

# *Business Horizons 2010*

**Sunday, July 25**

BUSINESS HORIZONS ~ GETTING TO KNOW YOU!

- 1:00 – 2:00 p.m. Student Registration** *Pote Lobby*  
**Campus Tours (optional)**  
Campus tours initiate from Student Center at 1:30 p.m.  
**Move into Dorm Rooms and Get Acquainted**
- 1:50 – 2:05 p.m. Parent Orientation (option 1)** *Pote Theatre*
- 2:15 – 3:15 p.m. Opening General Assembly** *Blank Performing Arts Center*
- Introduction of Team Members
  - Welcome  
Jenni Grandgeorge, Mercy Medical Center,  
Business Horizons 2010 NEXT Generation Chair
  - Simpson College Welcome
  - T.E.A.M. (**T**ogether **E**veryone **A**chieves **M**ore)  
Wade Den Hartog, ABI Foundation
  - Business Horizons Alumni Perspective: BH Ambassadors
  - Expectations  
Kay Neumann-Thomas, VP, Programs, Iowa ABI Foundation
  - Introduction of the Industry Teams: Wade Den Hartog
  - Begin With the End In Mind: Week at a Glance  
Amy Hunold-Van Gundy, Principal Financial Group
  - Credit Hour Explanation  
Professors Marilyn Mueller and Tom Schmidt, Simpson College
  - Where Do I Go Now?  
Jenni Grandgeorge, Business Horizons 2010 NEXT Generation Chair
- 3:15 – 3:30 p.m. Parent Orientation (option 2)**
- 3:30 – 4:40 p.m. Industry Meeting #1**

## Industry Meeting Rooms

Industry A – McNeill 106	Industry C – McNeill 109	Industry F – Carver 340
Industry B – McNeill 108	Industry D – Carver 205	Industry G – Wallace 101
	Industry E – Carver 231	Industry H – Wallace 201

- 4:45 – 5:45 p.m.    **Ready, Set, Grow!**    *Jordan Lecture Hall*  
David Williamson, Sculptor and Poet    *Room 215 in Carver Science Hall*
- 6:00 – 6:35 p.m.    **Opening Barbecue**    *Park-side of Pfeiffer*
- 6:40 – 8:30 p.m.    **Cash Short and Labor Long: Creativity You Can Take To The Bank!**  
*"The Junk Game"*    *Great Hall*  
Facilitated by: David Williamson
- 8:30 – 9:15 p.m.    **Dorms**
- 9:15 – 10:30 p.m.    **BH After Hours**  
*Night Glow*
- 11:00 p.m.    **Dorm Time**
- 11:30 p.m.    **Room Time**
- 12:00 Midnight    **Lights Out**



**We cannot spell SUCCESS without U!**

# *Business Horizons 2010*

**Monday, July 26**

UNDERSTANDING PRIVATE ENTERPRISE

- 7:30 – 8:30 a.m. Breakfast**
- 8:30 – 9:30 a.m. Industry Meeting #2**
- 9:35 – 9:45 a.m. Industry Round-up/Week At A Glance/’Rock Solid Leadership’**  
Kay Neumann-Thomas and BH Ambassadors *Lekberg Hall in the  
Amy Robertson Music Center*
- 9:45 – 10:00 a.m. Industry Advisor Elevator Pitches**
- 10:00 – 10:10 a.m. International Word of the Day**
- 10:10 – 10:50 a.m. ABI Member Companies Overview**
- 10:55 – 12:00 p.m. Fun With Economics: Part One (ECON 101)**  
Doug Strand, United Township High School
- Floating Break**
- Fun With Economics: Part Two (MESE Explanation)**
- 12:00 – 12:40 p.m. Lunch**
- 12:40 – 1:45 p.m. Industry Meeting #3 MESE Decision 1**
- 1:50 – 2:35 p.m. Take Your Mind Out For A Jog** *Jordan Hall*  
Abe Goldstien, Trilix Marketing Group
- 2:40 – 3:00 p.m. Industry Advisor Elevator Pitches** *Jordan Hall*
- 3:05 – 3:50 p.m. Investor, Infomercial and Trade Show Break-Out Sessions**
- Investor Presentation *Carver Hall Computer Lab*  
Hannah Rigler, *Jacobson Institute, University of Iowa*
  - Infomercial *Lekberg*  
Steve Matthews, Radio Garage
  - Trade Show *McNeill 107*  
Ralph Bright, *Interpower Corp./Tassel Ridge Winery*
  - Investor Presentation *McNeill 110*  
Amanda Brend, *ITA Group* & Adam Obrecht, *AO Wealth Advisory*
- 3:55 – 5:15 p.m. Industry Meeting #4 MESE Decision 2**
- 5:15 – 5:40 p.m. Dinner Meeting** *Pfeiffer*

