

COLLEGE OF BUSINESS REPORTS

UNIVERSITY OF SOUTHERN INDIANA



Students on the winning team, Team Three, in the Community Engagement Business Plan Competition surround Ira Boots, chairman and chief executive officer of Berry Plastics. From left, front row, are Katherine Green, Neil Goebel, Boots, Vanessa Fischer, and Jennifer Rathgeber, along with Michelle Schmitt of Berry Plastics. From left, back row, are Berry employees Scott Fisher, Jason Palladino, Amanda Holder, Randy Hobson, Amy Westlund (intern), Cindy Hauschild, Diane Tungate, and Natalie Hedde.

Students develop professional skills in Berry-sponsored competition

Students participating in the Community Engagement Business Plan Competition sponsored jointly by Berry Plastics of Evansville and the College of Business rose to new levels of professional growth.

Dr. Chad Milewicz, assistant professor of marketing, said, "By seeing the project through, students have placed themselves in a top tier of students in the nation. It is rare to have an opportunity like this to develop business skills and attain personal growth. We saw students exceeding expectations in quantity and quality of work and focus on detail."

Milewicz was a mentor to students in the contest.

The competition was an outgrowth of the executive-in-residence program. When **Ira Boots**, Berry chairman and chief executive officer and a member of the USI Board of Trustees, accepted an invitation to be executive in residence, he suggested expanding his involvement to include a student-engagement project that would require persistence, imagination, and dedication.

The challenge from Boots was to develop a complete business plan for a new pizza container that improves upon

the cardboard box. The process of developing the plan was more important than the product itself.

Three teams competed in the final round in early December. Members of the winning team were **Vanessa Fischer**, senior, business administration; **Neil Goebel**, junior, management; **Katherine Green**, junior, accounting and finance; and **Jennifer Rathgeber**, senior, public relations and advertising. Rathgeber has a minor in marketing. They developed a business plan for a sturdy, reusable, and innovative pizza "re-tainer."

See Business plan, page 4

Developing professionals one student at a time

Making innovation scalable and repeatable

Student projects demonstrate that idea generation can be exciting

By Mohammed Khayum

Innovation is widely recognized as an important source of economic progress and future business success. Yet, ample evidence indicates that most organizations and communities lack a process for making innovation scalable and repeatable.

This difficulty is typified in the product development arena where most inventive ideas are found to be technically unfeasible, too costly to execute, or unacceptable to customers. A recent analysis of the survival of

“Students found that interesting ideas are fun to uncover and share with others.”

ideas in product development contexts indicates that it takes as many as 3,000 ideas to yield one marketplace success.

In a competitive global economy which experiences periodic episodes of economic contraction, a growing reliance on innovation to provide new sources of value and wealth creation exists. This has prompted a need for an ongoing search for ways to effectively

infuse innovative behavior and practices within organizations.

Two critical features to consider for accomplishing this are the establishment and utilization of an innovation thought process and the adoption of effective tools and techniques appropriate to each phase of that thought process. The thought process for creating and capturing new sources of value involves developing insights about opportunity gaps in the marketplace, generating ideas to meet these opportunity gaps, and developing solutions that are acceptable to customers. A recent attempt at providing an integrated thought process for infusing innovation within organizations and an accompanying compilation of innovation tools and techniques is *The Innovator's Toolkit* (www.innovatorstoolkit.com/innovators_toolkit.html).



Khayum

This issue of the *College of Business Reports* highlights ways the college is infusing innovative practices in the interactions and learning experiences involving students, faculty, area businesses, and community organizations. The pizza container business plan competition, sponsored by Berry Plastics, presented an innovative approach in action as students gained experience in discovering the dynamic interaction of problem definition, focused ideation, and solution development. Other examples noted in this issue—the Evansville ARC ideation contest, the Holiday World programming challenge, and the Evansville Teachers Federal Credit Union service marketing plan—also demonstrate that idea generation can be exciting and enjoyable. Students found that interesting ideas are fun to uncover and share with others.

As we look forward to the completion of the Business and Engineering Center before the fall 2010 semester, an added dimension of interaction between business and engineering students and faculty in all of the areas of innovation will be more possible.

As always, we welcome your feedback and your ideas.

Marketing class engages with credit union for real-world project

Dr. Peggy Shields, associate professor of marketing, and **Jon Dierlam '02**, business development officer for Evansville Teachers Federal Credit Union, have partnered for two years to give students a real-world experience in services marketing.

In a community engagement project with the credit union, students have had the opportunity to develop a plan to market the services of the credit union to young adults. The plan includes background information on the industry and competitors, a SWOT (strengths, weaknesses, opportunities, threats) analysis, definition of a specific segment of the target audience, objectives and goals, and a marketing strategy with an implementation plan, budget, and timeline.

