

# COLLEGE OF BUSINESS REPORTS

UNIVERSITY OF SOUTHERN INDIANA

## Academic program in entrepreneurship taking shape

The development of an academic program in entrepreneurship continues to take shape, energized in spring semester by the excitement of the first College of Business-sponsored Business Idea Competition and a statewide win in an Elevator Pitch Competition for a College of Business student.

In addition, funding for an entrepreneurship lab in the new College of Business and General Classroom building will provide opportunities for College of Business students of the future to prepare themselves to develop and implement innovative business ideas and contribute to the economic vitality of southwestern Indiana.

The lab will be made possible by a generous gift from **James R. McKinney**, president of Regency Commercial Associates in Evansville, and his wife **Valerie**. The lab will be named in memory of Jim McKinney's father, **Russell L. McKinney**, who was born in rural Warrick County, Indiana. Russell McKinney grew up in Boonville and graduated from Boonville High School. He moved to Evansville and without further education developed various business ventures, including a rental car franchise, car wash, and wrecker service.

**Dr. Sudesh Mujumdar**, assistant professor of economics, chairs a task force that is studying the

See **Entrepreneur**, page 5

## New building to feature O'Daniel Atrium

### Business faculty among first to give to program needs

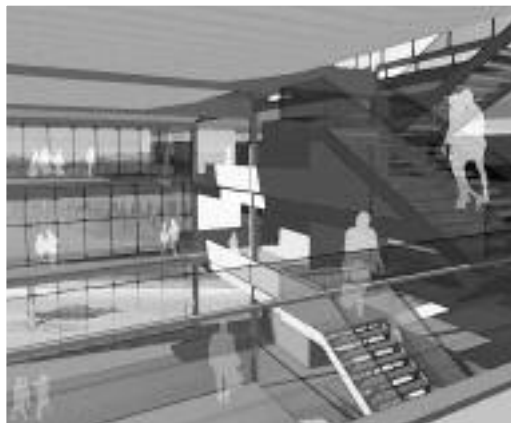
A prominent space in the new College of Business and General Classroom Building will be called the O'Daniel Atrium.

**D. Patrick and Rosemary O'Daniel** have committed \$500,000 to the Campaign for the College of Business and General Classroom Building. The campaign is funding programmatic needs of the new building which will be located south and east of the Liberal Arts Center and adjacent to Reflection

Lake. Bonding authorization for the \$29.9 million building was approved by the 2007 Indiana General Assembly and groundbreaking could take place in the next academic year.

The 117,000 square-foot classroom and laboratory building will serve both business and engineering programs at USI. Architects, Hellmuth, Obata & Kassabaum (HOK, Inc.) of St. Louis and Hafer Associates of Evansville, presented the schematic design for discussion at the January meeting of the USI Board of Trustees. The atrium will provide a place to foster energy, activity, and

See **Building**, page 4



*The O'Daniel Atrium will welcome visitors to the new College of Business and General Classroom Building.*



## Students making a name for themselves and college in academic competitions, meetings

### Accounting student wins statewide entrepreneurship contest

At press time, a team of College of Business accounting students was preparing for the national finals of a case study competition in Phoenix. This is the second year in a row for a USI team to make the "final four" of the contest sponsored by the Institute

of Management Accountants. Another accounting student took first place for her innovative business idea in a contest with college students from throughout the state. These students are among dozens of College of Business students

See **Making a name**, page 6

## Establishing enduring relationships with graduates

Alumni insights benefit new generations of students preparing for business careers

By Mohammed Khayum

At USI Commencement in May, 309 degrees—277 undergraduate degrees, 26 M.B.A. degrees, and six post-baccalaureate certificates—were awarded to College of Business students. This accounted for almost 24 percent of the total number of USI graduates in spring 2007. Based on past patterns, more than 70 percent of these graduates are likely to be employed within a 60-mile radius of the University. As we celebrate the accomplish-

*Based on past patterns, more than 70 percent of these 2007 graduates are likely to be employed within a 60-mile radius of the University.*

ments of our graduates and wish them success in their future endeavors, we look forward to establishing enduring relationships based on mutual interconnectedness.



Khayum

This issue of the *College of Business Reports* highlights:

- ongoing progress with the implementation of our strategic plan and the active involvement of our Board of Advisors in the process (page 8).
- accomplishments and activities of our students and faculty that reflect our mission to offer a value-driven business education with an emphasis on being student centered, fostering creativity, innovation, and ethical decision-making. The enterprising attitude of our students, their successes, and our commitment to key aspects of our mission are reflected in student engagement in local, state, regional, and national competitions (pages 6-8), the recognition and awards they have received (pages 1, 6, 7, 9, 11, and 12), and the transformational impact of their varied learning experiences (page 10).
- the value we place on the creation, advancement, and application of knowledge through reasoned, disciplined inquiry by our faculty. Examples include the development of an entrepreneur-

ship minor (pages 1 and 5) and the research projects that faculty will conduct this summer (page 3).

