

# COLLEGE OF BUSINESS REPORTS

UNIVERSITY OF SOUTHERN INDIANA

## Fifth Third human resources officer Donna Harris is alumna in residence

An award-winning College of Business graduate with 15 years' experience in human resources management in three states will speak to students and faculty February 18 as the college's alumna in residence.

**Donna Harris** '93 M.B.A. '01 is vice president and senior human resources business partner for Fifth Third Bank Southern Indiana. She joined Fifth Third in 2004. She has responsibility for all human resources functions within Fifth Third Southern Indiana, including Evansville, Southwestern Indiana, St. Louis, Western Kentucky, and four sites in Illinois.



*Donna Harris, standing, Fifth Third vice president, has maintained contact with College of Business faculty, including Dr. Dane Partridge, associate professor of management, and Nancy Bizal, instructor in business communication, throughout her career in human resources management.*

Previously she was human resources director at Methodist Hospital in Henderson, Kentucky, for eight years and human resources director at Wabash General Hospital in Mt. Carmel, Illinois, for three years.

The Alumni-in-Residence program includes a full day of large- and small-group presentations. Harris will speak on the topic "Your Future: It's All About

See **Harris**, page 6

## Graduates enjoy careers, contribute to success of Fifth Third Bank Southern Indiana

With 48 offices in Indiana, Kentucky, and Illinois, Fifth Third Bank Southern Indiana is a major provider of financial services in the area. Many College of Business graduates pursuing careers at Fifth Third contribute on a daily basis to providing banking, lending, investment, and other services to the company's many customers.

Fifth Third Bank Southern Indiana is one of 18 affiliates of Fifth Third Bancorp, headquartered in Cincinnati, Ohio. The Evansville affiliate was created in May 2000 when Fifth Third Bancorp acquired CNB Bancshares, holding company of Civitas Bank of Evansville. The affiliate has 650 employees. The footprint of Fifth Third Bank Southern Indiana stretches from Effingham, Illinois, to Eddyville, Kentucky.

Fifth Third Bancorp is a diversified financial services company. As of September 30, 2007, it had \$104 billion in assets, operated 18

See **Fifth Third**, page 6

## Accounting team wins statewide competition fourth straight year

A four-member team of accounting students from the College of Business has won first place an unprecedented fourth consecutive year in the annual Indiana CPA Society (INCPAS) Case Study Competition.

The team made an oral presentation in Indianapolis November 2 and was

recognized that evening at the organization's CPA Celebration at Historic Union Station. Each of the USI team members received a \$1,000 award from INCPAS. The team from Valparaiso University finished in second place; the team from Saint Mary's College finished in third place.

The 2007 USI team included **Jacob Cottingham**, senior, of South Bend, Indiana; **Brad Greene**, junior, of Georgetown, Indiana; **Angela King**, junior, of Santa Claus, Indiana; and **Amy Oglesby**, senior, of Galatia, Illinois.

See **Accounting**, page 9

# Delivering superior performance over the long haul

## Graduates will make a difference in the communities they touch

By Mohammed Khayum

At the University of Southern Indiana's second annual Winter Commencement, 134 degrees—123 undergraduate degrees, eight M.B.A. degrees, and three post-baccalaureate certificates—were awarded to College of Business students. This accounted for almost 27 percent of the total number of USI graduates in fall 2007. Based on a recent survey of graduates, just over 70 percent of these graduates are likely to be employed within a 60-mile radius of the University.

As we celebrate the accomplishments of our graduates and wish them success in their future endeavors, we recognize that with increasing global connectedness and competitiveness they will face tremendous challenges and have distinctive opportunities to make a difference to the communities they touch. It is in this context that graduates can benefit from the insights provided by Jim Collins, author of *Good to Great: Why some companies make the leap...and others don't*, about delivering superior performance and making a distinctive impact over a long period of time.

According to Collins, each of us can benefit by conducting the following "three circles" exercise. On a piece of paper, draw three interlocking circles. In the first circle, answer the question, "What am I really passionate about?" In the second, answer "What am I

really good at?" and in the third, answer "What can I contribute that is of value to society that people will pay for me to do?"

Next, analyze the overlap in your answers, that is, the area resulting from the intersection of the three circles, to discover a clear and simple way to produce the best long-term results. The same exercise can be conducted by businesses and social sector organizations where the only difference is in the question in the third circle. For businesses the third circle question is, "What best drives our economic engine?" and for social sector organizations the third

circle question is, "What best drives our resource engine?"

