

COLLEGE OF BUSINESS REPORTS

UNIVERSITY OF SOUTHERN INDIANA

Graduates harness entrepreneurial spirit in business

Task force studies development of entrepreneurship program for College of Business

Today's business world demands graduates who are entrepreneurial—innovative and creative—in their thinking. A task force is investigating the development of a curriculum that will help students understand entrepreneurship—whether they want to start and operate their own business or embrace the entrepreneurial spirit within a larger company.

Dr. Sudesh Mujumdar, assistant professor of economics and chair of the task force, said, "In the College of Business, we try to be innovative in everything we do. With respect to curriculum, we want to develop some avenue for students who want to be innovative in the business world."

Mujumdar said that after initial investigation, the task force is focusing on the potential for developing a minor in entrepreneurship. Many students

want exposure to what it takes to run a business but want to major in another field that will allow them to get employment following graduation and gain experience before branching out on their own.

The minor would be available to students in all programs of the University regardless of major. Mujumdar said, for instance, that students majoring in theatre or art might enroll in this



Tracy Zeller '89, left, shows jewelry at the Evansville shop which bears her name. Zeller spent 18 years in the jewelry business before opening her own store and associated businesses.

See **Entrepreneurs**, page 4

Accounting team 'threpeats' in statewide case study competition



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

The team made an oral presentation in Indianapolis on November 3 and was recognized that night as the winner of the competition at the organization's CPA Celebration at Union Station. The team made history as the first in the seven-year history of the competition to win for three straight years.

The USI team qualified as one of six finalists to give an oral presentation after preparing a written case study. Teams from 11 universities throughout the state entered the competition.

The USI College of Business team includes **May Flores**, senior, of Newburgh, Indiana; **John Hayden**, senior, of Evansville; **Adam Knepp**, senior, of Montgomery, Indiana; and **Amy Oglesby**, junior, of Galatia,

The 2006 accounting team includes, from left, John Hayden, Amy Oglesby, May Flores, faculty advisor Jeanette Maier-Lytle '88, M.B.A. '95, and Adam Knepp.

See **Team**, page 8

Entrepreneurship, innovation, and creativity

Recognizing opportunities and creating value

By Dr. Mohammed Khayum

Entrepreneurial thinking is a powerful source of new ideas, methods, services, products, technologies, and markets. Key aspects of the entrepreneurial mindset are the use of imagination, spontaneity, risk-taking, and salesmanship to recognize and take advantage of opportunities. As the College of Business focuses on attracting, generating, and mobilizing talent, it will play a role in establishing a climate that is inclusive of entrepreneurial thinking and, thus, of new ideas.

We live in a period that is witnessing profound economic transformation. One area that is increasingly receiving attention is the shift from an older industrial economy to an emerging creative economy. Evidence suggests that the significance of previous drivers of economic growth such as natural resources and physical capital is being supplanted by human creativity. At the same time, universities are recognized as creative hubs that can generate innovation and be key contributors to regional development. Indeed, **Richard Florida**, author of *The Rise of the Creative Class* (2002) and *The Flight of the Creative Class* (2005), argues that “the strength of the university has always been the ability to mobilize the talent

and the creative energy of all its participants.”

Evidence suggests that creativity propels economic growth. According to Florida (2006), the creative sector generated roughly 20 million new jobs between 1980 and 2000 and is projected to add another 10 million between 2004 and 2014. This sector employs some 40 million Americans, accounting for approximately one-third of total employment and more than \$2 trillion dollars in wages and salaries—as much as the manufacturing and service sectors combined.

In this issue we highlight the role of personal preferences, expertise, experience, and passion as well as the importance of social and professional networks in the entrepreneurial success of four of our graduates—**David Cave**, **Robert Lesh**, **Ron Romain**, and **Tracy Zeller**.

The elements of entrepreneurial thinking also are evident in some recent accomplishments of College of Business students and faculty:

- The unprecedented success of the accounting team in the Indiana



Khayum

CPA Society Case Study Competition exemplifies the creativity and enterprising attitude of our students.

- **Jeanette Maier-Lytle's** recognition as INCPAS Outstanding Accounting Educator acknowledges her innovative teaching methods and contributions to the accounting profession.

- The engagement of students taught by **Dr. Marie Bussing-Burks** and **Dr. Mary Ann Shifflet** resulted in creative problem-solving for two community organizations. See page 9.

As we look forward, there are tremendous opportunities for entrepreneurial thinking in the College of Business. These arise in activities such as curriculum development, the delivery of learning, and the evaluation of student learning.

