

COLLEGE OF BUSINESS REPORTS

UNIVERSITY OF SOUTHERN INDIANA

Celebrating the opening

Business and Engineering Center

October 10 **Grand Opening**

November 11 **Catalysts of Innovation in a Regional Setting—Diversity Drives Innovation:**

Keynote Address and Strategic Conversations

Frans Johansson

Author of the best-selling book,
The Medici Effect, named one of
 the top-10 best business books
 in 2004 by Amazon.com

Watch for more information about these events.

Johansson shows how the best ideas and innovation come from collaboration between people with diverse experiences, skills, expertise, perspectives, backgrounds, and cultures.



Johansson

Escalade to sponsor ideation contest

Robert J. Keller, president and chief executive officer of Escalade, Inc., will introduce the 2010 Ideation



Keller

Contest for University of Southern Indiana students in his presentation September 15 as executive in residence for the

See Ideation, page 5

Preparing the entrepreneurial mind

New minor popular University-wide

Students from throughout the University will have an opportunity to unleash their entrepreneurial intuition in 2010-11 with the startup of the College of Business' minor in entrepreneurship.

The first course to be taught this fall is called Entrepreneurship Ideation and Innovation. It will focus on helping students generate business ideas that solve problems and create value.

Bryan K. Bourdeau, instructor in business, and **Dr. Kevin Celuch**, professor of marketing, will team teach the course. Bourdeau said students will be involved in hands-on activities and will use "green-light" thinking, which means "go and find out."

"This will not be your typical classroom environment," Bourdeau said.

See Entrepreneurial mind, page 4

Developing professionals one student at a time

Collective intelligence through crowdsourcing

Best-selling author to lead discussion on collaboration, innovation

By Mohammed Khayum

Crowdsourcing is the act of opening up a process to anyone (crowds) who wants to participate to “source” solutions to problems. While definitions and terms vary, the basic idea behind crowdsourcing is to tap into the collective intelligence of the public at large to complete tasks that an organization would normally perform itself or outsource to a third-party provider.



Khayum

Increasingly, with advances in telecommunications and web technologies, greater connection among individuals on a global scale is taking place. The diffusion of knowledge and creation of networks enabled by technology have created opportunities for more than a billion people and their billions and billions of neurons to connect and collaborate. Concepts such as collective intelligence and crowdsourcing reflect this interface-related trend and have become important considerations for businesses seeking to gain a competitive

advantage. Crowdsourcing represents one type of collective intelligence which is the notion that the inventiveness of human society is proportional to the amount of interaction between individuals.

When the term crowdsourcing was introduced by **Jeff Howe** in 2006, his examples were mainly “labor markets for specialized talents,” such as iStockphoto, iFilm, and InnoCentive. Since then, crowdsourcing has rapidly spread into areas such as branding, design, research and development, creative co-creation, product ideas, and peer production (www.openinnovators.net/list-open-innovation-crowdsourcing-examples/).

By activating the transformative power of today’s technology, crowdsourcing unleashes the potential within individuals to create human networks that can coordinate and make quick work of otherwise overwhelming tasks.

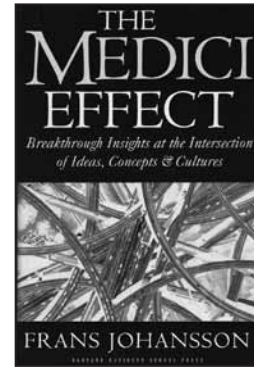
This issue of the *College of Business Reports* highlights some of the initiatives being undertaken to create and coordinate networks aimed at unleashing the potential within individuals.

- The Escalade Ideation Contest provides an opportunity for students to participate in creating a new game.

- The newly established entrepreneurship minor is open to all majors in the University.

Looking ahead, we plan to extend our crowdsourcing initiatives to our regional community and to focus on regional innovation and identification of avenues for the College of Business to be a catalyst for regional innovation.

On November 11, Frans Johansson, best-selling author of *The Medici Effect*:



Breakthrough Insights at the Intersection of Ideas, Concepts, and Cultures, will be our keynote speaker at an event to celebrate the new Business and Engineering Center.

He will discuss how the best ideas and innovation come from collaboration between people with diverse experiences, skills, expertise, perspectives, backgrounds and cultures. In his presentation, he will take us on a fascinating journey to the Intersection: a place where ideas from different fields and cultures meet and collide, ultimately igniting the explosion of extraordinary innovations.