**5:45 – 7:15 p.m. Industry Meeting #4 (Continued)**

**7:30 – 10:00 p.m. Team Rugby Competition**

*Football Field*

**10:30 p.m. Dorm Time**

**11:30 p.m. Room Time**

**12:00 Midnight Lights Out**



**Every job is a self-portrait of the  
person who did it.**

***Autograph your work with  
excellence!***

# *Business Horizons 2010*

*Tuesday is T-shirt day!!!*

**Tuesday, July 27**

## UNDERSTANDING BUSINESS ROLES

<b>7:30 – 8:30 a.m.</b>	<b>Breakfast</b>	
<b>8:30 – 9:30 a.m.</b>	<b>Industry Meeting #5</b> MESE Decision 3	
<b>9:35 – 9:45 a.m.</b>	<b>Industry Round Up/‘Customer Service’ video</b>	<i>Lekberg</i>
<b>9:45 – 9:50 a.m.</b>	<b>International Phrase of the Day</b>	
<b>9:50 – 10:30 a.m.</b>	<b>Customer Service</b> Erin Zimmerman, Hy-Vee	<i>Lekberg</i>
<b>10:35 – Noon</b>	<b>Industry Meeting #6</b> MESE Decision 4 <i>Investor and/or Marketing Consultants visit each Industry</i>	
<b>12:15 – 1:15 p.m.</b>	<b>Lunch and News Release Photos</b>	
<b>1:15 – 2:45 p.m.</b>	<b>Industry Meeting #7</b> MESE Decision 5 <i>Investor and/or Marketing Consultants visit each Industry</i>	
<b>2:45 – 3:00 p.m.</b>	<b>Break</b>	
<b>3:00 p.m.</b>	<b>Load bus for business visits</b>	
<b>3:30 – 5:00 p.m.</b>	<b>Business tours/visits</b>	
<b>5:15 – 9:00 p.m.</b>	<b>Adventureland</b>	
<b>9:00 p.m.</b>	<b>Load buses to return to Campus</b> <i>BH After Hours- Barker Hall Lounge</i>	
<b>11:00 p.m.</b>	<b>Dorm Time</b>	
<b>11:30 p.m.</b>	<b>Room Time</b>	
<b>12:00 Midnight</b>	<b>Lights Out</b>	

The difference  
between ordinary  
and extraordinary is  
the little “extra”!

# *Business Horizons 2010*

**Wednesday, July 28**

UNDERSTANDING GLOBAL ROLES & CELEBRATING IOWA

- 7:30 – 8:30 a.m. Breakfast**
- 8:30 – 9:30 a.m. Industry Meeting #8**
- 9:35 – 10:00 a.m. Industry Round Up/ Elevator Pitches/Phrase of the Day** *Lekberg Hall*
- 10:05 – 10:15 a.m. MESE Rewind**  
Doug Strand
- 10:15 – 11:00 a.m. Effective Presentations** *Lekberg Hall*  
Christian Renaud, Palisade Systems, Inc.
- 11:10 – 12:10 p.m. Industry Meeting #9** MESE Decision 6
- 12:10 – 12:55 p.m. Lunch with Young Entrepreneurs** *Industry Rooms*
- 1:00 – 4:00 p.m. Breakout Sessions**
- Industries A, D, F, H**
- 1:00 – 1:45 pm Iowa's Piece of the Global Puzzle Panel (*Lekberg Hall*)  
1:45–3:10 pm Break and Industry Meeting #10 *MESE Decision 7*  
(Take a break at 2:15 for Ice Cream!)  
3:15 – 4:00 pm *Why Iowa?* Leisa Fox, Iowa ABI (*Jordan Hall*)
- Industries B, C, E, G**
- 1:00 – 1:45 pm *Why Iowa?* Leisa Fox, Iowa ABI (*Jordan Hall*)  
1:45 – 2:05 pm Break for Ice Cream!  
2:10 – 2:55 pm Iowa's Piece of the Global Puzzle Panel – *Lekberg Hall*  
3:00 – 4:00 pm Industry Meeting #10 *MESE Decision 7*
- 4:10 – 5:15 p.m. Winning the Money Game** *Lekberg Hall*  
Adam Carroll, National Financial Educators
- 5:15 – 6:00 p.m. Dinner**
- 6:00 – 7:45 p.m. Industry Meeting #11** MESE Decision 8
- 8:00 – 10:30 p.m. BH After Hours** *Rec Center/Camp Lounge*
- *Rec Center Night "Let's Go Wii Bowling" Tournament*
- 10:30 p.m. Dorm Time**
- 11:00 p.m. Room Time**
- 11:30 p.m. Lights Out – It's going to be a BUSY day tomorrow!!!**



