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# COLLEGE of BUSINESS REPORTS

## What can an MBA degree do for you?

New options, delivery will result from program review

They are 94 in number. They completed undergraduate work at more than 20 universities in the United States and abroad, majoring in 27 fields from accounting to chemistry to social work. They represent 60 different employers. These are the individuals pursuing a Master of Business Administration through the University of Southern Indiana College of Business.

Although individual students have particular reasons for pursuing the degree, all benefit from the program's design to develop strategic, behavioral, and technical competencies that enable them to be superior performers in their business environment.

During the next academic year, the College of Business will implement several recommendations from a recent program review. **Dr. Mohammed Khayum**, dean, said these include an examination of the curriculum, exploration of joint programs with other disciplines (e.g., engineering, health administration), and adoption of alternative delivery options.

"A major focus," Khayum said, "will be on integrating innovation in the design, delivery, and outcomes of the MBA program."

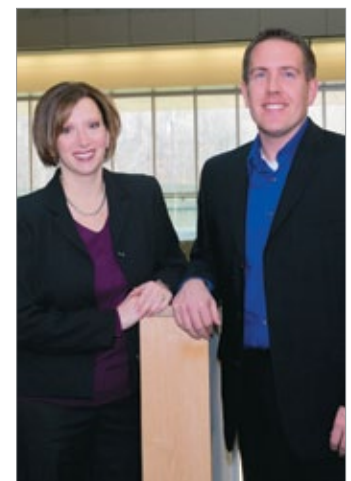
In the stories that follow, MBA graduates tell how the program impacted them.

### Derek Polen MBA '05 and Stephanie Polen '98 MBA '05 Completing an MBA times two

Both **Derek** and **Stephanie Polen** attest to being career-driven. The couple decided to earn their Master of Business Administration degrees before starting their family. Both wanted to strengthen their skills for senior leadership roles, gain a competitive advantage in the job market, and expand their knowledge. Enrolling in every course together, they completed their degrees in two years, finishing in May 2005. They agreed it got a bit competitive at times.

Although they considered MBA programs at several schools, both believe the USI College of Business was the right choice for them.

"I did my undergraduate work at USI," said Stephanie, whose majors were business administration and French. "I felt good about the quality of my degree and the quality of the professors. I knew USI stacked up well."



Stephanie and Derek Polen

Continued on page 2

# A proliferation of opportunities: designing transformational experiences

An economic experience reflects the combination of every interaction a consumer has with a provider during and after a transaction. Accordingly, experiences tend to be inherently personal. When a good or service is purchased, a spectrum of experiences may be encountered. Personal customization combined with interactions that are memorable, inspiring, and repeatable are characteristics of experiences that resonate with consumers. Increasingly, these characteristics are being embodied in products and services as a mechanism for building economic value. At the same time, consumers have shown their preference to pay more for transformational experiences that are engaging, provide meaning, and result in demonstrable change in some aspect of their lives.

In their recently updated book titled *The Experience Economy*, B. Joseph Pine and James H. Gilmore provide illustrations of the integration of experiences in economic offerings — from an electronic exercise tracker that also can record sleep patterns ([www.fitbit.com](http://www.fitbit.com)) to the American Girl doll experiences that include enrollment of a doll in the Innerstar University

THE EXPERIENCE ECONOMY			
ECONOMIC ACTIVITY	BUSINESS IMPERATIVE	CONSUMER BUYING CRITERIA	EXPERIENCE ATTRIBUTES
Designing and delivering experiences Providing services	Render authenticity of experience Enhance quality	Memorable and inspiring interactions Quality of intangible activities provided	Guiding transformations Exceptional quality
Making products	Control costs	Price and quality of products	Originality of product

Adapted from *The Experience Economy: Every Work is Theater and Every Business a Stage*

([www.americangirl.com](http://www.americangirl.com)). According to the authors, the experiences segment of economic transactions has emerged as a critical dimension of the U.S. economy.

Colleges and universities, knowingly or not, have been at the forefront of designing experiences, particularly those with a high transformational impact. As academic programs have evolved, educational institutions have made considerable progress in delivering customizable interactions. These experiences provide meaning for students, are deeply personal, and are transformational as a result of the acquisition of knowledge and skills. In an era where technology enables and mediates the range of experiences, there are ongoing challenges to assure that the value of the educational offerings remains authentic and meaningful for students.

As highlighted in this issue, the College of Business has a strong focus on delivering

transformational experiences, whether it's in the form of structured activities open to all students such as ideation challenges and participation in competitions to classroom activities that are memorable, inspiring, and have personal meaning to

our students. Plans to integrate innovation in the MBA program represent another indication of our commitment to providing transformational educational experiences.

The figure on this page shows that business imperatives, consumer focus, and the caliber of experience tend to vary across different types of economic activity. Nonetheless, every type of economic transaction offers opportunities to incorporate experiences for customers. Providers of goods and services that seek to design and innovate experiences have tremendous opportunities for value creation. However, a key task is to design tools that allow customers to figure out what they want and experience it visually or virtually so they get exactly what they want at the price they are willing to pay. Increasingly, successful enterprises will be those that can envision their role in the experience economy.

## MBA *continued from page 1*

Derek said the accreditation of the College of Business program by AACSB International was significant to them. “This is the same accreditation that Duke or Harvard has,” he said.