For more information about the November 11 event, call the College of Business at 812/465-1681.

New Business and Engineering Center offers experimental economics lab

The University of Southern Indiana will be one of approximately 55 universities with an experimental economics lab when classes start in the new Business and Engineering Center. Experimental economics employs experiments to test the validity of economic theories.

Dr. Curtis Price, assistant professor of economics, said, “For quite some time, economists have been utilizing both laboratory and observational data of economic phenomena in theory and in the business world.”

The main insight that experimental economics brings into discussion is control. Anytime a new market type is created or a category of possible market mechanisms is considered, experimental methods can be employed to discover the properties of the market without actually investing in any particular structure.

Price cited as an example the market created by ebay.com for selling used items. Why, when buyers win something on eBay, do they pay the bid of the next-highest bidder, but not their own bid? This is called a second-price auction.

Traditionally economists have used theory based on assumptions about individual behavior to predict what would happen in an environment such as the second-price auction. On the other hand, experimental economists can observe actual bidding behavior in the laboratory and manipulate the environment to measure different outcomes. Results show that auction prices are generally higher under the second-price auction than in a traditional auction — a good result for eBay.

Price said students will learn how this kind of wind-tunnel experimentation can be useful in determining the means to be a successful business.

Brian McGuire recognized as 2010 Integra Distinguished Professor

McGuire named IMA chair-elect

Dr. Brian L. McGuire will serve as chair-elect for the Institute of Management Accountants (IMA) for 2010-11 and as chair and chair-emeritus in the following years. In 2010-11, he also will serve as chair of the IMA Planning and Development Committee and as a member of the organization's Governance Committee.

IMA is an association dedicated to educating and certifying management accounting and finance professionals around the world. Membership includes approximately 65,000 professionals. The organization provides the Certified Management Accountant program, professional development opportunities, and networking as well as advocacy of the highest ethical and professional practices.



Lesa Cagle, chair of the Faculty Senate, presented the Integra Distinguished Professor Award to Dr. Brian McGuire at Commencement. The award is given annually to a USI faculty member to recognize significant achievement in teaching, leadership, and service. McGuire is associate dean of the College of Business, director of the Master of Business Administration program, and professor of accounting. He will receive a grant from Integra Bank, select a student to receive a scholarship in his name next year, and deliver the address at the fall Commencement in December.



Chen



Elkhail



Johansen



Nunn

Four faculty members receive promotion

The USI Board of Trustees recently approved tenure and promotion for faculty members, effective August 23.

Both **Dr. Manfen W. Chen** and **Dr. Khaled Elkhail** received continuous appointment and promotion from assistant professor to associate professor of finance. Chen joined the College of Business in 2004 and Elkhail in 2006.

Dr. Jane T. Johansen, a business faculty member since 1997, was promoted from associate professor to professor of business education.

Dr. Leslie E. Nunn was promoted from associate professor to professor of business law. He joined the University in 1998.

Virginia Weiler honored for Excellence in Teaching

Virginia Weiler, instructor in marketing, has been recognized with the 2009-10 Dean's Award for Excellence in Teaching.

Dr. Mohammed Khayum, dean of the College of Business, presented the award during the spring Honors Day program.

The award goes to a faculty member who displays a strong commitment to the academic and professional development of

students, demonstrates creativity in the teaching process, and advances the college's ability to measure student learning. Khayum expressed appreciation to Weiler for her work regarding the assessment of learning.



Weiler

Entrepreneurial mind

Continued from page 1

“We will have a multitude of hands-on activities, all focused on opportunity recognition and critical thinking.”

Some assignments will take students out of the classroom and throughout campus to identify business ideas and investigate their efficacy. Besides generating concepts for their own products or businesses, students will work with local companies (including Escalade) and nonprofits to create new products.

Who wants to be an entrepreneur?

Jasmine Thomas, an elementary education major with a minor in Spanish, hopes one day to open a youth center in an inner city. She also has considered opening a New Orleans-style restaurant in the Tri-state and wants to investigate the plausibility of that endeavor. Originally from New Orleans, Thomas has lived in the Henderson-Evansville area since 2005. She has added a minor in entrepreneurship to her academic program.

