



2023-2024

ANNUAL REPORT

Benedictine College

The goal of Benedictine College's SIBC is to achieve "Peace Through Commerce." The club aims to form lasting relationships and learn more about business practices in other countries.

PREPARED BY

Benedictine College SIBC





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Executive Board



Simon Anderson
President



Joshua Arendt
Vice President



Anselm Fiesen
Chief Financial Officer



Hallory Sutherland
Marketing Director



Dominic Ricca
Project Co-Director



Rosanna McKeown
Project Co-Director



Danny Escala
Administrative Director



Garrett St. Clair
Co-Director of
Advancement



Marissa Mantz
Co-Director of
Advancement



Madeline Rogers, M.B.A.,
J.D.
Executive Director



SIBC Photos

Fall 2023



Spring 2024





Letter From the President

To our benefactors, clients, and members,

This past year, 2023-2024, was one of continued success for the SIBC program at Benedictine College. We continued to offer students unparalleled opportunities to develop the knowledge they gained in the classroom and apply it in a real-world business context. We also continued to facilitate student growth outside the projects with mentorship programs and alumni events for students. Constantly adapting and raising the standards for our services and products is a pivotal element of SIBC and our strategic focal point for this year. Throughout the year, we enhanced our systems to ensure client satisfaction and project success. To promote our mission of “Peace Through Commerce,” we urge all members of the SIBC program to conduct themselves according to the highest ethical standards and with the utmost degree of professionalism. We would like to thank our members who devote countless hours to the program, our faculty advisor, Dr. Madeline Rogers, for her endless support and dedication to the students, our clients for trusting SIBC with their organizations and businesses, and our benefactors for their incredible generosity toward the Benedictine SIBC Program. We are honored and excited to begin a new year and continue promoting “Peace Through Commerce.”

Sincerely,
Simon Anderson
SIBC President
March 11, 2024



Sihle Tours Solutions

Sihle Tours Solutions is a small tourism business in South Africa. Students worked with the founders and owners of the business to design a website and draft a marketing plan.

“As the leader of the Sihle Tours Solutions project, I had a new experience of leading an SIBC group. This involved communicating with our client to understand their expectations and hopes for us in building them a marketing plan and website.”

Joshua Arendt



“Whether it was through researching like minded companies’ website layouts or creating a video to showcase safari tours offered by the client, I gained valuable professional experience. I learned how to work in a team where each individual’s ideas are shared and an honest conversation can be had about how to move forward.”

Anna Zacharias





Northside Inter-Community Agency

The students worked with Northside Inter-Community Agency (NICA), pertaining to the advancement of first-generation young adults. This project consisted of creating a financial literacy presentation with a focus on teaching the nuances of applying, securing, and paying off future student loans. Additionally, students instructed about the basics of opening checking and savings accounts, interest rates, credit cards, and how to budget. The presentation served as a foundation for a responsible financial future.

“During this project we researched various financial literacy topics and created a presentation on the basics of financial literacy with our audience being 1st generation college students. I gained the experience of being flexible with a client and their needs, as well as working efficiently. I have benefited from SIBC by becoming a better leader and teammate. Additionally, SIBC has given me the opportunity to create a project that gives back to the local community in my hometown.”

Dominic Ricca





Colores y Sabores

Colores y Sabores is a restaurant in Cozumel, Mexico. Students worked with an entrepreneur to design a user-friendly website and marketing plan. The team integrated their research, design, and marketing efforts, synthesizing the results into a comprehensive final presentation. This served as a valuable asset for Colores y Sabores in navigating the digital landscape and enhancing its online presence.

“The main goal of our group was to create a marketing strategy and plan that encapsulated our client’s wants and needs. I am majoring in marketing, so it was a great experience that taught me things I know will help me in my future career.”

Emeline Sullivan



“I had such a great experience working with this team in the project of a restaurant located in Cozumel, Mexico. I worked on the creation of the website and a new design of menu for this colorful place. Being a part of this taught me how to manage my time, communicate with my team since I was able to speak in Spanish with the client, improving my communication skills.”

Carolina Zapata





BuySide

This was a joint event with the University of Notre Dame and the University of San Diego. Benedictine College's specific research topic was Artificial Intelligence within the retail industry: What is the impact of AI on the specific sector? The most innovative technologies and companies in the sector? What are recommendations for investment in AI businesses within the sector?



"The BuySide project was an inspiring experience. Working on a comprehensive evaluation of an industry and projecting which company would benefit from evolving technologies was an incredibly rewarding and informative experience. The team bonding that occurs during these projects is unparalleled and helped to create a much more personal experience in SIBC."

Anselm Friesen

"This was a great opportunity to develop professional experience and meet students from the University of San Diego and Notre Dame. Our team honed in on each other's skills, successfully resulting in a product that we were extremely proud to present."

