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ROMAIN COLLEGE of BUSINESS REPORTS

Elevating excellence at the Romain College of Business

Ron and Connie Romain value quality, excellence, and professionalism—elements that have been the foundation on which they built their Evansville-based financial and transportation service business United Companies. As successful business leaders, USI alumni, and long-time friends and benefactors of the University and the College of Business, they believe in setting goals that aim high.

“My aspiration is that the College of Business will become one of the very best business colleges anywhere,” said Ron Romain.

To help make that happen, the Romains gave \$5 million to *Campaign USI: Elevating Excellence*—money earmarked for the College of Business. In recognition of the long-standing support from the Romain family, the College has been named Romain College of Business, an intersection of identities that evokes quality, excellence, and professionalism.

“The Romains’ gift gives the College of Business a platform for shaping our identity and our direction for the future,” said Dean Mohammed Khayum. “The direction embodies goal setting for excellence, business practices that pay attention to improving quality, and highly effective implementation and execution. Their intentional decision also is based on their aspiration for the College to play a more impactful role in the region’s economic development.”

The Romains and the dean know that a name not only reflects success but drives it. For the college to raise its standard of excellence across the board, a strategic plan, diverse voices, and consistent delivery of a quality education will make up its foundation. The goal, however, won’t be reached overnight, Ron Romain said, adding that great colleges like Harvard, Princeton, and the University of Chicago didn’t attain their reputations immediately either.

“If we decide we want to build a world-class college of business, there’s certainly no reason we can’t step up and do that,” Ron Romain said.

Continued on page 3

Ron and Connie Romain

From Dean Mohammed Khayum

When the first university-based business school was established in 1881, there were some stark challenges. Unlike law and medicine, business was not viewed as a profession. There was no generally accepted business curriculum and no professors of business. Today, business programs are so wide-spread that the challenge is to establish differentiation.

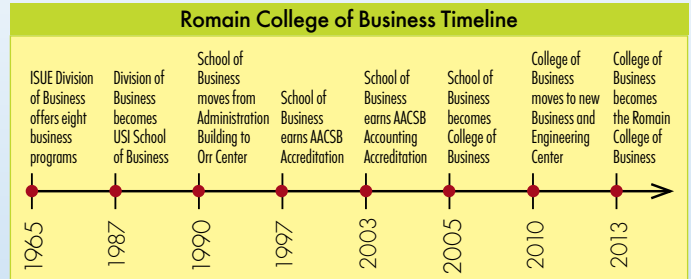


Khayum

This year marks another milestone in the evolution of the University of Southern Indiana's College of Business. In recognition of Ron and Connie Romain's long-standing commitment to the University, the College of Business was named the Romain College of Business. The timeline, above right, highlights milestones in the evolution of the College. Progressively, more resources were dedicated to foster high-quality programs and provide state-of-the-art infrastructure. Those foundational efforts have positioned the College well to meet current challenges such as maintaining relevance in our curriculum, making contributions to management knowledge, and preparing individuals for leadership roles that require creativity, curiosity, and courage to manage disruptions in the chronic flux that characterizes today's business environment.

As with individuals, a name is often associated with reputation and identity. Currently, approximately 45 percent of AACSB-accredited business schools are named. Starting with the Wharton School at the University of Pennsylvania in 1881, and the recently named Romain College of Business

in 2013, named business schools seek to forge memorable identities grounded in their past with a focus on the future, enhancing their reputations by differentiating how they utilize their capabilities to prepare graduates for their careers.



Our heritage of being resourceful, placing students at the center of our efforts, and striving continuously to be better have prepared us to consider expanded horizons as the Romain College of Business:

- Ensuring our curriculum reflects an adaptive capability and serves as a catalyst for the meaningful transformation of our students
- Focusing on leadership capabilities aligned with the business needs of the day. See gleam.org for an illustration.
- Becoming a force in 21st century management education
- Making significant contributions to the sustainability of the regional economy
- Providing a leading edge in the adaptation of entrepreneurship and innovation knowledge and insights to the challenges of the 21st century. The launch of an innovative speaker series by T. Boone Pickens is a first step in this direction; plans are currently underway to schedule the second speaker in 2014.

Over the past 132 years, business schools have periodically reinvented themselves in response to society's changing needs. As we look ahead, the Romain College of Business aims to offer something exceptional that sets us apart from other business programs.



To help expand the College's reputation and enhance the quality education it provides students, the Romains and Dean Khayum envision an action plan that involves stellar faculty, impactful and relevant educational experiences, new speaker series, and lifelong interaction with alumni.

