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John Maxwell Co. leadership training for students

Exploring the art of leadership was the focus of a 10-week program this spring. The voluntary, non-credit program was based on the teachings and philosophies of **John C. Maxwell**, internationally renowned leadership consultant, author, and speaker. His teachings are based on three leadership principles: inspire, challenge, and equip.

"Students engaged in reflection and introspection," said **Jason Fertig**, assistant professor of management. "They know themselves better; and when they're in positions of influence, they'll approach it differently than had they not gone through the Maxwell leadership training program. In order to manage others, you have to manage yourself."

The leadership pilot program at USI was funded by the College of Business for 17 students and three faculty members. **Mohammed Khayum**, dean of the college, said, "This is the first time the Maxwell Co. has customized its program to work for university students. Typically its programs are geared toward business and corporate audiences. We restructured the program somewhat to make it work for us. It was a good experience. It may even give the Maxwell Co. an opportunity to move into new markets with other universities."

The program kicked off in January with a talk, "Leading Without a Title," by leadership speaker **Chris Fuller**. Fuller is an international leadership speaker, author, and consultant with more than 20 years of experience. He has delivered keynotes and provided training and strategic sessions for companies including Microsoft, Coca-Cola, Hewlett-Packard, State Farm, and PricewaterhouseCoopers.

Fertig coordinated the USI Maxwell training program and helped to design a program geared toward college students. He first heard Fuller speak at a meeting of the Tri-State Manufacturers' Alliance and began formulating ideas for a similar talk and program at USI.

The program was developed around the ideas in two of Maxwell's books, *360 Degree Leadership* and *Winning with People*. Students and faculty formed groups that met weekly, engaged in discussion, and participated in a series of conference calls with Maxwell leadership coach **Greg Cagle**, a former CEO and now management consultant.

Cagle encouraged participants to draft a personal mission statement. "They learned to look at things differently in regard to their relationships with others and how to accept other people's perspectives," Fertig said. "He was very engaging."

Jordan Reese, a senior accounting major said, "Most college students never get the chance to interact with a CEO like this. I think all graduates should receive this type of training to make them successful."



Chris Fuller speaks at USI.

The analytics capability of organizations: A competitive advantage

A steady escalation in the volume of data and advances in information processing technology over the past two decades have created challenges for organizations including struggling to make sense of available data in spite of increased analysis capabilities, not having the information needed for major decisions at the right time or in the right format, or being swamped by more data than can possibly be deciphered and used.

The pervasiveness and persistence of these challenges have resulted in the 'analytics capability' of organizations being viewed as a competitive advantage. Evidence shows that organizations with a high level of analytics capability outperform those with lower levels. Organizations can readily gauge where they are on the analytics capability continuum at www.accenture.com/us-en/pages/insight-test-analytics-maturity.aspx.

Caution should be exercised, however, regarding the automatic connection between analytics capability and effective business insights. The results from a survey by *Bloomberg Businessweek Research Services* indicate only one out of four organizations believes that its use of business analytics has been "very effective" in helping to make decisions.

As information is more widely dispersed and analyzing data has become less special-



Khayum

ized within organizations, pressures to improve user experiences and results have increased. For a growing proportion of the working population, participation in online activity, computer and video use, and/or mobile games represents an important aspect of their life expectations. Users expect their digital interactions to be repeatable, visual, flexible, immediate, and contextual.

Business analytics software is not typically optimized for user experiences as in the entertainment environment. Rather, it is designed to optimize navigating the features

of the software. Yet, several parallels illustrate opportunities to replicate the attributes of game design.

In the creation of a business report, "drilling down" is one choice available in analytics software that is analogous to going down a particular path in a game. In a game, it's easy to go back; however, it often takes extra effort to modify the original report or to generate a new one. Adding new data to an existing analysis is like creating the user's own path in a game. Another parallel might be capturing the report as one view of the analysis that can be published for others to explore, which is like going down another path hand in hand. For future iterations rather than "drill down" some predetermined path, decision makers can benefit from more exploration that presents new contextual options as different choices are made.

As organizations grapple with employee engagement, talent development, and the spread of analytics in decision making, business insights are likely to flourish when greater focus is placed on integrating changes in context, data, and knowledge in ways that are aligned with how employees increasingly expect to interact with digital content; thus, giving those organizations a competitive advantage.

Leadership *continued from page 1*

It gives them the insight to lead from any level, whether it's the bottom, middle, or top."

Throughout the program, students and faculty had access to a wealth of the Maxwell Co.'s content including John Maxwell lectures. Fertig met regularly with each of the groups. "We talked about anything leadership related," he said. "It wasn't always 'you're a manager having to deal with a co-worker.' We also talked about things such as 'If you have a roommate who doesn't do the dishes, how does that make you feel?' and 'What do you do?' We related the level of discourse that a CEO might have with challenges students could relate to."