• the tremendous support from our community for our direction and the steps we are taking to attain our goals. This is evident in the generosity of donors whose contributions will have a significant impact on the integration and use of technology in the new College of Business and General Classroom Building (page 1).

Amid our focus and enthusiasm about future developments we also are mindful of the enduring role the College of Business plays as a bridge between generations of business students. We encourage our alumni to consider possibilities for engagement such as participation in the USI Alumni Association, advisory groups, focus groups, our business idea competition, and other activities such as our alumni-in-residence program.

A recent mid-management focus group involving the following alumni—**Stephanie Buchanan '97**, **Stephanie Polen '98 M.B.A. '05**, **Alvin Basham '00**, and **Jeff Bone '97**, provided perspectives on the “Ideal Business Graduate” based on their work experiences after graduation. Their insights about taking initiative, being an effective communicator, and being able to relate knowledge across disciplines illustrate how alumni support and interaction can serve as a bridge between generations of students.

### After 11,000 students, Shirley Kirk to retire

Since Shirley Kirk joined the University in 1997, she calculates that she has taught Microsoft Office Suite to more than 11,000 students. Kirk is retiring as computer application training coordinator for management, management information systems, and applied computer science for the College of Business.

The class includes lessons in how to use Microsoft Word, Excel, Office Access, and PowerPoint. It is popular among incoming freshmen and nontraditional students.



Kirk

“I still see some of the students I had in my first class. I've been fortunate in that I've had a lot of good students come through here,” she said.

In retirement, she is looking forward to spending time with her husband and a new puppy. She also plans to travel.

## Mujumdar is visiting scholar at Reserve Bank of India

**Dr. Sudesh Mujumdar**, assistant professor of economics, has completed a two-month appointment as visiting scholar at the Reserve Bank of India (RBI), the country's central bank.



Mujumdar

As visiting scholar, he was affiliated with the Department of Economic Analysis and Policy and the Department of Monetary Policy to conduct a research project entitled, "Hands Off or Not? Property Markets and Central Bank Policy."

"The project seeks to develop a practical guide to the appropriate monetary policy response of a central bank to rapidly rising property prices in the context of developing countries," Mujumdar said prior to the trip.

The office of the governor of the RBI entertains proposals throughout the year and bases the selection of visiting scholars on the currency and practical implications of the proposed research with regard to the design of monetary policy.

Mujumdar said his project relates to his teaching interests. One aspect of the course he teaches in development economics is helping students understand how examining a country's economic policies can help a person recog-

nize investment opportunities in that country.

The RBI headquarters is located in Mumbai (formerly known as Bombay). Mujumdar returned to his native country in May to conduct the research project. He holds bachelor and master's degrees in economics from the University of Bombay and a second master's and a doctorate in economics from the University of Cincinnati.

The University of Southern Indiana Board of Trustees recently approved tenure and promotion for Mujumdar. His promotion to associate professor will be effective August 20. Tenure also will be effective at that time. Mujumdar joined the College of Business in 2001.

## Faculty members awarded fellowships for summer research

Four College of Business faculty members have received grants for summer research.

**Dr. Khaled Elkhail** and **Dr. Katherine Sauer** are recipients of Lilly Endowment Summer 2007 Research Fellowships.

■ **Elkhail**, assistant professor of finance, will revisit the debate of market (in)efficiency by examining different models of stock market predictability—namely, the Campbell and Shiller mean reversion model and the Federal Reserve-type models. His twofold objective is, first, to assess the stock return predictability of such models and, second, to develop market timing strategies and assess their performance relative to a buy and hold approach.

■ **Sauer**, assistant professor of economics, will analyze the change in the quality of parallel import goods (goods traded without the permission of the intellectual property right holder) across countries over time. She said that studying parallel import goods is important from a policy standpoint because in permitting parallel imports, a potential trade-off between low prices and high quality could result. Her study will focus on competition in the European Union.

■ **Dr. Gary W. Black**, assistant professor of production/opera-

tions management, received the Malcolm Koch Summer Research Fellowship. He will continue his research on the topic of aversion dynamics, a general approach used to create special job sequences that reduce the potential negative impacts associated with events such as machine upgrades or repairs. His new research will extend aversion dynamics research to the multiple-machine environment.

■ **Dr. Timothy J. Schibik**, professor of economics, is the recipient of the Community-Based Faculty Engagement Fellowship. He will update and expand the *Evansville Factbook*, a compendium of demographic, economic, and social information about Southwestern Indiana. The expansion will include the development of pilot community data "snapshots" for Oakland City, Petersburg, and Washington. These three communities are involved in the I-69 Community Development Project.