Opportunities also abound as we plan for a new College of Business building. With funding approved for the design phase, students, faculty, and administrators have put their imagination to work to plan for the effective and innovative use of space.

We are seeking private funding for programmatic support in the new building and to communicate to the legislature the support of the community for this project. More details will be forthcoming after the first of the year. We invite your involvement in this campaign.

Six join Board of Advisors

Six new members have joined the College of Business Board of Advisors.

Alumni **Sharon Sartore '89** and **Kelly Dillon '92** were selected as members of the advisory group of 47 senior executives. Sartore is senior vice president of Rogers Jewelers, and Dillon is manager of public affairs and purchasing for Toyota Motor Manufacturing Indiana (TMMI). Other new members are **Tom Austerman**, presi-

dent and CEO of Evansville Commerce Bank; **James Brown**, president and general manager, Casino Aztar; **William Theby**, vice president of Lensing Wholesale, Inc.; and **Todd Tucker**, president and owner, Tucker Publishing Group.

New grants, scholarships available for non-residents

The University of Southern Indiana is making academic programs more

affordable for new freshmen and new transfers who reside in Illinois or Kentucky.

Regional Academic Scholarships and Non-Resident Grants substantially reduce tuition costs for qualifying students from Illinois and Kentucky. A new Non-Resident Top Scholar Award recognizes qualifying new freshmen from out of state.

For details, call the USI Office of Admission at 800/467-1965.



Elkhall



McKnight



Park



Sauer

Four join faculty in fall

The College of Business welcomes four new faculty members.

Dr. Khaled Elkhall, assistant professor of finance, earned a doctorate in business administration at Louisiana Tech University and was formerly an assistant professor at the University of Texas. His research interests include corporate finance, investments, international financial markets, market efficiency, and asset pricing.

Dr. Mark McKnight, assistant professor of business communication, was formerly an instructor in workforce education at Southern Illinois University Carbondale. He also has served as assistant dean of curriculum development at Columbia Southern University in Orange Beach, Alabama, and as director of continuing education and distance learning at the United States Sports Academy in Daphne, Alabama. He holds a doctorate in workforce education and development from SIU Carbondale. McKnight's research interests include communication train-

ing and development, organizational culture, barriers to organizational change and communication, conflict resolution, the role of technology in education and training, and group/organizational dynamics.

Dr. Seungjin Park, assistant professor of computer science, holds a doctorate from Oregon State University. Park was formerly an assistant professor at Merrimack College in North Andover, Massachusetts. His research interests include parallel processing, wireless mobile ad-hoc networks, and sensor networks, especially communication algorithms for different systems.

Dr. Katherine Sauer, assistant professor of economics, earned a doctorate from the University of Colorado Boulder, where she was a lead graduate teacher and instructor of economics. Her broad research interest is in international economics, and her current narrow interest is in the realm of intellectual property rights and trade.

Foroughi named department chair

Dr. Abbas Foroughi has been named chair of the Department of Management, Management Information Systems, and Applied Computer Science. He is professor of computer information systems.



Foroughi

Foroughi joined USI in 1983. He earned bachelor's, master's, and doctoral degrees from Indiana University.

Shields to chair conference for marketing organization

Dr. Peggy Shields, associate professor of marketing, has been named program chair-elect for the 2007 conference of the Atlantic Marketing Association in New Orleans. The annual conference promotes the dissemination of research, including research in specialty areas of marketing not represented elsewhere.



Shields

Greg Murphy named associate dean of College of Business

Dr. Gregory B. Murphy, associate professor of management, has been named associate dean and director of the Master of Business Administration program for the College of Business.

Dr. Mohammed Khayum, dean of the College of Business, said, "Murphy is a highly effective teacher with a strong record of scholarship and engagement in the community. His leadership, energy, skills, and commitment will be invaluable in fostering strategic management and continuous improvement within the College of Business."



Murphy

Murphy joined USI in 2002. His teaching interests include strategic management and entrepreneurship. He has a special interest in new venture/small business performance and new and small e-commerce ventures. He is past chair of the task force investigating the potential for an entrepreneurship program at USI. Murphy assists in the continued development of USI's Center for Applied Research and Economic Development (CARED), a program of USI Extended Services. He also participates in a Small Business Advisory Network in Evansville.

Murphy earned a doctorate in business administration at the University of Houston. He has served on the faculty at University of Nebraska-Omaha and University of Evansville.

Entrepreneurs

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minor to get a better sense of what it takes to run a business.