What they gained

"The experience gave me insight into where I want to be, and who I want to be, in regard to my career," said **Aaron Foust**, a junior marketing major. "A lot of students don't think about things like that. It gave me a new way of looking at things that now differentiates me from others. The things I learned have helped me reach my full potential and increase my own growth."

Several students summarized their leadership program experience with the College of Business Board of Advisors this spring.

"I came into this program with certain

ideas about leadership. But, I learned a lot of new things. Success is measured by those around you," said **Brian Anslinger**, a non-traditional senior majoring in business administration, marketing, finance, and economics.

Khayum said, "Based on the feedback we have received, we want to continue this. Our goal now is to focus on increasing the number of students who engage in programs like this."

More about the John Maxwell Company is online at www.johnmaxwell.com.

Startup 1.0 participants pursue dreams

Take an idea, develop it, and make it a reality in 54 hours—that was the task given to the more than 70 participants of the first Evansville Startup Weekend held in the USI College of Business in February. This summer, at least two businesses are set to launch as a direct result of the program.

Startup Weekends are facilitated by the national Startup Weekend organization. Evansville event organizers, in addition to **Bryan Bourdeau**, instructor of management, included attorney **Doug Briody**, **Dana Nelson** with Out Cloud, **Michael Effron** and **Janet L. Effron** with Four Rivers Group LLC, and **Andrew Heil** of Ariens Co. The College of Business is committed to supporting future Start-up Weekends. Evansville Startup Weekend 2.0 will be February 22–24, 2013.

Bourdeau said, “The support from USI, our sponsors, and the Evansville community is encouraging. The fact that this event creates a forum for entrepreneurial inspiration, experimentation, creativity, and team building is what sets it apart from others of its kind.”

Participants formed 10 teams that worked throughout the weekend to develop ideas and come up with a five-minute presentation that would wow a panel of local judges, including **Dr. Drew Peyronnin**, angel investor; **Luke J. Yaeger MBA '07**, Evansville Commerce Bank; **Douglas K. Wurmnest**, B2B; **Linda E. White**, Deaconess Health System; **Joe Trendowski**, Schroeder Family School of Business Administration; **Courtney Mickel**, Berry Plastics Corporation; and **Tony Schy**, P-Stim USA.

Three winners were named, with the top prize going to the furnishapp.com team, including leader, **Michael Patzer '09** of Orange Group Apps; **Andrew Heil** of Ariens Co.; and **Andy Markle** of New Ink Design. Other winners included team ICUC which developed an eye care diagnosis and treatment for patients in third-world countries and the GoNoGoApp team which developed an application that provides answers to consumer questions and provides market research data for businesses.

Core local sponsors for the Evansville Startup Weekend included Growth Alliance of Greater Evansville (GAGE), the USI College of Business, and WEVV-CBS 44.

Taking it to the next step

Since the event, Patzer has worked out a trade of services agreement with Markle who continue to develop the Furnish app. Furnish is an augmented reality app for iPhone or android devices that allows users to place furniture around a room virtually. “I’m still in contact with my team members,” said Patzer. “We’re working on contracted projects, and I’m confident that we’ll continue the relationships that were developed through Startup Weekend.”

Emily Craig and **Jacob McGathey**, both 2012 USI graduates, were one of three Startup Weekend finalists with their idea of Lion’s Head Coffee. The two now have start-up funds to launch their business on the west side of Evansville. The team recently signed a building lease and construction will begin soon. The coffeehouse will feature music, an art venue, a community center, and food. “The judges and mentors at Startup Weekend gave great advice,” said Craig. “Even if you think your idea is silly, just go to Startup Weekend and be open to what you learn.”

Startup success nothing new for Patzer

Success is a familiar feeling for **Michael Patzer '09**, winner of the 2012 Evansville Startup Weekend hosted by USI. At USI, Patzer was president of the Economics and Finance Club and a member of the Beta Gamma Sigma honor society for business majors. He also studied abroad in New Zealand.

In 2010, Patzer and friend **Max Hadden** formed Orange Group Apps, a growing company that develops innovative and user-friendly apps for Apple devices. Animatopoeia, an app allowing users to explore the world of language through the use of animal onomatopoeia, was the first launched by Orange Group.

In August 2011, Patzer bought out Hadden’s portion of the business when Hadden chose to attend graduate school. Patzer continues to develop concepts for new apps including one in conjunction with the Department of Veterans Affairs designed to help veterans quit smoking.

Orange Group Apps is based in Evansville and can be found online at www.orangegroupapps.com.