Courtney Bealor, a junior, said the competitive nature of the assignment pushed teams to stretch their creativity.

“This project definitely enabled students to think like a marketer,” she said. “It helped solidify my confidence in choosing to major in marketing.”

The engagement project allows Shields to pull together every aspect of the course. She finds that students remember real-world projects long after they graduate. “They can relate to them. They’re tangible,” she said. “We encourage students to list participation on their resumé’s.”

Dierlam, a marketing graduate, participates as a way to give back to the University. He said the project helps students learn how their work can have an impact on an organization. It also educates them about the services of a credit union and taking care of their own financial well-being.

Dierlam said the students’ strengths are impressive.

“Their depth of research on the background of the organization and the industry is great. Some really did a great job on the SWOT analysis. It’s always challenging when you’re not in an industry to fully understand how to implement the tactics. One of big things we’ll try to improve on is getting them better prepared to do budgeting.”

College welcomes new faculty

Six new faculty members with outstanding qualifications joined the College of Business in fall semester.

Dr. Perry A. Burnett, assistant professor of economics, completed a doctorate in economics at Colorado State University in 2009. He also holds a master's in economics from Colorado State and a bachelor's in economics from the University of Missouri–Kansas City.

His specialization is urban and regional economics and modeling. His research interests include the impact and optimization of the urban industrial mix, land use, regional growth, and the importance of local firm ownership.

Dr. Jason Fertig, assistant professor of management, holds doctoral and master's degrees in business administration from Temple University and a bachelor's degree from Rutgers University. He has taught management at several schools on the east coast, including Franklin and Marshall College, St. Joseph's University, Rider University, and Temple University. He has considerable online teaching experience and is working to help develop a greater online teaching presence for the USI College of Business.

His research interests include credentialism, recruitment and selection, and management history. Portions of his doctoral dissertation, "What Does That Piece of Paper Mean: An Inquiry into Certification Motivation" are published in the *International Journal of Human Resource Management* and *Human Resource Development Review*.

Dr. Hinh Khieu, assistant professor of finance, joins the college after serving two years as visiting instructor at Eastern Kentucky University and more than a year as part-time instructor at the University of Kentucky. Before pursuing an academic career, he worked as a corporate financial analyst and accountant in Canada and the United States. Khieu holds a doctoral degree in finance, a master's degree in economics, and a master's in business

administration with a finance concentration from the University of Kentucky in addition to a bachelor's degree from University of Education in Saigon, Vietnam, and a Bachelor of Commerce degree in accountancy from Concordia University, in Montreal, Canada. His primary research interests are in the areas of financial institutions and corporate finance.

Dr. Min-a Lee, assistant professor of management, completed a doctorate in December at Purdue University's Krannert School of Management. Her thesis investigated post-spin-off innovative intensity and innovation distance. She earned a Master of Laws in international economic law at University of Warwick in the United Kingdom and a master's in business administration at Purdue University. She previously worked four years for newspaper companies.

Dr. Chad M. Milewicz, assistant professor of marketing, earned a doctorate in 2009 from the University of Central Florida. He also holds a master's degree from Central Florida and a bachelor's degree from Jacksonville State University. Milewicz was visiting instructor of marketing for one year at the University of South Florida–St. Petersburg. He has worked as a marketing manager for an independent financial services company and as a salesperson in financial services and newspaper advertising.

Milewicz teaches courses in personal selling and other marketing courses. He will lead students to compete in the annual National Collegiate Sales Competition. He also will be involved in community outreach programs.



Burnett



Fertig



Khieu



Lee



Milewicz



Yu

Along with fellow newcomer Dr. Andy Yu and other faculty, he recently was a mentor to students in the Berry Plastics Community Engagement Business Plan competition.

Dr. Andy Yu, assistant professor of management, earned a doctorate in management in 2009 at Texas Tech University. He also holds a master's degree in business administration with a concentration in marketing from Texas Tech and a bachelor's degree in management information systems from National Chengchi University in Taiwan. His teaching and research interests focus on entrepreneurship, family business, and strategic management.

Yu received two awards in August at the annual meeting of the Academy of Management in Chicago. He was recognized with the Jack A. Dinos/Cox Family Enterprise Center Best Family Business Paper Award in the Entrepreneurship Division for his paper titled "A numerical taxonomy of family business outcomes: Ten years of dependent variables in family business research." He also received the Outstanding Reviewer Award in the Organizational Behavior Division.

Business plan

Continued from page 1

Other finalists include the team of **Gul Akyel**, senior, management and marketing; **Neil Kassinger**, freshman, business administration; and **Eseniya Matvelieva**, junior, accounting and marketing, and the team of **Courtney Mickel**, junior, marketing; **Shawn Parr**, senior, marketing and management; and **Tegan Rush**, senior, marketing.