A meaningful and enriched education begins with outstanding faculty in an exceptional learning environment. "If we're going to elevate the reputation, the brand of the Romain College of Business, then we emphasize its quality," Ron Romain said. "We want the University to have the credibility that we know it deserves."

Quality starts with a caring, high-caliber faculty—something that's been in place since Ron and Connie were students at USI in 1973 and 1974, respectively. Ron Romain recalls several professors who 'shaped' his career interests, adding that they were "willing to do anything necessary" to help him succeed.

As part of their commitment to the College, the Romains will sponsor a series of elite speakers every 12 to 18 months. Highly successful innovative thinkers, entrepreneurs, and leaders will share their ideas and experiences with the intention of provoking thought and stimulating conversation among students, faculty, and the

greater community. The first speaker was T. Boone Pickens, an entrepreneur who made his fortune in the energy field and is a proponent of energy independence. [See below.]

Expanding students' minds is indispensable in education and future success. "The quality of the education at USI is very important to me because I think the long-term consequences of providing the best education are significant for both the students and the community," Ron Romain said.

T. Boone Pickens piques audience interest as inaugural speaker in new series



It's unlikely that T. Boone Pickens has ever been accused of soft soaping a subject, and he didn't disappoint when he came to campus and told 300-plus students, faculty, and community leaders that if America took advantage of its natural resources and formed an energy alliance with other North American countries, we wouldn't need to rely on OPEC.

"We have more natural gas than any other country in the world," Pickens said. "If we [converted] eight million [of our] trucks from oil to natural gas, that would be a savings of three million barrels of oil a day or 75 percent of OPEC [usage]."

The 85-year-old Texas oilman—the first in a series of thought-provoking speakers the Romain College of Business will bring to campus—said the remainder of the United States' oil issue could be eliminated by forming a North America energy alliance with Mexico and Canada.

Pickens, who started his business career cutting grass for his grandmother and grew up to earn a reputation as a corporate raider in the 1980s, got people thinking and talking when he said he couldn't believe America had no energy plan—something that needed to change. "We are the only country without an energy plan, and we use more oil than any other country in the world. We need to get on our own resources."

The comment struck a chord with Ryan Rogers, management graduate, when he noted that "Pickens said that the United States is the 'Saudi Arabia' of natural gas reservoirs. This statement made me wonder why we, as a nation, are still dependent upon foreign oil when we could be harnessing the vast amounts of energy right beneath our feet."

It was exactly that kind of spirited thinking the Romains and the College had in mind when they invited Pickens to USI. While Pickens is known for controversy, his conversation with the audience was nonetheless engaging and thought-provoking.

"We could rebuild our economy on the back of cheap energy. That's why we have companies moving back and building plants in the United States—our energy is cheaper than a more expensive workforce."

— T. Boone Pickens in Carter Hall, April 4, 2013

Business Leadership Network

Innovation in today's economy thrives on diversity, including ideas, skill sets, and life experiences—attributes possessed by many people with disabilities. This segment of the workforce can contribute distinctive perspectives to employers based on their experiences but until now haven't had a local network of support to combat stereotypical ideas concerning their hiring. It's in this context that USI's Romain College of Business is sponsoring the Southwest Indiana Business Leadership Network (SWINBLN), an affiliate of a national



organization aimed at dispelling myths surrounding disabled employees.

"The Business Leadership Network promotes best practices as they pertain to disability hiring and employment and aims

to increase awareness and provide resources regarding employment-related disability issues," said Dr. Nancy Kovanic, assistant professor of management.

Kovanic and Franka Sisel from Inspire Associates, a local business solutions consultancy, played a critical role in establishing a BLN in Southwest Indiana and have worked to develop a roadmap for implementation. "Establishing a BLN in the region is consistent with the mission and goals of the University and the College," Kovanic said.

Alumnus in Residence Kyle Fields: preparing for the future

Kyle Fields '06, this year's Alumnus in Residence, told students, "Every internship is an interview." This kernel of knowledge helped Fields, now general manager for the Indiana office of SS&C Technologies, turn his internships into full-time positions at PricewaterhouseCoopers and Mead Johnson before accepting his current role.

Fields presentation was titled "My World and Your World: Combining Technologies and Relationships." His advice to students emphasized the importance of education and technology, a competitive resume, relationship building, and being prepared for opportunities when they present themselves.

Fields learned early on that everyone he met could be a potential employer. He made contacts exercising at the YMCA, working at the front desk of a hotel, and even attending a wedding. "Clearly my story is about building relationships," he said. "Meet as many people



Kyle Field, 2013 Alumnus in Residence, speaks to students on the importance of connections.