The task force is looking at other universities to determine what they are doing in the field of entrepreneurship. The group recently visited Ball State University to learn about its nationally recognized program. Making the trip were **Tom Magan**, chair of the Board of Advisors Entrepreneurial Endeavors Committee, and **Kay Forbes-Smith**, chair of the Board of Advisors, as well as **Dr. Greg Murphy** and **Nancy Bizal** of the College of Business faculty.

Dr. Susan J. Ellspermann, director of USI's Center for Applied Research and Economic Development; **Brian Posler**, assistant vice president for Academic Affairs; and **Kim Howard**, regional director of the Southwestern Indiana Small Business Development Center; also attended. Former USI College of Business faculty member **Dr. Michael Goldsby**, now a Ball State faculty member, hosted the USI group.

Three College of Business faculty also attended a conference at Syracuse University to learn more about teaching methods in entrepreneurship. In addition to Murphy, participants included faculty member **Les Nunn** and adjunct faculty member **Harry Lukens**.

The task force continues to gather information related to the structure an entrepreneurship program might take before making a recommendation. Mujumdar said the task force is studying Evansville's work force to determine its weaknesses and how they might be addressed. To assess creativity, the task force looks at statistics on the number of patents generated locally and other data.

In addition to Mujumdar, the task force includes **Dr. Jane Johansen**, **Dr. Greg Murphy**, **Dr. Greg Valentine**, and **Dr. Mark McKnight** of the College of Business faculty.

Many College of Business graduates have successfully utilized their knowledge and skills to become entrepreneurs. In the following columns, we tell you about four.

David Cave '80 Working smarter, working harder

In today's competitive economic environment, individuals have to work smarter and harder to service their clients. Throughout a career in sales, **David Cave** has used innovative thinking and creativity to grow business for his company.

After graduating in 1980 with a major in marketing, Cave went to work for Klingspor, a German manufacturer of sandpaper and other abrasives. He lived in Evansville and represented the company in Indiana, Illinois, Kentucky, Missouri, and Tennessee.

After four-and-a-half years, he joined Klingspor's biggest distributor, Allied Tools in Louisville, Kentucky, a company selling sandpaper, cutting tools, air tools, and measuring equipment. He and his wife Karen Erickson Cave '82 moved in 1986 to New Albany, Indiana, where they continue to live. In 1992, Allied merged into Louisville's Regal Industries. He became a partner and stockholder in 1996. He has since sold his stock but continues as an outside sales representative.

In today's marketplace with a shrinking number of manufacturers and pressure from foreign markets, Cave has used entrepreneurial thinking to stay competitive and help his customers succeed. He was instrumental in implementing Regal's managed inventory program, an initiative that offers a concentrated focus on personal customer service.

For clients in the Greater Louisville region, Cave makes pre-scheduled visits to review inventory levels of specific products and returns the same day to re-stock.

"The customer doesn't have to worry

about that segment of products," Cave said. "It has almost taken that responsibility out of the hands of the customer. It has helped us gain a lot of business."

To recognize business opportunities, Cave believes in doing more listening than talking.

"Ask questions and listen. You find out very quickly what your customer needs," he said. "When customers have a problem, they will let you know."

Correct timing also leads to opportunities.

"If a client has a problem at hand, can you solve it? If you can be smart enough to help them on the spot, it will lead to more business for you," he said.

At USI, Cave enjoyed and learned from the stories and examples that business professors presented from their backgrounds in business and industry. "They were invaluable," he said.

Robert Lesh '01 Turning a hobby into a business

Robert Lesh was looking for a job in the information technology field a few years ago when he was asked by an interviewer what degree he had. He had none.

That's when he decided to enroll in the University of Southern Indiana to earn a degree in computer information systems. He has since worked for a



David Cave, center, calls on Evansville client Terry Babb, right, owner and president of Apex Tool and Manufacturing, Inc., and B.J. Babb, vice president. Terry Babb is a member and past chair of the USI Varsity Club; his son B.J. is a former USI men's soccer player.



Robert Lesh had previous experience as a HobbyTown USA manager before becoming a franchisee in 2005.

number of recognized companies (Kimball, BKD, and Welborn Clinic) in Southwestern Indiana. He opened his own HobbyTown USA store on North Green River Road in Evansville in January 2005. After years working in

“We started with three blank walls and some carpeting. Five days later we were open”

— Robert Lesh

corporations, he was ready to make his own business decisions.

Lesh professes to having frequented hobby shops during his growing-up years to advance his interests, particularly in board games and miniatures. Early in his career, he managed a HobbyTown USA store in Evansville which was owned by a previous franchisee. With the opening of his own shop, his pastime became his business.