Michael Patzer '09, owner of Orange Group Apps, demonstrates a new software application at the Evansville Startup Weekend hosted by USI.

Civilian uses for Crane technologies

This project has been transformational for USI, Crane, GAGE, and our region,” said **Debbie Dewey**, Growth Alliance for Greater Evansville (GAGE) executive director during closing remarks of the pilot Technology Commercialization Academy (TCA) at USI.

For five weeks, six business students and six engineering students worked full time to develop ideas and business strategies around commercialization of several Naval Surface Warfare Center Crane Division (NSWC Crane) patents. The TCA began on May 1 and wrapped up on June 8 with students making final pitches for their products to area businesses and potential financial investors.

The academy has been one result of an ongoing collaboration between the College of Business and the Pott College of Science, Engineering, and Education. “This is an extremely important project for us to gain insights into and to increase the pace of technology transfer between Crane, USI, and others in Southwestern Indiana,” said Khayum.

Brian Wilson, IT manager for Escalade Incorporated in Evansville, was impressed by what he saw during the presentations. “These students have done a lot in a short amount of time. I see value for the students and for companies.”

How It Worked

TCA participants chose three projects based on the Smart Skin technology and a milestone and schedule management software, STMTRC.

Applications included: smart targets and pressure-and temperature-sensitive hospital beds, and a scheduling software for universities.

Throughout the process, teams utilized USI and Crane resources to develop a busi-



Dr. Kevin Celuch, professor of marketing and a faculty advisor for USI’s Technology Commercialization Academy, provides feedback to Smart Target team members, from left, Matt Harms, Alaisha Johnson-Rhone, and Brian Anslinger, in the Business and Engineering Center.

ness model and produce prototypes of selected technologies.

Matt Rust, a junior marketing major said, “I liked the mix of engineering and business students. This process has grown into a lot more than I expected. What we’re doing here can be applied to what we’ll be doing when we graduate.”

Senior engineering major **Katie Shaw** added, “This is something completely different and exceptional. As an engineer, I can bring my background and skills to a marketing aspect.”

Goals and outcomes

Providing experience in pursuing entrepreneurial ambitions is one outcome the Academy is designed to achieve.

It provides participants with an introduction of how to form and market a startup company.

Bryan Bourdeau, instructor of management said, “We hope this leads to opportunities for internships. Other possible outcomes include a start-up based on these technologies or a regional company seeing an opportunity to pursue commercialization of an idea coming out of this Academy.”

USI’s Office of Outreach and Engagement is already making plans for another academy in 2013. “With the remarkable results this year, we’re looking at how we can raise the bar for next year,” said **Dr. Andy Moad**, USI-Crane partnership manager.

QUICK FACTS Cutting-Edge Learning Spaces

- **Experimental Economics Laboratory** —————> Only five universities like USI have one.
- **Advanced Sales Management Laboratory** ———> Only 40 other programs across the country have one.
- **Interactive Trading Wall** —————> USI is one of the first colleges in the country to use this for instruction on financial markets.

Faculty study explores I-69 economic impact



“This was an interesting challenge. What we found was that cities that are proactive with infrastructure, whether its water, sewer, or otherwise, stand to benefit more than those who take a wait-and-see approach,” said **Dr. Sudesh Mujumdar**, one of two College of Business professors who have seen their work on an I-69 impact study used to promote future development along the new I-69 corridor in Indiana.

Mujumdar, associate professor of economics and chair of the Department of Economics and Marketing, along with **Dr. Tim Schibik**, professor of economics and assistant dean of the College of Business, were commissioned by USI’s Center for Applied Research (CAR) to conduct an economic impact study for the mayors of Oakland City, Petersburg, and Washington in Indiana.

“The fact that businesses and communities are turning to us demonstrates how highly they think of our expertise in this region,” said Mujumdar.

“USI is serving as the catalyst for the I-69 corridor project,” added **Dr. Mark Bernhard**, associate provost for Outreach and Engagement. “The work that Sudesh and Tim have done is important in terms of collecting data, looking at metrics, and finding what it takes to be successful.”

As part of their research, they reviewed a federal study of interstates comparable to I-69. “We looked at what some of the cities in these counties have done and not done and devised best practices for the Indiana cities,” said Mujumdar. Best practices include investment in upgrading and expanding infrastructure, acquisition of key parcels of land, rezoning efforts, and investments in improving school quality among others.

Scholarship recognizes Maile and USI’s accounting program

Erin Maile, a sophomore accounting major, was recently awarded a \$10,000 merit-based scholarship from the Public Company Accounting Oversight Board (PCAOB).