Elkhail



Sauer



Black



Schibik

# Building

Continued from page 1

community among students. It also will facilitate interaction between college students and faculty and the business community.

The O'Daniel gift will help provide state-of-the-art technology and instructional needs allowing USI to educate students who are more prepared than ever to enter the workforce with vital knowledge and skills. Facilities of the new building also will allow University professors to engage more fully in applied research for the region.

The first to step forward in support of program needs for the new building when the campaign was announced in late 2006 were members of the College of Business faculty, stakeholders who will teach in the new building

and have offices there. **Timothy B. Mahoney**, instructor in economics and a member of the College of Business faculty since 1987, suggested that faculty would want to take advantage of the Lilly Endowment matching funds opportunity which ended December 31.

In less than a month, College of Business faculty gave \$11,624 for a total of \$26,154 with the match. The College of Business Faculty Enhancement Endowment was established with the gifts. The fund will generate an annual distribution for programmatic support in the new building.

The College of Business Board of Advisors also is working toward a joint gift. Kay Forbes-Smith was chair of the group for 2006-07.

In a recent letter she thanked members who have pledged a major gift to the campaign and encouraged others to consider what a difference a personal or business major gift commitment would mean. In addition, she

## Naming opportunities

Many naming opportunities are available for those who contribute at the \$25,000 and above level. A multi-year payment option for major gifts is available. A donor recognition display in the O'Daniel Atrium will recognize gifts of \$1,000 and above.

challenged board members to join her in contributing to a gift from the Board of Advisors as a group.

"All of you are making a real impact on the College of Business by being a member of this board, and this is yet another way to signify your support," she said.

Private gifts demonstrated to the Indiana General Assembly that the community supports state-of-the-art instructional facilities.

The O'Daniels give two reasons for contributing to the campaign. Pat said, "We are supporting this campaign because I think the University of Southern Indiana is the most effective educational institution for developing the economy of Southwestern Indiana.

"Our second reason is to honor my father and mother, Joseph and Marie O'Daniel. USI was his proudest accomplishment."

Joseph O'Daniel was instrumental in the development of USI, the USI Foundation, and Southern Indiana Higher Education, Inc. (SIHE), the nonprofit foundation which purchased 1,400 acres and gave 300 of them for development of the present campus.

Pat and Rosemary O'Daniel have continued his father's commitment to the University. Pat is an advisory board member of the USI Foundation and through the USI Foundation they support Presidential Scholarships, Varsity Club, USI Annual Fund, and other programs.

The O'Daniel gift brings the campaign to 68 percent of the \$2 million goal. The campaign is administered by the USI Foundation.

In addition to the O'Daniel and College of Business faculty gifts, major gifts to date to serve the College of Business or shared space for the business and engineering programs include the following:

- **American General Financial Services** – \$25,000, tiered classroom
- **Bussing-Koch Foundation** – \$50,000, stock market lab

- **Joseph P. and June Coslett** – \$25,000, sales management development lab
- **John and Gail Dunn** – \$25,000, sales classroom
- **Fifth Third Bank** – \$50,000, to be determined
- **Kahn Dees Donovan and Kahn** – \$25,000, decision support/negotiations lab
- **Kemper CPA Group** – \$25,000, classroom
- **John and Judi Lippert** – \$250,000, Lippert Lecture Hall
- **Jim and Valerie McKinney** – \$25,000, entrepreneurship lab
- **Old National Bank** – \$100,000, sales suite
- **Ron '73 and Connie Romain '74** – \$50,000, boardroom
- **Victor V. Schriefer Jr.** – \$50,000, communications lab
- **Jim and Eileen Will and Bruce and Carol Baker** – \$25,000, tiered classroom

In addition, these major gifts serve program needs for engineering:

- **Daniel and Janet Fuquay** – \$50,000, Lloyd C. Hahn Engineering Design Center
- **Richard H. Merrick Family** – \$25,000, heat/thermodynamics lab
- **Sterling Boiler and Mechanical Inc., Daniel G. Felker** – \$50,000, materials testing lab

The campaign also has received pledges and gifts of \$1,000 or more from the following:

- **Richard S. Anderson**
- **Apex Engineering**
- **Thomas L. Austerman**
- **Donald R. Breivogel '83**
- **Marie Bussing-Burks**
- **Carl L. Chapman**
- **Kay Forbes-Smith and Will Smith '78**
- **Scott A. Gordon**
- **G. Patrick Hoehn**
- **Jasper Engines and Transmissions**
- **Mohammed Khayum**
- **Annie M. Krug**
- **Lensing Building Specialties**
- **Brett J. Long**
- **Tim Mahoney**
- **Jenny R. Medcraft**
- **Mel-Kay Electric**
- **United Bank**

# Entrepreneur

Continued from page 1

development of an academic program in entrepreneurship for the College of Business

He said, "We think of the lab as a venue to help wake and give concrete shape to the entrepreneurial spirit."