Based on his extensive research and feedback from numerous individuals, Collins contends that a major difference between the good and the great organizations is that the great ones



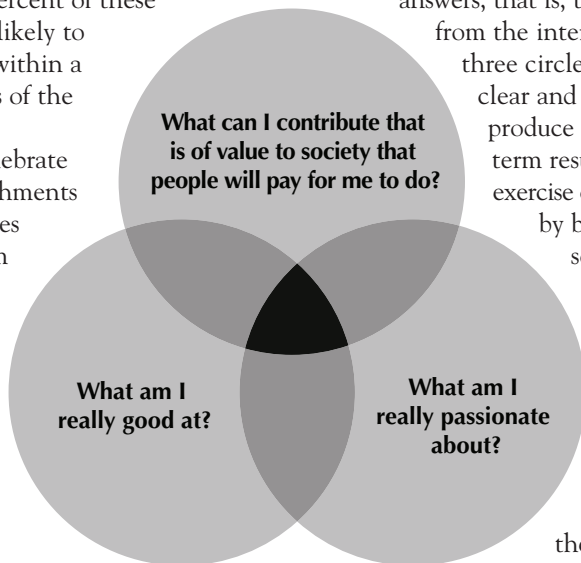
Khayum

have discovered that clear, simple operational concept which guides their choices and creates a culture of discipline—in thought and action—amid tremendous change and the turbulence surrounding intensifying global competition.

This issue of the *College of Business Reports* highlights what past and current students are passionate about, what they are good at, and some of the drivers of the college's resource engine:

- The unparalleled success of the accounting team in the Indiana CPA Society Case Study Competition exemplifies a pursuit of excellence. Their winning report was on business valuation and succession planning.
- The deep interest and passion that some students have shown for identifying business opportunities, creating economic value, and finding ways to capture that value (pages 3 and 5).
- The enduring and distinctive performance of our graduates (pages 1 and 6–8).
- The ongoing support from our community as an important aspect of the college's resource engine as we stay focused on fulfilling our mission.

Your thoughts and suggestions are always welcome.



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*...A major difference between the good and the great organizations is that the great ones have discovered that clear, simple operational concept which guides their choices and creates a culture of discipline—in thought and action—amid tremendous change and the turbulence surrounding intensifying global competition.*

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## College of Business welcomes new faculty

Three new faculty members joined the College of Business this academic year.

**Dr. Amelia Biehl**, assistant professor of economics, completed a

bachelor's degree at Eastern Michigan University and a master's at the University of Kentucky. She earned a doctoral degree in 2007 from the University of Kentucky, where she was a research assistant and instructor of economics. Her research interests include urban, public, and labor economics. Her current research focuses on the housing market and women entrepreneurs.

**Dr. Daria Sevastianova**, assistant professor of economics, earned a doctorate in economics at the State University of New York at Binghamton, where she won the Graduate Award for Excellence in Teaching. Her primary research interests span conflict-trade literature in economics and democratic peace literature in political science.



Biehl



Sevastianova



Yunus

She currently is investigating the economic effects conflict within and between nation-states based on country wealth, style of government, and conflict severity.

**Dr. Nafeesa Yunus** is assistant professor of finance. She earned undergraduate and master's degrees in finance from Indiana University of Pennsylvania and completed a doctorate at the University of Texas at Arlington in August 2007. Her teaching interests include introductory, corporate, and international finance; investments; financial institutions and markets; financial management; and real estate. Her research interests include time series econometrics, international finance, international real estate, and investments.

## Marketing works magic for student entrepreneur

**Daniel Cullen**, a junior business administration major from Washington, Indiana, has performed magic since he was four years old. He has been working professionally for the last six years.

"I did a walk-around show at a graduation party and from there went on to stage performances for crowds of hundreds," he said.

Most of Cullen's performances are private corporate affairs for groups of 150 to 800 people. He promotes himself through word of mouth, YouTube videos, MySpace and Facebook profiles (including a Facebook group, "The Magic and Mentalism of Daniel Cullen," with videos and pictures), and business cards.

He is majoring in business administration to learn how to market his business. "I want to focus on

marketing and entrepreneurship, and I think that will help me to run my business," he said.



Cullen

that have helped me get shows and interviews."

He even took an acting class at USI to polish his performance skills. "I enjoyed it, and it helped my shows out a lot," he said.

For more information:  
[www.youtube.com/watch?v=30V5nes7bWY](http://www.youtube.com/watch?v=30V5nes7bWY)

## Kocakulah in Turkey as Fulbright scholar

**Dr. Mehmet Kocakulah**, professor of accounting, was awarded a grant through the J. William Fulbright Foreign Scholarship Board (FSB) to teach and conduct research in Turkey during the fall semester.

As a Fulbright scholar, he taught graduate classes and completed research in cost/

management accounting at Middle East Technical University in Ankara.

The principal purpose of the Fulbright Program is to increase mutual understanding between the people of the United States and the people of the more than 150 participating countries. The FSB, a 12-member body appointed by the president of the United States, establishes policies for the program and selects recipients.



Kocakulah

## Choe reaches 25-year mark

**Dr. Sang T. Choe**, professor of marketing and chair of the Department of Marketing and Business Communication, was honored on Founder's Day in September for 25 years of service to the University of Southern Indiana. Choe is at work on a book, *North Korea: A New Market for Global Business*, under contract with Edwin Mellen Press, Ltd. of New York.