Since they both traveled in their work, scheduling also was important. The ability to be on the same page with each other, take courses at night, and access certain course information online through the Blackboard system accelerated their progress through the program.

While pursuing the MBA degree, Derek was a product manager at Kimball International in Jasper, Indiana. Through the graduate program, he developed contacts with Red Spot Paint and Varnish in Evansville and joined that company soon after completing the degree. The opportunity meshed with his career interests and his desire to work in Evansville, where he and Stephanie live.

In his position as corporate supply chain manager, he oversees purchasing, inventory, scheduling, and shipping. Red Spot has about 100 vendors and buys 1,200 different raw materials to produce its products.

“My primary focus is working with suppliers,” he said. “I’m developing relationships, but I’m also negotiating prices and looking for cost-saving opportunities.”

Stephanie joined Evansville-based CMC in 2002. Through a series of changes, the organization is now a part of Vantiv, a company based in Cincinnati, Ohio. Vantiv has 2,500 employees. As vice president of client portfolio management, Stephanie supervises a staff of 10 individuals scattered throughout the United States who work with more than 350 banks and credit unions to help them grow their credit card and debit card portfolios.

Stephanie said the MBA program helped prepare her for a larger role in a larger corporation. As the organization has changed, her role and responsibilities have grown. She reports directly to the president of Vantiv’s Financial Institution Services division. Her position with Vantiv has created opportunities for her to present at industry conferences. She will speak on “Optimizing Your Card Portfolios” in Scottsdale, Arizona, in March at the Strategic Growth Conference sponsored by the National Association of Federal Credit Unions.

The Polens are the parents of Madeleine, 6, and Cameron, 2.

*Continued on page 3*

## Dr. Mark Gleim '05 MBA '07

### Be willing to listen to other people's ideas

**Mark Gleim** transferred to USI as an undergraduate student in fall 2003. As a member of the club hockey team, he got to know **Dr. Timothy J. Schibik**, professor of economics and advisor to the team. Although Gleim was considering a law degree, conversations with Schibik led him to set his sights on the MBA program and then a doctorate. A job shadowing experience with **Dr. Kevin Celuch** of the marketing faculty strengthened his interest in marketing as a research field although his undergraduate major was finance.

Gleim enrolled in the College of Business MBA program immediately after finishing his undergraduate degree.

"I was one of the younger students in the program so it was eye-opening," Gleim said. "Others would bring problems to class. There was considerable emphasis on group work and critical thinking. Critical thinking is essential at the MBA level. It's more about how you apply what you know."



Gleim

Gleim advises MBA students to keep an open mind whether they are attending straight from undergraduate school or after 20 years on the job. "You will learn from the teacher, but you will learn from the other students as well," he said. "They all bring different perspectives."

While working on the master's degree, Gleim received financial support from his service as a graduate assistant in the USI Department of Social Work.

After completing the MBA, Gleim enrolled in a doctoral program at Florida State University, where he was one of five graduate students in 2007 to receive the institution's prestigious Presidential University Fellowship. He sensed that Florida State had the same engaging faculty that he had enjoyed in the College of Business. Gleim completed the doctorate in 2011 and has joined the University of Toledo as assistant professor of marketing. He interviewed for the job in Boston when he attended the 2010 Summer Marketing Educators' Conference offered by the American Marketing Association.

In his first semester at Toledo, Gleim taught a course on marketing principles and another on buyer behavior and relationship marketing. "I have some students 19 years old and some 60," he said. "It's fun trying to relate to all of them."

As a graduate assistant in Florida, Gleim taught a course on services marketing, one of his favorite courses at USI. Gleim spends much of his time on research focusing on sustainability and innovation. He conducts some research in collaboration with **Dr. Jeffery Smith**, whom he met at Florida State. Smith, assistant professor of operations management at Florida State, is a 2000 graduate of USI's MBA program.

Gleim met his wife, the former **Leanne Gross '06**, an education major, at USI. She was a four-year member of the women's volleyball team. They have a 1-year-old son, Maddox.



Berger

## Jeffrey Berger MBA '11

### Becoming more of a strategic thinker

When **Jeffrey Berger** changed careers, he wanted to hone his skills. Now that he has completed the MBA program, he believes he has become much more of a strategic thinker.

"I think about decisions more than I ever have," he said.

Berger came to Evansville in 1996 as executive director of the Evansville Philharmonic Orchestra. After four-and-a-half years with the arts organization, he joined Integra Bank as vice president and a private banking officer. In 2006, he joined Hilliard Lyons as a financial consultant.

Berger completed an undergraduate degree in business and minors in music history and arts management from Miami University in Oxford, Ohio, in 1993. Having made Evansville his home, he wanted to earn a graduate degree at a local institution. To find out more about the USI program, he turned to **Dr. Mehmet Kocakulah**, professor of accounting. The two were fellow members of the Rotary Club of Evansville. Over lunch, Berger learned about the curriculum and the admission process.

The flexibility of the USI program appealed to Berger. He took one course a semester, beginning in 2004 and finishing in 2011. During the time of his program, he and fellow students had the opportunity to observe the rise and fall in the nation's economy.

At Integra Bank, Berger worked with high-net-worth clients, which was similar to his experience in the area of fund-raising for the orchestra. At Hilliard Lyons, his responsibility is investment management. He has about \$42 million under management, primarily for individuals.