"Every internship is an interview."

— Kyle Fields '06,
Alumnus in Residence

as you can, learn as much as you can, and ultimately the return on your investment is a job."

Field accepted a position at SS&C Technologies, a global investment and financial services provider, in 2010 and opened the Indiana office in 2011. With clientele mostly located in the financial mecca of New York City, regional SS&C offices rely on technology to enhance communication and build relationships with clients. "Technology is ever-changing, so we have to change too," Fields said, but he cautioned that "we can sometimes lose sight of the fact that technology is just a tool. You still have to be able to communicate."



College visionary passes

Dr. Kenneth Bert Settle, emeritus professor of business, passed away in January at the age of 86. He chaired the division before the College was either a college or a school of business and retired in 1988 after 16 years at USI.

Dr. Wanda Hibbitts, accounting professor emerita, remembers Settle as "a big thinker—always thinking ahead. He expected a lot from others as well as from himself. Even when we were still a division, he was making decisions in preparation for the day we would be eligible for accreditation."

Online finance and accounting courses free for first 30 alumni subscribers

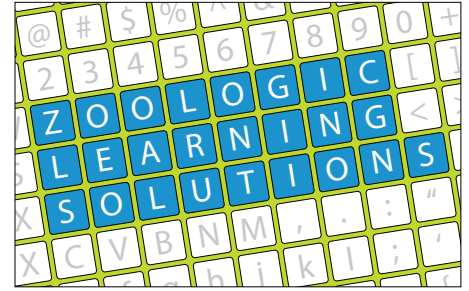
Staying abreast of new tools and methods in finance and accounting takes time, commitment, and continuing education courses—something many business professionals don't always work into their lives. But that can change now that the College has purchased 30 subscriptions to Zoologic Learning Solutions—a menu of online finance and accounting courses for business alumni.

“This initiative is aligned with one of the guiding principles of our College—to enhance lifelong learning,” said Dean Mohammed Khayum. “It is a focused effort to offer opportunities for our alumni to enhance their knowledge

and skills on an array of business topics, particularly in accounting and finance.”

The online courses and certifications, offered through SS&C, are accredited by national associations and state boards and include accounting, banking, insurance, retail and small business banking fundamentals, as well as risk management.

“The service is a great way for individuals to get continuing education certification when they are too busy to attend an afternoon or weekend course,” said Janet Johnson, director of Alumni and Volunteer Services.



Zoologic Learning Solutions offers a library of more than 600 hours of web-based, instructor-led courses that are custom developed to fit the needs of busy professionals. To subscribe, contact Janet Johnson at 812/464-1924 or jljohnson@usi.edu, or the Romain College of Business at 812/465-1681 or cobinfo@usi.edu.

Faculty research explores innovation, diversity, branding, and international leadership

Five faculty members received research fellowships to conduct intellectual inquiry into a range of subject matter. The funding from the Provost's Office is intended to encourage and support tenure-track faculty who are pursuing promising research as well as facilitate pilot projects.



Smothers

Dr. John “Jack” Smothers, assistant professor of management, is examining individual and workplace characteristics to determine how they factor into employees being inspired to create and implement innovative ideas. “This research will not only add to our understanding of how organizations can facilitate innovation among employees,” Smothers said, “but it also will provide insight into how organizations can strengthen relationships with employees by providing a more meaningful and supportive work environment.”



Goyal

Dr. Sandeep Goyal, assistant professor of computer information systems, is exploring ways to help organizations manage diversity and reduce conflict in teams of people possessing different functions and educational backgrounds. The potential for creative outcomes from diverse teams is great, but this diversity in teams also “could be a double-edged sword,” Goyal said.



Burnett



Milewicz

Dr. Perry Burnett, assistant professor of economics, and **Dr. Chad Milewicz**, assistant professor of marketing, are collaborating to help a small town in Southern Indiana rethink its image. New Harmony has turned to Burnett and Milewicz to help find a way to “brand” the town of 800 residents. “Our research project will help measure the current state of its brand, providing guidance on how to most effectively market New Harmony,” said Milewicz.



Choe

Dr. Sang Choe, professor of marketing, is traveling to Seoul, South Korea, to conduct a pilot research project, hoping to gain insight into the centrally-planned North Korean economy, which is “scarcely known to the outside world,” Choe said. His project aims to discover information about consumers, emerging retail establishments, and the distribution of goods in North Korea and to gain an understanding of how the country's leadership change might affect the economic outlook.