Choe

# Evansville economy gets annual check up

College of Business Dean Mohammed Khayyum was a presenter recently at the 2007 Economic Outlook Luncheon held in downtown Evansville. Below are excerpts from the presentation in which he analyzed the economic state of the area in terms of an annual medical check up.

The Evansville economy can be examined for signs of good health, identifying symptoms of concern, with an awareness that our local economy is not immune from what is happening in the national or global economy. In terms of its “body” the area economy is stable. It has been adapting well to change such as the movement toward a service economy, and it shows signs of ongoing positive developments.

With regard to the “mind” dimension, we have some catching up to do. We will be pressed to continue developing the metro economy in terms of innovation, entrepreneurship, and creativity.

Economic performance in 2007 was influenced by job creation in construction as well as service-producing industries which offset weakness in manufacturing and retail trade. There has been a slowdown in the housing market, deteriorating credit quality, and higher delinquency rates.

Compared to a year ago, single-family housing starts have declined by more than 20 percent, existing home prices have declined from an average of \$100,300 to \$98,300, mortgage originations have dropped from \$1.56 billion in 2006 to \$1.49 billion in 2007, and personal bankruptcies have increased from 3.1 to 5.7 per thousand individuals.

While growth has slowed, the area economy compares favorably with other metro economies. There will be additional impact from announcements this year—the expansion by Berry Plastics and Toyota, construction activities by American General and educational institutions, and the payroll impact of the new AT&T call center.

The likely performance of the Evansville metro economy in the next year will be impacted by the following strengths and challenges.

## Strengths

One strength is the low living costs relative to per capita income in comparison to other metro areas.

Another is the stable economic environment which has prevailed for many years. Compared to 361 other metro areas, the Evansville metro area improved its economic strength ranking from 169 to 88 from 2004 to 2007.

A third strength is the presence of a sizable and dynamic manufacturing sector. Nineteen percent of total jobs are in manufacturing in the Evansville metro compared to 10.4 percent for the U.S. economy. In the last five years manufacturing earnings as a share of total earnings hold steady at about 28 percent. The vitality of the manufacturing sector is explained in part by performance in the auto industry, headed by a major employer like Toyota, as well as by the demand for primary metals, which keeps Alcoa among the largest local employers.

A fourth strength is the presence of robust logistics infrastructure. Among metro areas, the Evansville metro is ranked fifth for the best transportation and warehousing work force.

## Challenges

Emerging challenges are linked to external influences at the national and global levels, the slowing housing market, rise in personal bankruptcies, low population growth, and limited net population migration.

More fundamental challenges include a relatively low innovation index proxied by the number of patents per 10,000 employees and a ranking of 154th among metro areas with regard to a creativity index, an educational attainment level several percentage points below the national average, a sizable elderly age cohort, and a trend from high-paying manufacturing jobs to lower-paying service positions.

## Momentum

Efforts to attract high-tech industry via the creation of a downtown technology park (Innovation Pointe), an emphasis on workforce development, the results of economic development initiatives supported by the state (fostering biofuel production), and office rents below the national average are sources of momentum for economic expansion.

Looking ahead, critical challenges include staying competitive through innovation while coping with demographic changes in the labor force and the continued decline in the relative importance of the manufacturing sector.

Using the metaphor of body versus the mind, the Evansville metro's vital signs indicate a relatively robust economy based on recent economic activity. Symptoms that should concern us are personal bankruptcies and the level of innovation. Through focused, persistent, and collective action we can continue to take advantage of our relatively solid economic base and sound performance to strengthen the region's intellectual capital, its creative workforce, its entrepreneurial talent, and its innovation landscape.

## 2008 Forecasts

Evansville Metro Indicators	2006	2007	2008
Gross metro product (% change)	1.2	1.8	2.1
Personal income growth (% change)	4.8	3.8	4.3
Population (Thousands)	350.4	352.6	354.8
Existing home price (\$Thousands)	100.3	98.3	99.9
Mortgage originations (\$Millions)	1,560	1,495	1,327
Net population migration (Thousands)	.1	1.3	1.3
Personal bankruptcies	1,094	2,023	2,825
Increase in employment	500	1,500	1,600



# Students come up with winning business ideas

## Entrepreneurial thinking at forefront

**Bryce Taylor**, a junior majoring in finance, is the winner of the Second Annual Business Idea Competition sponsored by the University of Southern Indiana College of Business for his idea to start a more environmentally friendly lawn-care business.

Tied for second were **Nicole Johnson** for her idea for a feminine emergency kit and **Faith Wells** for proposing a pager system linked to hospital patient rooms. Johnson is a senior majoring in business administration. Wells is a senior majoring in management.

Taylor received a \$250 award. His proposed business would use biodiesel fuel and solar-charged batteries for its equipment and employ environmentally friendly practices such as composting.

