

**TRANSITION BANQUET  
EXPOSITION & SILENT AUCTION**

**TUESDAY  
MAY 23, 2006**

**SERBIAN SOCIAL CENTER  
18550 STONEY ISLAND AVENUE  
LANSING, ILLINOIS**

**5:00 to 7:00 Expo & Cocktails  
7:00 to 9:00 Dinner & Program**

**TO RESERVE YOUR TABLE, SEAT,  
EXPO BOOTH OR DONATE AN ITEM  
CALL 219-989-2100**



**April 2006  
Inside this  
Issue...**

Banquet .....	1
Free Consulting .....	1
Workshop Highlights..	1
Prescription Program .	2
Student Interns .....	2
Networking Event .....	3
Sounding Board .....	3
Workshop cont .....	4
Judges Needed .....	4
NWI Fair .....	4

**FREE  
CONSULTING**

The E21 group of business owners are soon to embark on the “consulting” segment of the Entrepreneurship Program. As such we are seeking Client Companies.

There is no financial cost to be a Client Company. As a Client Company you will be required to cooperate fully with your E-Consultant team. Each team is made-up of experienced, full-time, business owners. Additionally, it will be necessary for you to meet at the E-Center 6 to 7 times with your consulting team.

If any business-owner is interested in becoming a “Client Company” please contact us at 219-989-2100 or by email at [e-center@calumet.purdue.edu](mailto:e-center@calumet.purdue.edu)

**HIGHLIGHTS  
DINNER / WORKSHOP  
On April 18, 2006**

**“Becoming A Total Marketing Organization”**

On Tuesday, April 18th the Business Owners Association of Purdue Calumet hosted a Dinner/Workshop for Second Stage Business Owners at the Calumet Conference Center of PUC.

Guest speakers, Jonathon Baskin, of Baskin Associates, Inc. and Tammi Franke of Kima Wireless, Inc. spoke on “Becoming A Total Marketing Organization” and the new paradigm shift to transform every corporate function and action into a “marketing” activity. The presentation covered:

**A New Vision for Marketing**

*-Marketing is a tactic, not a strategy*

Customer targeting, sales offers and media placement

*Continued on page 4*

## Uninsured?

**Lowest  
Prescription Price  
Guaranteed**



Now that's an easy pill to swallow!

*Fagen Pharmacy is offering a discount prescription program where anyone who is without health insurance can buy prescription drugs at a reduced price. This is a great program for small business owners to take advantage of for not only themselves, but for their employees as well.*

Company president Gerald Fagen said although the discounts will vary for generic and regular prescriptions, most generic medicines will be reduced by about 50 percent. Fagen estimates will cost his DeMotte-based company hundreds of thousands of dollars each year. Participants don't need to meet a minimum income requirement and don't need to fill out an application to enter the program.

The only requirement is that they don't have health insurance. Fagen instituted the policy because he was frustrated by the steep costs for drugs. "I feel like drug companies have done a very poor job of protecting Americans from high prices," he said. "We should be paying the same prices they charge elsewhere." Gerald Fagen said the costs of some drugs could fluctuate month-to-month based on his company's wholesale costs.

Fagen said he began his program as a test at two locations last summer and was stunned that more than 50 percent of the users weren't seniors. "It worked out very well," he said. "We had a very good reception from patients and physicians. We have seen an increase in new business by 20% and have generated lots of goodwill for the future."

[www.fagenpharmacy.com](http://www.fagenpharmacy.com)

## NEED STUDENT INTERNS?

We are happy to announce that members of the BOA have been offered student-interns by Professor Boiarsky (Department of English) and Professor Dakich (Department of Communications and Creative Arts). The interns will be available for a limited time and will have a limited range of tasks which they can undertake. The list of defined services are as follows:

- Writing & Designing Brochures & Flyers
- Producing power-Point Presentations
- Writing Software Documentation
- Preparing Press Releases
- Newsletters
- Web Design and Web Pages
- Video Editing
- Voice Over
- Marketing
- Audio Production
- Photography
- Write News Stories
- Edit Publications
- Translating Technical Information into Plain English for a Lay Audience

The intent is to provide students with real-world experience by asking them to work on specific 'tasks' with business owners for brief periods of time.

We are currently compiling a list of businesses that are interested in utilizing these interns so please give us a call as soon as possible. When you call 1-219-989-2100, toll free 1-877-974-2100 or Email us at: [e-center@calumet.purdue.edu](mailto:e-center@calumet.purdue.edu), we will need the following information: your company name and what kind of specific tasks ( as listed above) you are interested in having this intern perform. Interns selected for this program will not be available until the fall 2006 semester which will begin in late August, early September.

We're looking forward to hearing from you!