"Here, I'm very much an entrepreneur," he said. "I'm building a client base. My success is predicated on how I build my practice. There's no one telling me what to do. I must work hard to build my business."

Berger and his wife, **Erin**, an attorney, have three daughters: Madeline, 8; Melanie, 6; and Mallory, 2.



Go to [business.usi.edu/reports2012](http://business.usi.edu/reports2012) for expanded web-only content

# Branding Evansville

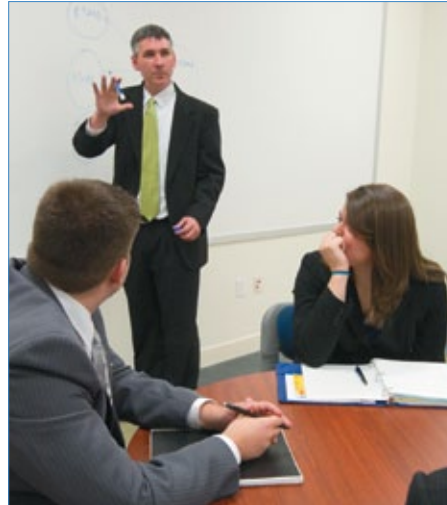
## College, GAGE working with area partners to market Evansville area more effectively

The College of Business is working with the Growth Alliance for Greater Evansville (GAGE) to strategically brand the Evansville area.

“Our emotional reactions to what we think and feel have strong influences on our behavior,” said **Dr. Chad Milewicz**, assistant professor of marketing. “It involves strategically defining the thoughts and feelings that a city wants its current and future residents, businesses, and tourists to have about the area. When a city describes the thoughts and feelings it wants people to have about it, it is describing its desired brand. With a desired brand, a city can purposefully plan to invest in institutions, projects, and events that are likely to establish that brand image in others’ minds.”

Milewicz and **Dr. Perry Burnett**, assistant professor of economics, lead the branding research. The project began in March 2011 with participation by the college’s Board of Advisors. Since then, more than 200 area professionals and students from the University of Southern Indiana, University of Evansville, and Ivy Tech have taken part. Area residents from other constituencies also will be included.

The research is based on a survey that asks people to rank how well 54 personality descriptors describe both Evansville and a person’s ideal city. Here are some initial findings from the study with interpretation.



Chad Milewicz says understanding how people would describe their ideal city will provide direction for planning Evansville’s future brand.

### USI students vs. professionals

• USI students and local professionals who responded to the survey tend to agree that Evansville is predominantly perceived as family-oriented, hardworking, and traditional.

Milewicz’ comment: *This is neither good nor bad. The value of the research lies in comparing these results to what these groups describe as the “ideal city.” The ideal-city comparison tells us if people want Evansville to change.*

• While some common ground exists, USI students and local professionals who responded to the survey tend to disagree on the ranking of particular personality traits they want their ideal city to possess. Both groups tend to want a city that is secure, friendly, and successful. The student group places more emphasis on excitement and being up to date.

Milewicz’ comment: *This is good information. While one may expect older and younger groups to place different emphases on excitement and being up to date, there are some common desires.*

### Economic and emotional factors

“If a college graduate wants an exciting city, he or she may not be happy living in a city that feels old-fashioned,” Milewicz said. “If an entrepreneur is looking for a place to start or to move a new business, he or she may prefer cities perceived to be imaginative or creative. Cities that effectively coordinate the economic and emotional components of their communities thrive. This research will help the Evansville area connect the economic and emotional components of its community.”

University students in Osnabrueck, Germany, and Shanghai, China, are conducting similar branding studies in their respective cities through Milewicz’ collaboration with faculty in those locations.

## Faculty share expertise with community

Faculty shared expertise with the community through presentations to the Rotary Club of Evansville, an affiliate of Rotary International.

**Dr. Chad Milewicz**, assistant professor of marketing, presented findings on branding and marketing Evansville. (See this page.)

“The information was timely and important,” said **Tom Austerman**, president and CEO of Evansville Commerce Bank and president of Rotary of Evansville. “We need to know who we are and how we should promote our culture and attributes.”

**Bryan Bourdeau**, instructor of business, and **Dr. Kevin Celuch**, professor of marketing, presented and demonstrated how they spark ideation and innovation in their ideation classroom.

“Rotarians were enlightened on how innovation might best be fostered for the benefit of the community,” Austerman said, “and were fascinated by the beneficial possibilities of the working agreement between USI and the Crane Naval Center.”

He said the topics presented are important for community growth and provide a model for other communities and organizations.

## Branding Evansville

### Describing the ideal city

Ideal city descriptors and rank	USI students	Evansville area professionals
	Overall ranking*	Overall ranking*
Secure	1 (tied)	3
Exciting	1 (tied)	22
Up-to-date	1 (tied)	15
Friendly	4	1
Successful	6	2
Hardworking	11	4

\*out of 54

# USI-NSWC Crane partnership

## Students consider commercial uses for military patents

Students in the College of Business program on entrepreneurship recently had the opportunity to come up with new ways to apply inventions developed at Naval Surface Warfare Center – Crane Division (NSWC Crane). Their projects involved three patents developed for military use: an airborne cargo mounting system that eliminates the need for tie-down chains, a crane, and pallets; a mechanism that allows a pilot’s goggles to tilt and lock into position; and a modular safe room designed to provide protection from ballistics.