Johnson and Wells received \$125 each. Johnson's idea involved packaging a selection of care products in a zippered pouch. She said **Dr. Nancy Kovanic**, instructor in management, encouraged her to enter the competition.

Wells is employed in the gift shop at Deaconess Hospital in Evansville. She conceived the idea for a paging system linked to patient rooms after observing visitors in the hospital who were concerned about being in other hospital areas, such as the dining room or gift shop, while a family member was in a hospital room. The paging system would be similar to those used in restaurants.

Other finalists were **Jeff Aussenbaugh**, **Drew Heckert**, **Sara Longenecker**, **Amy Meador**, and **David Swartz**.

**Dr. Gregory B. Murphy**, associate dean of the College of Business and associate professor of management, coordinated the competition. It is consistent with the college's mission to promote an entrepreneurial mindset.

For the competition, open to all USI students, 41 students submitted 47



Taylor



Johnson



Wells

different ideas. Sixteen students entered last year's competition.

Finalists made oral presentations to a panel of judges from the Evansville chapter of SCORE during Entrepreneurship Week, which was celebrated November 5-9 throughout the State of Indiana. The week is sponsored by Indiana Economic Development Corporation and TechPoint.

**Horace M. Lukens III**, an adjunct faculty member, coordinated the participation of SCORE members. Judges were **Ron Dame**, **Gordon Sides**, **Bob Milne**, and **Tom Stein**.

College of Business students will be encouraged to participate in activities at the state level during National Entrepreneurship Week February 23–March 1.

Accounting major **Sheri Risner** continues to pursue her business idea for the Pantry Pro, a device to assist with home pantry inventory. Her idea received top honors in spring 2007 in a statewide competition for college students.

Risner has a prototype in the making and plans to begin demonstrating the product to potential customers and investors. In the fall she attended an Entrepreneur Bootcamp held at USI and sponsored by TechPoint. **Bill Joos**, former vice president of entrepreneur development at Silicon Valley-based Garage Technology Ventures and bootcamp speaker, told her the Pantry Pro is a doable business and expressed interest in helping her further the idea.

"I am thankful to have benefited from the College of Business and its forward thinking with regard to entrepreneurship," Risner said.



*Dr. Jeffrey A. Stamp, chair of entrepreneurship and innovation in the University of North Dakota's College of Business and Public Administration, was on campus recently to speak with USI College of Business students and faculty, make two public presentations, and meet with the College of Business Board of Advisors. From left are Dr. Greg Murphy, associate dean of the USI College of Business; Stamp; USI student Sheri Risner, winner of the 2007 statewide Elevator Pitch Competition for college students; and Dr. Mohammed Khayum, dean of the USI College of Business.*

## Fifth Third

Continued from page 1

affiliates with 1,181 full-service banking centers, including 104 Bank Mart® locations open seven days a week inside select grocery stores and 2,153 ATMs in

### Harris

Continued from page 1

Choices.” She will focus on the choices students have in college and beyond and how those choices affect opportunities and work/life satisfaction in their futures.

Harris was recognized as Indiana State Human Resources Professional of the Year in 2002. She is a past member of the Indiana State Council of the Society for Human Resource Management and past president of the Evansville-Area Human Resource Association. During her tenure as a human resources manager, her current and past employers have earned six Family Friendly and Diversity Awards, sponsored by the Evansville-Area Human Resource Association and the Chamber of Commerce of Southwest Indiana to honor and recognize companies that are leaders in developing a workplace that embraces diversity and family-friendly practices.

The USI College of Business chapter of SHRM received a Superior Chapter Award in 1993-94 when Harris was vice president. She has continued her interest and involvement with the student chapter by serving as a liaison between the chapter and the Evansville-Area Human Resource Association.

Harris is a graduate and member of the board of directors of Leadership Evansville. She is active in a number of other community activities.

Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, and Missouri. Fifth Third operates five main businesses: commercial banking, branch banking, consumer lending, investment advisors, and Fifth Third processing solutions. Fifth Third is among the largest money managers in the Midwest and, as of September 30, had \$232 billion in assets under care, of which it managed \$34 billion for individuals, corporations, and not-for-profit organizations.

The individual stories that follow tell about some College of Business graduates with careers at Fifth Third.

### Critical thinking Scott Edmond

'97, business administration  
'00, M.B.A.

**Scott Edmond**, assistant vice president, began his career in banking as a teller working part time while he was a College of Business student.

“I needed to work for spending cash, but I wanted where I worked to start me on a career path,” he said.

Edmond progressed with Fifth Third from teller to floating manager to credit analyst in commercial lending before gravitating to the real-estate side of the business. Since 2004, he has served as commercial real estate relationship manager. His achievements include exceeding loan growth goals by 59 percent and deposit growth goals by 80 percent in 2006.