Boots congratulated the finalists on their professional growth, promised to write a letter of recommendation for each student's portfolio, and encouraged them to contact Berry Plastics whenever they need career advice.

Berry Plastics has made four \$1,000 gifts to the USI Foundation in the names of the four students on the winning team. These dollars will be used to benefit College of Business students.

Fischer, Mickel, and Rathgeber have been selected for internships at Berry Plastics this summer.

The College of Business will present finalists with a flash drive loaded with a video of their team's presentation, still pictures from the final round of competition, and other resources. The drive provides a record of accomplishments to share with potential employers or use in networking.

Experts in various disciplines at Berry and a team of College of Business faculty members mentored the students



Team One in the competition included, from left, Courtney Mickel, Tegan Rush, and Shawn Parr.

during the 10-week program. The students met weekly with faculty, attended meetings with professionals at Berry, conducted market research, created an idea, developed computer-generated mock-ups of their ideas, created business models for producing and marketing the products, and projected financial expectations based on research and educated assumptions.

Applying knowledge

Rathgeber said students learned how to apply knowledge and skills from past classes.

She observed: "We also learned how to interact with others in the professional workplace and use the resources available to us through meetings with the Berry Plastics product development and design departments. We learned a lot of interesting things about what goes into designing a completely new product and developing a marketing plan for its launch—

what would work and what wouldn't and what processes would be most cost efficient and eco-friendly."

Shared resources

At the final presentations, Boots said, "It is exciting to share resources between Berry Plastics and USI. I consider this a great development for the community."

Dr. Mohammed Khayum, dean, pointed out that the project is an example of how

the college is "developing professionals one student at a time," a phrase capturing the essence of the college.

In addition to Khayum and Milewicz, faculty members who assisted with the project include **Bryan Bourdeau**, **Jeanette Maier-Lytle**, and **Dr. Andy Yu**.

Berry employees who served as mentors were **Scott Fisher**, design center manager; **Natalie Hedde**, business development manager; **Amanda Holder**, sustainability engineer; and **Michelle Schmitt**, project coordinator. **Amy Westlund**, a College of Business student who is completing a sales internship at Berry, coordinated the students' appointments with Berry employees.

Judges for the final round were Boots, Milewicz, Fisher, Hedde, and **Randy Hobson**, Berry executive vice president for commercial development. Milewicz said the competition was close, with each team having outstanding elements in its final presentation.

Also attending the final round were **USI President Linda L. M. Bennett**; **Dr. Nadine Coudret**, interim provost and vice president for Academic Affairs; and Berry employees **Cindy Hauschild**, marketing and inside sales supervisor; **Jason Paladino**, vice president for product development; and **Diane Tungate**, executive assistant.



Team Two included, from left, Eseniya Matvelieva, Neil Kassinger, and Gul Akyel.

Workforce connection

Berry Plastics offers career opportunity; graduates contribute to company success

Producing quality graduates to contribute to the workforce of Southwest Indiana is a point of pride for the College of Business. Berry Plastics of Evansville employs a significant number of alumni. At Berry, graduates have an opportunity to advance their careers with an international company and contribute to its success.

Ira G. Boots, chairman and chief executive officer, recently was recognized by the Chamber of Commerce of Southwest Indiana as the Richard A. Schlottman Business Person of the Year for his thoughtful and visionary guidance of the company. The Chamber also honored Berry Plastics as the Norman P. Wagner Business of the Year for its significant contribution to Southwest Indiana's economy.

In the profiles below and on the following pages, College of Business graduates tell about their careers with Berry in a range of disciplines. These are just a few of the stories that could be told to demonstrate the link between the College of Business and Berry Plastics.

About Berry Plastics

Evansville-based Berry Plastics is a leading manufacturer and marketer of plastic packaging products. Products include open-top and closed-top packaging, polyethylene-based plastic films, industrial tapes, medical specialties, heat-shrinkable coatings, and specialty laminates. The company's 13,000 plus customers range from large multinational corporations to small local businesses. Berry has more than 80 manufacturing facilities worldwide and 16,000 employees.

> CUTTING-EDGE OPERATIONS

Eric Babillis

As a world-class organization, Berry Plastics has the resources to handle projects that its competitors cannot manage.

"We are the largest plastics packaging facility in North America—right here in Evansville," said

Eric Babillis

M.B.A. '94, vice president of Evansville Operations. "We are cutting edge."

Babillis cites the company's leadership in thermoforming, a process no manufacturers were doing 10 years ago. The deep-drawn polypropylene thermoform cup, such as those used at fast-food restaurants, is a Berry product. Another innovation is a line of laminate tubes, used primarily for beauty care and



Babillis

pharmaceutical products, that provide improved print quality.