André Mabrey tells judges how his team’s plan will utilize the technology of the modular safe room for commercial applications.

the student presentations. Bourdeau and **Dr. Kevin Celuch**, professor of marketing and Blair Chair of Business Science, co-teach the class. Serving on the judging panel with them were **USI President Linda L. M. Bennett**; **Dr. Mohammed Khayum**, dean of the College of Business; **Debbie Dewey**, president of the Growth Alliance for Greater Evansville (G.A.G.E.); **Janet Laane Efron**, managing principal at Four Rivers Group, LLC; **Doug Briody**, attorney from the Law Office of Doug Briody; **Gene Recker**, manager of education and entrepreneurial support at Innovation Pointe; and **Brian Anslinger**, a former Management 352 student who mentors students in the entrepreneurship minor.

As a judge for a similar event last year, **John Dement**, technology transfer manager for Crane, said USI students demonstrated some of the best presentation skills he has seen. Crane and USI established a partnership in 2007 to strengthen STEM (Science, Technology, Engineering, and Mathematics) education and explore the commercialization of inventions by Crane scientists. Crane has a technical staff of more than 2,000 persons working every day to develop solutions for military use.

For more on the USI-Crane partnership, see story on Andy Moad (page 7) and In Your Words (page 9).

Students in Management 352, a class on entrepreneurship ideation and innovation, were challenged to produce an idea that would employ the technology in the commercial market and an additional “weird and wow” idea that was a take-off on the patent idea.

“In essence, the students are another outlet that generates creative new ideas for Crane,” said **Bryan Bourdeau**, instructor of business. “At the same time, students learn about ideation and critical thinking from engaging with Crane. It’s a real-world educational platform. I believe commercially viable ideas will come out of Management 352. It’s only a matter of time.”

A nine-person panel judged the student presentations. Bourdeau and **Dr. Kevin Celuch**, professor of marketing and Blair Chair of Business Science, co-teach the class. Serving on the judging panel with them were **USI President Linda L. M. Bennett**; **Dr. Mohammed Khayum**, dean of the College of Business; **Debbie Dewey**, president of the Growth Alliance for Greater Evansville (G.A.G.E.); **Janet Laane Efron**, managing principal at Four Rivers Group, LLC; **Doug Briody**, attorney from the Law Office of Doug Briody; **Gene Recker**, manager of education and entrepreneurial support at Innovation Pointe; and **Brian Anslinger**, a former Management 352 student who mentors students in the entrepreneurship minor.

“The students are another outlet that generates creative new ideas for Crane. At the same time, students learn about ideation and critical thinking from engaging with Crane. It’s a real-world educational platform.”

— **Bryan Bourdeau**  
Instructor of business

## The Student View

Entrepreneurship: minor attracts students from other disciplines

**H**eather O’Cull, a senior, described her first day in Management 352, an ideation and innovation course, as terrifying. She learned she could earn either an A or an F, no textbooks or traditional exams would be offered, and class presentations would be videotaped.

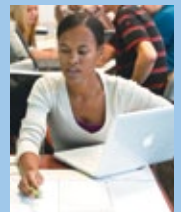
Her trepidation was short-lived. “We were encouraged to stretch and to come up with wild ideas,” O’Cull said. “We worked in three-member teams and the team approach helped us come up with better ideas.”

The management course with the nontraditional pedagogy is part of the entrepreneurship minor. **Bryan Bourdeau**, instructor in business, team teaches courses with **Dr. Kevin Celuch**, professor of marketing. They ask their students to call them Coach B and Coach K. The entrepreneurship minor is open to all majors across campus.

O’Cull and **Jasmine Thomas**, also a senior, think the A-F grading system pushes them to do their best work.

“Coach K and Coach B tell us if you put in real effort and complete the work, you will pass the class,” said Thomas. “They want us to perform well, and they are available by email, telephone, or during office hours to offer help.”

“The classes help us prepare for working under pressure and push us to reach our potential,” said Thomas. “It is the class I like most to attend, and it is the one I work hardest on.”



Thomas

**BIOS** Heather O’Cull of Westfield, Indiana, plans to teach art. She pursues the minor in entrepreneurship to give herself flexible career options. Jasmine Thomas relocated to Henderson, Kentucky, after Hurricane Katrina. She is completing a major in elementary education and a minor in Spanish as well as entrepreneurship.

# Marketing students win ideation challenge posed by Anchor Industries

Students network with leading manufacturer to develop innovative designs for party tents

A three-member student team won the Anchor Ideation Challenge sponsored by Anchor Industries and the College of Business. Winning team members — all marketing majors — are **Chelsea Schmidt**, a junior from Mt. Vernon, Indiana; **Sarah Krampe**, a sophomore from Evansville; and **Adam Kaps**, a freshman from Indianapolis. The top team was selected after six USI student teams made presentations for competition judges.

In this year's contest, teams developed novel ideas for the design of party tents. Anchor, based in Evansville, is the leading manufacturer of outdoor recreational and industrial fabric products, primarily tents.

Members of the top team developed a reconfigurable design they called "infinity." They won a \$2,500 award.