After finishing an undergraduate degree, Edmond took one semester off before enrolling in the College of Business MBA program, which is designed to fit with the needs of working adults. He completed courses at night while working full time.

“I would say that the MBA is almost a prerequisite for some career paths,” he said. “I thought it would be a way to distinguish myself from others.”

Edmond appreciates and uses the

knowledge of critical thinking that he learned through the University Core Curriculum as well as business courses.

“It was almost a total transformation in the way I approach every human interaction, and today critical thinking is a big part of my job,” he said. “When people come to sell me their ideas, they often present them in creative ways. If you look hard enough, you may find some facts that will support any side of an argument, but the logic isn’t necessarily valid.

“An individual who wants to build an apartment complex may determine that existing apartments are nearly full. You would assume there is a demand for additional units. If you look harder, you may find owners of existing apartments offered concessions—reduced rent, no deposits. You have to look past what's easy to find.”

When Edmond evaluates loan requests, he makes it a point to help Fifth Third customers understand the importance of fully investigating all perspectives of what they plan to do.

### Seizing opportunities

**Gregory R. Harpenau**  
'90, accounting

**Greg Harpenau** has been associated with Fifth Third since 1993 when he joined what was then Citizens Bank as a staff accountant. Through the years he accepted increasing responsibility, becoming senior staff accountant, accounting officer, assistant vice president of financial reporting, assistant vice president and assistant controller, and vice president and controller. In April 2007, he was named to his present position as senior vice president and chief financial officer.

Before joining the bank, Harpenau worked more than three years for the Indiana State Board of Accounts, which audits the financial statements of governmental units within the state, including cities, towns, libraries, and



Edmond



Harpenau

state colleges and universities. Harpenau earned a CPA license in 1991.

As a College of Business student, Harpenau completed internships at MPD, Inc., a manufacturing company in Owensboro, Kentucky, and at American General in Evansville.

"I liked USI because it gave me a well-rounded education and helped prepare me for what to expect in the real business world," he said.

The dedication and leadership demonstrated by College of Business professors were important to him.

"I received a lot of individual attention and guidance. The professors cared about my learning and that went a long way to help me be successful," he said.

Harpenau stresses the development of interpersonal skills as an asset in business.

"Part of my responsibility is to interact with our other lines of business and help them to seize opportunities," he said. "The better I can do that, the better we are going to be in the long run."

In the past year, Harpenau has been on the USI campus to recruit for Fifth Third.

"We are looking for sharp, outgoing people who can juggle several tasks at once," he said. "Our society has changed. You have to multi-task. We're looking for people who are good at coming up with strategies and not afraid to take risks. If you get too comfortable, you may get passed by. You have to keep thinking of new things to do in order to be successful. If you take risks, you may have some failures but you will learn from them."

## **Exceeding expectations** **David Herrenbruck**

'76, marketing

Four things must be in place for success in sales, said **David Herrenbruck**, vice president and wealth management advisor for Fifth Third.

The first three are (1) a great company, (2) competitive products and services, and (3) a highly skilled support staff and up-to-date technology. Herrenbruck is determined to be the fourth ingredient—"the sales person

with a desire to achieve the unachievable."

"Fifth Third Bank is a leader in the banking business. What Fifth Third allows me to do is compete on an above-average playing field," Herrenbruck said.

A member of the bank's Investment Advisor Group, he works with trust officers, portfolio managers, private



Herrenbruck

bankers, wealth planners, and the institutional client group. His responsibility is attracting new clients as well as adding new assets from or providing additional services

to the existing client base.

He enjoys assisting relationship managers with existing clients.

"My main objective each day is to try and be in front of someone telling our story. That someone can be a prospect or someone who influences prospects," said Herrenbruck, who came to Fifth Third in 2001 after a sales career with Adams Office Machines and Van Ausdall & Farrar Inc.

Herrenbruck attended USI full time toward the conclusion of the Vietnam War era while working 40 hours a week pumping gas. Married at age 19, he remembers paying for books and tuition with a credit card.

"USI taught me how to set goals, work hard, and understand how to work the system to achieve those goals," he said. "I figured out that getting to know the professor, figuring out what their expectations were, reading the material, participating in class, and taking essay tests was the key to good grades.

"What I mean by this is that it taught me there is more to achieving goals than just having high SAT scores. You need to be a good listener, you need to understand what the other person in the room wants to accomplish, and you need to be able to deliver to those needs. Above all, you need to understand expectations. When you meet or exceed expectations, people are happy."

Herrenbruck is a member of the USI Foundation board, past chair of the USI

Varsity Club board, and a former member and president of the USI Alumni Council.

## **Making a difference** **LeeAnn Miller**

'01, business administration

As a youngster, **LeeAnn Miller** liked math and handling dollars, but she found when she joined Fifth Third that banking was just as much about relationships as it was about the money.

"It's about making a difference in customers' lives," she said.