“One of my philosophies is that if you enjoy doing something, you can make a living at it,” Lesh said. “You may not become a multimillionaire, but you can make a living at it.”

Lesh said the store hit his projected sales goals for 2005. His total sales were 25 percent higher than projected by the HobbyTown corporate office.

“HobbyTown projected \$400,000 for us in total sales. We did \$500,000. That’s what I was aiming for,” he said.

When the store opened, Lesh knew it would be an investment in time as well as money.

“We were borrowing what would be the equivalent of another house with fixtures, inventory, and other costs. I told my wife that this is a very customer-service oriented business. I would need to know my customers. I spent seven days a week from open to close at the store for the first

four months. Then I started taking one day a week off.”

That arrangement allowed Lesh to offer a customized level of customer service as well as control expenses.

“If I’m here working, I’m not paying payroll,” he said.

Lesh said the franchising opportunity offers certain advantages, including greater buying power, advertising and marketing support, and accounting services.

“It was easy to set up the store,” Lesh said. “We unloaded one truck with 22,000 pounds of stuff—shelving, fixtures, inventory, the works—in an hour and a half. We started with three blank walls and some carpeting and tile. Five days later we were open.”

Ron Romain ’73 Total commitment to all aspects of the challenge

As president and chief executive officer of Evansville-based United Companies, **Ron Romain** has directed dramatic growth of the company that was begun by his father **Robert Romain** in 1964 with the establishment of United Automobile Leasing, Inc.

Today United Companies is a multifaceted financial and transportation services organization that includes

three subsidiaries (United Leasing, Inc., Professional Transportation, Inc., and Romain Automotive Group). The company has more than 3,000 corporate accounts and assets in excess of \$225 million. It employs more than 2,400 associates, has direct operations in 19 states, and manages assets in all 50 states, Canada, Puerto Rico, and Mexico.

For Ron Romain, experience in sales has proved a strong foundation for operating his own business. He majored in marketing at USI.

“My early employment experiences were with small businesses providing me valuable exposure to many of the unique difficulties and challenges that come with such enterprises. Essentially, one learns that you must be all things to all people if you are to succeed. I strongly encourage sales experience to learn about people. It is amazing how often I draw upon those skills in nearly every aspect of our businesses. No matter what area of involvement,



Ron Romain, president and CEO of United Companies, has continued the growth and development of the Evansville-based company begun by his father.

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one will always need to sell his or her ideas to gain support for any initiatives one wishes to move along.”

Romain said that no one should be naive about the potential impact that

“Managing an enterprise, no matter what the size, is brutal unless you are driven to succeed.”

— Ron Romain

starting or growing a business has on the family.

“It can be managed sensibly if a few simple rules are observed,” he said. “First, schedule yourself and your time. Don’t leave much to chance when it comes to the important aspects of your family responsibilities. Second, talk to those impacted and communicate what the endeavor requires. Make certain they are on board before leaving the pier! Finally, listen to their issues and grow together.”

Romain said that experience is a great resource when recognizing opportunities in business.

“Customers present opportunities, the market presents them, and your own due diligence will uncover growth areas,” he said.

At United Companies, each department has a clear mandate to grow assets and earnings each year.

“Underperformance is unacceptable, and that requirement is imbedded deeply within our culture,” he said.

During his time as a USI student, Romain said that case studies in business classes were helpful to him in developing problem-solving and analytical skills.

“The University professors were quite good at challenging each student’s assumptions and making us rethink our decisions. Based upon what I know about the current faculty, I am confident they are preparing students even better today. Clearly, the skills are different and technology is

changing everything.”

Romain advises individuals not to pursue an entrepreneurial career path unless they are committed to all aspects of the challenge.

“Managing an enterprise, no matter what the size, is brutal unless you are driven to succeed,” he said. “There are countless individuals who have tried and failed. If you choose this road, then adopt an attitude of success, nearly at all cost.”

For those who do want to follow an entrepreneurial path despite hearing the unvarnished truth about its many challenges, he said, “Entrepreneurship is totally enjoyable if it’s inside you. Unfortunately, it is not a learned skill. While the technical aspects of business (i.e., accounting, marketing, human resources) are within the educators’ realm, very little else is. The rest is up to you.”

Romain is past chair of the USI Foundation and a member of the Board of Advisors.

Tracy Zeller ’89

Ingredients for success: Experience, employees, and a business plan

“Education is power,” said Tracy Zeller. “Even though I’m not sitting behind a desk doing taxes, I use my degree every day.”