“Winning this scholarship has presented me with exciting educational opportunities,” said Maile. “This experience has also shown me how dedicated the staff at USI is to its students. I didn’t even know this scholarship existed until my accounting professors brought it to my attention. This is a perfect illustration of how USI professors encourage their students to succeed.”



Maile

Maile is involved in Alpha Kappa Psi, a co-ed professional business fraternity, and the Speaking Eagles Toastmasters Club. She is the recipient of the William D. and Kathryn Wilhite Endowed Business Scholarship in 2012.

“Erin excels in the classroom, is active in campus organizations, and demonstrates great leadership skills,” said **Dr. Brian McGuire**, associate dean of the College of Business and professor of accounting. “Only 43 PCAOB scholarships are awarded throughout the United States in any given year, so it is a great honor to be selected.”

“I wasn’t surprised when I learned that USI had the honor of being selected as a nominating school for this scholarship,” Maile said. “We have an outstanding accounting program with dedicated professors and eager students, and I couldn’t ask for a better college experience than what USI has given me.”

PCAOB, a nonprofit corporation established by Congress to oversee the audits of public companies and broker-dealers, invited educational institutions with accredited accounting degree programs to nominate an eligible student for one of 43 annual scholarships to encourage undergraduate and graduate students to pursue careers in auditing.

More information about PCAOB scholarship requirements and recipients can be found on the PCAOB web site.

The Student View

Getting involved beyond the classroom

This summer, **Jordan Whitledge** is making the most of opportunities available to him through USI. He was awarded a fully-paid Global Engagement



Whitledge

Internship and is spending six weeks with World Endeavors in Jaipur, India. “I’ve always wanted to go abroad, but finances were a problem,” Whitledge said. “I’m really excited about this opportunity,

and I look forward to growing both personally and professionally and bringing my experiences back to USI.”

He served as the 2011–12 USI Student Government Association president. Under his leadership, USI worked with Purdue University and Indiana University student government associations to advocate for the “Lifeline Law” that successfully passed the Indiana legislature last session. The Lifeline Law legally protects someone who calls to report an intoxicated underaged person. He also began a “Fireside Chat” series on YouTube.

Whitledge traveled to Washington, DC, to represent the University at the National Campus Leadership Council (NCLC) 2012 White House Leadership Summit where he advocated on behalf of USI students on issues of accessibility, affordability, and quality of higher education in the United States. The summit fits into his career plans to be directly involved in making public policy. “I eventually want to hold public office because it is the highest calling an individual, in a democracy, can pursue. I believe deeply in community service, and I see public service as an extension of that.”

BIO Jordan Whitledge is a senior business administration, economics, and political science major. He is a member of the Pre-Law Society, Lambda Chi Alpha fraternity, and the National Society of Collegiate Scholars. After graduation, he plans to pursue a joint degree program of an MBA and Juris Doctor degrees.

Rogers honored for commitment to student success

Dr. Laci Rogers, assistant professor of management, was presented the **Dr. Jane Davis-Brezette** Faculty Excellence Award during the 10th annual USI All-Sports Banquet. The award, given by the Athletic Department, annually recognizes a faculty member who best exemplifies the work of Davis-Brezette, associate professor emerita of physical education, who demonstrated a competitive desire for excellence in the classroom and on the field.



Rogers

"I was extremely surprised and honored to be nominated," said Rogers. "I've been lucky to work with some excellent student athletes at USI, and it feels great to be recognized as an influential faculty member. Teaching and advising students is the most important part of my job and is work that I truly enjoy."

This is Rogers' first year at USI and her first assistant professorship. In 2011 she earned a Ph.D. in business administration from Florida State University. Her M.B.A. also is from Florida State, and her bachelor's degree is from the University of Central Arkansas.

"I'm excited she won," said **Jackie Henderson**, a 2012 USI graduate in mathematics, who nominated Rogers for the honor. "She's gone out of her way to help student athletes. It's been amazing to see how someone I've only known 12 weeks can have such a big influence on my school and my life." Henderson, who plans to pursue masters and doctoral degrees in statistics at Colorado School of Mines, said Rogers was always there to give advice about school, athletics, or just life.

Nominations for the annual award are made by student athletes, coaches, and staff members and voted on by the Athletic Department. Previous winners of the award include **Dr. Jane Davis-Brezette**, **Patty Marcum**, and **Tim Mahoney**.

Students excel at national IT conference

Nine students from the College of Business competed at the 17th annual Association of Information Technology Professionals (AITP) National Collegiate Conference in San Antonio, Texas this spring. They were among more than 500 participants from across the United States representing 71 colleges and universities.