Miller graduated from Mt. Vernon Senior High School in Mt. Vernon, Indiana, in December 1995 and enrolled in USI in January 1996. She began working at Fifth Third as a teller in



Miller

summer 1996. After a year she became a new account representative. In 1999, she was named office manager at the University Heights location. In 2001 at age 23, she was named financial center manager, the youngest ever at that time for Fifth Third Bank Southern Indiana.

In 2005, she moved to the bank's main office downtown and became affiliate sales manager.

"It was a risky thing because it was a new position," Miller said, "but it was exciting as well because it was an opportunity to make it my own."

She also was named a vice president at that time. Her responsibilities included training employees with regard to new products or sales initiatives. She also coordinated Fifth Third's participation in events such as home and boat shows.

In October 2007, she was named a regional manager in retail banking. Her responsibilities for 10 financial centers encompass delivering the information employees need for day-to-day operations and rewarding and recognizing employees. She enjoys mentoring employees and making sure Fifth Third has the right people with the right information in place to deliver services.

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*Continued*



“Sales are important, not just to sell products but to make sure that customers get the right products in their hands,” she said.

Miller also works with internal business partners in commercial banking, the investment group, and other areas to help serve customers.

As a Fifth Third employee and USI student, attending night classes was a plus for Miller, who supervised a number of staff members older than she was.

“It helped because I was in a classroom with nontraditional students. I was able to be a more effective manager,” she said.

As a manager at University Heights, Miller attended USI orientation to help new students with their banking needs.

“I could relate to students and make sure they understood banking. We opened accounts on site—at least 100 during orientation every year,” she said.

## Moving forward Theodore E. Ubelhor

'84, finance

**Ted Ubelhor** enjoys his role in giving people the opportunity for home ownership. He is vice president and affiliate mortgage manager.

In 2007, Fifth Third Bank Southern Indiana provided about \$200 million in residential mortgage loans. Size enables Fifth Third to do things other lenders may not be able to do.

“The range of products we offer is larger because we’re the size we are,” Ubelhor said.

An Evansville native, Ubelhor always has wanted to see the community succeed and grow. Since 2004, he has been a member of the Evansville Redevelopment Commission which is involved in a number of initiatives to move Evansville forward and make it a better place to live.

Ubelhor pointed out that the successful program to develop lofts downtown “started out as giving folks grants.”



Ubelhor

“These are no longer grants but loans,” he said. “You had to give money away at the start.”

The Evansville Redevelopment Commission also had a hand in the Koch Family Children’s Museum of Evansville, the Evansville African American Museum, and the LST and municipal dock. It also was involved in the development of Innovation Pointe, a certified technology park for which USI is the university partner.

Another interest of the redevelopment commission is the Front Door Pride district.

“As the city develops housing downtown, people will move into those homes.” Ubelhor said. “We hope to participate as a lender. All the banks, not just Fifth Third, will participate in that by providing loans.”

Ubelhor recently was appointed by Evansville Mayor **Jonathan Weinzapfel** to the Evansville Economic Development Commission. He looks forward to participation in promoting economic development activities for the city and exploring financing opportunities.

Ubelhor joined First Federal Savings Bank in Evansville in 1984 as a management trainee and worked there eight years before joining the mortgage division of Fifth Third’s predecessor, Citizens National Bank, in 1992.

## Inspiring trust Jamie L. Wicks

'91, business administration  
'97, M.B.A.

As assistant vice president and trust officer for Fifth Third Bank Southern Indiana, **Jamie Wicks** says she never has the same day twice. She manages 214 accounts with about \$120 million in assets.

In helping clients manage their wealth, she may work with them and their investment officers on asset applications, their attorneys on estate plans, or their accountants on tax issues.

“Sometimes clients just want to talk through something that has come up. They rely on me to do that,” she said.

Wicks got her start at the bank while she was a USI student. Desiring

to move from her high school job in fast food to a more career-oriented path, she began part-time work as a teller in 1990. When she graduated from USI, she joined the trust department as an investment assistant and accepted increasing responsibility over the years. She was appointed a trust officer in 1998.

She now has more than 17 years’ experience in investments and administration of trusts, investment management, custody, IRAs, and charitable trusts. She believes her longevity at the bank is an asset.

“A lot of people feel comfortable that

I’ve been with the bank a long time. When you’ve had a history somewhere, it gives people a comfort level. They know they’re going to be working with the same person,” she said.

Wicks said that completing a master’s degree in business administration at USI enhanced her career advancement opportunities and enabled her to make new business contacts.

She is a former president of the USI Alumni Association Advisory Council and past member of the USI Foundation Board. She is immediate past president of the Junior League of Evansville and a member of ANEW (A Network of Evansville Women) and the Evansville Estate and Financial Planning Council.

She has mentored USI students interested in banking careers through the Alumni Association’s Career Mentor Program. One of those graduates **Kyle Dodd '05**, marketing, is now a Fifth Third staff member in private banking.