**Sara Rasnick**, a junior art major from Shelbyville, Indiana, and **Jon Bond**, a senior finance major from Henderson, Kentucky, were the runner-up team. They received a \$1,500 award for their design using A-shaped frames. They dubbed it "the cloud."

Presenters in the contest will have an opportunity to interview for a summer internship with Anchor. If the company develops a contest idea that leads to a patent,



Chelsea Schmidt, left, and Sarah Krampe explain their tent design.

students involved in the design will be listed on the patent.

## Wow factor

The judges were looking for aesthetic appeal, ease of installation and maintenance, ability to increase brand awareness, simplicity of storage and transport, durability, environmental responsibility, and adaptability. On top of that, they were looking for a wow factor.

**Pete Mogavero**, Anchor president and CEO, introduced the contest in September as executive-in-residence for the College of Business. "Partnering with USI is a sincere effort to invest in the local community and economy by engaging and developing the leaders of tomorrow," he said.

Mogavero noted that college students are at a time in their lives when they attend a lot of parties, weddings, and events.

"There may be something about attending parties that we're not hip to," he said.

Throughout the 11 weeks of the contest, students had opportunities to confer with Anchor executives in marketing, sales, and engineering and learn from USI faculty about ideation, innovation, and problem-solving. The company set up a party tent in the campus quadrangle so

contest participants could see the product and understand the quality of materials, installation, and other details. In addition, Anchor hosted an evening event that included a guided tour of its facilities, hands-on experience in installing tents, and opportunities to talk with company professionals.

## Real-world experience

Krampe, a two-year veteran of the ideation competition, also was on the winning team last year. She is president of the Marketing Club and is a student worker in the University's Marketing and Communications Office.

"The ideation challenge allowed our team members to synthesize talents and strengths and learn to work with peers toward a successful outcome," she said. "It is a slice of real-world experience. We don't get reminders from our teacher about the deadline or a schedule of what must be done and when it should be completed. We were in charge of meeting the deadline and setting our own schedule."

**Dr. Mohammed Khayum**, dean of the College of Business, attended the judging. He said, "The finalists displayed considerable imagination in their tent designs. They deserve our respect for their courage to take



Runners up in the contest were Sara Rasnick and Jon Bond.

part in the competition and to immerse themselves for over two months in this challenge. I was very impressed with the perseverance, hard work, and the creative combination of knowledge demonstrated in the distinctive designs they generated.”

**Dr. Chad Milewicz**, assistant professor of marketing, served as competition coordinator. “The annual Ideation Challenge is an opportunity for USI students to achieve unimagined potential through immersion in a creative challenge outside the classroom,” he said.

“Freshmen, sophomores, juniors, and seniors representing three USI colleges achieved through this challenge what most college graduates never experience,” he said. “These teams presented original ideas that impressed and excited the lead executives of a global organization that is the leader in its industry! This is one example of how USI stands for opportunity.”

In addition to Milewicz, **Dr. Zane Mitchell**, chair of the USI Department of Engineering, was a lead faculty member for the ideation challenge. Engineering students will have the opportunity to develop one or more of the concepts from the contest as part of their senior design projects during spring semester. **Dr. Sandeep Goyal** and **Dr. Kenneth Shemroske**, assistant professors of computer information systems, and **Dr. Laci Rogers**, assistant professor of management, also assisted with the contest.

**Joey Ruffin**, vice president for engineering, and **Bruce Thompson**, research and development engineering manager, coordinated the competition for Anchor.

Anchor is the third area company to contribute time and talent to co-sponsor an ideation contest as part of the College of Business’ executive-in-residence program. Berry Plastics initiated the first challenge in 2009; Escalade Sports partnered with the college on the contest in 2010.

The competitions give students a chance to learn skills that prepare them for the workplace and valuable networking opportunities. Participating companies get a look at individuals who may become employees in the future and a fresh vision from the student perspective.

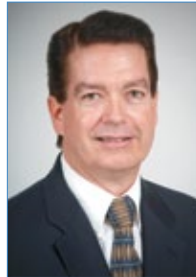
A video showing highlights of the presentations is available online.



## Brian McGuire leads IMA worldwide

Associate dean of the College of Business Brian McGuire is 2011-12 chair of the board of directors of the Institute of Management Accountants (IMA). The organization for accountants and financial professionals in business has more than 65,000 members in 120 countries.

McGuire began his term July 1, 2011, and will serve through June 30. His IMA involvement began in the mid-1980s at the chapter level. Named to his first term on the national board in 1989, he was at that time the youngest member to serve in that role.



McGuire

### Middle East Conference

In the spring, McGuire attended the organization’s Middle East Conference in Dubai, United Arab Emirates. The conference began May 10, eight days following the death of Osama bin Laden.

“To see the people who had come from all over the Middle East and to hear what was going on in their countries was amazing,” he said.

During the trip, McGuire made presentations at several leading companies and universities in Dubai and in Jeddah and Riyadh, Saudi Arabia. In Riyadh, he met with financial management professionals in the headquarters of SABIC, which has a plant in Mount Vernon, Indiana.

McGuire attended a celebration for the first women in Riyadh to attain the Certified Management Accountant (CMA) credential sponsored by IMA. “We had to go way out of the city to a location that would allow men and women to attend the same function,” he said. “I was pleased to be there and to present a certificate recognizing their accomplishment.”

