



PHOTO CONTRIBUTED

VERNON'S JANE LONG, right, and fellow Okanagan College business students Arluene King (left), Janta Quigley, Arend Hoekstraset new standard at international competition.

Okanagan team rules competition

MORNING STAR STAFF

Five trophies – including top team – and the admiration of competition judges was the outcome for a team of four students and their coach from the Okanagan School of Business as they competed at the 43rd annual International Collegiate Business Strategy Competition in San Diego last weekend.

Arend Hoekstra, CEO, Vernon's Jane Long, VP Operations and Finance, Janta Quigley, VP Marketing, and Arluene King, VP Corporate Communications, received awards for both top team and top reports in addition to three trophies for earning top returns in a simulated stock market. The four students were coached by Okanagan School of Business professor Norm Letnick.

The students created a lot of buzz during the competition in which they controlled Inukshuk Sound, a simulated company selling headphones. Inukshuk Sound finished with a stock price of \$64.25, four times higher than the next best competitor: the MBA team from Regents Business School in London, England.

As the only Canadian team, they went into the intensive phase of the

competition with unimpressive financial ratios and the lowest income. Within the first simulated year after arriving in San Diego, the team astound-

ed not only other teams and faculty advisors from across the world, but also the simulation administrators and judges with growth of more than

1,000 per cent.

"Our plan from the beginning was to avoid drawing attention," said Hoekstra.

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Performance rates best of all time

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"So many of the teams said they never considered the Canadian team with the funny name as a threat. Once we got there, though, our early investments began paying huge returns, and we outpaced our closest competitor by over 1,800 per cent."

According to simulation administrator David Fritsche, Okanagan School of Business delivered "probably the best performance" that he had seen in all his 27 years running the competition.

The team's reports and presentation exceeded all of the judges' expectations. The Okanagan School of Business "set the

standard for all future teams," and demonstrated "wonderful poise" said judge Chris Cook, who gave the team a standing ovation when it received its awards.

Judges were particularly impressed that the team stayed with its strategy and the members were "forethinkers" who "answered all questions before they could be asked."

"This has been a terrific experience that has taught us so much," said Quigley. "This team is incredible to work with."

Letnick adds: "I'm so proud of the way that the team came up from

the middle of the pack to produce such amazing results."

Okanagan College president Jim Hamilton applauds the outstanding performances.

"Each year, students from the Okanagan School of Business engage in a variety of competitions provincially, nationally and internationally, and each year they distinguish themselves with their professionalism, accomplishments and achievements."

"My congratulations go to Arend, Jane, Janta, Arluene and to coach Norm. I know they put a lot of time into preparing for this international competition and the results speak for themselves."