



MEDIA RELEASE

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College business students golden at California competition

A global recession and stock market crash were just two of the obstacles overcome by a team of Okanagan College business students to earn the honours of Top Company and Top Report at the 46th annual International Collegiate Business Strategy Competition in California last week.

The business simulation competition charges teams of post-secondary students from across North America with the challenge of creating a business product or service and then beginning with a share price of one dollar, the teams run their businesses, making decisions for the company over 20 quarters in a two-and-a-half month time period, which represents five years in the real world.

Ryan Rotariu, Asia Snook, Kim McIntyre and Michelle Plamondon ran their business, Taboo Apparel, more effectively than any other team, including top performers from the University of San Diego, San Jose State University and California State University - Long Beach.

Their product, bamboo briefs, ended with a share price of \$56.61 – the next closest team's product finished the competition at \$12.54. As a company, Okanagan College's Taboo Apparel earned the highest net income (\$6.95 million in its last year alone), had the highest market share (29.2%) and produced the lowest unit cost.

Despite the global recession, during which the market was down 40 per cent – Taboo Apparel's share price appreciated from \$31 to \$56.

Faculty Advisor David Cram noted that of the 16 teams in competition, Okanagan College's team was the only group who did not earn course credit for the competition.

"I think it really speaks to the level of interest and the passion our students have for business," explained Cram. "They have worked tirelessly on this project and represented the College with the utmost professionalism. After celebrating their win, they returned home immediately to write final exams."

Cram also had the opportunity to speak with one of the judges, a successful CEO who witnessed the team's presentation.

"He told me that of all of the presentations he has sat through from real CEO's and their executive team, the Okanagan College team's presentation would rank in the top 25 per cent," said Cram. "He also wanted to know when he could buy their product."

EDS: please find attached a jpg image of the team (from L to R): Ryan Rotariu, Kim McIntyre, Michelle Pamondon and Asia Snook.

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