The lab will be designed as a work environment that promotes creativity, communication, and collaboration. It will house hardware and software for creating high-impact presentations to pitch ideas to venture capitalists. Students will be able to create and integrate audio, video, and 3-D imaging. They will have access to computer-assisted design and three-dimensional printing capability to create product prototypes.

The task force has developed a suggested structure for a minor in entrepreneurship that would benefit business students and students in other disciplines. The suggested curriculum includes the following courses:

- **So you want to be an entrepreneur?** Students will learn to apply creative-thinking techniques to the identification of business opportunities.

- **How solid is your business idea?** Students will study how to assess the feasibility of business ideas. The assessment will encompass the legal, organizational, financial, product/service design, and marketing dimensions of feasibility.

- **Running a small business.** Students will learn the basic operational elements of running a business and developing a business plan.

- **Learning by doing: working with entrepreneurs.** Students will apply business principles in understanding and addressing different entrepreneurial challenges by working alone or in teams with practitioners.

**Dr. Gregory B. Murphy**, associate dean of the College of Business, said the proposed courses will be submitted to the appropriate University committees during the fall semester. If approved, the program in entrepreneurship could be implemented in fall 2008.



## Goldsby offers encouragement to risk takers

*Dr. Michael Goldsby, the Stoops Distinguished Professor of Entrepreneurship at Ball State University, advised students to pursue business ideas they believe in and to involve others who can help them achieve their goals. A former USI faculty member, Goldsby made presentations to students, faculty, and entrepreneurs from the Board of Advisors during the College of Business' celebration of National Entrepreneurship Week in the spring. A prolific scholar, he is working on a book about applying creativity to entrepreneurship.*

Coming in fall semester

## Focus on entrepreneurship

### Visiting scholar to share ideas on curriculum development

**Sharon T. Alpi**, Coleman Foundation Professor in Entrepreneurship for the Tabor School of Business at Millikin University, will visit USI September 24 for presentations to College of Business faculty and students about entrepreneurship.

Alpi is director of the Center for Entrepreneurship at Millikin. She teaches the senior seminar for the entrepreneurship curriculum and was one of three faculty members to develop Millikin's Art of Entrepreneurship program.

**Dr. Gregory B. Murphy**, associate dean of the USI College of Business, said Alpi developed an excellent entrepreneurship-in-the-arts program at Milliken and is now expanding course offerings to other colleges.

"We are trying to develop and implement a minor in entrepreneurship that we hope will have broad appeal across campus," he said. "We expect to gain further knowledge from Sharon that will help us achieve this objective."



Alpi

### Business Plan Competition

Students will have an opportunity to enter the Indiana Collegiate Business Plan Competition to be held November 8. The Indiana Economic Development Corporation and TechPoint will host the competition. Students from universities throughout the state will present business plans they developed to a group of successful entrepreneurs and investors.

## Making a name

Continued from page 1

who have enhanced their career preparation this year by participating in academic competitions at the campus, state, regional, or national level.

In addition, students and their faculty sponsors have attended professional meetings to learn more about current issues in their disciplines and network with other students, faculty, and professionals.

**Dr. Mohammed Khayum**, dean of the College of Business, said that participation in competitions benefits the

### *Students who engage in regional and national competitions develop a sense of confidence about how they perform relative to their peers at other universities.*

students and the University. Students in the USI chapter of the Association for Information Technology Professionals have long been entering national competition and bringing home awards.

"We want to have our students engage in regional and national competitions in other disciplines," Khayum said. "They will develop a sense of confidence about how they are performing relative to their peers at other universities."

The success of students in competitions and the presence of faculty and students at professional meetings attracts attention regionally and nationally to the quality of USI College of Business academic programs.

The accounting team in the IMA competition includes **Andrew Eddmerson** of Madisonville, Kentucky; **May Flores** and **Kathleen Fuller** of Newburgh, Indiana; and **Amy Oglesby** of Galatia, Illinois. Faculty advisor is **Jeanette Maier-Lytle**, instructor in accounting.

Earlier this year, as reported in the Winter 2006 of *College of Business Reports*, the USI accounting team of Flores, Oglesby, **John Hayden**, and **Adam Knepp** brought home the college's third consecutive win in the

annual Indiana CPA Society Case Study Competition.

The paragraphs that follow summarize other competition and conference participation in recent months.

### Students pitch big ideas in campus and statewide business idea contests

Students with entrepreneurial ideas for Internet radio broadcasts in cars, better tracking of a personal exercise program, and a system for controlling household pantry inventory are winners in the first Business Idea Competition sponsored by the USI College of Business.