Students seek to transform warfare patents into commercial uses

2013 sees expansion of Technology Commercialization Academy

Over the summer, Technology Commercialization Academy (TCA) students from the Romain College of Business and the Pott College of Science, Engineering, and Education collaborated to develop ideas and business strategies for commercial use of patents developed at Naval Surface Warfare Center, Crane Division. This year the Academy increased the number of students involved to 16, up from 12 in the 2012 pilot program, and added five weeks of semi-independent entrepreneurship.

"The TCA helped my understanding of how patents work and how technology evolves," said Scott Balbach, a junior civil engineering major, and member of one of the four teams participating in the Academy. "It gave me a new way of thinking about how ideas evolve."

Dr. Kevin Celuch, professor of marketing, and Bryan Bourdeau, instructor of business, served as facilitators, using their unique ideation process to coach students to create and develop their ideas based on three Crane patents. The process [see page 7] includes feasibility analysis, financial analysis, business model development, pitching skills, and more. "The ethos is that not everyone is a Steve Jobs, but most of us could get better at being experimental innovators," Celuch said.

This year's teams pitched four unique ideas for the commercial use of patents based on radio intelligence: Economics, RS², Instant Inventory, and Eband.

Economics uses heat mapping to track traffic patterns in retail stores to help companies create efficient store layouts, increase coupon redemption, and take advantage of buyer impulses. Consumers in the stores receive digital coupons via smart phones based on their proximity to products. This technology aims to "reduce the premeditated nature of coupons," said Ryan Hicks, an MBA student and one of the creators of Economics.

RS², short for radio surveillance system, tracks people in university buildings using cell



Ben Vasquez and Logan Schmitt, team members of RS², work on computations for their radio surveillance system.

phone signals and a color-coded dot-mapping system. Based on signal activity, unusual patterns trigger dots to change color and security cameras to activate, alerting safety officers to potential emergency situations.

"The TCA helped my understanding of how patents work and how technology evolves."

—Scott Balbach,
Junior civil engineering major

Instant Inventory provides information on the location and quantity of items available to retailers in real time. Using antennae concealed within display racks and radio-frequency identification (RFID) tags, retailers can find misplaced

items, reduce theft, and cut time and costs associated with taking inventory.

The Eband is a wristband worn in amusement parks to store cash and ticket information, track members of a group or family, assess wait times for rides, and unlock storage lockers within the parks. The information is received through a smart phone application or kiosks.

During the additional five weeks, students further developed their technologies, formed startups, and reached out to potential customers and investors. Eband received early interest from a theme park, and that team hopes to turn its idea into a reality.

"Most college students are new to entrepreneurship," said Dr. Andy Moad, USI Crane partnership manager, adding he hopes that with extra time and guidance from USI faculty, students can more easily make the transition from classroom innovation to real-world entrepreneurship.



Tell Your Story!

Everyone has a story. We want to know yours. Tell us what you have going on. Email Nancy Bizal at nbizal@usi.edu.

The Innovative Roundabout: a distinctive ideation process

The Romain College of Business entrepreneurship minor is the catalyst for a unique ideation/innovation process that is gaining momentum both on and off the USI campus.

Dr. Kevin Celuch, Blair Chair of Business Science and professor of marketing, and Bryan Bourdeau, instructor in business, designed the new ideation/innovation process for an entrepreneurship minor, which combines elements of structured and unstructured problem solving as a mechanism for developing ideas, performing feasibility testing, and building business models.

Celuch and Bourdeau compare their ideation process to a traffic roundabout: moving ideas on, off, and around before circling back and picking them up and going in a different direction. They believe that linear thinking can be too structured and constrictive to creativity, describing their process as iterative — reinventions, rebirths, and deaths—with room for trial and error along the way, and yielding higher quantity, quality, and variability of ideas.

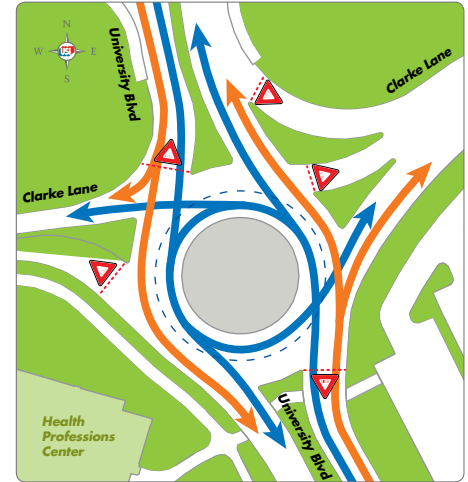
Leslie Townsend, Historic Southern Indiana/Connect with Southern Indiana coordinator, describes the ideation process as wild,

crazy, and random. “This process breaks new ground,” she said. “Most of the participants in the CSI program have had experience with brainstorming and strategy planning, but this process immediately pushed them out of their comfort zones.”