D’Angelo Coles, a senior in radio-television, produces the talk show “Nothing But the Truth” for SETV12 (Screaming Eagles Television), the USI student-operated television station. He also is the founder of Think Big Entertainment, a student organization that plans and executes events such as style shows and auctions on campus. “I would love to become better at what I am doing. I think this will be a good opportunity to expand my knowledge,” Coles said. He is registered for the course in Entrepreneurship Ideation and Innovation.

Celuch said, “We want students to help us co-create a new class experience — one that will capitalize on their unique talents in the service of self and entrepreneurial discovery.”

The entrepreneurship laboratory in the new Business and Engineering Center offers technology to support entrepreneurial thinking. The lab is equipped with a laptop computer for each student. Product development prototyping software which provides 3D modeling capability is available.

“If students have an idea for a new product or prototype, they can create a 3D model within minutes. It brings to life their idea so they can look at it, tear it apart, or change the colors or parts,” Bourdeau said.

Students also will use virtual marketplace software that allows them to make decisions and see in a virtual world how their decisions play out. They can create a logo, develop a mission statement, and compete with each other. They can analyze why their virtual business is making or losing money and look at how other teams of students operate or solve problems differently.

Two other courses will be taken in sequence. They include Entrepreneurship Feasibility Analysis to be taught by **Dr. Nancy Kovanic**, instructor in management, and Small Business and Entrepreneurship, to be taught by **Dr. Andy Yu**, assistant professor of management.

Students in all colleges of the University are embracing the minor.

Bourdeau said, “Students have come to me saying that they are going to start a business or they want an entrepreneurial mindset. Regardless of which path they take, students need to understand how businesses work. All companies ideate. They need to be able to see opportunities to develop new ideas and create value.”

The entrepreneurship minor includes 18 credit hours — the nine hours of designated management courses mentioned in this article and nine hours designated from a student’s major and approved by the student’s respective academic advisor.

CEO

New student organization supports entrepreneurship

A new student organization, Collegiate Entrepreneurs’ Organization (CEO), will support the College of Business focus on entrepreneurship.

Neil Kassinger, a business administration major, is president. CEO is a national organization with chapters on 400 college campuses. The organization seeks to inform, support, and inspire students and faculty to be entrepreneurial and seek opportunity through enterprise creation.

Dr. Andy Yu, assistant professor of management, is faculty advisor.

In 2010-11, the club plans to develop its membership and cosponsor the Ideation Contest sponsored by Escalade, Inc.

Members plan to attend the annual CEO National Conference November 4-6 in Chicago. Participants will network with others who share an interest in business enterprise and idea creation and will learn from successful entrepreneurs and thought leaders.

A sophomore, Kassinger said, “I have yet to take a course in business; but by being involved in events and clubs set up by the College of Business, I have come to find that USI has to be the greatest university for business.”

In 2009-10, Kassinger was winner of the ARC Ideation Contest and a member of a final-three team for the Community Engagement Business Plan Competition sponsored by Berry Plastics. He is a member of the Speaking Eagles Toastmasters Club.

Ideation

Continued from page 1

College of Business. The competition is open to all USI students. It also will be an integral part of the first course in the new entrepreneurship minor (*See story page 1*).

The contest will challenge students to develop a new game which Escalade Sports, based in Evansville, can produce and market. Specifics are still under development, but, at press time, the basic challenge is to create an outdoor game which requires skill and social interaction. Teams will develop the rules and necessary equipment.

Dr. Chad M. Milewicz, assistant professor of marketing, said, "The competition will be a fun opportunity for USI students from any college and in any major to use their creativity to come up with a real game and learn about themselves, teamwork, and how businesses arrive at innovative products. We are not going to arrive at the next iPad, but we could arrive at 'paint ball.'"

Milewicz said paint ball came on the scene in 1981, ancient history to most students but modern times for most faculty and administrators.

Interested students will form their own teams. Students enrolled in the Entrepreneurship Ideation and Innovation course will receive ongoing support from **Dr. Kevin Celuch** and **Bryan Bourdeau**, who will team teach. Milewicz will advise participants University-wide. All participants will have access to experts at Escalade.

The competition will begin in September and conclude prior to Thanksgiving break. Finalists will make presentations to executives from Escalade and other judges. The winning team will receive a cash reward. At least one member of the winning team will be offered an internship with Escalade Sports.