Mary Ferrone





IPE

This was a joint event with University of Notre Dame and the University of San Diego. Benedictine College's specific research topic is mitigation and adaption in the goal of becoming Net Zero: What are individuals, companies and countries doing to mitigate greenhouse gases in the atmosphere through enhanced energy efficiency? What adaptive measures do they have in the pipeline to prepare for a future changed climate ? Which show the greatest potential?



“Through our research, we learned a lot about individuals, companies, and countries’ efforts towards net zero and were able to present a detailed account of our findings. It was also a great experience to travel to Notre Dame and network with students from Notre Dame and San Diego, as well as members of the IBC.”

Rosanna McKeown

“I had the chance to fine tune my research and presentational abilities, and create with my peers a report that was beneficial to those who wanted to learn. Also, by being given the chance to travel, to meet others who wanted to learn and be a part of new experiences from other institutions.”

Hallory Sutherland





RubinBrown

The SIBC team researched and presented in person to accountants at RubinBrown about the following topic:

When the stock of a U.S. C-Corp is sold (use 100% of the shares for our purposes) and the U.S. C-Corp owns stock in CFCs (use 100% of the shares for our purposes), what are the Form 5471 filing requirements for both the buyer and the seller? Do both file a stub period 5471? Does one of them file a 5471 for the full year? Who picks up the GILTI/Subpart F income? BONUS: Which foreign jurisdictions require a stub period tax return when there is an upstream change in ownership?



“RubinBrown presented us with a challenging tax question on which they could not find definitive guidance. The fact that RubinBrown would present us with such a challenging question, speaks to the reputation that SIBC has earned and the confidence in which our clients have in us.”

Anselm Friesen

“This taught me that unlike in school, where we are usually taught the answer, we do not always know the answer in the real world. Through this experience, I learned how to synthesize information in order to come to my own conclusion on a matter.”

Dyson Crooker





Spark Tank

Students worked directly with Dave Geenens to select educational options and outline the curriculum, as well as build resources to support the curriculum. Students communicated with the Spark Tank partners in Ferguson and Benedictine College alumni in the process.



“Developing this curriculum has given me an opportunity to research and educate myself on entrepreneurship and business through a whole new lens, and really grow in love and knowledge of the people we will be serving.

Working on this project has been a blessing in a number of ways, and I look forward to continuing work and seeing where the SparkTank event will take us in the future.”

Rosanna McKeown

“As a team, Rosanna and I were tasked with developing a curriculum for new and ambitious entrepreneurs in underserved communities that would jumpstart and form them to become successful entrepreneurs. Being a part of this project has really opened my eyes. Something that I have come to value even more than before is the meaning and value of team work. As a team we worked hard to develop something that we were passionate about.”

Grace Sousa





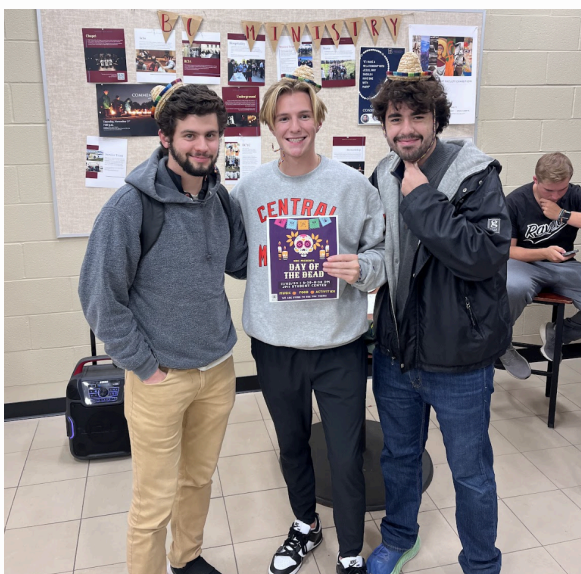
Campus Cultural Event

This team planned, organized, and hosted international events on campus. Events included activities such as a bake-off with dishes from various cultures, dance lessons, foreign movie nights, and international trivia.

“Thanks to my time in SIBC and my work with the Campus Cultural Events group, I was able to gain a deeper understanding and appreciation for different global cultures while also sharing my newfound knowledge with students at Benedictine College.

Additionally, organizing such events with my teammates positively impacted my communication, organizational, and collaborative skills; all tools I will be able to display in my future workplace and in the business world.”

Nicholas Ledwon



“At these events we had food being prepared, trivia questions being asked, and crafts being done. Learning how to make fun conversation with others and keep them engaged was challenging, but very useful. I have learned how to cooperate in a group setting, and how to plan with more precise calculations of who will attend and how long will they stay. The knowledge I gained from working on this team will help me in future jobs with working on teams and having to collaborate together.”