Zeller is an accounting major who spent 18 years working for three different Evansville jewelers before opening her own business on Red Bank Road just north of the Lloyd Expressway in August 2004. She had experience in the jewelry business as an accountant, buyer, and project manager for construction of a new store before launching Tracy Zeller Jewelry.

“My accounting degree advanced my career at each job,” she said.

Zeller said Tracy Zeller Jewelry with its 33 showcases is one of the largest jewelry stores in the Tri-State.

“Until you’ve been in, you haven’t experienced anything like it,” she said.

The store location on Evansville’s west side sets it apart from the competition as does its product line, featuring companies that originate designs and

are exclusive to the area.

The business also focuses on employees, many of them USI graduates.

“Your business is only as good as its people. You can have a beautiful store and the best location, but if you don’t have the right people waiting on customers, it’s not right. You’re only as good as your people,” she said.

“Your business is only as good as its people”

— Tracy Zeller

Zeller also focuses on giving back to the community and networking.

She said that entrepreneurs never go into business for the money: they own a business for the opportunity to control their careers.

“Entrepreneurs have to have a real passion for the business they’re in,” she said. “If you’re passionate about it, your clients will feed off that. They will get excited about it. You can’t fake passion. You can’t wait to share it with other people. From the moment I went into the jewelry business, I knew I would be in it forever.”

Zeller advises business owners never to get comfortable with what they are doing.

“Keep your marketing ahead of schedule. Keep your team ahead of schedule. We run our store as if we have 30 team members; we have 10. We do everything as if we were at the next level. When you get to the next level, you’re there.”

Zeller said her business was doing year seven’s projections after the first year. She attributes the success to experience, the employee team, and a business plan. Her business plan was the size of a phone book.

Tracy Zeller Enterprises includes home accessories and decor and /back-Slash Marketing in addition to jewelry.

New lab advances career preparation for students interested in sales

When **Joe Coslett**, well known in the Evansville area as an expert in sales, toured the new lab in the Orr Center recently, he pronounced that it would put College of Business graduates ahead in their career preparation, replacing the benefit of several years' experience.

Coslett's gift made possible the development of the Joe Coslett Family Sales Management Development Laboratory, named in his honor.

The retired businessman was impressed with the technology which includes three digital video cameras, wireless and wired microphones including a boom microphone, a professional-quality studio lighting system, a high-quality video and audio switching system, an intercom system for communication between the control room and studio, DVD recording equipment, three multimedia computers that act as non-linear video editing systems, and advanced editing software that allows students to create professionally crafted video projects.

While students have priority in using the lab, the College of Business plans to make it available on a limited basis to area businesses as a resource to help build sales management skills.



Joe Coslett, left, retired Evansville businessman, tours the new lab where students interested in careers in sales can practice their skills and videotape portfolios to introduce themselves to potential employers. Dana Willett M.B.A. '02, director of USI Instructional Technology Services, and Dr. Beth Mott-Stenerson, assistant professor of marketing, hosted his visit. Coslett's gift provided funds to make the laboratory possible.

Dell recruiters return with USI alumni, add rally to fall interviews

Chris Gruening '06, a sales representative in the small business sales division of Dell in Nashville, Tennessee, looks forward to going to work every day.

He was one of six 2006 University of Southern Indiana graduates who accompanied Dell representatives when they made their second recruitment visit in the fall. Gruening went to work for the company after he was recruited in the spring.

"Dell is a true meritocracy. Tenure and age do not matter when it comes to promotion. It is all based on performance. The ones who do well move

up—simple as that," Gruening said. "Dell also has a philosophy of promoting from within. The reason is to ensure that your boss and bosses above them have been in your shoes as sales reps and have moved up the chain themselves."

As a representative in the small business sales division, Gruening sells to companies that have fewer than 400 employees. He recommends solutions that fit the budgets and needs of small businesses.

Dell offers monthly incentives with bonuses and a relaxed work atmosphere.

"The people are great, and they treat you very well," he said.

The two-day fall visit by Dell recruiters included a career information session for juniors and seniors majoring in marketing, management, business administration, finance,

communication studies, and public relations and advertising. The event featured a pop culture trivia game show pitting students against faculty and door prizes in addition to company information.

Dell employed 11 USI graduates after its first recruiting trip in spring 2006. In addition to Gruening, **Kevin Buckner**, **Jillian Forcum**, **Jamie Kennedy**, **Mitch Mehringer**, and **Bryan Stunkle** returned to campus with recruiters to discuss Dell opportunities with current students in October. During their two-day visit, recruiters interviewed seniors interested in jobs as sales representatives at the Nashville location.

