

## **Team of Cal Poly MBA students compete in International Business Strategy Competition**

**San Diego, CA, April 20, 2008** - Five Cal Poly MBA students concluded an intense phase of the 3 month long International Collegiate Business Strategy Competition in San Diego, CA. In this 44th Annual competition, teams from as far as Dubai in the United Arab Emirates, traveled to San Diego to participate in simulated business decisions. In all, twenty-four talented teams from eighteen top universities took part. Cal Poly was represented by the company SandCastle Labs, Inc. led by Erik Slayter (CEO), Naomi Guy (VP of Marketing), Jesse Bilsten (VP of Operations), Amy Engdahl (VP of Finance), and Martin Flores (Intern). Teams were responsible for strategic business decisions including inventory management, pricing & advertising, production and capital expenditure control, human resource management, finance, and research and development decisions. They were required to develop a unique business strategy plan and annual report showcasing their strategy and results. Cal Poly's team was able to learn crucial business crisis management strategies through experiential learning during the competition as their simulated economy was afflicted with a market contraction despite a growing economy. The judges for this competition came from diverse backgrounds and had much experience as successful executives in the business world. Students were able to interact with these judges and learn from their real-world experiences. In addition, students had the opportunity to network with business students from many different universities. This competition provides an excellent multi-discipline learning opportunity through a complex business simulation program developed by Richard Cotter and David Fritzsche (see <http://www.eskimo.com/~fritzsche/>). Cal Poly's team was advised by long-time favorite Orfalea College of Business faculty member, Dr. David Peach.