

Chris Barrett & Luke McCabe

First "corporately-sponsored" university students

MARKETING > We're Not Selling Out

Chris

Yeah we got a lot of emails from, not a lot. We get tons of emails but couple of people who email us or just don't understand what we're doing and they think that we're just selling out to the corporations. And we're not selling out we're just getting our education in a different way than going out and getting loans and stuff like that.

Luke

Corporations aren't all bad. I mean you just find a happy medium between business world and like real life and then you just figure out that as long as you don't slap advertising like everywhere and make it look too tacky and stupid and make it all about money then it's not that bad.

STRATEGIES FOR CHANGE > What, Me Protest?

Luke

Hypothetically Chris do you think that it would void our contract with First USA if we were to go into an anti-corporation protest?

Chris

That's actually a very good question I've been thinking about that a lot.

Luke

Really.

Chris

I don't know why we'd want to join in an anti-corporation protest. But we were actually in a magazine Ad busters do you remember that? That was anti-corporate magazine.

Luke

That's true.

Chris

And we got like hundreds of emails from people. And we actually convinced some of them that what we're doing is a good idea and that we're not just selling out for the corporation.

Luke

That's true.

Chris

So would we participate in one I don't know?

Luke

I don't know.

Chris

Since we are corporately sponsored but maybe we could go there and help out other like students and let them know that maybe the corporation isn't as bad as they think it is.

Luke

Exactly.

THE NATURE OF THE CORPORATION > Corporations Are Good And Bad

Luke

Chris and I understand that there's both good aspects and bad aspects to corporations.

But these people such as the ones who are at the anti-corporation things just focus on maybe one or two bad things and they don't see the good things that the corporations are doing for society. Cause maybe, maybe a company is taking a lot of money and they're not putting into, you know, some, I don't know, some recycling fund or something but they are putting it into you know the children's baseball league or something so they're helping on one end but maybe not a little bit much over here. And then somebody would fight something else that really is not really a problem.

Chris

And people would get upset that they're like the baseball people would get upset if they switched the funds over to somewhere else and they'd be protesting. So people just have to understand that the corporations are trying to do their best I

think. And they're all in there to help out the community and the country that they're in.

MARKETING TO KIDS > When Corporations Go Too Far

Chris

We didn't want like to wear shirts in the classroom and distract from our education and other student's education.

And I think that's when corporations will go to far when like the chalkboard is sponsored by some corporation name or there's like a big banner on the wall because like they paid for the renovation in the building. I don't think, I think that's when it goes too far.

I think if it stays out in the hallway it would be okay but once you enter the education area then the kids need to learn and make up choices for themselves what they think of corporations and what they think about what they want to do it for the rest of their lives.

SOCIAL RESPONSIBILITY > No Bad News

Luke

I think if we found out that First USA or Bank One was doing anything dishonest or you know against the contract or against what they promote it's just I mean it's in our best judgment to not go with it obviously. I mean we're not going to give into the corporation if they're lying and if they're not, just like we were talking about the cigarette companies like if they lie about the fact that cigarettes are bad for you. You know that's not a good thing to support that and all of a sudden say oh well you know that's okay corporations are supposed to lie. Like First USA was doing something dishonest we wouldn't work with them.

Chris

We wouldn't work with them.

Luke

We wouldn't be working with them anymore I mean that's why we chose them though is because they're not a dishonest company.

Chris

We believed in what they believed in and we felt like we had the same morals as them. And they didn't want to exploit at the beginning of this and it's been

working out great so far and we've been working we were a strong team together throughout the last I guess like nine months now or eight months.

Chris

We were talking to a caffeinated mint company and we didn't think that was a great image to uphold. Like we'd be popping mints and just having buzzes the whole time like three mints equals a cup of coffee and it's not the idea that we want to go out there. We want kids to have good grades and be able to like go to sleep at reasonable hours. And just giving them caffeine all the time is not the best idea.

Mark

I just poked around Bank One's website and just did a little search and I came up with this and I don't know if you've heard of it but, and this wasn't very long ago. Bank One Capital Markets a broker dealer subsidiary of Bank One was censured and fined 1.8 million dollars by the National Association of Securities Dealers for inadequate net capital, insufficient customer reserves and inaccurate books and records. According to the NASD.

Luke

When was the date on that?

Mark

They operated from February 1999 through August 1999 without a reliable accounting system.

Chris

Oh actually they changed CEOs Bank One a couple of years Jamie Diamond came in and he's an awesome guy, that, that's why I think there was so many problems with Bank One. And he's really turned the whole company around and he invested millions of dollars of his own money into the company to show that he believed in it and he could turn it around and make it positive. So I think, and that was pre-Chris and Luke.

Luke

Ever since we've been working with them.

Chris

We've made sure their books...

Luke

No bad news