Babillis enrolled in the master's program in business administration in the USI College of Business to add new skills and knowledge to his science background. He earned an undergraduate degree in geology and geography at Murray State University. During his undergraduate years, he worked in the quality control lab at GE Plastics (now SABIC) in Mount Vernon, Indiana. Upon graduation he joined the quality assurance department at Sterling Brewery. He then worked in a similar capacity at Mid-American Plastics (now Infinity Molding and Assembly) and became plant manager after completing the master's degree in 1994.

In 2002, Babillis joined Berry Plastics to work in special projects. He became plant manager in 2004 and was named vice president in 2007. Berry's Evansville Operations includes 1,300 employees with more to be added as the plant expansion opens. This will increase

the company's potential output by 25 percent.

Babillis stays connected with the University as a member of the advisory board for the advanced manufacturing major recently introduced by the Pott College of Science and Engineering. The advanced manufacturing program will have an 11,000-square-foot building, now in the design stage, which will include a plastics processing lab to prepare students for the plastics industry workforce. Babillis said that Berry's Evansville Operations regularly engages USI students in business and engineering for internships and relies on graduates to fill its workforce.

> INDIVIDUALS MATTER

Ronda Hale

"The employees are the heartbeat of Berry Plastics," said **Ronda Hale '83**, vice president of credit and collections. "Even though we are nearing 16,000 employees strong worldwide, we have

never lost the mentality that each of us plays an important role in making our company successful. Everyone displays that attitude."

After completing a degree in business administration, Hale was employed by the Evansville Vanderburgh School Corporation for a couple of years before joining a family-owned business. In 1997, she decided it was time to venture out.

"I absolutely love Corporate America," she said, based on her experience with Berry Plastics.

Hale started in the accounting department. She was involved in accounts receivable, becoming a supervisor and then manager. In 2004, she was named a corporate vice president.

"The company has grown exponentially," Hale said. "I've seen 23 mergers and acquisitions."

As a corporate officer, Hale's responsibilities include both international and domestic accounts. The downturn in the economy and the credit crisis of the last two years have required the credit and collections area to be on its toes.

Hale said her USI education has provided a solid foundation from which to build a career. "The coursework promotes the skills and ideas that prepare you for a rapidly changing global marketplace."

Hale is a leader in a new company initiative called Berry University. The company is developing core competencies and curriculum in several "schools"—quality, sales and marketing, management, technical trades, operations, leadership, compliance, and technology—to offer continuing education for every employee. Hale cochairs the Berry University school of management.

Each employee will have a roadmap or learning map of courses. Most of the coursework will be specific to Berry Plastics. "It's a great opportunity to promote continued education," she said.

Employees also may take courses in various schools to learn about other facets of the company.



Hale

"We have the right recipe for success," Hale said. "What we do individually makes a difference for the company. We share common goals and pull in the same direction."

> GROWING WITH THE COMPANY

Mark Miles

Mark Miles '93 left his hometown of Evansville upon graduation to take a job in Indianapolis with Ernst & Young, then one of the "Big Six" accounting firms. He returned in December 1997 to accept a position at Berry Plastics.

"It was appealing to me as a high-growth company that offered a lot of different experiences," Miles said. "I joined at a point where the company wasn't too big for me but was challenging. I had the opportunity to grow with the company."

Berry's size today substantiates Miles' recognition of its growth potential. He joined as corporate controller when the company had eight plants and \$226 million in annual net sales. Today he is executive vice president, corporate controller, and treasurer for the company with more than 80 plants and annual net sales topping \$4 billion.

Miles arrived at USI with more exposure to accounting than the average freshman. As a senior at North High School, he took the usual classes in the mornings and an all-afternoon class in accounting. He and fellow members of a school organization entered accounting competitions. After success in local and state contests, he garnered an individual first-place award at a national event in Dallas. The club from North won a top team award as well. Accounting was an obvious choice for his college major, given his aptitude for math and early introduction to the field.

Miles worked part-time in the computer department at Bristol-Myers Squibb while he was a full-time USI student.

He maintains the stereotype of the accountant sitting behind a desk



Miles

crunching numbers is far from a true representation.

"One of the unique things about accounting is that it touches virtually every person in the company. We pay the vendors, collect the receivables, and have exposure to a lot of different areas," he said.

The Berry accounting area includes about 200 staff members worldwide.

Miles is a member of the USI Accounting Circle, an advisory group of senior accounting professionals.

> NATIONAL PROMOTIONS

Adam Schiff

Readers who have played the Scrabble game at Subway restaurants or the McDonald's Monopoly game in past months have seen the work of Adam Schiff '03, Berry's special projects manager.

