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Double dealing makes business better for Kelley School twins

By Eli Greif

Andy and Chad Baker appeared on the Ricki Lake Show last year for the "Twintastic super sexy twin crushes", where they told a female set of twins they had a crush on them. For many students, an invitation to appear on The Ricki Lake Show would conquer their greatest ambition in life. However, for these two, a Ricki Lake adventure is a small side note on a list of accomplishments.

Andy and Chad are twin brothers from Nashville, Tennessee. They are both sophomore Entrepreneurship majors within the Kelley School of Business. They chose to attend Indiana University mainly because of the strength and reputation of its Business School. Their interests include golf and tennis, but their true passion is for business.

Andy and Chad have been in business with each other since before they can remember. They often tell people they own and operate their own business and the initial reactions of people is usually doubt. Andy and Chad do in fact operate and own their own businesses with no assistance from their parents. The parents of the two actually discourage much of their activity, out of fear that it will detract from their studies. Chad and Andy insist that their extracurricular studies are equally, if not more educational than their classroom instruction. Nevertheless, they both maintain a better than 3.0 G.P.A.

Their first venture began in Nashville. They sold pencils at a discounted price from that of the "corporate giant", the school bookstore. Another venture, which turned

into a tradition, came in the form of a "Smoothie" stand. They set up a stand and sold drinks annually at the Nashville craft fair.

While in high school, they bought a gumball machine out of Entrepreneur Magazine and put it in a local recreation spot. The machine was such a success that they continued collecting money and investing it into more machines. The empire grew to 50 machines. While they admit these ventures were good accomplishments, they have put them behind them, and used the profit to continue on with new projects.

Their first most notable project in Bloomington has been the *CashCard*. Some of you may recognize it as the little red and white credit card shaped item dropped into your mailbox toward the beginning of the year. They distributed 50,000 cards total. How did they do that?

They began by contacting a friend who had done something very similar in Atlanta at Emory University. They bought the trademark from him, and with very little help from their friend, proceeded to contract advertisers. Twenty-four local companies were willing to pay a fee to have their company logo with a customer discount printed on the card. The cards were printed and distributed.

The cards were a huge success! Pearl Vision had an advertisement that offered a discount on the card for "\$99 disposable contact lenses including eye exam and care kit." They said over 50 people took advantage of the discount. That's almost \$5,000 in extra revenue. The Bakers have already been guaranteed by 80 percent of the companies that they will advertise on

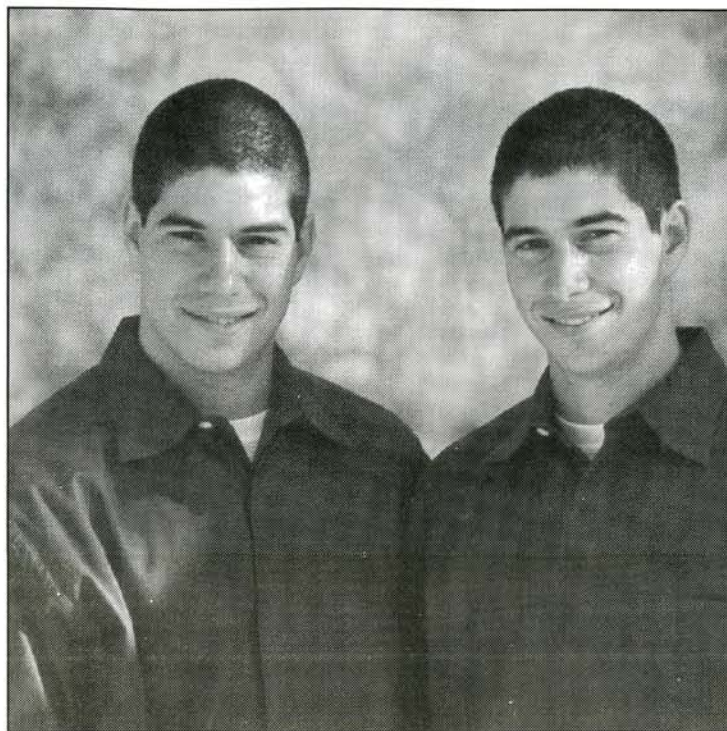


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Often seen together around the B-School, Andy (right) and Chad Baker are the twins to call for movie casting or commercials.

the card again. Their ultimate goal is to get the *CashCard* to the point of success and stability to where they could hire someone to manage it while they move on to new projects.

Andy and Chad want to keep moving, and not to limit their potential to one project, so they continue to network and seek other ideas. For example, they joined the Bloomington Chamber of Commerce to continue exploration of opportunity in the Bloomington community. Right now, their main goal is to capitalize, explore, and invest in the restroom advertising market. They believe it is a strong market and displays great opportunity because it is the only advertising that is 100 percent gender specific and in some cases age specific (Think about it). Do you think they are just sitting back and brainstorming about this whole idea? No way! They have already contracted many establishments including Yogi's, Howies, and Kilroy's Sports. They are on their way to making the whole thing a success, and given past experience, many wouldn't bet against these guys.

Their other current project is something called a Hotel/City Guide. It is a small fold out guide to a city that companies will pay to have their name put on as a local operation. The brochures will then be distributed in airports and hotel lobbies as reference for guests and tourists. The twins will use their two favorite characteristics to capitalize on this idea, "pest and

persistence."

When asked where they want to be in five years, they both responded, "wealthier than now!"

As for what business they would like to be in, neither of them knows for sure, but they think their business will be in the technology field, and they will definitely continue working as a pair.

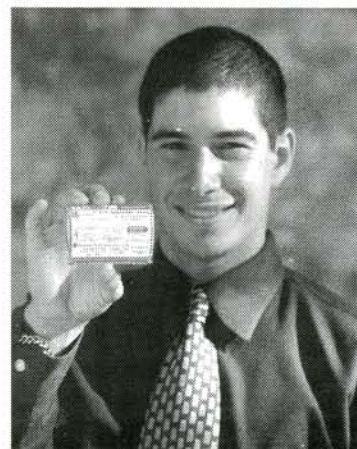


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Chad Baker gleefully displays one of the Cash Cards.



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Andy(right) and Chad Baker on the set of a Maxwell House Coffee TV commercial they filmed in rural Tennessee. The ad is now showing in France.