Wicks was on campus recently for a luncheon honoring scholarship recipients and donors.

“It’s just amazing to see how the University has grown and the progress it has made. I’m very proud to say I’m a graduate,” she said.



Wicks



## Additional gifts support Business and Engineering Center

Four additional major gifts to serve the College of Business have been received as the USI Foundation concludes a campaign to raise \$2 million in supplemental support for the proposed Business and Engineering Center.

The 117,000 square-foot classroom and laboratory building will serve both business and engineering programs with individual and shared space. Groundbreaking will take place this year and completion of the center is anticipated in 2010.

The summer 2007 issue of this newsletter reported a number of major gifts to serve the College of Business or shared space for the business and engineering programs. Through

December 10, additional major gifts or pledges include the following:

- **Robert E. and Judith E. Griffin** – \$25,000, project management lab
- **Harding, Shymanski & Company PSC** – \$25,000, classroom
- **Shoe Carnival** – \$25,000, class room
- **Vectren Corporation** – \$100,000, study lounge, computer lab, and conference room

Through December 10, the campaign also had received gifts or pledges, in addition to those reported in the previous newsletter, of \$1,000 or more from the following:

- **AIG Matching Grants Program**
- **Bank of Evansville**
- **Dr. Stephen Bennett and Dr. Linda L.M. Bennett**

- **Mary S. and David A. Bower**
- **Bristol-Myers Squibb Foundation Matching Gifts Program**
- **Evansville Sheet Metal Works**
- **Janet M. Heldt '86**
- **W. Kerry Jackson '84**
- **Dr. M. Edward Jones and Cindy Brinker**
- **Nancy J. Koehler '93**
- **Martha T. McClain '93**
- **Mel-Kay Electric**
- **Norman B. Miller '77**
- **National City Bank of Indiana**
- **Steenberg Family Foundation**
- **Steven L. Walker '82**
- **Roselle R. Weinzapfel '81**

A donor recognition display in the O'Daniel Atrium of the new Business and Engineering Center will recognize gifts of \$1,000 or greater.

## Accounting

*Continued from page 1*

Oglesby also was a member of USI's winning team in 2006. Upon graduation in December 2008, she has accepted a position to become a staff accountant in the General Services Department of Harding, Shymanski & Company in Evansville.

**Jeanette Maier-Lytle**, USI instructor in accounting, was faculty coach of the accounting team for the fourth year.



Members of the 2007 accounting team are, from left, Angela King, Jacob Cottingham, Amy Oglesby, Brad Greene, and faculty sponsor Jeanette Maier-Lytle.

Other teams in the finals represented Butler University, Indiana University—Purdue University Indianapolis, and Manchester College. Teams from Anderson University, Ball State University, Indiana University—Bloomington, Purdue University—Calumet, and University of Notre Dame also entered the competition.

This year's case study was on the topic of succession planning and business valuations. Prior to the finals, the team made practice presentations to USI faculty and Accounting Circle members and representatives of Kemper CPA Group in Evansville.

Team Member Brad Greene said the competition offered opportunities to improve communication skills, interview professionals on the phone and in person, and work on time management skills.

## Marketing majors to attend national sales competition

Marketing majors **Andrew Schenk** of Mt. Vernon, Indiana, and **Blaine Craft** of Knox, Indiana, are first- and second-place winners, respectively, in the 1st Annual USI Marketing Club Sales Competition and will represent the College of Business March 14–15 in national competition.

Participants in the USI contest conducted a 15-20 minute mock sales call. Judges scored the contestants on their ability to ask good questions, build rapport with the prospect, make an effective presentation, and secure a business commitment from the buyer.

The National Collegiate Sales Competition at Kennesaw State University near Atlanta includes a two-day competition and a career fair and expo for students interested in sales and marketing careers. Schenk and Craft will receive an expense-paid trip. Third-place winner **Kyle Messersmith**, a business administration major from Evansville, will attend as first alternate for the USI sales team. **Dr. Mark McKnight**, faculty advisor for the USI Marketing Club, will be a judge in the national competition.

## Kimball CEO is executive in residence



James C. Thyen, president and chief executive officer of Kimball International in Jasper, Indiana, talks with College of Business student Matthew Youngs. As executive in residence, Thyen spent a day on campus instructing business students on the value of a company being able to adjust to changes in the marketplace as well as the value of an individual's ability to change with the organization's needs. Thyen presented students who attended a breakfast copies of the book *Lincoln on Leadership: Executive Strategies for Tough Times* by Donald T. Phillips.

### Accounting Circle honors friend of the college: Roxy Baas, accountant

The College of Business Accounting Circle has established a scholarship to honor **Roxy Baas**, who died September 27.

