



# CIBER NEWS

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## IB Forum Dances to a Different Tune with Three Men and a Tenor

The International Business Forum hosted a unique presentation last week by the Michigan a cappella quartet Three Men and a Tenor, who spoke on the topic of "International Musical Marketing." After treating the audience to a sample of its music, the group recounted the adventures of its first international performance, a trip to Edinburgh, Scotland in August to perform at the Fringe Festival. After street corner performances there, the group had little revenue to show for its efforts, but did "learn a great deal" in the process.



The four members stressed the importance of doing market research before going international. In their case, they were unable to obtain much information about the festival, the largest venue of its kind in the world, before making the trip. "We shot high and did as much research as possible," one member commented. In the end, the group decided to stick

to street performances rather than rent time on a stage. This turned out to be a problem, though, because without any amplification the other street bands overpowered the voices of the quartet. "We considered it an experiment," another member explained, saying, "At least we didn't invest too much."

As the last IB Forum presenters of 1998, the group was entertaining and generated a great deal of interest from the audience. Visually, the group stands out, with Chuck Colby, Mark Stiles and Paul Felch (pictured in the back row from left to right) all over 6'3", and tenor Glenn Williams (in front) at 5'. They have performed their repertoire of comedy, pop tunes and several original songs with talent such as the Beach Boys, Pat Boone and Peter Cetera, and had an audience of 70,000 literally singing in the rain at last year's MSU/Ohio State football game halftime show. The group (formed in 1992 from the MSU Men's Glee Club) will put out its fourth CD soon, and we wish them continued success in 1999.

*MSU-CIBER has recently taken over the administration of the International Business Forum, which will continue to be co-sponsored by the Lansing Chamber of Commerce and Lansing Community College.*

## Upcoming Events

**International Business Forum: "Exporting to the Middle East" by Joe Badra, 12 January, 11:45 at the Michigan Athletic Club.**

**International Business Forum: "Consolidation of the Automotive Parts Industry and Its Impact on Exports" by Mark Santucci, Elm International, 9 February, 11:45 at the MAC.**



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## CIBER Executive Seminar on the Euro

On 23 November, MSU CIBER hosted Dr. Robert Kromer (Kromer & Chene, Ltd.), a consultant from Vienna, Austria, who came to speak on Europe's transition to a single currency, the Euro. The event was cosponsored by MSU's Department of Telecommunication and was moderated by Johannes Bauer, pictured on the left here with Dr. Kromer.



The speaker first addressed attendees by clearing up common misunderstandings concerning the Euro, and went on to explain the business, technical and organizational impact of the new currency, which will become a reality as the European Monetary Union begins in January. Kromer concluded by answering many questions from a knowledgeable audience.

*Note: For more information on the Euro, please see "The Euro is Coming," a paper by MSU Economics Professor Dr. Mordechai Kreinin. For a copy, please call MSU CIBER at 353-4336.*

## CIBER News Seeks Information

*If you have information or upcoming events of interest to the international business community that you would like published in CIBER News, please call editor Cynthia Hitchcock at (517) 353-4336.*