At the statewide level, **Sheri Risner's** idea for the Pantry Partner won first place in competition with more than 400 students from 21 universities throughout the state.

The USI competition was held as part of the college's celebration of Entrepreneurship Week USA February 24- March 3. Sixteen students entered the competition. Winning ideas were:

First place (\$250) — **Joshua Sackett** proposed using WinAMP (a software program that allows computer users to play audio files in many popular digital audio formats) combined with the Internet signal available from cell phone towers to make it possible for people in cars to listen to any radio station that is broadcast over the Internet. Sackett is a sophomore majoring in computer information systems. He lives in Evansville.

Second place (\$200) — **Michael Patzer**



Sackett



Patzer

suggested a comprehensive system to track progress in a personal exercise program by using radio-frequency identification (RFID) tags. Through its automatic identification capability, the RFID tag would allow accurate information from a workout (such as distance run on a treadmill) to be transferred to a computer with software to report progress toward the individual's goals. Patzer is a sophomore with a double major in finance and economics. Evansville is his hometown.

Third place (\$150) — **Risner** came up with an idea that solves a problem she faces every day. "I never seem to have what I need in my pantry," she said. "Someone removes the last can of tomato sauce, broth, or vegetables, and suddenly the meal I had planned to prepare requires a trip to the grocery store." Her Pantry Partner would be a wall-mounted device to scan groceries as they come into the home and again as they are used. The bar code reader would help people maintain household inventory, prepare grocery lists, plan meals, and save money. A nontraditional student, Risner lives in Newburgh.

Judges for the campus competition were SCORE members **Ron Dame**,



*"I entered because I wanted to know how far I could go with this idea. (The venture-capitalist judges) would be a great group of people who could say 'go for it' or tell me how far I could go."*

—Sheri Risner

First-place winner

Indiana Collegiate Entrepreneur Bootcamp



*Kurvach*

retired president of Faultless Caster Corporation; **Jack Buttrum**, former president and owner of Swanson Nunn Electric Company; and **Tom Koetting**, retired vice presi-

dent of sales and marketing for Peabody Coal Sales Company. SCORE (Service Corps of Retired Executives) is a non-profit association whose members provide advice to small businesses.

All students who submitted ideas in the USI competition will have an opportunity to engage in a feasibility analysis with support from the College of Business.

Risner took the top prize of \$500 in the Elevator Pitch Competition at The Indiana Collegiate Entrepreneur Bootcamp held in March in Indianapolis.

She and USI student **Mark Kurvach**, also an accounting major and Newburgh resident, were among 10 finalists chosen to present their entrepreneurial ideas to a judging panel of four venture capitalists. Bootcamp participants and almost 50 of the state's top entrepreneurs and investors also heard their pitches.

Risner received encouragement from the judges to start a business. Kurvach presented a suggestion for an insect bite kit with products to prevent insect bites or relieve discomfort after a bite.

Other USI students who participated in the Bootcamp were **Kyle Gilbert**, **Katie McCallister**, and **Joshua Sackett**. The event was sponsored by the Indiana Economic Development Corporation and the Indiana Venture Center.

## Beta Alpha Psi members to compete nationally

A team of accounting students earned the right to compete August 2-4 at the national level in "Best Practices" competition at the 2007 Beta Alpha Psi Annual Meeting in Chicago. Team members are **Andrew Eddmenson** of Madisonville, Kentucky; **John Hayden** of Evansville; and **May Flores** of Newburgh. Faculty advisors are **Dr. Brian McGuire** and **Dr. Mehmet Kocakulah**.

The USI team placed first in regional competition in the "Involvement in Professional Organizations" category in March at the Midwest Regional Meeting in Indianapolis. The USI chapter co-hosted the meeting with Purdue University and the University of Notre Dame.

As regional winners, the USI chapter received a \$500 award. The students made a presentation on the topic of "Creating a Toastmasters Chapter." USI's Speaking Eagles chapter of Toastmasters was initiated by and is supported by the Accounting Circle.

In the regional finals the USI team bested teams from Ball State Universi-

ty, Bradley University, Grand Valley State University, Kent State University, and Western Illinois University-Quad Cities.

## Investment Forum attracts economic, finance students

Members of the USI Economics and Finance Club recently participated in the seventh annual R.I.S.E. (Redefining Investment Strategy Education) Global Student Investment Forum at the University of Dayton in Dayton, Ohio. The group included **Michael Patzer**, **Sam Bennett**, **Jason Dilger**, **Aphrodite Hudson**, and **Megan Martin**. **Dr. Manfen Chen**, faculty advisor, accompanied the students.