Celuch and Bourdeau, referred to by participants as “Coach K” and “Coach B” respectively, have successfully applied the methodology to various community projects: technology transfer using Naval Surface Warfare Center, Crane Division (NSWC Crane), intellectual property for the annual Technology Commercialization Academy (TCA); sustainable regional and community development for Connect with Southern Indiana (CSI); and addressed issues identified by the USI Staff Council.

Based on the consistency of outcomes in terms of high quality and variety of ideas, Celuch and Bourdeau are currently preparing an article about the effectiveness of their ideation/innovative thinking process.

They are experimenting with transferring the process to new coaches to make it more



accessible. Elissa Bakke, assistant director, USI Center for Applied Research and Economic Development, recently guided 12 participants through the ideation process. “I was way out of my comfort zone. I’m very linear and process oriented, and that’s not how this works,” she said.

Eye on Alumni

Leadership skills, networking ability, and community involvement earn recognition

When Elizabeth “Liz” Lawrence Childers ’00 suggested to the partners at PricewaterhouseCoopers (PwC) that someone from the



Childers

firm be nominated as an *Indianapolis Business Journal*’s “Forty under 40,” they agreed. What she didn’t expect was that they’d choose her—but they did, noting her leadership skills and involvement in professional networking and community

projects made her the perfect candidate.

“Liz is an extremely creative and ambitious woman. She’s taken her passion for community service and business connectivity and used it to help transform the way PwC goes about marketing our brand in the Ohio, Kentucky, and Indiana region,” said Greg Stanley, managing director at PwC.

“Her drive to make our firm, as well as the world around her, a better place certainly made her a worthy recipient of this award.”

— Greg Stanley,
Managing director at PwC

Those qualities gained the attention of the editors at the *Indianapolis Business Journal*. The selection reflects her extensive professional achievements and philosophy to give back to the community.

“Her drive to make our firm, as well as the world around her, a better place certainly made her a worthy recipient of this award,” Stanley said.

Childers’ passion for improving the world runs deep, something inspired by her mother, Sandi Lawrence, former director of health services at USI. “She was my role model regarding community engagement,” Childers said.

Since moving to Indianapolis, Childers has given time and energy to several charitable organizations, including United Way’s Executive Woman’s Program, Juvenile Diabetes Research Foundation, Chaucie’s Place, IndyHub, and Healthcare Businesswoman’s Association.

After graduating from USI with a degree in business administration, Childers began her career with CREW Technical Services recruiting executives for Eli Lilly before taking a position with SGI, a logistics firm, where she focused on expanding the company by diversifying its clientele. In 2011 she became a regional marketing director at PwC, immersing herself within the corporate culture and community, doing what she does best—building and maintaining bridges between businesses and people.

Childers will serve as the 2013-2014 Alumna in Residence in February 2014.

Information technology students compete and win nationally

Eighteen computer information systems and computer science majors from USI's Romain College of Business attended and competed in the 2013 Association of Information Technology Professionals (AITP) National Collegiate Conference in St. Louis, Missouri, competing (and winning) against 600-plus students from 63 universities.

"The success of our students shows that we are competitive on a national stage. Our competitors come from some of the top computer information systems and computer science programs in the country," said Dr. Kenneth Shemroske, assistant professor of computer information systems and advisor for the AITP student chapter. "Our curriculum supports what the IT industry is looking for in the skill set of graduates."

The conference tests the participants' knowledge and skills in general and specialized areas of information technology. More than 80 students attempted the national IT certification exams, but only 16 passed, five of whom were USI students: Chris Bovard, Randall McGrew, Andrew Poynter, Jaimie Stutsman, and Jeff Van Vorst, earning them the Institute for Certification of Computing Professionals. Poynter received the George Eggert Award for garnering the third-highest score in the certification exam. Additionally, Poynter and Bovard took first place in Microsoft Office Solutions, while Aelinor Conaway and Elizabeth Karber and Joseph Faith and Randall McGrew received honorable mentions.

The competition allows individuals to see how their skills compare to their peers in terms of readiness for the job market. Students who are not yet graduating gain perspective on what knowledge they need from the USI courses they have yet to take. The conference also includes a job fair representing opportunities across the country.

"I think the conference is a huge learning opportunity," said Elizabeth Karber, computer information systems major. "I was able to gain team-building skills and also the ability to learn how to function under a great deal of pressure. I'm already looking forward to next year's conference and the opportunity to compete again."