Berry produced 27 million plastic cups for the Subway Scrabble game and 34 million cups for McDonald's Monopoly.

"The scope is large," said Schiff of his job. He manages special projects from start to finish on the manufacturing side.

Custom jobs include promotions that clients might direct for Halloween, Christmas, or other holidays with a special color, printing design, label, or carton. In gaming, Berry also produces a special inventory

rather than a product with the client's everyday artwork. Gaming production was close to 200 million units in 2009.

"USI definitely helped prepare me with the leadership skills necessary as a project manager," Schiff said. "It's important to be able to bring all departments together and move them to a common objective. Community, team-building, goal-setting, accountability—these were instilled in me at USI and have become valuable to me in my current role."

Schiff joined Berry as a special projects coordinator after graduating with a major in business administration



Schiff

and has since taken on increased responsibility as manager.

As a student, Schiff balanced academic life with athletics. He was a four-year starter at second base for the baseball team.

"We played about 56 games in a semester," he said. "Trying to juggle the athletics portion as well as keeping up with classes was a tremendous challenge. Ultimately, the sacrifice and discipline and the time-management requirements helped prepare me for my job."

Schiff is serving his first year as a member of the USI Foundation Board of Directors. He is on the board's Annual Fund committee for the alumni campaign.

"I had such a good experience at USI that I feel it's my responsibility to give back," he said.

> PLANT EXPANSION

Chris White

Chris White M.B.A. '03, engineering manager, has supervised phase one of the Berry Plastics plant expansion, a project involving \$55 million in new construction and equipment to increase the company's thermoforming capacity.

"It's been an exciting project," he said. "It was fast-paced. We broke ground in May."

Building construction wrapped up around the first of the year. Equipment installation and debugging took place in January, and production began in early February. Approximately half the lines are in production. White's department will support future installations.

The scope of the expansion has offered challenges. "We want to communicate with everyone who is going to use the building—giving everybody what they need without slowing down the progress," he said as the construction neared completion.

White's area has seven professional engineers dedicated to making the Evansville plant more efficient and



White

profitable. About 40 employees are involved in automation and systems maintenance departments. The company designs its own support systems for the manufacturing operation.

An Evansville native, White earned a degree in mechanical engineering from the University of Evansville, co-oping at Mid-States Rubber Products in Princeton, Indiana. He joined Berry Plastics as a project engineer upon graduation in 1994. With corporate headquarters in Evansville, he felt it would offer an excellent work atmosphere and opportunities for career advancement. He recognized it as an aggressive and growing company.

White became a building and systems engineer in 1997 and was named to his present position in 2002.

He enrolled in the USI master's program in business administration to round out his education. One of the benefits was being in an environment to interact with fellow students from other industries and work settings.

White has a high regard for Berry's ability to grow in difficult economic times. "We're becoming a large company that still has a family feel to it," he said. "We have a good workforce to pull from in this area. We work hard, and we have a good place to work."

> TEAM ORIENTED

Hannah Wiscaver

Hannah Wiscaver '07, employment specialist, is inspired every day by the longevity of service among Berry Plastics' employees.

"We have many who have been here more than 25 years," she said. "We recently celebrated an employee's 35th anniversary."

Wiscaver majored in management with a concentration in human resources. She worked as a regional recruiter for Product Action, a contractor for Toyota Motor Manufacturing Indiana, before joining Berry in April 2008 as a human resources representative. She was named to her present position five months later. A project in a career planning and professional development class during her senior year convinced Wiscaver that

Berry was a "dream" company. She chose to research the plastics industry for her project and, specifically, Berry Plastics.

"I learned that Berry is a team-oriented and family-oriented business. Now that I work here, I can vouch for that," she said. "I love my job. Employees treat one other with respect. We have many teams, and everybody can be on a team."



Wiscaver

Wiscaver is a member of the team responsible for Royal Acknowledgement Days (RAD). On RAD days, employees nominated by their peers or supervisors are recognized for outstanding service. The program also includes recognition for years of service.

Berry also holds plant meetings to advise employees about company developments. "You always feel that you know where the company stands," Wiscaver said.

She is recruiting to fill positions made possible by the recent plant expansion to accommodate increased thermoform production. The expansion requires an additional 300 employees over the next two years. For the most part, new hires will be production workers. Berry often promotes from within to fill managerial positions.

As a student, Wiscaver worked as an assistant manager at Caché, a women's clothing retailer. Her responsibilities included reviewing resumes and interviewing job candidates, skills that related to her concentration in human resources. She participated in the USI Society for Human Resource Management and the mentoring program sponsored by Evansville's Downtown Rotary Club.

Wiscaver is a member of the Evansville Human Resource Association and is studying to take the examination for Professional in Human Resources (PHR) certification.