Among the featured speakers were Ralph Alvarez, president and chief operating officer of McDonald's Corporation, and Paul Atkins, a member of the Securities and Exchange Commission.

Patzer, president of the club, said, "Of the workshops, I liked the one on value investing the most. Throughout the conference I heard about things like hedging and arbitrage and real-estate leverage, and it was nice to see an investing presentation that demonstrated how to invest in a company based on things a lay person can relate to, like the value of a brand name (and) the amount of assets and liabilities a company has."

About 1,700 students from 50 states and many countries attended the three-day meeting in late March.

## Marketing students attend national sales competition

Two marketing majors, **Brad Niehaus** and **Troy Cunningham**, participated in the 9th annual National Collegiate Sales Competition at Kennesaw State University near Atlanta.

In the competition, students made sales calls on a fictional business with a corporate sponsor playing the role of the prospect.

Niehaus, a senior from Washington, Indiana, said, "The experience was one of the most rewarding in my collegiate career. The hands-on training as



*Beta Alpha Psi members John Hayden, May Flores, and Andrew Eddmenson will compete nationally in August following a regional win in "Best Practices" competition.*

See **Making a name**, page 8

## Putting a face on the strategic plan

### Support for new building helps implement vision

**By Kay Forbes-Smith**

2006-07 Chair

USI College of Business

Board of Advisors

A couple of years ago the College of Business developed a strategic plan, and one of the continuing challenges the Board of Advisors has been asked to address is to help the college implement that plan. While the term strategic plan sounds kind of dry, and well, business-like, the truth is that nothing could be further from the truth.

Some time during my tenure on this board, we went from being a Board of Visitors to a Board of Advisors. I am not sure when that happened, but it seems like the hidden agenda was to get more work out of us...and rightly so! The board includes business leaders with an incredible diversity of experience...entrepreneurs, human resources experts, accountants, bankers, engineers, health-care executives, and the like. As a group, and as individuals, we have



Forbes-Smith

been offered opportunities to work with faculty and meet students who are helping make the strategic plan come alive.

**Dr. Mohammed Khayum**, dean of the college, and **Dr. Gregory Murphy**, associate dean, have led the drive to involve the board to help fulfill the vision set forth in the strategic plan...to provide a premier learning experience in business that emphasizes an entrepreneurial mindset which involves innovative thought and openness to new ideas. Now that is an exciting vision, and their passion has been infectious. It is fulfilling this vision that helps prepare students for a world that inevitably will be different just moments after their graduation. Developing an innovative, creative mindset that embraces that change is key to preparing students to apply their education in ways we cannot even envision today. Fortunately the board has had an opportunity to meet many of those students who have shared with

*"...Fulfilling this vision...helps prepare students for a world that inevitably will be different just moments after their graduation."*

*—Kay Forbes-Smith*

us their award-winning experiences at such events like the statewide Indiana Entrepreneur Boot Camp and the Indiana CPA Society Case Study Competition. Having the privilege of seeing the strategic plan come alive by interfacing with these and other students on campus makes being an 'advisor' rather than just a 'visitor' certainly worthwhile.

And, being on the board as plans for the new College of Business building begin to take shape is equally rewarding. The building, scheduled to be completed in 2010, will truly be a venue to continue to implement the college's vision and strategic plan.

I hope you will join me and others who are supporting the programmatic needs of the new facility. I can see the faces of the students now...prepared to face the world of business with an entrepreneurial, creative, innovative mindset fostered by a faculty and this state-of-the-art learning environment.

*Kay Forbes-Smith is president of KFS and Associates in Evansville.*

## Making a name

*Continued from page 7*

well as the networking and career opportunities that this event provided gave me the confidence, professionalism, and connections to pursue a successful career in sales."

The two-day meeting was held in March. This was the first year for College of Business students to attend. **Dr. Mark McKnight**, assistant professor of business communication, coached and accompanied the students.

## Students place second in Human Resource Games

The USI College of Business team finished in second place in the first Indiana Human Resources Games, a

competition sponsored by the Indiana State Council of the Society for Human Resource Management (SHRM).

The USI team included **Alyssa Christian**, **Lexi Lake**, and **Holly VanGorp**.

The contest used a Jeopardy-style format to test students' knowledge of human resource concepts. Questions were divided into categories similar to those used in the professional human resource certification exam.

The contest was held at Indiana University.



*Human resources team members are, from left, Alyssa Christian, Holly VanGorp, and Lexi Lake.*



## Advisory groups announce chairs, new members

The College of Business Board of Advisors, Accounting Circle, and Information Technology Alliance have announced chairs and new members for 2007-08.