Accounting team four-time national winner

USI team won the national championship in the Student Case Competition sponsored by the Institute of Management Accountants (IMA) at its 94th Annual Conference and Exposition in New Orleans, Louisiana. This was the fourth year for a Romain College of Business team to take first place and the seventh year to qualify for the national finals.

"The sustained exceptional performance of our students in this national competition exemplifies their commitment to excellence and the caliber of their professional skills," said Dean Khayum. "Students participating in case analyses at this level are an illustration of a life-changing professional experience."

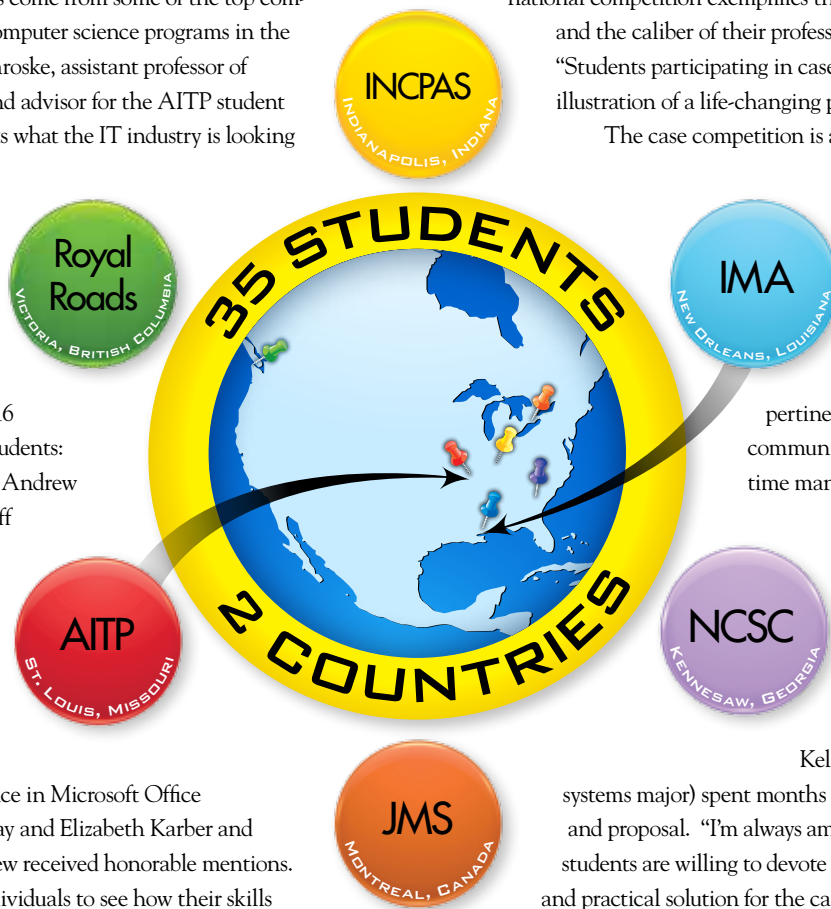
The case competition is an opportunity for students

to interpret, analyze, evaluate, synthesize, and communicate a solution to a management accounting problem.

"These competitions enable our students to work on many pertinent skills, such as problem solving, communication, teamwork, research, and time management," said Jeanette Maier-Lytle, who advised the team with Jamie Seitz, both instructors in accounting. Team members Taylor Atkins, Katie Cassin, Aaron McCullough (accounting majors), and Kelsey Welp (computer information

systems major) spent months preparing a business model and proposal. "I'm always amazed by the number of hours the students are willing to devote to the development of a creative and practical solution for the case," said Maier-Lytle.

To prepare, the team practiced with former team members and managers and staff at Harding, Shymanski & Company, P.S.C. and BKD, LLP. "The IMA case study allowed me to apply my knowledge of managerial accounting to decisions and issues that many companies face," Atkins said.



INCPAS – Indiana CPA Society Competition
IMA – Institute of Management Accountants Competition
NCSC – National Collegiate Sales Competition
JMS – John Molson School of Business Undergraduate Case Competition
AITP – Association of Information Technology Professionals
Royal Roads – Royal Roads University International Case Competition

Dean's Excellence Awards 2012-2013



Dean's Teaching Excellence Award

Dr. Mary Ann Shifflet
Instructor of
Economics



Dean's Research Excellence Award

Dr. Curtis R. Price
Assistant Professor
of Economics



Continued Service Appreciation Award

Nancy F. Bizal
Coordinator of
External Relations and
Instructor of Business
Communication

International faculty exchange this fall

This fall the Romain College of Business will initiate an international faculty exchange program with the Hochschule Osnabrück—



Sevastianova

University of Applied Sciences in Osnabrück, Germany, Evansville's sister city. The first to participate in the exchange will be Dr. Daria Sevastianova, associate professor of economics at USI, and Dr. Johannes Hirata, professor of economics at Hochschule Osnabrück, with each taking over the other's academic duties in their respective countries.