During the conference, **Andrew Poynter** of Waveland, **Emily Rastl** of Vincennes, **Justin Steinback** of Evansville, and **Jeff VanVorst** of Evansville passed the Associate Computer Professional Certification Examination offered through the Institute for the Certification of Computer Professionals. Only nine of the more than 60 students taking the exam passed, including the four USI students. Rastl earned the highest score of all who took it. Additionally, Poynter passed a specialty exam in micro computing and networking, and Steinback passed a specialty exam in object-oriented analysis and design.

Rastl and VanVorst took first place out of 97 teams in the Office Solutions Competition. Poynter and **Jamie Stutsman** of Boonville designed and created a banner that received a third place award in the "artistic" category. **Aaron Valandra** of Newburgh and **Stacy Warford** of Cynthiana gave an oral presentation and demonstration earning an honorable mention in the Student Web Development competition. Steinback and Valandra received an honorable mention in the Systems Analysis and Design competition. Also attending were **Jarod Daming** of Richland and **Brian Ensor** of Mt. Carmel, Illinois.

"I congratulate all of our students for their hard work and outstanding success," said **Dr. Kenneth Shemroske**, advisor for the USI AITP chapter.



Conference participants were, back row, from left, advisor **Dr. Kenneth Shemroske**, **Brian Ensor**, **Stacy Warford**, **Justin Steinback**, **Aaron Valandra**, **Andrew Poynter**, **Jaimie Stutsman**, **Jarod Daming**, **Emily Rastl**, and advisor **Ernie Nolan**. Front row is **Jeff Van Vorst**.

Summer Experience in Germany

Two students traveled to Germany this summer for an international program. They are taking a three-credit-hour course on International Healthcare Administration and Economics as part of the International Summer University sponsored by Hochschule Osnabrück University of Applied Sciences. The annual summer program includes local and international students. The students also are taking a two-credit-hour German Language and Culture course and participating in an intercultural program workshop.

The students are **Kelly Brown**, a junior French major, and **Matthew Buckman**, a senior finance major. They are traveling with **Dr. Daria Sevastianova**, assistant professor of economics at USI.

A third student, **Katherine Valentine**, a marketing major, is already in Germany at the University of Osnabrück studying international marketing and taking courses in German language and culture this summer.

Sharing Expertise

While in Germany, **Dr. Daria Sevastianova**, assistant professor of economics at



Sevastianova

USI, is teaching a course on Healthcare Economics at the Hochschule Osnabrück. Dr. Sevastianova is working to strengthen a partnership between USI and the International Summer

University and to establish a tradition for USI students to take part in these rich international experiences year after year.

Hochschule
Osnabrück

Price completes research, published in top journal

Curtis Price, assistant professor of economics, recently completed years of research on competitive nature and gender differences related to gender-wage disparity. His work, titled “Gender, Competition, and Managerial Decisions,” was published in the January issue of *Management Science*, a monthly journal of



Price

the Institute for Operations Research and the Management Sciences.

Management Science is considered a top-10 scholarly management journal. His research explores how competition affects genders differently. He based his research on previous studies that showed that men and women, if given the choice, choose different wage schemes. Men choose a competitive

scheme with more weight placed on performance, while women prefer a piece rate or being paid by the job. The studies suggested that women may not be in higher paying positions by choice.

Price said, “This has become a hot topic now and can help inform policy decisions.”

Price saw it as a mistake to assume that women don’t have higher paying jobs because they don’t want them. He attempted to answer the other side of the question. “If women wanted these jobs, could they get them—for example, a board hiring a CEO,” he said.

In a controlled lab experiment, Price assigned some of the group to serve as managers and pick the compensation scheme for others. He found that if no information about the employees’ abilities was given, men and women were equally placed with the majority of subjects placed in the piece rate scheme.

If managers were given information

on how well each employee performed, they were more likely to place them in a competitive scheme. Women, however, had to be very good at their jobs to be placed in the competitive scheme.

The study implies that there is a measurable stereotype. “The study focuses on the supply side of the equation,” said Price. “It’s not enough to want a position—you have to be wanted.”

Price admits that some of the choices made could be made on a subconscious level and more work needs to be done addressing the question of ‘why’ certain choices are made.

For now, he is pleased to be finished with this part of the study and to have his work published. “When you’re published in a prestigious journal with this kind of readership, it’s nice to know that your research can make an impact and add to the knowledge base in that field.”

New minors benefit students outside College of Business

“It’s exciting,” said **Abbas Foroughi**, talking about three new minors being rolled out in fall 2012. Foroughi, chair of the Department of Management, Computer Information Systems, and Computer Science and professor of computer information systems, explained how the minors will benefit USI students across colleges and disciplines. “We were able to create alternatives for students that give them a chance to expand their horizons. The new minors also are in line with our strategic plans.”