Leia LaHood



Alumni Event

Students organized an alumni event that provides networking opportunities for SIBC students. This event included an alumni panel followed by a networking tailgate on Homecoming Weekend.

Alumni shared about how SIBC helps them in their careers, their transitions from academics to the “professional world,” and provides insight about their experiences navigating their respective careers.



“This was my first project that I led and was able to learn a lot through leading an event. I was able to grow my communication skills along with networking skills. A crucial role of mine during the event was to ask questions along with reaching out to students to attend the event which gave me a lot of experience in marketing and advertising. Overall this event will help me in my career going forward.”

Garrett St. Clair





City Rent a Truck

The student team researched and presented to the client an industry and location expansion plan. Their research was under the following topics:

What underserved industries could benefit from City Rent a Truck's services? What cities across the country could City Rent a Truck expand into and benefit from the expansion?



“During the City Rent A Truck project, we had the opportunity to research and present potential industries and locations the company could expand into. These industries and locations included places they already operated in and could expand their presence. It was a great opportunity to learn about the company and build connections.”

Mary Harris





Boy Scouts

The student team worked with the Circle Ten Council of the Boy Scouts in Dallas, Texas. This project consisted of creating a marketing plan and social media content creation for a Cub Scout event in late April. Additionally, the team took pictures and videos on site to post on social media the day of the event and to be used in the fall for the recruitment campaign.



“SIBC has been a wonderful introduction into the world of business consulting. This semester has been an opportunity to learn more about companies I would not have researched otherwise. The Boy Scouts of America was also a wonderful project to learn more about the influence of social media in marketing.”

Elianna Watson

“During this project, I did research on the best way for the Boy Scouts to use Instagram in their Marketing plan. As a marketing major, it was extremely beneficial for me to use what I’ve learned in in real life. I also learned how to work most efficiently and effectively in a big group, leveraging different people’s strengths to best fulfill our overall goal of conducting a marketing research plan for the Boy Scouts.”

Emeline Sullivan





The Triumph Foundation

The students developed a strategic plan for the Triumph Foundation. In addition, they provided aid in the continuation, development, and success of this organization and its mission to support those who have suffered life-altering injuries.



“Our team helped create a 5-year plan for the Triumph Foundation. Throughout the semester, I developed my knowledge of the strategic planning process, such as the different ways companies can look to grow, various market and industry analysis methods, and a host of other topics. Additionally, we created an Excel spreadsheet to help the client track their progress as they execute the 5-year plan. This allowed me to gain more knowledge about Excel and its endless capabilities. I also had the opportunity to work with a team, each of us from a different background, which allowed us to play off of our strengths and create a well-organized and well-rounded product for our client. I am honored to have been given the opportunity to work for the Triumph Foundation, and I look forward to watching it continue to grow and impact people’s lives”

Simon Anderson



Networking Team

Students met with international business leaders in the Kansas City area to network and build connections. The networking events provided opportunities to learn about different cultures, global events, and international business.





New Zealand Travel Blog

This SIBC team will research various travel blogs and influencers. The team will identify ideas that work well along with techniques that should be avoided by influencers. In addition, students will analyze the presence of those influencers in New Zealand. Two of the students will travel to New Zealand to create a New Zealand travel blog and other social media content.





New Zealand Education

This SIBC team researched similarities and differences between the education systems in New Zealand and the USA. This research included live interviews of New Zealand residents. The live, in person interviews provided an opportunity to learn more about the culture and get to know Kiwis.





Marketing Team

The Marketing Team met regularly throughout the year to address the Benedictine College Student International Business Council's marketing needs. They used various applications to develop marketing materials for the council. These included fliers, logos, business cards, and more. The Marketing Team also managed all social media platforms as well as updated the council's webpage. Additionally, the Marketing Team worked on major marketing projects such as the Annual Report and prepared for various marketing events throughout the year, like the SIBC Open House and Club Fair.



“This team has provided me the experience to get used to posting on Facebook and Instagram like a marketing manager. As well, the real world experience continues with creating the annual report that companies normally do. I have enjoyed my time on the team and how much me and my peers have grown.”

Hallory Sutherland



Accounting Team

The Accounting Team met periodically throughout the year to address SIBC's financial needs. The Accounting Team assured that SIBC is demonstrating effective stewardship of its donor's generous gift. The team not only followed generally accepted business practices for overseeing expenditures but also initiated good systems for members to follow internally. Different needs addressed by the Accounting Team included coding transactions, booking flights and hotels for project needs, billings, reimbursements, predicting future months' spending to increase credit limit per month, and approving spending budgets for project use.





Thank You

The Benedictine College Chapter of SIBC in Atchison, Kansas would like to thank The Potenziani Family and M&T Trust. Because of your generous gift, we are able to make lasting differences for many people. We would especially like to thank Mr. Frank Potenziani for helping us further the vision of “Peace through Commerce”.

