrensburg area since January 2003. This semester, two new groups are likely to experience the highest grossing profit since the program was established.

This fall's student companies, Get Your Lid On and Central Warmth, were challenged to design and market a product over the course of a semester. The students had seven weeks to compose a business plan that was presented to a loan review board. Students obtained a business loan through First Community Bank of up to \$5,000 to manufacture their product. All profit from the marketing of their product goes towards a charity of the students' choice.

Get your Lid On sold out of the black UCM hats that sold for \$15. Profits will go to the Salvation Army of Johnson County to help renovate their disaster relief trailer.

Richard Deford, director of public relations and development for the Salvation Army, was impressed with the hard work of the IBE students.

"We appreciate any help we can get. After the March 12 tornadoes this year, we realized we were unprepared for a large-scale disaster. A new trailer will help us mobilize quickly to assist affected areas in Johnson County," said Deford.

Get Your Lid On approached the Salvation Army during the UCM Student Volunteer Fair on Sept. 13. Local non-profit organizations were invited to campus.

Although several student groups made proposals to the Salvation Army, the IBE students have followed through with their pledge to help replace the trailer.

"This is the first major project we have undertaken in Johnson County. The office is relatively new after being a service extension unit of St. Louis for the past 50 years. With the help of the IBE students, we are closer to getting a trailer that will accommodate our needs," said Deford.

The IBE Program's second company, Central Warmth, also sold out of the stainless steel coffee tumblers that it marketed for \$15. The profits will go to Project Warmth, a local Kansas City charity that provided blankets, warm clothing, and money for heat and utility bills to homeless and unprivileged residents during the cold winter months. This year, KCTV5 and "The Kansas City Star" are celebrating a 25 year partnership in the Project Warmth effort.

Central Warmth was featured on KCTV5 while participating in the Project Warmth Clothing Drive on Nov. 11 that collected over 61 tons of clothing and blankets citywide. The students were able to advertise their mugs and build awareness about the company on the air.

The students of Central Warmth contacted Diane Scott, community relations manager for "The Kansas City Star," in September and asked permission to use Project Warmth as the company philanthropy.

"I think it's wonderful that there is a program that teaches young people the importance of giving back to the community. Since Project Warmth is an all-volunteer effort, all profits and donations go to the residents of Kansas City who need it the most. I'm sure the IBE students realize that they are making a definite impact," said Scott.

The Integrative Business Experience program was introduced to UCM in spring semester 2003 by Larry Michaelsen, professor of management. It is comprised of four courses: Principles of Management, Marketing Policy, Management Information Systems and IBE Practicum. Under the instruc-



RICHARD DEFORD, LEFT, director of public relations and development for the Salvation Army of Pettis and Johnson counties, recently received a check for \$3,410 from Jeremy Liberman, inservice officer for Get Your Lid On, a UCM integrative business experience group that presented profits from its fall semester business enterprise to a local charity.

tion of Mary McCord, associate professor of computer information systems, Larry Haase, chair of the Department of Marketing and Legal Studies, and Michaelsen, students gain practical, hands-on experience while simultaneously managing a start-up company and community service project.

Michaelsen adopted the concept of the IBE program from Bucknell University in Pennsylvania. Since then, he has established IBE programs on several college campuses across the United States. He has also introduced the program to the Bandung Insti-

tute of Technology, a university in Indonesia. Michaelsen will travel to Australia this summer to start the IBE program at The University Sydney.

"I transferred from Kansas State to UCM because of the Integrative Business Experience program," said Dane Powers, president of Central Warmth. "Not many universities offer a program like IBE. I like the program because it resembles a business internship in many ways. The only difference is that you get to make all the decisions and learn from your mistakes."