Web Development for Enterprise Minor

The Web Development for Enterprise minor allows students in any major to take an interdisciplinary approach to web design and development, explore the latest technological advances in hardware and software, and apply those skills to their major.

Human Resource Management Minor

The Minor in Human Resource Management helps students from any major develop and implement skills related to HR strategy; recruitment, selection, and staffing; training and development; performance management; compensation; employee and labor relations; and compliance with legal regulations.

Minor in Entrepreneurship for English Majors

In partnership with the College of Business, the English Department now offers a minor in entrepreneurship for nonbusiness majors. The 18-hour minor combines English courses in investigative, digital, professional, technical, and grant writing with business courses in idea creation, feasibility study, and business planning. It emphasizes

critical thinking, communication, and entrepreneurial business skills.

More information about the new minors can be found on the College of Business and College of Liberal Arts web sites.

Computer skills reach beyond business majors

Beginning fall 2012, the College of Business will offer a new course, CIS 141, Computer Applications for Non-Business Majors. It is designed to help students develop computer application skills needed in college and the professional world.

The course will focus on Windows 7 for file management, Word for writing professional-looking papers, and PowerPoint for presentation development. There also is a brief introduction to Excel.



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.

KUDOs!

USI students compete at National Collegiate Sales Competition

USI's Professional Selling Team competed in the 2012 National Collegiate Sales Competition (NCSC) at Kennesaw State University in Georgia this past semester. Two USI seniors, **Lucas Ball** and **Cody Sharkey**, competed against 126 students from 64 universities across the United States and Canada.

"The purpose of the NCSC is to encourage students to strive to reach their unimagined potential," said **Dr. Chad Milewicz**, team coach and assistant professor of marketing. "The students who pursue that challenge are rewarded with potential job offers and a powerful learning experience that will stay with them the rest of their lives."

Students compete over a three-day period as sales consultants in a series of role plays. "USI helps us develop the necessary skills to be successful, and the NCSC gives us the opportunity to showcase those skills at a national level," said Sharkey.

Ball, Sharkey, and alternate team member **Adam Kaps** were recruited for internships and job opportunities by global organizations such as Tom James, UPS, and Vantive and national companies such as Wyndham Vacation Ownership and Cox Media Group.

Krampe elected SGA president

Sarah Krampe, a sophomore marketing and finance major, is the 2012–2013 Student Government president. She has been involved with SGA since she started her



Krampe

collegiate career and has served as the housing-at-large representative, College of Business representative, and associate vice president of external relations. As president, Krampe, an Evansville native, is committed to increasing student participation and feedback. She also plans to develop resources for student organizations. "One of my goals is to find more funding for SOS (Student Organization Support) grants," she said. "In addition, I'd love to find more effective ways for organizations to advertise events to increase attendance."

Krampe is a Presidential Scholar who takes her academic career seriously and is enhancing it with significant extracurricular activities. She has served as president of the Marketing Club; interned in the office of **Todd Wilson**, USI's assistant vice president of Marketing and Communication; and has been a member of the winning teams in the College of Business Ideation Competitions in 2010 and 2011. She currently is a marketing intern at Escalade, one of the prizes for

the 2010 competition. She was one of two student representatives to serve on the Core Curriculum Review Taskforce (2010-2012) and was the recipient of the Outstanding Sophomore Award (2011). She is a member of Gamma Phi Beta sorority.

She plans to pursue a career in brand management or market research.

Economics students inducted into ODE Lambda Chapter

An initiation ceremony for the Omicron Delta Epsilon (ODE) Lambda Chapter at USI was held in April in the College of Business. **Dr. Mohammed Khayum**, dean, presented certificates to new members. Spring inductees were **Jessica Knepp**, **Mandy Plassmeyer**, **Alex Kingston**, and **Jonathan Shoptaw**. Fall inductees were **Brandon Underhill**, **Kurt Keneipp**, **Justin Brownfield**, **James Shaw**, and **Caleb Spears**. The Economics and Marketing Department faculty also attended the luncheon and ceremony.

ODE recognizes scholastic attainment and outstanding achievement in economics. To become a member, an undergraduate student must complete 12 semester hours of economics courses; attain at least a "B" average in economics courses and an overall "B" average in all classes, and have class standing in the upper one-third. **Dr. Marie Bussing-Burks**, assistant professor of economics, is the advisor to the honorary group.



Dr. Nancy Kovanic, instructor in management, talks to students during their visit to USI for the College of Business Reitz High School Recruitment Day. The program is one of several outreach programs provided by the College for local high schools. In October, the Accounting and Finance department and the Accounting Circle hosted a high school day. In January, members of the economics faculty hosted high school students from the Randall T. Shepard Academy for Law and Social Justice at Harrison High School. In February, the department of Management and CIS/CS and the IT Alliance also hosted a high school day for students, parents, and teachers. These programs exposed prospective students to a variety of opportunities within the College of Business and at USI.