Accounting team wins second in state INCPAS competition

A team of accounting students from the College of Business won second place in the 2009 Indiana CPA Society (INCPAS) Case Study Competition.

The students made an oral presentation in Indianapolis October 16 and were recognized that evening at the organization's CPA Celebration at the Indiana Roof Ballroom. As second-place winners, each team member received a \$750 award from INCPAS.

The team from Indiana University-Purdue University Indianapolis finished in first place; the team from Indiana University Bloomington finished in third place.



"Our team excelled again this year."

— *Jeanette Maier-Lytle*

The USI team included **Matt Garza**, a senior accounting major from Evansville; **Jamie Perry**, a junior accounting major from Winslow, Indiana; **Anna Shade**, a senior

2009 INCPAS accounting team



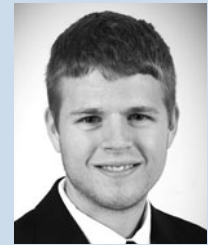
Garza



Perry



Shade



Ubelhor

accounting and finance major from Henderson, Kentucky; and **David Ubelhor**, a senior accounting major from Evansville. Ubelhor was a member of USI's first-place team in 2008.

Jeanette Maier-Lytle, instructor in accounting, was faculty coach of the accounting team for the sixth year. USI teams brought home first place in the competition five straight years from 2004-08.

The College of Business team qualified as one of six finalists to give an oral presentation after preparing a written case study. The case study for this year's competition required

participants to evaluate the effect of the economy on a CPA firm.

Maier-Lytle said judges indicated that a minuscule difference separated first and third place in the competition. "Our team excelled again this year," she said. "The students did an excellent job in the question-and-answer session and gave a first-rate presentation."

Prior to the competition, the team practiced in a formal setting in front of accountants from the BKD Evansville office.

Other teams in the finals represented Bethel College, Purdue University Calumet, and Saint Mary's College.

Management: student teams commit to learning and charities

Dr. Andy Yu, assistant professor of management, said, "When students find class work to be meaningful, they become committed to the class. The result is better understanding and knowledge."

He directed students in a Principles of Management course to divide into six teams. Team members chose a leader and selected a charity to support. The goal was to learn how to organize and manage a team with a productive outcome.

Brandon Fathaver, marketing major, was the leader for Team Two. Instead of dollars, the team volunteered labor for Habitat for Humanity helping with a home build. Fathaver said the team shared abilities, had a goal to fix something, kept on a schedule, and tried to keep team members in the information loop. His team struggled with misinterpretation of information, conflicting schedules, staying on the same page about the goal, and experiencing a slow start.

Jaclyn Blackford, business education major, was a member of Team Four. Her team held two food drives and a corporate food drive for the Tri-State Food Bank. The Cans for Cookies food drive specifically collected ingredients used in cookie recipes. Team members reached out to friends and family, faculty and staff in the College of Business, and other

students. Blackford said networking proved useful. Through another student organization, she learned bake sales were lots of work for little return. As a result, the team decided to ask for flour, sugar, chocolate chips, peanut butter, and other cookie recipe ingredients instead of selling the end product.

Together, the food drives provided a tower of ramen noodles, pounds of food, and a generous supply of cookie supplies.

Team Three's first charity choice was Crystal Peaks Youth Ranch in Oregon, a shelter for children and horses who have known abuse and neglect. However, they changed their charity to the Salvation Army after hearing remarks by **Anne Statham**, director of Service Learning at USI, who oriented the class with fund-raising tips. Her suggestion that local people give to local charities was the impetus for the change. This team collected canned food, monetary donations, and volunteered as bell ringers at the Salvation Army red kettles.

A local homeless shelter, Ozanan Family Shelter, and the Air Force Aid Society were other charities that received help. The teams raised money, collected food, and provided labor with an estimated \$5,000 value. Weekly team summaries and presentations were course requirements. A video presentation of each team's work was another assessment tool.

ARC Industries partners with college in ideation competition

Nonprofit engages students to develop idea for proprietary manufacturing product

Representatives of Evansville ARC, cosponsor this year of the ARC Ideation Contest for USI students, continue to meet with faculty and contest winner **Neil Kassinger** to pursue the possibility of taking his concept from idea to full production and rollout.

A nonprofit organization, Evansville ARC could start manufacturing Kassinger's concept tomorrow, and that's part of the reason he won first place. A business administration major with minors in management and entrepreneurship, Kassinger submitted an idea for a communication tool for young adults and children. Because the concept is copyrighted, details are not available for publication at this time.

Bryan Bourdeau, instructor in business, said, "It would be a user-friendly product in the medical industry for children that have hearing or speaking disabilities or some comfort issues with providing answers to physicians, dentists, and the like."