During the fall, IMA responsibilities took McGuire to Shanghai, Beijing, and Singapore as well as to domestic locations.

### IMA’s role

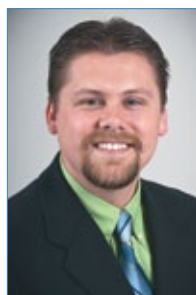
McGuire said IMA is important for its members beginning in their student years and throughout their careers. The organization offers networking, leadership development, the CMA certification, and professional education.

IMA was formed in 1919. McGuire is the first board chair from Indiana since 1958. He was featured in the August 2011 issue of the IMA publication *Strategic Finance*. In addition to serving as associate dean of the College of Business, McGuire is director of the Master of Business Administration program and professor of accounting.

## Andy Moad named USI-Crane partnership manager

Dr. Andrew J. Moad has joined the University of Southern Indiana as USI-Crane partnership manager. USI associate provost for Outreach and Engagement, made the announcement.

The USI-Crane partnership manager serves as the liaison in establishing and growing the University’s relationship with the Naval Surface Warfare Center – Crane Division in areas including applied research, technology transfer, innovation and STEM (Science, Technology, Engineering, and Mathematics). Specific responsibilities include supporting USI’s economic development efforts by leveraging the resources of NSWCC Crane; fostering STEM collaborations between NSWCC Crane, USI, and regional K-12 schools; and facilitating technology transfer and innovation activities between USI, NSWCC Crane, and other stakeholders.



Moad

“I’m very excited that Andy Moad is joining USI,” Bernard said. “His work as an analytical chemist in both government and corporate sectors, combined with his entrepreneurial spirit made him the candidate of choice.”

Moad was most recently a new product development chemist at Red Spot Paint and Varnish in Evansville. He also has experience as a research chemist at the National Institute of Standards and Technology, an agency of the U.S. Department of Commerce.

## Golf Scramble benefits Baas Memorial Scholarship

The Accounting Circle Golf Scramble attracted seven teams to Helfrich Hills Golf Club, raising more than \$3,300 to benefit the Roxy Mitchell Baas Memorial Scholarship.

The scholarship was established by the Accounting Circle to benefit hard-working, dedicated accounting majors involved in extracurricular and community activities.

**Tonya F. Borders '99**, chief operating officer and chief financial officer of Pettinga Financial Advisors in Evansville, chaired the event.

The team representing Harding Shymanski & Company took home top honors. Ten students took advantage of the opportunity to network with accounting professionals.

## Economics students raise funds for famine relief

Students in a class on development economics have increased awareness on campus of need in other countries and raised more than \$300 for famine relief in the Horn of Africa. The money was contributed to the World Food Programme, a United Nations agency.

**Dr. Peter Cashel-Cordo**, professor of economics, said the students organized a “teach-in” in the Business and Engineering Center and at the University Center in response to class discussion.

**Kyle Coats**, a student leader in the project said, “For much of the rest of the world, the problem of food shortages is severe. Right now, the people who live in Somalia are facing dire food shortages. We ... are trying to raise awareness about this tragedy and also provide a means for the USI community to respond.”

## Academic Skills: Student athletes help others as peer coaches

Four student athletes majoring in programs offered by the College of Business serve as peer coaches. They are mentors, helping new student athletes manage the transition to college. The program was established by **Dr. Darrin Sorrells**, a learning assistance specialist in Academic Skills. Peer coaches from the College of Business are **Emily Meyer**, **Ellena Stumpf**, **Brad Wannemuehler**, and **B. J. Willis**.

## KUDOs!

### Students compete in national sales contest, receive job offers

A student sales team finished among the top 20 teams at the thirteenth annual National Collegiate Sales Competition (NCSC) at Kennesaw State University. **Jared McIntosh '11** and **Joseph Smith** competed in a field of 122 students from 61 universities.

McIntosh, a business administration major with a minor in marketing, ranked individually among the top 30 competitors. He received a plaque for placing in the quarterfinals.

NCSC is the world's largest collegiate sales competition, pitting students in a series of role-plays. In addition, the three-day event includes a career fair. The USI team members and alternate **Jessica Schwarz '11** received job offers with annual salaries ranging from \$50,000 to \$95,000. Their potential employers included Fifth Third Bank, Sage Software, Inc., Cox Media Group, Aramark, and NetSuite, Inc.

**Dr. Chad Milewicz**, assistant professor of marketing and faculty advisor, said the students beat some of the top sales programs in the country.



Team members, from left, are Joseph Smith, Jessica Schwarz, and Jared McIntosh, with Chad Milewicz, faculty advisor.

### Accounting team in national IMA finals for sixth straight year



Team members, from left, are Ashley Scott, Matt Mitchell, Brett Bueltel, and Anu Asthana.

A team of students competed in Orlando in June as a “final four” team in the national Student Case Competition sponsored by the Institute of Management Accountants (IMA).

Team members were **Anu Asthana**, a Master of Business Administration student from Evansville; **Brett Bueltel**, a senior in accounting from Newburgh, Indiana, **Matt Mitchell**, a senior in accounting and finance from Elberfeld, Indiana; and **Ashley Scott**, a senior in accounting from Oaktown, Indiana. Faculty advisors were **Jeanette Maier-Lytle** and **Dr. Brian McGuire**.