Baas was a founding member of the College of Business Board of Advisors. She was formerly an accountant with Arthur Andersen Accounting firm in Cincinnati. She joined Geo. S. Olive accounting firm in Evansville in 1975 and in 1982 became the first female partner of the firm, which had offices in four states. At age 55, Baas retired as partner from BKD, LLP, in 2006. She was a past recipient of the Athena Award, presented by the Chamber of Commerce of Southwest Indiana and A Network of Evansville Women (ANEW).

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

**To learn more,  
visit [www.usi.edu/giving](http://www.usi.edu/giving)**

## Darryl Spurlock named 2007 Distinguished Accountant

**Darryl Spurlock**, managing partner of Umbach and Associates in Evansville, is the University of Southern Indiana Distinguished Accountant for 2007.

The award recognizes professional achievement, service to the region and/or the University, and service to the accounting profession. It was presented in October during the Accounting Extravaganza, an annual event for accounting students, faculty, and the USI Accounting Circle. The award is presented by the USI College of Business accounting program and the Accounting Circle, an advisory board.

Spurlock has been a strong supporter of the USI accounting program, including the Speaking Eagles Toastmasters chapter and the student case competition teams. He has attended Toastmasters meetings and provided feedback for accounting team members practicing their presentations for statewide competition.



*Spurlock*

A member and past chair of the USI Accounting Circle, Spurlock was instrumental in developing the "Accountants in the Classroom" program, has helped secure internships for accounting faculty, and has spoken often to the Accounting and Professional Services Club and Beta Alpha Psi. Beta Alpha Psi is an honorary organization for accounting, finance, and computer

information systems students at AACSB-accredited institutions.

Spurlock was associated for more than 25 years with Coopers & Lybrand (now PricewaterhouseCoopers) in Dayton, Ohio, and Tulsa, Oklahoma. He is a member of the American Institute of Certified Public Accountants, the Indiana and Ohio CPA societies, and the Association of Certified Fraud Examiners.

Spurlock first developed an interest in accounting when, as a senior in high school in Rockport, Indiana, he worked in bookkeeping and taxes for a public accountant. He earned a bachelor's degree in accounting at Indiana University.

In Evansville, Spurlock is past president of the board of the Metro Small Business Assistance Corporation. He chaired a \$5.5 million building program at Holy Redeemer Catholic Church and serves on the church's finance commission and tuition committee.

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## Let us hear from you!

We welcome comments from our alumni and friends regarding accomplishments, career choices, and momentous personal events. Send to Nancy F. Bizal, College of Business, University of Southern Indiana, 8600 University Boulevard, Evansville, Indiana 47712 or nbizal@usi.edu.

Name \_\_\_\_\_ Your student record name \_\_\_\_\_

Class of \_\_\_\_\_ Major \_\_\_\_\_ Telephone (home) \_\_\_\_\_ (work) \_\_\_\_\_ E-mail \_\_\_\_\_

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## Students will travel abroad on spring break

Twenty College of Business students will tour the Tower of London and walk the Champs-Élysées in Paris during spring break.

**Dr. Katherine Sauer**, assistant professor of economics, will lead the trip. She teaches courses in macroeconomics and global economic issues. Her broad research interest is in international economics.

“Travel is an important life skill to develop especially in today’s mobile business world. International travel helps broaden a person’s perspective,” she said.

The March 6–15 trip features a walking tour and guided sightseeing tour of London as well as an excursion to Oxford. The students will go by train to Paris. An optional side trip will take them to the Loire Valley, or they may enjoy a day on their own in Paris.

## Julie Mehringer receives Athena Scholarship Award

**Julie Mehringer**, a senior with a double major in marketing and advertising, is the 2007 recipient of the \$1,000 Athena Scholarship Award. The award was presented in October at the annual Today’s Woman Conference in Evansville. The Athena Award program is conducted by the Chamber of Commerce of Southwest Indiana and A Network of Evansville Women (ANEW).



Mehringer

Mehringer is president and a four-year member of the USI chapter of Habitat for Humanity.

“I enjoy working with the organization because it is a great way to help out in the community,” she said. “It is also a chance to work side by side with people from all walks of life—

from lawyers and doctors to partner families, ministers, and schoolteachers. The organization has a great system of checks and balances to work with families who truly deserve a Habitat house.

“Habitat for Humanity not only helps partner families own their own homes, but also teaches them how to take care of their homes. The organization requires home ownership classes that involve learning how to pay bills and how to care for their lawns. It is a great organization and I’m proud to say I’m a part of it.”

Mehringer has completed internships at Evansville ARC, Habitat for Humanity of Evansville, and Tucker Publishing Group. She is a student worker in the College of Business and has worked part-time at the Reitz Home Museum.

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University of Southern Indiana  
8600 University Boulevard  
Evansville Indiana 47712

10001-01300  
P07-5246



A publication of the  
College of Business  
University of Southern Indiana  
Dr. Mohammed Khayum, Dean  
Nancy F. Bizal, Editor  
812/464-1801  
Betty R. Vawter, News and  
Information Services