A global company, Escalade is the world's largest producer of table-tennis tables and one of the largest marketers of premium basketball systems, playground equipment, and archery products. It also is the leading producer of data security and print finishing equipment. The 2010 Escalade Ideation Contest follows the successful Community Engagement Business Plan Competition held in coordination with fall 2009 executive in residence, **Ira Boots**, chairman and chief executive officer of Berry Plastics. Evansville ARC cosponsored the 2009 Ideation Contest.

Robert J. Keller

Executive in residence

September 15

In addition to introducing the Escalade Ideation Contest in his executive-in-residence presentation, **Robert J. Keller** will talk about leadership principles that transform an organization to build enduring brands which provide real satisfaction for consumers. He also will discuss the challenges an organization faces during turbulent times, especially the recent recession, and how to lead into, through, and out of difficult times.

Keller was named president and chief executive officer of Escalade, Inc., in 2007 and elected to the board in 2008.

Accounting team wins national IMA competition third year in row

A team of accounting students has won first place in the national Student Case Competition sponsored by the Institute of Management Accountants for the third straight year.

The students qualified as one of four teams eligible to present in June at the 91st annual IMA Conference and Exposition in Baltimore after submitting a video for preliminary judging.

Team members included **Kiersten Deig '10**, Evansville; **Ashley Hancock**, senior, Evansville; **Anna Shade**, senior, Henderson, Kentucky; and **Shayne Wheeler**, senior, Tennyson, Indiana. The team received a \$3,000 award from IMA as a final-four team and an additional \$2,000 as national winner. Other teams in the final round represented Rider University, Wright State University, and Culver-Stockton College.

Hancock was on the winning 2009 team, and Deig and Shade represented



Deig



Hancock



Shade



Wheeler

USI on a second team that made the final four last year. Shade said that having returning competitors was a benefit. "What sets teams apart is the question-and-answer session following the presentation," she said. "Three of us had been through that and knew what to expect."

This year's case required students to analyze the operation of a family-owned pub in Ireland and advise the owner on a future direction for the business.

Jeanette Maier-Lytle and **Dr. Brian McGuire** were faculty sponsors. Prior to the competition, the team practiced in professional settings with representatives of the accounting firms BKD, LLP; Harding Shymanski & Company; and Kemper CPA Group, LLP.

The USI team was recognized at an awards luncheon and at IMA's annual dinner.

Entrepreneur Tracy Zeller hires six students

Alumna in residence offers real and mock interviews



Alumna-in-residence Tracy Zeller gives success tips for minding a business and (inset) talks with students Neil Kassinger, Jared Ell, and Eseniya Matvelieva.

Six students who heard Tracy Zeller '89 give a presentation called "Mind Your Own Business" as alumna in residence for the College of Business in the spring now work part-time for Tracy Zeller Enterprises.

Begun in 2004, the Evansville-based business includes jewelry, marketing, home decor, and style divisions.

A successful accountant, entrepreneur, and marketer, Zeller extended her engagement with students beyond the day of presentations as alumna in residence. She conducted mock interviews and provided feedback to help students prepare for actual job interviews. Knowing she would have part-time openings in her business, she also welcomed students to interview for real positions in her company.

"I was overwhelmed that all the interviewees were applying for positions," Zeller said. "None was using the experience for practice."

Zeller extended job offers to seven students with six accepting. The six completed 29 hours of training — seminars, lectures, role-playing, and tours to acquaint them with areas of the business — before beginning work in May.

The students will serve as sales associates and in the additional capacities indicated here: **Elizabeth Cook**, TZstyle Division assistant; **Kayna Deffendall** and **Amanda Sickbert**, accounting assistants; **Ashley Murphy**, donation assistant; **Whitney Ross**, event assistant; and **Laura Thompson**, marketing assistant.

Thompson said Zeller's passion and drive for her business came through in the alumna-in-residence presentation and got her excited about working for the company.

After she was hired, she said, "I feel sorry for friends in other colleges who don't have a course in business communication. It helped me prepare my resumé."

Also as a class assignment, Thompson completed a mock interview with **Beth Ann Langlois** of HR Solutions before her actual interview with Zeller.

Zeller was impressed by the responses she received from the students' references. "They told me these students could be counted on to go above and beyond in any task," she said.

Looking at their skill sets and career goals, Zeller said she thinks the new hires have a lot to offer the company over the long term.