Janet Johnson, assistant director of Career Services and Placement, said Dell representatives are pleased with the caliber of USI College of Business students and are interested in 22 USI students whom they interviewed for jobs beginning in January or early summer.

Dell representatives have committed to returning to campus twice a year to interview students approaching graduation.



Dell Computer's Mesa Carson, at podium, emceed a trivia game between, from left, marketing majors Patrick Hayden, Ashley Long, and Zack Grider and faculty members Kevin Valadares, Greg Valentine, and Kevin Celuch. The students won the contest.

Team

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Illinois. Flores also was a member of last year's winning team.

Each of the USI team members received a \$1,000 award from INCPAS.

Jeanette Maier-Lytle, USI instructor in accounting and faculty coach of the accounting team for the third year, also was recognized at the CPA Celebration. INCPAS selected her as 2006 Outstanding Accounting Educator.

Maier-Lytle said, "I think many factors contributed to the team's success: their extensive research, their excellent presentation skills, and their ability to field every question the judges asked."

The team had mentoring and coaching from past winners, Donovan Sexton (2004) and Andrew Eddmenson (2005).

The case study for this year's competition was on the topic of peer review. The USI team's most prominent recommendation was the creation of a certification process similar to the AACSB International accreditation for colleges of business and the ISO 9000 certification used in the manufacturing industry.

The students researched the topic through professional journals and publications as well as through interviews with members of USI's Accounting Circle and accounting faculty. **Dr. Craig Ehlen**, USI professor of accounting, served as a mentor. The team also interviewed people who have served as peer reviewers.

Flores said, "The early preparation was an important part of our success. Even before they announced that we were finalists, we were making our PowerPoint presentation."

Flores has accepted a position with KPMG in Indianapolis. She moved to Newburgh from the Philippines when she was 15 and graduated from Castle High School in 2002.

Hayden said the presentation before the judges was the best the team had given. They practiced in formal settings in front of College of Business faculty and representatives of Kemper

Jeanette Maier-Lytle

Instructor in Accounting; Accounting Team Faculty Coach
INCPAS 2006 Outstanding Accounting Educator

Jeanette Maier-Lytle was recognized in November by the Indiana CPA Society (INCPAS) as Outstanding Accounting Educator for 2006.

In making the announcement, INCPAS Chairman Ben Kimmerling said, "The award is designed to recognize an individual who has made significant contributions to accounting education and the CPA profession. The society's Awards Selection Committee evaluates excellence in classroom teaching, motivating students, and active involvement in professional activities when choosing the recipient. Nominations are sought from all Indiana colleges and universities with accounting departments. Jeanette was among nearly a dozen candidates for the 2006 award and is a very deserving recipient."

A USI accounting graduate, Maier-Lytle joined the College of Business faculty in 1997. She earned a bachelor's degree in 1988 and completed a master's in business administration at USI in 1995. She was formerly associated with American General Finance in Evansville and Alcan Ingot in Henderson, Kentucky. In her teaching, Maier-Lytle encourages students to develop their potential through participation in extracurricular and professional development activities. She invites accounting practitioners into the classroom to make presentations and schedules plant tours to introduce students to a variety of work settings.

Maier-Lytle is a certified public accountant and a member of the Institute of Management Accountants and the Indiana CPA Society. A board member of The Literacy Center in Evansville, she received its highest award, the Gordon R. McKinney Service Award, in 2006. She is treasurer of the Parent-Teachers Organization at Lynnville Elementary School in Lynnville, Indiana.

Two other USI faculty members have received the Outstanding Accounting Educator award. **Dr. Daniel E. Wade** received the honor in 1996. **Dr. Craig R. Ehlen** was recognized in 2001.

CPA Group in Evansville. The team also videotaped a practice in the new Joe Coslett Family Sales Management Development Laboratory.

Hayden will complete an internship this summer at Defense Finance and Accounting Services (DFAS) in Indianapolis.

Flores and Hayden are members of the College of Business' Speaking Eagles Toastmasters.

Knepp holds the Edgar W. and Lucile E. Schergens Endowed Presidential Scholarship at USI. He said the team competition helps participants learn to work well with a group.

"You find out what each other's strengths and weaknesses are. You learn where you need to pick up," he said.

After the USI win was announced, Oglesby said the competition timekeeper told them that she knew "when

they walked in with those matching suits and name tags that they meant business."

Oglesby transferred to USI this fall after earning an associate degree in business administration at Southeastern Illinois College.