Eye on Alumni

Maze scores touchdown with Super Bowl internship

What started as a class project landed **Grace Maze '10** of Greenwood, Indiana, a full-time position with the 2012 Super Bowl. **Nancy Bizal**, instructor in business communication, encouraged Maze, a marketing major, to submit the resume and application letter she had completed for a class. Maze was both shocked and excited when she was selected for an internship.



Maze

In 2011, Maze traveled with Super Bowl staff to Texas for Super Bowl XLV as part of the preparation for the 2012 Super Bowl in Indianapolis. During her internship, she worked with the Community Initiatives Division of the Super Bowl. “Most people, when they think about the Super Bowl, think about the game, the village, the concerts, and the other fun parts. What they don’t realize is how much the Super Bowl does in the community,” she said.

She worked with the NFL Emerging Business Program, a workforce development program for minorities that travels with the Super Bowl to each host city. Its task was to encourage minority businesses to bid on Super Bowl contracts. Maze said more than 1,000 people signed up for the program and 400 were accepted.

She also worked on a number of environmental initiatives promoted by the NFL, including the Green Corps which works with students around the state to bring green projects back to their communities.

Maze’s internship ended in May 2011. After several months of searching for jobs in



a competitive Indianapolis market, she contacted the Super Bowl about opportunities for another internship. She was selected, but to her surprise, was offered a full-time position.

She was again assigned to the Emerging Business Program. By this time, the 400 businesses had been approved and were compiled into an Emerging Business Resource Guide which contractors were

encouraged to use for vendor services. “It was all hands on deck at that point,” she said. “We were very busy. We worked long hours. I let the community know all the things we were offering and all the things they could get involved in. The Super Bowl community became my family.”

She also worked on a number of event committees ranging from food trucks promoting the local cuisine and culture of Indianapolis to football and fitness clinics and park cleanups. “The opportunities and the connections I made were amazing. We had some of the top people in Indianapolis working on this event. It takes some people a long time to build a network like that. That was something USI taught me—network, network, network! My experience with staying involved and getting real-world experience began at USI. And, my professors were always there to answer questions and guide me.”

This spring, Maze continued to work with the Super Bowl Host Committee helping it wrap up programs and create post-event reports.

In Your Words

Here is what **you** said...

Valerie McKinney MBA '05 was the speaker for the 2012 College of Business and Division of Outreach and Engagement Commencement this spring. She gave the following quality advice...

“You have prepared yourself well at USI to enter the competitive world of full-time employment. You are just about to receive your degree from a fully accredited College of Business at a major university. That alone is a huge advantage.

“Be prepared to develop your skills well beyond your diploma! I’m not talking about earning a graduate degree. What I am talking about when I say ‘develop your skills’ has to do with leadership and communication skills.

“Be true to the ideals that you have formed at home and school—starting and ending with the ideal you hold of yourself.

“You must take full ownership of your life and the choices you make. The minute you walk out that door this morning, you are fully responsible for your life—where you go, what you do, and how you act.

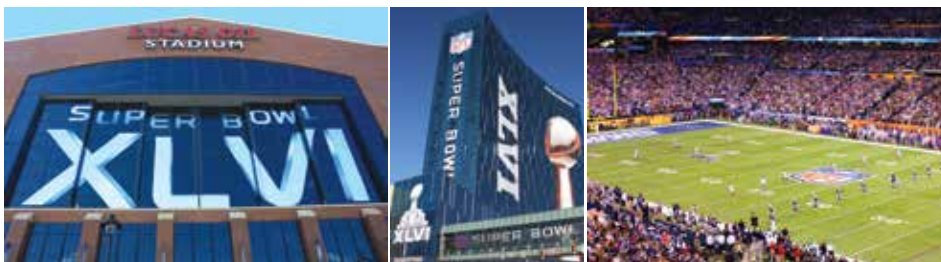
“You always need to be ready to take risks and accept new challenges. As of today, you have equipped yourself with a highly valuable credential that so few people have—a business degree from a great school.”

— Valerie McKinney MBA'05
Global Serialization Operations Lead
Bristol-Myers Squibb
Princeton, New Jersey

At Bristol-Myers Squibb, McKinney directs a cross functional global team to implement pharmaceutical serialization throughout the company, including all third party manufacturers and logistics partners.

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.



Market games give insight on economy

The USI Center for Economic Education hosted the 24th annual Southwest Indiana Stock Market Game Awards program this spring.