"My participation in the faculty exchange, I hope, will pave the way for faculty to do the same in the future and open semester abroad opportunities to students," Sevastianova said.

She took seven business majors to Germany in July as part of a course that explores how public health systems work and how they are financed in various countries and cultures around the world. The students' participation is through the International Summer University in which they learn about the growing impact lifestyle and health behaviors have on a country's overall health and well-being. In addition to the academic component of the three-week, six-credit-hour course, cultural trips to Berlin and Paris were taken.

College hosts international visiting scholar

Dr. Ilhan Ege, an assistant professor at Mersin University in Turkey, came to the Romain College of Business this summer to conduct microfinance research. While at USI he will be investigating the impact of small loans in alleviating poverty in developing countries. He plans to publish an academic paper with his findings.

At Mersin, Dr. Ege is chair of the Career Planning Center and assistant chair of the

Business Administration Department. He has received several academic awards for his published papers.

He also has translated into Turkish the best-selling book by Marc Levinson, *Guide to Financial Markets (The Economist)*. He writes articles in a monthly magazine, a daily newspaper, and two Internet news portals.

The Student View

Extra-curricular activities of value

Some students may feel overwhelmed by the responsibilities of college life; but since his freshman year, Zack Mathis has carried



Mathis

15 credit hours per semester and has immersed himself in dozens of activities and organizations.

"Participating in extra-curricular activities has provided me with so many things: opportunities, time-management, leadership and interpersonal skills, and networking connections. Plus it's fun. I get to meet a lot of people," Mathis said.

Over the summer, he participated in the Technology Commercialization Academy and is interning for Kindra Strupp, USI's assistant vice president for marketing and communications.

"College is a good experience; it's great if you get involved. My interpersonal skills have improved a lot. I've learned how to say 'no' to avoid getting overwhelmed. My leadership skills also have grown, and I know more about guiding people so everyone can be effective."

After graduation, Mathis predicts he will see even greater return from his investments. "I plan to stay in the area after graduation, and I've built a lot of great contacts. When I look for a job, there are plenty of people I can call on who will point me in the right direction."

BIO Zack Mathis of Evansville, Indiana, a senior marketing major with minors in psychology, entrepreneurship, and economics, has been a resident assistant, a member of the Student Government Association (SGA), a founding father of Sigma Tau Gamma fraternity, a Camp Eagle leader, social media chair of the Marketing Club, student representative on the 24/7 initiative committee, a committee member of Spring Fest, and an Amigo (student leaders who assist with the Orientation and Welcome Week programs). This fall he will be the president of SGA.

FOSTERING REGIONAL COLLABORATION

Get the Edge.

TCA

Collaborating on commercial ideas

In the Technology Commercialization Academy, students from the Romain College of Business and the Pott College of Science, Engineering, and Education collaborated to develop ideas and business strategies for commercial use of patents developed at Naval Surface Warfare Center, Crane Division. See page 6 for more on this program.



Get the Edge.

Startup Weekend

Entrepreneurs converge

During StartupWeekend 2.0, 114 local entrepreneurs came to USI's campus to find partners and establish business models to launch their one-of-a-kind ideas, developing shared space for creative individuals to dog-care services and everything in between. This was the second year the innovative weekend was held at USI; participation was up 19 percent over last year.

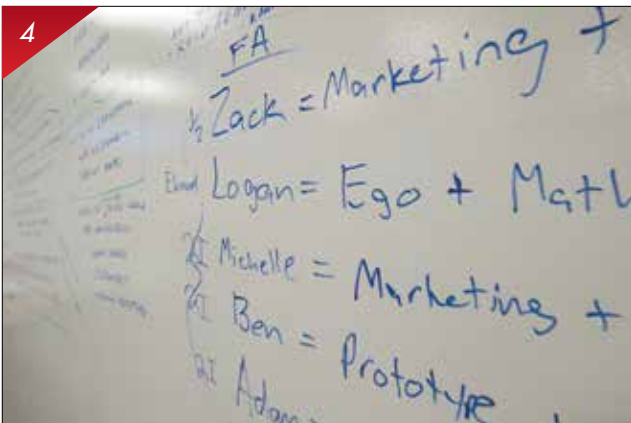
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(1) Neil Patrick Kassinger and Cecelia Gussman partnered to develop a business pitch and patent the Strap Holster at StartupWeekend 2.0. (2) Rick Culver of Lieberman Technologies and Alan Strahinic think you should come to StartupWeekend next year. (3) Adam Brothers works on his Eband project. (4) Part of the process requires generating a lot of ideas and refining them. (5) Dr. Kevin Celuch discusses ideas related to Naval Surface Warfare Center, Crane Division patents with Adam Brothers, David Bruce, Scott Balbach, Derek Turpin.