Accounting teams from across the country presented their cases on DVD for the initial round of judging. The four teams chosen for the finals made presentations at the 92nd annual IMA Conference and Exposition. Each team qualifying for the finals received an award of \$3,000. Students from Elon University won the contest. Teams from Western Illinois University and Wright State University joined USI in the final four.

This was the sixth consecutive year for USI students to qualify for the national finals.

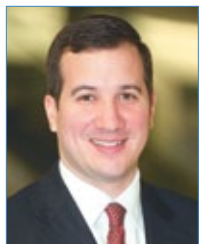


## Eye on Alumni

### MBA graduate Luke Yaeger is alumnus in residence

**Lucas J. Yaeger MBA '07**, senior vice president and senior lending officer for Evansville Commerce Bank, will speak to faculty and students February 29 as alumnus in residence for the College of Business. He will deliver presentations at 10 a.m. and noon in the University Center's Carter Hall. The event is free and open to the public.

Yaeger began his commercial banking career in 2003 at Old National Bank in Clarksville, Tennessee, where he was promoted from teller to commercial credit analyst prior to graduation from Austin Peay State University with a degree in business management. In 2004, he relocated to Old National Bank in Evansville and became a bank officer. He was promoted to assistant vice president, commercial portfolio analyst, in 2005.



Yaeger

In early 2006, Yaeger joined Evansville Commerce Bank to organize and lay the foundation for the bank's grand opening in May of that year. His responsibilities included product development, investor relations, commercial loan and deposit production, and building the bank's reputation through civic and philanthropic involvement.

He was promoted to vice president, commercial banking, in 2008 and to senior vice president and senior lending officer in 2010.

Yaeger serves on the advisory board for the Southern Indiana Small Business Development Center and on the Small Business Advisory Committee for U. S. Representative Larry Bucshon. He chairs the Government Affairs Committee for the Chamber of Commerce of Southwest Indiana and serves on the board for Junior Achievement of Southwest Indiana. Yaeger is the treasurer for the Downtown Evansville Rotary Club and president of the board of the Wesselman Nature Society.

### YWCA honors College of Business alumnae

Six College of Business alumnae were recently recognized at an awards program marking the 100th anniversary of the YWCA in Evansville. The YWCA and Old National Bank recognized 100 women who have made significant contributions to the community. The following women were among those honored:

- **Dr. Mary Dentino '80**, business education, professor and dean of the School of Business at Ivy Tech Community College
- **Kim Hermann '79**, administration systems, past president of Junior League and volunteer with other nonprofit organizations
- **Holly Dunn Pendleton MBA '07**, founder of Holly's House
- **Trudy Stock '86**, accounting, president and chief executive officer of Harding, Shymanski and Company of Evansville
- **Daniela Vidal MBA '00**, program coordinator for the USI advanced manufacturing program, co-founder of HOLA
- **Tracy Zeller '89**, accounting, owner of Tracy Zeller Enterprises

### Evansville Business Journal salutes two graduates as emerging leaders

Two College of Business alumni recently were saluted as emerging leaders in an article in *Evansville Business Journal*. **Richard Clements '04 MBA** and **Kyle Fields '06**, accounting, were selected among 20 people younger than 40 who are making a difference in the Evansville area. Clements is assistant vice president, commercial relationship manager, with Fifth Third Bank. Fields is general manager, Indiana, for SS&C Technologies.

## Tell Your Story!

Everyone has a story. We want to know yours. Tell us what you have going on that the business community needs to know. Email Nancy Bizal at [nbizal@usi.edu](mailto:nbizal@usi.edu).

## In Your Words

### Here is what you said...

*"The opportunity to work with the professionals at NSWC Crane was invaluable. The skills I developed could not have been achieved in any classroom, especially the soft skills that can only be gained from interaction with different types of professionals, such as the NSWC Crane engineers."*

*"With help from **Josh Mischler** and **John Dement** at NSWC Crane, **Nick John** (my partner) and I learned how to analyze and translate complex patent information into business translations. The business translations helped inventors at NSWC Crane better understand the value of their patents for potential use in a commercial setting."*

*"The translations were distributed to partnership intermediaries such as Tech Link and First Link. They were also provided to a university network for review and use in helping transfer the technologies. These partners also provided assistance in identifying markets to explore for companies that could have interest in the patents."*

*"The opportunity to learn about and participate in innovation practices could not have been possible without USI, the College of Business, and NSWC Crane. I am grateful for the experience and wish USI continued success on its partnership with Crane."*

— **Jonathan Rietman '11 MBA**  
Associate Manager  
Bristol-Myers Squibb

*The project to translate patents developed at Naval Surface Warfare Center - Crane Division into nonscientific terms was part of an ongoing USI-Crane partnership. John Dement is technology transfer manager for Crane; Josh Mischler was formerly the USI-Crane partnership manager.*

### Give Us Your Thoughts

We want to know what information is important to you. Have a little more to add to a story? Contact us at [nbizal@usi.edu](mailto:nbizal@usi.edu).

## Laci Rogers joins faculty

**Dr. Laci Rogers** has joined the college as assistant professor of management. She earned a doctorate with an emphasis in organizational behavior and human resource management in 2011 from Florida State University.