The Stock Market Game, part of a national event, gives students from grades four to twelve opportunity to learn how the economic system works, analyze news on the economy and markets, strengthen math and computer skills, and make decisions in teams. Teams of three-to-five students invest an imaginary \$100,000 over a 10-week period.

Dr. Gregory P. Valentine, director of the Center for Economic Education, said, “Students having a working knowledge of markets is critical. If they have knowledge of how things work, they have a shot at a better nest egg down the road.”



Valentine

Valentine co-authors entrepreneurship economics book

Valentine recently co-authored *Entrepreneurship Economics*, a book targeted to high school teachers.

Co-authors are **Dr. Brent Hales**, interim chair of the Department of Economic and Workforce Development at The University of Southern Mississippi, and **Barbara Flowers**, a senior economic education specialist with the Federal Reserve Bank of St. Louis.

Published by the Council for Economic Education in New York, it will serve as the Council’s leading publication for entrepreneurship education in the United States. It is available at www.councilforeconed.org.

Accounting tutor room earns Gold Certificate of Excellence

The USI Accounting and Professional Services (APS) Club, a student affiliate chapter of the Institute of Management Accountants (IMA), has received the Gold Certificate of Excellence, the highest rating awarded to a student chapter by IMA each year. **Dr. Craig Ehlen**, professor of accounting and faculty advisor for the APS Club, presented the certificate to **Matthew Cooper**, APS president.

The award is presented to student chapters that emphasize promotion of accounting and financial management as a profession and encourage creativity. The USI APS Club created an accounting tutoring room staffed by accounting majors. The tutoring room is open to students needing assistance with accounting concepts. The program has no cost and is located in the Business and Engineering Center, the home of the College of Business.

“It provides a sense of pride to see what we can accomplish with team work in giving back to the College of Business and USI,” said Cooper. “It’s all about collaborative effort.”

The APS Club and Beta Alpha Psi, a nationally known honorary society for accounting, finance, and information technology majors, hold a joint bi-monthly



Cooper

meeting. Participants learn about both groups, get involved in activities on and off campus, and exchange ideas. The APS Club and Beta Alpha Psi hope to eventually offer student-led tutoring labs in other business disciplines including computer information systems and finance.

Other goals met by the APS Club included increasing membership by 36 percent and participating in community service work—accomplishments that were a significant part of the IMA Gold rating.



Luke Yaeger M’07, executive vice president and senior lending officer for commercial lending at Evansville Commerce Bank, shared life lessons learned in an address titled “Running with the Bulls, Flying with the Eagles, and Other Life Lessons.” Yaeger was the 2012 College of Business Alumnus-in-Residence.

Haaff supports hometown through business scholarship



Haaff

Randall L. Haaff '84 recently established the Randall L. Haaff College of Business Scholarship Endowment at USI. Haaff, who graduated from USI with a degree in finance, is a financial advisor with Raymond James in Evansville. He is a member of the USI Foundation Board and the Accounting Circle, an advisory group to the accounting program, and has served as an alumni career counselor, a day-on-the job volunteer, and an alumni career mentor. He was the College of Business Alumni in Residence in 1995.

In creating the endowment, Haaff's purpose is to give back to the community where he grew up. The scholarship will be awarded annually to a student from South Spencer High School in Rockport, Indiana, who is enrolled full time and has a high school grade point average of 3.0 or higher. The scholarship is automatically renewable for one year if the recipient is in good academic standing and maintains a 3.0 grade point average.

Yes! I want to support the College of Business.

Please apply my tax-deductible gift to

- College of Business (where the need is greatest)
- Business and Engineering Center Programmatic Support (new building-related)
- Business Faculty Enhancement Endowment
- Business Student Clubs' Fund (conferences and competitions)
- Larry W. Arp Business Education Scholarship
- Roxy Baas Memorial Accounting Scholarship
- Craig R. Ehlen Accounting Scholarship
- Phil Fisher Business Scholarship
- Frost Memorial Business Education Scholarship
- Wanda B. Hibbits Accounting Scholarship
- Information Technology Alliance Scholarship
- Walter Jermakowicz Memorial Scholarship for International Studies
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A contribution of \$25 or more to any USI Foundation fund makes graduates active members of the USI Alumni Association.

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Let us know your choice. Email Nancy Bizal at nbizal@usi.edu.

USI will host the Tri-State World Trade Network from 8 to 11:30 a.m. on **October 18, 2012**, in Carter Hall. The event is open to the public. Discussion and presentations will focus on experiences working abroad, working for a global company, and special skills needed to be successful in an international market. For more information, contact Lydia Johnson, Chamber of Commerce of Southwest Indiana, at 812/425-8147.