Two May graduates who have worked part-time for Zeller have accepted full-time employment. **Christy Ripplemeier**, business administration, is a diamond consultant; **Whitney Owens**, finance, is an accounting assistant.

Zeller said, "Congratulations to the University for cultivating such a wonderful pool of young professionals."

USI Alumni Association recognizes three College of Business graduates

Three College of Business alumni were recognized in the spring by the USI Alumni Association. All are graduates of the accounting program.

Connie Wellmeyer '84 received the Alumni Service Award. She is assistant general manager for Corporate Services and Public Affairs at Toyota Motor Manufacturing Indiana in Princeton, Indiana.

Michael Whipple '75, assistant treasurer of USI, received the Special Recognition Award. Whipple has advanced the University through his careful and resourceful management of

the University's investment portfolio and several hundred million dollars in bond issues. He will retire in December with 35 years of service.

Tracy Zeller '89, owner of Tracy Zeller Enterprises, Inc., in Evansville, received the Distinguished Alumni Award. Zeller opened Tracy Zeller Jewelry in 2004. In addition to jewelry, her enterprise has expanded to include a home decor

division, a marketing division, and a style division that includes accessories, shoes, and handbags.

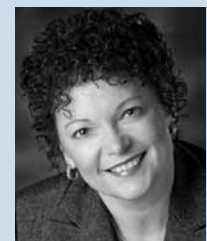
The awards were presented at the 2010 Graduation Celebration Reception and Dinner.



Wellmeyer



Whipple



Zeller

Faculty members Marv Albin, Bill Henderson to retire

Two members of the College of Business faculty will retire in the coming months. **Dr. Marvin L. Albin**, professor of computer information systems, joined the faculty in August 2000. His retirement



Albin



Henderson

will be effective August 20. **William C. Henderson**, assistant dean and assistant professor of computer information systems, will retire in December following a fall sabbatical. He joined the University in 1979 and again in 1983.

Marv Albin

Albin bridged the academic environment with the greater business community. **Dr. Jennifer Williams**, professor of computer information systems, said one of the goals he

accomplished was the development of the Information Technology Alliance, an advisory group. Thanks to the IT Alliance, three scholarships have been established for students majoring in computer information systems and/or computer science.

He believes the future looks bright for both programs. "The new faculty hires are sure to bring more recognition and accomplishments to the programs and the College of Business," he said. "I feel safe and secure leaving."

Albin said, "What most impressed me about USI and the College of Business even before I arrived was how friendly and helpful the staff and other faculty were. I was not disappointed after I arrived. I have found the faculty and staff at USI and particularly in the College of Business to be most cordial and truly helpful. There is more collaboration in teaching and research among faculty than I have experienced anywhere else."

Bill Henderson

Henderson has "served hundreds of students well, not only as their professor but also as their advisor and friend,"

said **Dr. Larry Arrp**, professor emeritus of business education.

He has provided tough love to students when necessary, been a key advisor in maintaining and modifying curriculum, sponsored senior projects, advised students in academic competition, and "done as good a job scheduling classes" as anyone could. Also, he is the longtime official timer for USI women's basketball.

Henderson said that USI has been an enjoyable place to work.

"The students give you a fresh perspective every day," he said, "seeing how they look forward to the future. Sometimes I had to tell students they couldn't come back for a semester or two. Then, when they did come back, I would see them succeed. That makes you feel like you made a difference."

Henderson became a fan of University of Kentucky basketball when he earned a master's degree there. He and his wife Gayle look forward to seeing the UK men's team play in the Maui Invitational during Thanksgiving week. He will continue as a substitute at the scorers' table for USI women's basketball.

Speaking Eagles Toastmasters Club hosts homeschooled students

The Speaking Eagles Toastmasters Club hosted a group of homeschooled high school students and their parents at a recent meeting. The visitors were assessing the suitability of using Toastmasters as a means of earning the required speech credit for a high-school diploma.

Dr. Daniel E. Wade, professor of accounting and chapter advisor, said, "The parents visited the USI chapter to get the feel for what Toastmasters is all about."

Kevin Shelley '08, post-baccalaureate certificate in accountancy, was an active Speaking Eagle Toastmaster. His homeschooled daughter, Katherine, was a frequent visitor to Toastmasters when he was a member. He organized the visit.

The visitors heard poems, table-topic impromptu presentations, formal speeches, and evaluations. During the meeting College of Business student **Fabian Lindsey** made his tenth speech, titled "Inspiring the Audience," to qualify as a Competent Communicator, the first level of achievement for Toastmaster members.