Rogers

Her work has been published in the *Journal of Managerial Psychology* and *Career Development International*. She has made presentations at annual meetings of the Academy of Management and the Southern Management Association and at the International Conference on Occupational Stress and Health. Her research examines mentoring and career development relationships, social-influence processes, and generational issues in organizations.

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## Three mark 25 years

Three College of Business faculty members were honored on Founder's Day in September for 25 years of service to the University. Those recognized were **Dr. Sharlett K. Gillard**, professor of computer information systems; **Dr. Peggy O. Shields**, associate professor of marketing; and **Dr. Daniel E. Wade**, professor of accounting.

## IT Alliance expands mentoring program

Students in computer science and computer information systems learn from a practical standpoint what professionals in their fields do on a daily basis through a mentoring program offered by the Information Technology (IT) Alliance.

The program began in 2009-10 with two students and two companies. Now in its third year, the program has expanded to include seven companies and eight students.

**David Smith** chairs the Student Interaction Committee for the IT Alliance. Smith is director of Branch Systems Development for Springleaf Financial Services in Evansville. "It's important for students to come in and talk to people about the jobs they'll be qualified for when they get their degrees," Smith said. "There are several directions they could go within the fields."

As organizer of the mentoring program, Smith suggests that companies arrange for their mentees to rotate through the various departments of their organizations that offer opportunities for computer science and computer information systems graduates. Students spend about four hours a month from November through March at the site of the mentoring company.

Smith graduated from Purdue University with a degree in engineering. "I remember sitting in class as a senior and thinking that I was going to end up with an industrial

engineering job but had no real idea what a job was going to look like," he said. "I got an opportunity to sit down with a couple of industrial engineers at Alcoa and ask them what I was going to do — sit at a desk, be on the plant floor, or work outside. It was very helpful."

Smith's mentee last year was **Jesse Cullison**. "He told me at the end of the program he had a completely different perspective going into his senior year of classes," Smith said.

Cullison began an internship at Springleaf during summer 2011 and continues to intern there for the 2011-12 academic year.

The mentoring program targets students in their junior year. Smith mentors two students this year, **Mohamed Ntumba** and **Aaron Will**. Other students and their mentors include **Kevin Mark Ries** with **Mike Neeley** of Atlas Van Lines; **Ryan McGuire** with **Todd Richardson** of Deaconess Hospital; **Kevin Gass** with **John Knight '01** of Accuride; **Randall McGrew** with **David Bottomley** of Flanders Electric; **Beth Wead** with **Scott Franzel** of OFS Brands; and **Evan Burkhart** with **Alan Letterman** of Berry Plastics.

Smith promotes participation through classroom visits early in the fall semester. Sponsoring companies interview candidates to select a mentee.

## Bob Smith named Distinguished Accountant

**Robert Smith**, director of warehousing for Berry Plastics, has been named USI Distinguished Accountant for 2011. The award is presented annually by the College of Business accounting program and the Accounting Circle to recognize professional achievement, service to the region and/or the University, and service to the accounting profession.

Smith has a longtime record of mentoring youth, including service as a Boy Scout leader and as a soccer and basketball coach. He also has provided leadership to Source and Summit youth retreats, sponsored by the Catholic Diocese of Evansville. He is a member of the Vanderburgh County Right To Life and the Serra Club and serves on the board of the St. Joseph Holy Family Retreat Center.

The Distinguished Accounting Award was presented in the fall at the Accounting Extravaganza, an annual event for accounting students, faculty, and members of the Accounting Circle. Smith is a past chair of the Accounting Circle, advisory board to the USI accounting program.



Smith



Breivogel

## Breivogels give back through accounting scholarship

**Don Breivogel**, a 1983 alumnus who serves on the College of Business Board of Advisors and the Accounting Circle, and his wife, Susan, recently established the Breivogel Accounting Scholarship Endowment.

Breivogel is the chief financial officer at Springleaf Financial, previously American General Finance. He leads a 120-member staff in Evansville.

Breivogel recalled how faculty members like **Drs. Ed Marting, Emmet Edwards**, and **Wanda Hibbitts** were driven to see USI and its students succeed. “Dr. Hibbitts was a great teacher who could be like a mother hen,” he said. “She nurtured us.”

The scholarship will assist a second- or third-year accounting student from Vanderburgh County who is in good academic standing and has a 3.0 grade-point-average or higher. Recipients will be selected by accounting faculty.

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## Betty Vawter completes writing career at USI

**Betty Vawter** brought you the news of the College of Business for 15 years, and this issue is her final assignment. As a senior writer in the Office of News & Information Services, she's penned stories of our students, faculty, alumni and donors, and business leaders who have partnered with the college on a variety of programs and services. The assembled articles offer a timeline of accomplishments for the college.

**Dr. Mohammed Khayum**, dean of the college, applauded Vawter for her dedication to USI and to the College of Business. "Betty was the driving force to keep the college on schedule with the publication. She worked with **Nancy Bizal**, coordinator of external relations, to develop each issue's story list. She interviewed people, scheduled photography, and wrote copy, headlines, and cutlines. Her accuracy and her persistence offered an advantage for us, and her calm professionalism will be missed. We wish her happy days in retirement." Bizal added, "Betty is an insightful and gracious partner, a careful listener, a sensitive interpreter of ideas, and an accomplished writer. I will miss working with her."