**NETWORKING / SEMINAR**

*You are cordially invited to a  
Networking / Seminar Event*

**Topic**

**"Identity Theft for Individuals  
and Small Business Owners"**

**Speaker**

**Jacqueline Kennedy  
Identity Theft Consultant**

**Mrs. Kennedy will discuss:**

- **What is Identity Theft**
- **Personal Identity Theft Protection**
- **Identity Theft Protection**
- **National Data Base Breaches**
- **Government Regulations, Compliance & Penalties**

**Wednesday, June 7, 2006**

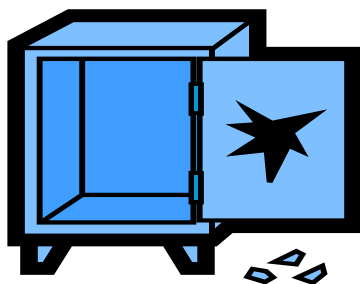
**5:00 PM Networking (Free)**

**6:30 PM Seminar (\$10)**

**Horsd'ourves & Beverages**

**Entrepreneurship Center  
1247 169th Street  
Hammond, IN 46323**

**To RSVP call 219-989-2100**



**"SOUNDING BOARD"**

**FREE BUSINESS CONSULTING SERVICE**

The following is a testimony from a recent participant which summarizes the Sounding Board experience;



*"Thanks again for the wonderful opportunity. The volunteer business owners I was connected with were perfect! Joe and Loretta worked very well together supporting their recommendations for changes I should make. It was great to have the perspective of both people.*

*The input and exchange between us in our meeting was very respectful, empathetic, and heartfelt. It was nice to see that I was not alone, that I am going through what others have gone through, and to realize that there is something to be learned and gained from a negative experience. Experiencing how professional both Joe and Loretta were, how direct and honest they were, and how easy it was to communicate, made the meeting more valuable than I could have imagined. Their offer to be there for me in the future was wonderful."*

The Sounding Board is a unique Free service. It is a volunteer service consisting of over 50 business owners and professionals, which aims to discuss issues and problems business owners and managers face. The Sounding Board is a forum which provides the opportunity to:

- Confidentially discuss business issues
- Learn from the experiences of other business owners
- Confront issues in accounting, legal, finance, banking etc.

If you wish to participate or you know someone who may benefit from this FREE service give us a call today at 219-989-2100.

*Workshop continued from page 1*

are basics of business that can be systematized and managed mathematically

*-Everyone sells*

Behavior of individuals in the company is more important than the impersonal systems that promise to deliver marketing automatically.

*-You need to do it*

If marketing is synonymous with good business strategy, it can't reside in one department, or be outsourced to vendors.

### **A Total Marketing Organization**

*-Every employee a marketer*

Does every staffer know how to "sell" the business?

Do they have an incentive to do so?

*-Every vendor a partner or customer*

Does your paper-towel vendor promote your business?

Is the FedEx guy better than running an ad?

*-Every activity relevant to consumers*

Will job candidates leave as active promoters?

Are consumer needs addressed at the start of every company activity, not just as an after-the-fact outcome?

### **Way to SAVE Money Now**

*-Shave x% from marketing*

You can safely cut spending on brochures or other detritus of branding, and never feel the impact

*-Results oriented Public Relations*

If publicity doesn't link to some action, change it  
Make "the company" the story

### **3 Ways to MAKE Money Now**

*-Make Customer Relations Mgmt. a company activity*

Take the \$ you save from marketing and dedicate it to plans to retain best customers

Meet regularly to strategize & motivate your team

*-Let vendors & suppliers in on the deal*

Offer them an incentive.

*-Market what you do, not do marketing*

### **VOLUNTEER JUDGES NEEDED**

On May 3, Wednesday, two events are being held which will require the assistance of some volunteer business-owners to serve as judges in evaluating presentations by Purdue University Calumet students on campus.

A. 5:00—6:00 PM  
Business Plan Presentations  
By Engineering Students

B. 6:30—7:30 PM  
Consulting Presentations  
By "Student Consulting Teams"

If some of you are available and would like to assist please call us and we will provide further details. You can call us at 219-989-2100

### **"OPPORTUNITY FAIR"**

Thursday, May 4, 2006

In partnership with the Gary Chamber of Commerce Dr. Jamaluddin Husain will facilitate breakout sessions entitled "Entrepreneurship". At this session he and other panelist will discuss how local entrepreneurs took their dreams and made them in to a reality.

The Trade Show will take place on Thursday, May 4th at the Genesis Convention Center in Gary, IN. Other breakout sessions include:

Life Sciences  
Information Technology  
Tourism & Entertainment  
Transportation  
Growing Your Hoosier Business

Several activities are planned throughout the day including the B-2-B expo, Breakout sessions, Taste of the Lake, and Awards Dinner.

For pricing and reservations please call the Gary Chamber of Commerce at 219-885-7407 or visit their web-site at [www.garychamber.com](http://www.garychamber.com).