USI Foundation Making a Difference

Internships give competitive career edge

Going from college into a career is one of life's transitions that may have some students wondering what lies ahead. But for USI's Romain College of Business graduate Taylor Atkins, doubt never entered his mind. Before he graduated with an accounting degree, Atkins accepted a position with Harding, Shymanski & Company in Evansville, Indiana, an accomplishment directly related to his internship with the firm in the summer of 2012 and during tax season this spring.

"Taylor used these internships to show his ability to do the work, displaying the necessary skill set to interact professionally with our clients," said Rodney Meyer, vice president of Operations at Harding, Shymanski & Co. Meyer is a USI accounting graduate himself who interned at the company too. "USI has always been very proactive in making students aware of opportunities available in the accounting field."

"My internships presented me the opportunity to apply my college education, and I quickly found out that my university did an excellent job of exposing me to the accounting concepts that I would be utilizing," said Atkins, a magna cum laude graduate.

Katlyn Walkup, 2012 graduate, had a similar story. A business administration graduate with an emphasis in international business and a minor in Spanish, Walkup interned at Red Spot Paint and Varnish Company's headquarters in Evansville, impressing the company so much that after her internship it created a position for her. She now works in Red Spot's International Operations, anticipating and forecasting international business trends, analyzing inventory records, and creating sales reports.

"I feel really lucky," Walkup said. "Not a lot of people can say they're in a career they want right out of college. I never would have received this position without my internship and extra-curricular activities."

Both Atkins and Walkup directly attribute their success to their involvement with campus organizations. Through his involvement in organizations and clubs, Atkins was able to network with area professionals and build a rapport with community leaders. It was through his participation that he met a recruiter for Harding, Shymanski & Co. who eventually interviewed him for the internship position.



Taylor Atkins and family on graduation day—father Michael, mother Monica, and brother Cory

"I had a chance to get to know a little about her and the company before the interview," Atkins said. "To me, this was a big advantage over the other individuals being interviewed."

As for Walkup, she studied abroad in Spain one semester, an experience that made her resume stand out when she applied for the internship at Red Spot. "My time abroad shows I have initiative to do things on my own," Walkup said. "I was able to relate several of my interview questions to my time in Spain."

Rigorous extra-curricular agendas and internships gave Walkup and Atkins an upper hand in an increasingly competitive job market, where it's no longer good enough to have top grades, glowing professor recommendations, and impressive classroom work. Scholarships allowed them to focus on enriching their education through involvement.

"I truly believe it was my involvement as an undergraduate that helped me obtain my position at Harding, Shymanski & Co., and I have the donors to USI scholarships to thank," Atkins said. "My scholarships helped shape my future, and those gifts will continue to benefit students like me."

In Your Words

Commencement advice...

"Write a business plan for your career. Having one helps you stay grounded and committed to your long-term goals as the craziness of work happens around you. Update it every six months... [because] companies no longer operate on five-year cycles."

"Know thyself [by] taking personality tests and skills assessments. I didn't know myself when I started my career. And I suffered for it. Had I taken a personality profile, it would have explained that I was functioning as an influencer, not a decision-maker. And, for my personality, that didn't work."

"Understand the impact that work can have on you. If your company is doing well, you'll feel good about yourself; but if your company is doing poorly, you'll actually think less of yourself."

"Find balance between the day job and non-work activities. Your outside-of-work efforts make you a better person and better employee. These activities [also] provide wonderful environments for you to interact with senior executives from a variety of industries."

"Work hard and care for your company, but... have a bit of detachment. I want you to always know that, good times or bad, you have a personal plan that extends beyond what is happening in the company at that moment."

— David Goodman '79
CEO of Advanced Green Technologies
and Edenark Group

Goodman is the chief executive officer of Advanced Green Technologies, an international solar installer, and the chief executive officer of Edenark Group, a business advisory company. He delivered the Commencement address for the Romain College of Business and the Division of Outreach and Engagement.

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Ron Romain, president and chief executive officer of United Companies, and David Goodman, chief executive officer of Advanced Green Technologies and Edenark Group, May 2013 Commencement.