Deidra Conner '87, president of Evansville ARC and chair of the College of Business Accounting Circle, said she and **April Boeke**, ARC business development representative, are meeting regularly with Bourdeau

and Kassinger. They recently discussed the need to complete a feasibility study to confirm need for the product.

"We're proceeding with fact finding and research," she said.

Kassinger, a freshman, is from Owensboro, Kentucky. As first place winner, he received a \$500 cash prize, the chance to see his concept manufactured, and the opportunity to help ARC Industries, a division of Evansville ARC. ARC Industries employs more than 300 workers in its ISO-certified manufacturing facility. Two-thirds of the workers have disabilities.

Now in its fourth year, the competition was cosponsored by the College of Business and the USI Center for Applied Research. This is the first year for the contest to be associated with a particular company.

Conner said, "The University was looking for an opportunity for students to exercise their entrepreneurial and problem-solving skills to benefit a local



Kassinger



Herman



Dennis

organization, and ARC Industries was looking for a product we could own and manage. We now have several great ideas from the USI students we believe could be viable products for the marketplace and viable products to be manufactured in our local facility—creating more jobs and income for individuals with disabilities."

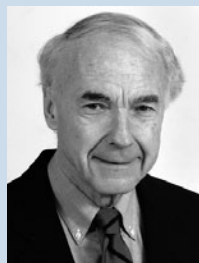
ARC also is enthusiastic about the second- and third-place ideas and may look into their feasibility as well.

Second-place winner **Matt Herman**, a freshman business administration major, submitted a product idea for animal transportation and won a \$300 prize. **Marquis Dennis**, a sophomore engineering major, won third place and \$200 with a high-tech clothing idea.

Wall Street Journal recognizes Mahoney with Distinguished Professor Award

The *Wall Street Journal* has recognized **Timothy B. Mahoney**, instructor in economics, with a Distinguished Professor Award for his continued commitment to the success of students.

Mahoney is one of eight faculty members chosen to receive the award from an eight-state region that includes 24 universities. The award was announced in December by **Gregory Cain**, education consultant for the *Wall Street Journal* and *Barron's*. Winners are selected by regional managers of the Journal-in-Education program based upon recommendations by the education consultants.



Mahoney

Cain has shared Mahoney's teaching strategies with faculty at other universities. He said, "Tim consistently gets results in class and in the process gains the respect of both his colleagues and students. I am honored to have the

opportunity to work with him in a common effort to prepare business students for success in class and in their careers."

Mahoney uses the *Wall Street Journal* rather than a textbook in the course Fundamentals of Economics. He focuses on the study of feature stories about relevant issues, new ideas or discoveries, important concepts, different strategies, changes in approach, operations, innovative trends, historic perspective on pertinent topics, and information that may bring significant change in public policy.

"I try to convey the idea that readers are leaders," Mahoney said. "Readers can anticipate changes and trends. They can look around the corner and gain an understanding of new developments, how things may fit together, and in what directions the economy may be headed."

Students are overwhelmingly positive about the experience. One student wrote: "I would...like to add that this class has...turned me on to the *Wall Street Journal*... It's full of great articles that can be used on a daily basis and really makes you think about future decisions."

IN BRIEF

Everett leads IT Alliance

Susan Everett MBA '99 chairs the Information Technology Alliance for 2009-10. She is vice president and chief information officer for Keller Crescent Company in Evansville.

Mike Neeley, chief information officer for Atlas World Group, serves as chair elect.

New members include Brian Beard, vice president of information technology, CMC; Michael Frankenberger, Ascension Health Information Services—chief information officer, St. Mary's Health System; Karen Fuchs, vice president, information technology, rsc The Quality Management Company/ARSGroup.

The IT Alliance is a 23-member group of senior professionals who advise the computer science and computer information systems programs



College of Business students Jennifer Cougill and Brandon Thornburg, front, teamed with Jim Cheaney, rear, and Larry Whiteside '80 M'95 of Mead Johnson Nutritionals for the Accounting Circle golf event.

Golf Outing benefits Baas scholarship

Proceeds from the recent Accounting Circle Golf Outing will benefit the Roxy Baas Memorial Accounting Scholarship.

Ten teams participated in the event at Helfrich Hills Golf Course. Winners were the Fifth Third team, first place; Harding Shymanski, and Company, second place; and Mead Johnson Nutritionals, third place.

BOA dinner features marketing presentation

Dr. Chad M. Milewicz, assistant professor of marketing, made a presentation on the topic "Return on Marketing Investments" in January at a Board of Advisors/College of Business small-group dinner.

The dinners provide networking opportunities and access to faculty expertise. The next dinner will be held in April.

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COBNEWS

BKD's Jeff Wilmes named Distinguished Accountant

Jeffrey L. Wilmes '81, a partner in BKD, LLP in Evansville, has been named University of Southern Indiana Distinguished Accountant for 2009.