**Patrick Harvey** will chair the Board of Advisors. He is FAB project manager for Alcoa.

Two new members—**Donald R. Neel '85** and **John DiTullio**—have joined the group. Neel is president and chief executive officer of United Bank in Evansville. He is a certified public accountant and has been chief financial officer of two Evansville banks. **DiTullio** is assistant vice president and general manager of TJMaxx in Evansville.

The new chair of the Accounting Circle is **Greg Newman '88**, a partner in Kemper CPA Group. New members of the Accounting Circle are **Michael Carroll '88**, senior vice president/controller for Integra Bank Corporation, and **Michael Klueh M.B.A. '00**, chief corporate responsibility officer for St. Mary's Health Systems.

The 2007-08 Chair of the IT Alliance is **Derek Faughn '84**, division information officer for Mead Johnson Nutritionals/Bristol-Myers Squibb. The four new IT Alliance members are **Terry Clements '95**, chief information officer for Shoe Carnival, Inc.; **James Kloosterman**, chief information officer for Deaconess Health Systems; **Scott Krodel M.H.A. '04**, chief information officer for St. Mary's Health Systems; and **Martin Roth**, a partner in Kemper Technology Consulting.

## Valentine leads educator tour of NYSE

### Castle senior places second nationally in InvestWrite contest

**Dr. Gregory P. Valentine**, director of the Center for Economic Education in Southwest Indiana, led a group of 30 high school economics teachers from throughout the country on a tour of the New York Stock Exchange and the Federal Reserve Bank of New York recently during the annual conference of the National Business Education Association (NBEA).

The group heard a program on monetary policy at the Federal Reserve Bank and learned about curriculum materials available for their use. They also observed as more than 100 gold bars, each worth \$290,000, were moved by forklift from the bin of one country to another. At the stock exchange, teachers observed trading from the viewers' gallery and then went on the floor of the exchange to talk with traders.

Valentine also led a group to visit the United Nations headquarters where they had a debriefing by UNESCO (United Nations Educational, Scientific, and Cultural Organization) representatives on education not only in the United States but also in third-world countries.

Valentine guided the professional development series of the conference as chair of the NBEA joint committee on economic education. He is a USI professor of business education.

In a writing competition that complements the Stock Market Game Program promoted by the Center for Economic Education, a senior at Castle High School in Newburgh, Indiana, has won second place nationally. **Julie Bowman** placed second in the high-school division of the InvestWrite competition, which required students to pick a current event and write about how it influences the performance of a particular stock or mutual fund. Bowman won a laptop computer and an iPod or Mp3 player. Her economics teacher **Sharon Odom**, her class, and her school also received prizes.

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Visit USI College of Business online  
[www.usi.edu/business](http://www.usi.edu/business)

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## Atkinson is finalist for President's Medal

**Nathanael Atkinson**, a December graduate with majors in finance and economics, was among finalists this spring for the USI President's Medal. The award recognizes commitment to academic excellence and service to the University and the community.

Atkinson was a co-op student with General Electric Plastics in

Mount Vernon, Indiana. He was a member of the College of Business' first-place accounting team in the statewide Indiana CPA Society case study competition in 2005, and he was awarded the R. Malcolm Koch Memorial Scholarship from the College of Business for 2005-06.

Inspired by an elective course he took from **Dr. Timothy Schibik**, professor of economics, he hopes to pursue a career in sports management. Atkinson is from Kansas City, Missouri.



Atkinson

## Marketing Club adopts new logo

A design by accounting major **Andrew Eddmenson** has been chosen by the Marketing Club as its new logo in a student competition sponsored by the club. Eddmenson received a \$300 prize for his design.

His concept for the logo centers on three elements—a target, banner, and globe.



## Recent graduate is international sales representative

As **Trenton Christian's** experience at the University of Southern Indiana developed through the years, he found himself increasingly focused on a career in international business. His deliberate career preparation has enabled him to step right into what he calls "the best job in the company" upon graduation.

Christian is a spring graduate in business administration with an emphasis in international business and a minor in economics. He began work May 14 as international sales representative for Korea and China for the Evansville-based company Red Spot Paint and Varnish. He made a two-week trip to China in early June and will be traveling to Asia every four to six weeks for at least a week at a time.

Christian's interest in all things international was piqued when **Dr. Susan Wolfe**, associate professor of German, suggested he complete a summer abroad experience in Heidelberg,

Germany, in 2005. He traveled independently to several countries while in Europe. The following fall he changed his emphasis from management to international business.

After attending a co-op and internship fair at USI, he completed a sales coordinator internship at Millennium Steel Service, a Toyota supplier, in Princeton, Indiana, in summer 2006.

Interested in getting even more practical experience while still a student, he checked jobs posted by USI's Office of Career Services and Placement and learned of Red Spot's growth in the international area. His contacts with Red Spot resulted in an internship that began in January. In that position,



Christian

he developed a knowledge of the company's business programs and met with chemists, managers, and "managers who are chemists" to become familiar with the company's products. In addition, he received training specific to selling Red Spot products and recognizing its target audiences. Many of the company's paints and coatings serve the automobile industry.

