CEO meeting
11/13/2006- called to order 8:01 pm

Next Workshop: Idea Generation and Evaluation
     Friday 11/17/2006 11:00am

New Member: David Low
New officer: Marisa Henderson, Secretary

Study night:
   • Attracted a new member: David Low
   • However we lost money on pizza
   • Study Night can prove to be a good way to attract members and show that CEO is an active group
   • There is going to be one more study night with pizza and pop
     o Study Night #3: 11/29/2006 at 5:30-8:30 in the Hall of Fame

Social Event:
    Going to Lucky’s as a social event was a good beginning for CEO. We will try another social event after finals.

CEO logo:
    Mock ups will be brought into next meeting for voting on what should be CEO official logo.

Future Plans
   • Planning to take field trips next semester
   • Setting up a mentoring program so graduates of CEO can come back to mentor undergrads in CEO
   • After the workshop series, having a business plan write up competition.

Business Plan Brainstorming: Ideas for CEO starting up its own business

   Lavie- selling business cards
   • Selling business cards to those who need them (i.e. Law and business majors, etc.)
   • Then sell the cards by the sheet
   • Could also sell the cards at career fairs, also to capitalize we could sell resumes at career fairs to those who forgot them or need more.

   Lavie- bring “all MSU” idea to Wayne State
   • Would be free to all students, an email address would be required
   • A database with many different things encompassed in it: ad, notes, ratings (i.e. professors)
   • Would charge organizations and businesses to advertise
Brent-silver investments
- Buying silver bullion bars from Northwest Territorial Mint
- Invest in silver, then selling back to make profit
- Would sell on ebay
- Could execute this idea as a group investment and some profit could go to CEO fund.

Brent-selling coffee/hot chocolate
- Has a low startup fee, just need supplies
- Selling would be cheap and fast, and could gain money back fairly quickly
- Provide good alternative to Starbucks because of the long lines
- Could sell in convenient locations, like General Lectures, State Hall, etc.

Melissa- fashion show
- Go to businesses and ask for donations to showcase their products
- Money would come from admissions

Mike- starting an on campus marketing firm
- Have CEO act as a middle man in having businesses distribute on campus
- Having CEO personally distribute the items on campus
- Biggest investment would be time from the members, comes down to how much the businesses are charged
- This idea would also put out name out to businesses and around campus

Voting on ideas will take place next meeting 11/20/2006 in the UGL at 7:30.

Meeting adjourned 9:07 pm.