The Distinguished Accountant Award recognizes professional achievement, service to the region and/or the University, and service to the accounting profession. The College of Business accounting program and the Accounting Circle, its advisory group, present the award.

Wilmes is regional tax director for the construction/real estate industry group of the East Region of BKD. He frequently presents firm-wide tax seminars with a focus on partnership taxation issues. He assists in reorganizations and has worked extensively with mergers and acquisitions, owner succession, estate tax minimization, inventory issues, and multi-state income tax issues.

He has mentored many young tax staff accountants throughout his 28-year career.

A member and past chair of the USI Accounting Circle, Wilmes serves on the group's curriculum committee.

"I enjoy staying connected to USI through my involvement in the Accounting Circle. My involvement has allowed me to provide input to the faculty regarding the curriculum for accounting students. This has helped

ensure that the students have the competencies and skills that employers desire.

"My involvement in the Screaming Eagles Toastmasters also has allowed me to see things from a student's perspective. Things sure have changed since I graduated in 1981. Communication skills have become increasingly important in today's world. I believe USI is doing an excellent job in preparing students to meet the challenges they will face."



Jeff Wilmes accepts the Distinguished Accountant Award from last year's recipient, Connie Wellmeyer '84, assistant general manager-corporate planning for Toyota Motor Manufacturing Indiana.

The Accounting Circle sponsors Speaking Eagles Toastmasters, a chapter of Toastmasters International.

Wilmes is a member of the American Institute of Certified Public Accountants and Indiana CPA Society. He is an annual participant in the CCH Tax Planning Forum for Partnerships, LLCs, and S-Corporations. CCH is a provider of tax and accounting software and publications. He also has been a speaker for the Moores Rowland Construction Conference.

He is a former board member of the United Way of Southwestern Indiana and past chair of the organization's allocation committee. He also is a former board member and treasurer for both Center City Corporation and the Evansville Downtown Civitan Club.


On the lighter side, he has been on winning teams in the annual Dragons on the Ohio dragon boat races, the Annual Ohio River Flatboat Race, and Germania Maennerchor's bratwurst-eating contest.

The Distinguished Accountant Award was presented in November at the Accounting Extravaganza, an annual event for accounting students, faculty, and the Accounting Circle.



Governor Daniels visits economics class

Governor Mitch Daniels was a recent guest in an economics class taught by Tim Mahoney. Students had an opportunity to question the governor about clean fuels, the INShape Indiana fitness initiative, and other topics. Daniels emphasized workforce issues and told students that Indiana has improved its ability to attract and retain new business. He encouraged the students to take challenging and difficult courses to demonstrate their willingness to accomplish something beyond the minimum requirements. USI President Linda L. M. Bennett, seated left, attended the class.



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Computer science students design their own 'legend' for Holiday World

If your glasses fly off while riding The Legend roller coaster at Holiday World, you may be reunited with them through the assistance of a lost-and-found management system designed by students in computer science.

Scott Anderson, instructor in computer science, challenged students in a software development course to find a real-world project. Class member **Casey Cambron**, who completed an internship in information technology at Holiday World last summer and continues as a part-time employee, suggested the idea from Holiday World.

Joe Hurst '00, information technology director at the theme park in Santa Claus, Indiana, and **Eric Snow '03**, director of admissions, engaged the students to upgrade the park's lost-and-found process. The goals were to match items with their owners more quickly and save employee time in the process.

Students visited Holiday World to learn about project requirements.

Hurst and Snow heard the final team presentations on campus at semester end.

The class of 11 students worked in two teams. **Devin Burke**, a senior from Evansville, and **Corey Huebner**, a senior from Jasper, were team captains.

Both teams produced web-based client-server applications that run on the Internet via a web browser and keep track of information using a database management system. Both keep track of lost or found items and suggest possible matches.

In 2009, Holiday World had more than a million guests for the fourth straight year. The huge attendance results in thousands of lost items—jewelry, MP3 players, tennis shoes, and even wigs and false teeth—each season.

Burke's team developed software that launches automatically and downloads lost-and-found information from an email message. The program provides categories and subcategories of lost items. For instance, for a lost

cell phone, subcategories include brand and color, thus filtering the number of possible matches. The software also offers various permission levels and generates reports.

Huebner said the project was a good learning experience. He enjoyed the final presentation. "Most of us will be doing that kind of thing in our jobs."

The software developed by both teams impressed Hurst and Snow. The project will continue during spring semester. Many of the same students are in a senior project class. They will travel to Holiday World to install the software developed by Burke's team and provide training. Hurst and Snow want to have the new system in place by April for training and launch it in May, when the park opens for the season.

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