The accounting team representing Butler University placed second in the 2006 competition. Third place went to Manchester College.

Other teams in the finals represented Indiana University-Purdue University Indianapolis, Purdue University-Calumet, and Valparaiso University. Teams from Indiana University-Bloomington, Indiana-Purdue Fort Wayne, Saint Mary's College, University of Indianapolis, and University of Notre Dame also participated in the competition.

Students survey Greenway use, learn about social entrepreneurship

Two projects begun in partnership with USI's Center for Applied Research and Development (CARED) in the fall put students in touch with the Evansville community.

Students in a statistics class taught by **Dr. Mary Ann Shifflet** helped gather data regarding use of Evansville's Pigeon Creek Greenway Passage. The data will be used by the Greenway's advisory board and the city's Parks Board when applying for grants to fund expansion of the greenway.

The students completed a manual count of users on specific areas of the passage and also interviewed users. The students were compensated for their work in collecting the data.

In partnership with Evansville ARC, students in **Dr. Marie Bussing-Burks'** microeconomics class completed a project to learn about the special challenges of operating a nonprofit organization. The project included a tour of ARC Industries and the organization's Child Life



Samuel Gebreselassie, a finance major, interviews users of the riverfront portion of the Greenway Passage.

Center and Adult Day Care. Evansville ARC provides services to children and adults with disabilities.

Deidra Conner '87, president, and **Andy Cosgrove**, vice president of operations, made a classroom presentation.

"We told the students more about what we do and what some of our challenges are," Conner said. "Our budget coming from state and other public sources continues to shrink. We are serving more people with more significant disabilities with less budget. We felt this was a great opportunity to educate this group of young citizens about the value of people with disabilities and how important it is to give individuals with disabilities opportunities to be successful."

After learning about Evansville ARC, students completed a paper on social entrepreneurship. One option for their topic was to recommend proprietary products, similar to the Diaper 911 one-time changing kit, that ARC Industries could market.

Mark Kurvach developed a suggestion for a kit with products to prevent insect bites or relieve discomfort after a bite.

"Due to the growing concern in the United States about the West Nile Virus, the kit has the potential to be a great success, especially among Americans camping or traveling to parts of the world where malaria is a clear and present threat to their health," he said.

Dr. Susan J. Ellspermann is director of CARED.

J.P. Engelbrecht: Future managers need practice

Executive in Residence emphasizes people skills

J.P. Engelbrecht encouraged College of Business students to take advantage of opportunities to practice their management skills in other than management settings. Getting involved in student government and other student organizations is an ideal way to develop management and leadership potential for future employment.

Engelbrecht, vice president and chief operating officer of South Central Communications Corporation in Evansville, was the College of Business Executive in Residence in fall semester. He made a series of presentations to faculty and students during a day on campus.

To become effective managers in the workplace, Engelbrecht said students should participate in activities that help them learn to interact with people.

"Respect and dignity are key," he said. "People leave managers—not jobs."

Engelbrecht became vice president and COO of South Central Communications in 2002. He is responsible for a



J.P. Engelbrecht, left, chief operating officer of South Central Communications, was Executive in Residence for the College of Business. John Engelbrecht, chief executive officer of the company, attended his son's large-group presentation.

dozen radio stations, two television stations, and 10 Muzak® business units of South Central Communications as well as oversight of the corporate office.

Thank you!

Old National Bank

The USI College of Business extends appreciation to Old National Bank for sponsorship of the 2006 Executive-in-Residence program.

Valentine on international panel about economic instruction in high schools

Dr. Gregory P. Valentine traveled to Warsaw, Poland, in September to serve on an expert panel at an international conference addressing the need for instruction in economics and personal finance at the high school level.



Valentine

Valentine is director of the USI Center for Economic Education in Southwest Indiana and USI professor of business education. He was invited by the Federal Reserve Bank of New York, joint sponsor of the conference with the National Bank of Poland.

Valentine represented the National Business Education Association

(NBEA), which has developed standards for high school educators who teach personal finance.

At the conference, Valentine presented information on the need for financial education at both the high school and college levels. Research by the Jumpstart Coalition for Personal Financial Literacy has determined that the average high school graduate scored 48 percent correct on questions related to basic issues such as car purchases, food purchases, housing rental, automobile insurance, checking and savings, and credit. A survey conducted by Valentine in Southwestern Indiana showed similar results.

"The problem is global," Valentine said.

Representatives at the Warsaw conference agreed on the need for more economic education for students, the

development of appropriate teaching materials, greater awareness of available programs, and the coordination of programs among countries.