Christian said College of Business courses on global economics with **Dr. Peter Cashel-Cordo** and international marketing with **Dr. Sang Choe** clicked with his career goals. He also completed an independent study with Cashel-Cordo on international trade theory. He completed five semesters of German at USI in addition to the study abroad. He studied Japanese for one semester.

According to a *New York Times* article reporting on the recent Shanghai auto show, China has the world's fastest-growing auto market. Trent Christian is poised for a front-seat ride in the action.

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## Business majors Kelli Becher, Heath Ruder elected Homecoming royalty

### Student leaders active in organizations, service

Two students from the College of Business reigned over Homecoming this year. **Kelli Becher** and **Heath Ruder** were chosen by students to serve as queen and king during the festivities.

Becher will be a senior this fall with majors in business administration and marketing and a minor in theatre. One of her career interests is marketing in the entertainment industry.

She served as executive vice president of Student Government Association in 2006-07 and has been elected to the same office for the coming year. In the spring she was among a group of student leaders, alumni, and staff who participated in USI Higher Education Day at the Statehouse in Indianapolis.

Becher represented Delta Zeta sorority on the Homecoming court and is vice president of membership for the sorority. She also has been



*Kelli Becher and Heath Ruder*

active in Chamber Choir and Women's Choir. In 2005, she played the title role in the USI Theatre production of *Antigone*. She is from Evansville.

Ruder is a senior majoring in business administration. On the Homecoming court, he represented

Lambda Chi Alpha fraternity. He served as financial chairman for Lambda Chi Alpha in 2005-06 and was named Officer of the Year. He was president of the fraternity in 2006-07. Recently he was involved with the fraternity's project to raise money with its annual Teeter-Totter-A-Thon. This year the event benefited **William Pfingston**, a young man who was paralyzed from injuries sustained in the November 2005 tornado that hit Newburgh, Indiana.

Ruder's long-term career plan is to own his own business. He is a graduate of Castle High School in Newburgh.

USI students elected Becher and Ruder during voting the week before Homecoming. The two were recognized during halftime of the men's basketball game on February 3.

## Van Winkle wins Spirit award

**Geoff Van Winkle**, a senior in business administration, is this year's winner of the Integra/USI Screaming Eagles Spirit award.

He was an integral member of the men's basketball program the past four seasons. He finished his career as a part of 111 victories, the most ever for a four-year period in the history of USI men's basketball. A native of Ferdinand, Indiana, Van Winkle concluded his playing days at USI as the all-time leader in



*Van Winkle*

three-point field goals made (296). He became the eighteenth USI player to score more than 1,000 career points (1,202 points).

The award was presented in April at the fifth annual USI All-Sports Banquet sponsored by Integra Bank of Evansville.

## Three faculty members awarded for excellence

Three College of Business faculty members were honored for excellence during 2006-07 at a recent recognition ceremony. Award recipients were **Dr. Gary Black**, teaching award; **Dr. Sudesh Mujumdar**, service award; and **Dr. Joy Peluchette**, research award.

## 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.

## New scholarships benefit students in information technology

Two students this spring were the first recipients of scholarships recently established to benefit students majoring in computer information systems (CIS) or computer science (CS).

**Georgina Hostettler** of Evansville received a \$500 scholarship established by the Information Technology Alliance, a group of senior IT professionals from the Evansville area who advise the College of Business programs in computer science and computer information systems.

A senior majoring in CIS, Hostettler plans to graduate in December. She earned an associate degree from Lexington Community College in Lexington, Kentucky, in 2002. After graduation, she hopes to work as a programmer or Web designer for a medium-sized company in the Evansville area. Her ultimate career goal is to become a systems analyst.

**Hunter Nance**, a CIS and accounting major, received the \$1,000

Keller Schroeder Technology Scholarship presented by the Evansville firm of Keller Schroeder and Associates. **Larry May**, a member of the IT Alliance, is president of the consulting services firm and past chair of the IT Alliance.

### Townsend awarded Hubbard Prize in business ethics

**J. Andrew Hubbard M.B.A. '98** presented the H. Byron Hubbard Prize in Business Ethics to **Earl B. Townsend IV** on Honors Day in the spring. The award recognizes academic achievement and ethical conduct as well as the best essay on a business ethics case. Townsend is a business administration major with a manage-



*Andy Hubbard, left, presents the Hubbard Prize in Business Ethics to Earl Townsend IV.*

ment concentration. Hubbard is vice president and treasurer of Evansville Sheet Metal Works and a member of the USI Foundation Board of Directors.

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