The Speaking Eagles Toastmasters Club is supported by the Accounting Circle, an advisory group.



Brant Miller (main photo) practices his speaking skills at a Toastmasters' meeting. Kelli Housman (top inset) explains club operations to parents of homeschooled students, and Charlie Rosenthal, vice president of membership, responds to a table-topic question.

Multidisciplinary team places in international competition

A multidisciplinary team of College of Business students has placed second in an international business case competition held at Royal Roads University in Victoria, British Columbia, Canada.

Fifteen student teams from universities in Australia, Canada, Mexico, and the United States participated March 18-20 in the Royal Roads Case Competition. The USI team was one of three advancing to the finals after three rounds of case presentations. Teams representing the University of South Carolina and Royal Roads University took first and third places, respectively.

USI team members were **Courtney Mickel**, senior marketing major from Evansville; **Jeff Alexander**, senior management major from Boonville, Indiana; **Jamie Perry**, junior accounting and professional services major from Winslow, Indiana; **Jacob Smith**, senior finance major from Albion, Illinois; and **Adam Franke** (alternate), junior management and computer information systems major from Evansville.

Mickel, team leader, was an alternate member of the team in 2009, the first year for the College of Business to participate in the international competition for undergraduate business students.

Jeanette Maier-Lytle, instructor in accounting; **Dr. Joy Peluchette**, professor of management; and **Bryan Bourdeau**, instructor in business, were faculty sponsors. Maier-Lytle and Peluchette accompanied the students on the trip.

The competition is a round-robin tournament consisting of business cases. Teams apply their analytical, decision-making, and communication skills to the issues raised in the cases. They then present strategic choices and a detailed plan of action to a panel of senior business executives from a variety of business backgrounds. A question-and-answer session follows the presentation. Teams are judged on creativity, insight, and real-world applicability of their analysis and presentations.

The students have three hours to analyze each case and create a



Representing the USI College of Business in competition at Royal Roads University were, from left, Jeff Alexander; Jamie Perry; Jeanette Maier-Lytle, sponsor; Courtney Mickel; Dr. Joy Peluchette, sponsor; Jacob Smith; and Adam Franke.

PowerPoint presentation no longer than 20 minutes. They bring no books or documents of any kind into the preparation room and cannot use the Internet.

“The international business case competition ...was the capstone event that brought all of my education together in a realistic and challenging environment.”

— Jeff Alexander

Maier-Lytle said the College of Business team members prepared over a two-month period during which they learned strategic models and practiced seven cases.

“Our team gave outstanding presentations,” she said. “They presented with the utmost confidence and provided sound practical solutions for each of the four cases. They were phenomenal at defending their positions during the 10-minute question-and-answer sessions.”

Peluchette commended the

students’ teamwork and performance in a pressured situation.

She said, “Although all the cases were based on real companies in Canada, one involved a small business from the local region. The business owner was there for the presentations. That made the students’ recommendations even more relevant. Besides the competition, this was a wonderful opportunity for our students to travel outside the country.”

Alexander said, “The international business case competition was the culmination of my entire collegiate learning experience. It was the capstone event that brought all of my education together in a realistic and challenging environment.”

Royal Roads University developed the case competition to bridge the gap between the academic and corporate worlds. It provides an opportunity for students to display their analytical and presentation skills and for potential employers to observe them under high-pressure situations.

Dr. Mohammed Khayum, dean of the USI College of Business, said the team’s performance builds the reputation of the University and the College of Business outside the region and the state.

Twelve earn honors at national AITP meeting

Twelve students passed certification examinations or earned recognition in competitions recently at the Association of Information Technology Professionals (AITP) 15th annual National Collegiate Conference in St. Louis.

- **Devin Burke** and **Casey Cambron** passed the Certified Data Management Professionals (CDMP) examination. Both students earned the Associate Computer Professional (ACP) designation at last year's conference.

- Four USI students passed the ACP exam administered at this year's conference. Sixty-seven students from universities throughout the country took the exam. Fifteen passed. With four students passing, USI College of Business students accounted for more than one-fourth of those successfully completing the exam.

USI students passing the exam were **Elizabeth Herrenbruck**, **Cory Huebner**, **Dustin Tenbarge**, and **Kyle Wallace**.