## **COOPERATION**

**COMING TOGETHER IS A BEGINNING ...**

**KEEPING TOGETHER IS PROGRESS ...**

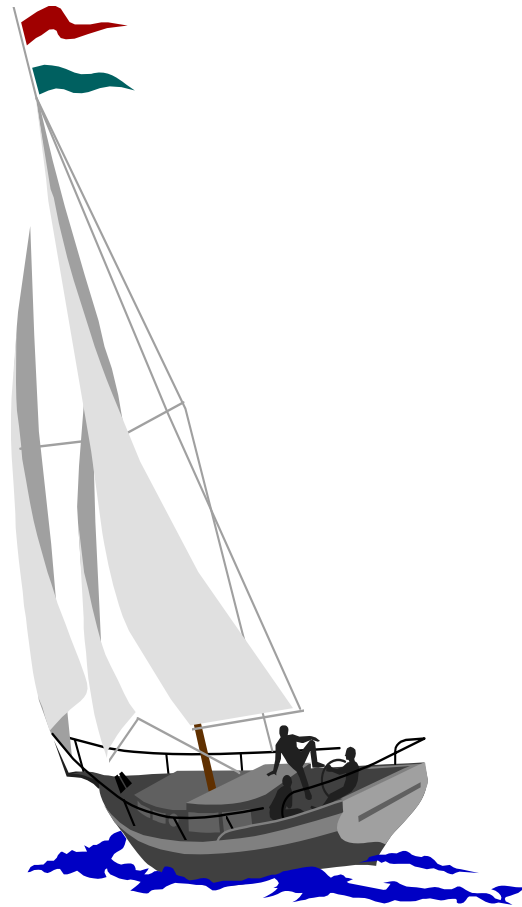
**WORKING TOGETHER IS A SUCCESS.**

# *Business Horizons 2010*

**Thursday, July 29**

UNDERSTANDING MY PERSONAL ROLE

- 7:00 – 8:00 a.m. Breakfast – NOTE EARLY START**
- 8:00 – 9:10 a.m. Industry Meeting #12** MESE Decision 9
- 9:15 – 9:25 a.m. Industry Round Up** (BH Ambassadors) *Lekberg Hall*
- 9:25 – 10:10 a.m. "If You Intend To Make Your Name - You Need to Understand The Game - You'd Better Ask Somebody!"** *Lekberg Hall*  
Ted Williams, The Williams Group
- 10:10 – 11:40 a.m. Industry Meeting #13**
- 11:45 – 12:30 p.m. Lunch**
- 12:30 – 1:00 p.m. Break** (prepare for Investor Presentations)
- 1:00 – 2:30 p.m. Investor Presentations** *Lekberg Hall and Jordan Hall*
- 2:30 – 2:45 p.m. Break**
- 2:45 – 3:45 p.m. Meeting #14 (part 1)** MESE Decision 10
- 3:50 – 5:10 p.m. "We'll Be Right Back After This Message ..."**(INFOMERCIALS!) *Lekberg Hall*  
Hosted by Steve Matthews
- 5:10 – 6:00 pm. Meeting #14 (part 2)** Trade Show set up *Hopper Gymnasium*
- 6:00 – 6:45 p.m. Dinner**
- 6:45 – 8:00 p.m. Big Dream Gathering** *Lekberg*  
Mitch Matthews, Matthews Inc.
- 8:00 – 11:15 p.m. BH After Hours** *Storm Street Grill*  
**Salsa Lessons and D.J.** *Brenton Student Center*
- 11:15 p.m. Dorm Time**
- 12:00 Midnight Room Time**
- 12:30 a.m. Lights Out**



**You cannot discover new oceans  
unless you lose sight of the shore.**

# *Business Horizons 2010*

**Friday, July 30**

PREPARING FOR THE FUTURE

**8:45 – 9:55 a.m. Industry Meeting #15** Wrap Up and Finalize Trade Show

**10:00 – 11:30 a.m. Last Industry Round Up** (BH Ambassadors)  
**Brunch and Keynote Address**

*Great Hall*

David Williamson  
“*The Step Toward Courage*”

**11:30 – 12:15 p.m. Break**

Change clothes and pack, clear residence hall rooms

**12:15 – 12:45 p.m. Trade Show**

*Hopper Gymnasium*

**12:50 – 2:30 p.m. Graduation**

*Great Hall*

Jenni Grandgeorge, Business Horizons 2010 NEXT Generation Chair

Dr. Steven Griffith, VP & Dean for Academic Affairs, Simpson

Mike Ralston, President, Iowa Association of Business and Industry

Sponsor Salute

Wade Den Hartog, ABI Foundation

- Production Challenge Award
- Infomercial Award
- Investor Presentation Awards
- Elevator Pitch
- Character Counts
- MESE Award Presentations

Introduction of Industry Advisors and Graduates

Business Horizons Class of 2010 Representative

Salute to the 2010 Graduating Class

Farewell and Final Remarks

Jenni Grandgeorge, Business Horizons NEXT Generation 2010 Chair

**2:30 p.m.**

**Business Horizons 2010 Adjourned**

Industry Advisor Wrap Up following graduation