Valentine is president of the Indiana Business Education Association and chair of the NBEA joint committee on economic education.

Beta Alpha Psi to co-host Midwest Region meeting

USI's Lambda Mu Chapter of Beta Alpha Psi will co-host BAP's 2007 Midwest Regional Meeting March 2-3 in Indianapolis. Beta Alpha Psi members and faculty advisors from throughout the Midwest Region will attend the annual event.

Joining USI members in co-hosting the meeting will be BAP representatives from Purdue University and the University of Notre Dame.

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Accounting Extravaganza

Ken Sendelweck named USI Distinguished Accountant

Kenneth L. Sendelweck '76, president and chief executive officer of German American Bank in Jasper, Indiana, has been named the University of Southern Indiana Distinguished Accountant for 2006.

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,



"I love accounting," says Ryan O'Neil as required by the rules when responding to "answers" in the Jeopardy-style accounting during the Accounting Extravaganza. O'Neil and fellow students seated with him each won a lunch and individual mentoring session with members of the Accounting Circle as the table with the most correct "questions" during the game. In addition to O'Neil, winning students were Jeffrey Ellen, Mark Kurvach, Kenan Purcival, Scott Roberts, and Angela Wang.

and the USI Accounting Circle. The award is presented by the USI College of Business accounting program and the Accounting Circle, an advisory board.

Sendelweck recently was named by Indiana Governor Mitch Daniels to the Indiana Commission for Higher Education, a 14-member body that coordinates planning and budgeting for higher education in Indiana.

In addition to serving as president and CEO of German American Bank, Sendelweck is secretary/treasurer of German American Bancorp and chairman/secretary of German American Financial Advisors. He joined German American in 1999.

Previously, Sendelweck was associated for 23 years with Kimball International, Inc., in Jasper.



USI President H. Ray Hoops, left, and Accounting Circle member Bob Swan '72, right, congratulate Ken Sendelweck on being named 2006 USI Distinguished Accountant. Swan received the honor in 2005.

At USI, Sendelweck is a member and past chair of the College of Business Board of Advisors. He has served for 10 years on the USI Foundation Board of Directors. He is a member of the Foundation's USI Annual Fund Alumni Campaign committee and a past member of the finance committee.

Golf Scramble supports Dan Wade accounting scholarship



The winning team in the Accounting Circle Golf Scramble included, from left, students Adam House, J.P. Bryan, and Kenan Percinel and BKD partner Jeff Wilmes '81. The event at Helfrich Hills Golf Course raised more than \$3,300 to benefit the Dan Wade Scholarship for an accounting major.

Let us hear from you!

We welcome comments from our alumni and friends regarding accomplishments, career choices, and momentous personal events. Include name, class year, major, home and business contact information along with your news. Please indicate whether we should submit this information to the Alumni Today section of *USI Magazine* or use it only to maintain accurate alumni records. Send to Nancy F. Bizal, College of Business, University of Southern Indiana, 8600 University Blvd., Evansville, IN 47712-3597 or nbizal@usi.edu.

Toastmasters member signs her speeches

A new member of the Speaking Eagles student chapter of Toastmasters this year is **Laura Tretter**, a senior business administration major from Newburgh, Indiana. She was diagnosed with profound deafness at the age of 18 months.

Tretter recently gave her second speech at a regular Tuesday meeting of Toastmasters. An interpreter translated from American Sign Language.

"I joined Toastmasters to help improve my public speaking skills in order to prepare myself for the real world as well as my career," Tretter said. "I hope that Toastmasters will not only help me in the future, but also help others to become more aware of the deaf culture and to understand that their hearing-impaired coworkers are capable of giving presentations at work as well."

Dr. Daniel E. Wade, professor of accounting and faculty advisor for the organization, said Tretter has been



Laura Tretter signs a speech at a meeting of Speaking Eagles Toastmasters.

appointed "sign master" to teach fellow club members a new sign each week. She has taught basic signs, such as the alphabet, numbers, words, and a few phrases to the group.

In accordance with the American Disabilities Act (ADA), an American-Sign Language/English interpreter is available for Tretter's classes and extracurricular activities.


"I personally try not to rely on them whenever possible to help myself grow to be independent and to enhance my communication skills with hearing people," she said.

The student chapter of Toastmasters is sponsored by the Accounting Circle.

MBA program noted by Princeton Review

The Princeton Review's 2007 publication *282 Best Business Schools* has identified the University of Southern Indiana's MBA program as one of the country's best. This is the third consecutive year for the College of Business program to be listed.

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