The ACP designation validates an individual's knowledge of the general computing industry and specific programming language or specialty area knowledge and skills. The exam was developed by the credentialing organization, the Institute for Certification of Computing Professionals (ICCP). Herrenbruck's specialty was information technology management. Hueber's was Java. Microcomputers was the specialty area for both Tenbarge and Wallace.

- **Daytwn Stitts** and **Jesse Adams** passed the Information System Analyst (ISA) certification examination. This certification program is designed for seniors graduating from four-year undergraduate degree programs in information systems.

- Cambron finished second in the student paper competition. He was invited to make an oral presentation after placing in the top 10 prior to the conference.

- Burke, Cambron, and **Jason Nichols** placed second in a field of 40 teams in the Visual Studio.Net Applications Development Competition.

- **Drew Helfert** and **Aaron Valandra** received an honorable mention in the student web development competition. They made an oral presentation and demonstrated their work after placing as a top-10 team prior to the conference.

- Herrenbruck and **Justin Paul** received an honorable mention in the Microsoft Office Solutions Competition.

Twenty students from the USI College of Business were among approximately 500 students, faculty, and information technology professionals who attended the national meeting in March. Almost 90 colleges and universities from throughout the country were represented at the national conference.

Ernest E. Nolan, assistant professor of computer information systems, and **Dr. Marvin Albin**, professor of computer information systems, are advisors for the USI AITP chapter.

Students stand out in sales competition at national conference

Two students traveled to Georgia recently to compete at the 12th Annual National Collegiate Sales Competition (NCSC), hosted by the Coles College of Business at Kennesaw State University.

The world's largest collegiate sales competition, NCSC pits top sales students in a test of live role-play, one-on-one sales call challenges. Each sales call is broadcast live to locations on campus where college faculty from across the country and recruiters from sponsoring companies participate as judges. Corporations pay up to \$50,000 to sponsor the competition and to have a chance to recruit students who attend.

Shawn Parr, a management major, caught the eye of recruiters and received a job offer from Liberty Mutual, a corporate sponsor. Parr declined the offer but said, "This competition has opened my eyes to the possibilities of sales in my future."

Dr. Chad Milewicz, assistant professor of marketing, prepared students for the competition. He said, "Shawn did extremely well. This is a prestigious competition, and he stood out among students from across the nation."

Milewicz also praised **Ashley Dunn**, a senior marketing major. "She outperformed more than 70 percent of the students who competed and showed the nation that USI students are as professional and skilled as any other students in the country," he said.

Dunn said, "It was definitely a lot of fun and a great experience."



Shawn Parr and Ashley Dunn put their sales skills to the test in national competition.

Milewicz expects the USI presence in NCSC to continue to grow. "We have a sales lab in the new Business and Engineering Center, and there is a lot of interest from local professionals to work with our students in professional selling," he said.

IN BRIEF



Bobby Williams, Mount Olive College

Management major Taylor Dennis makes a throw in the first-round game against the University of Minnesota-Mankato. The Screaming Eagles beat University of California-San Diego in the final round to win the NCAA Division II national championship.

Taylor Dennis named Most Outstanding Player in national championship

The College of Business was represented well in the NCAA Division II Championship Series, especially on the All-Tournament team, as the Screaming Eagles captured their first-ever national championship in baseball.

Junior right-handed pitcher and management major Taylor Dennis (Covington, Indiana) was named the tournament's most outstanding player after going 2-0 with a 1.29 ERA, while senior shortstop/closer Wandy Rosario (Boston, Massachusetts)

earned All-Tournament honors after hitting .263 with three runs, two RBIs, five stolen bases, and a pair of saves. Rosario is a marketing major.

In all, the team had nine players from the College of Business participate in the NCAA II Championship Series. That list included senior infielder Kevin O'Hair (Scottsdale, Arizona), business administration; junior pitchers Trevor Leach (Schererville, Indiana), management, Jared Canterbury (Petersburg, Illinois), business administration, and Dan Marcacci (Jupiter, Florida), management; junior catcher Dylan Mooney (St. Charles, Missouri), marketing; senior outfielder Caleb Ehmke (Waterloo, Illinois), marketing; and sophomore pitcher Josh Schultze (Evansville, Indiana), management.

Management major named to All-GLVC basketball team

Junior management major Ellen Young was named to the All-Great Lakes Valley Conference women's basketball team.

A guard, she was named to the second team after averaging a team-high 15.1 points and 1.9 steals per contest during the regular season. She finished the regular season ranked sixth in the conference in steals, eighth in scoring, eighth in three-pointers made per



Young

game (1.9), and eighth in free throw percentage (.810). She earned third-team All-GLVC honors a year ago. Young was the Division II Bulletin National Player of the Month for December and was twice named the GLVC Player of the Week. She is from Salem, Illinois.

Computer science team completes project for Holiday World

The 2010 computer science senior project team developed and installed a cash control system for Holiday World. The program was developed as a GUI (graphical-user-interface) client-server application using Microsoft ASP.NET and SQL Server.

The application uses card readers to read employee numbers from employee badges and bar code scanners to track bags of cash and receipts carried by each employee. The application includes a flexible reporting capability that allows Holiday World to format its own reports and has special functions to monitor cash flow in the park.

Team members include Jesse Adams, Devin Burke, Casey Cambron, Cory Huebner, Robert Mabrey, James Mathew, Jason Nichols, Rob Schnautz, Daytwn Stitts, Dustin Tenbarga, Daniel Verkamp, and Kyle Wallace.

Joseph Canary named Outstanding Future Educator

Joseph Canary '10, a business education major, was recognized in April as an Outstanding Future Educator by the Indiana Association of Colleges for Teacher Education.

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A contribution of \$25 or more to any USI Foundation fund makes graduates active members of the USI Alumni Association.

Advisory boards name officers, new members

The three advisory groups for the College of Business have announced leaders and new members for 2010-11.

Board of Advisors

Kerry Jackson '84 will chair the Board of Advisors, a group of senior business leaders who help the college establish and maintain a connection to the business community. Jackson is executive vice president, chief financial officer, and treasurer of Shoe Carnival, Inc.

Chair-elect is **Bill Theby**, president of Lensing Wholesale, Inc.

New members are **Deidra Conner '87**, president of Evansville ARC, Inc., and **David Patterson**, vice president of Flanders Electric.

Accounting Circle

Mike Haynes, a partner with Umbach & Associates, LLP, will lead the Accounting Circle. **Becki Alcorn**, chief financial officer of the Community Foundation Alliance, will serve as chair-elect.



The second annual Board of Advisors Day in the College of Business brought 14 BOA members and guests to speak to 12 classes. Kerry Jackson '84 (main photo) spoke on formal communication in a business communication class, and Sean Georges (top inset) explained the role of informal communication. Both speakers are from Evansville-based Shoe Carnival Inc. BOA Day connects students and senior executives from the business community.

IT Alliance

New officers for the IT Alliance are **Mike Neeley**, chief information officer for Atlas World Group, who will serve as chair, and **Dave Smith**, director of Branch Systems Development at American General Financial Services, who is chair-elect. **Kevin Kolley '96**, corporate director of information technology at Red Spot Paint and Varnish Co., Inc., is a new member.

Honors Program celebrates student achievement



This year's Honors Program for the College of Business included the presentation of two new scholarships. (Left photo) Bill and Helen Sands, left, attended the program to see Devin Burke, right, receive the business communication scholarship established by John M. Lawrence '73 in their honor. (Right photo) Scott Baas, right, presented the Roxy Baas Memorial Accounting Scholarship to Brett L. Bueltel. Approximately 180 students were recognized during the program, an annual celebration of achievement.

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USI — there's an app for that

Scott Anderson, instructor of computer science, is developing an iPhone application for the University of Southern Indiana. He plans to have it ready by fall semester.

Initially, the app will provide a campus map; contact information for faculty, staff, and students; class schedules; campus news; and sports news. Contact information will include office numbers, phone numbers, and email addresses. New features will be added over time.

Mark Rozewski, USI vice president for Business Affairs, said, "As the University moves into new media to tell its story, the iPhone app will position us at the leading edge."

The USI iPhone app will be available for free download at the Apple iTunes App Store. Anderson said a similar Android platform application likely will be developed later.

"USI is interested in investing in apps that will be useful and demonstrate the University's desire to remain on the cutting edge of applied technology," he said.

He expects the experience gained in the development of the application will lead faculty to offer a new mobile apps course in the computer science program.

"USI is interested in investing in apps that will be useful and demonstrate the University's desire to remain on the cutting edge of applied technology." — Scott Anderson



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