

# COLLEGE OF BUSINESS REPORTS

U N I V E R S I T Y O F S O U T H E R N I N D I A N A

## College of Business— new designation

The University of Southern Indiana School of Business has a new name. The term “college” has replaced the word “school.” The Board of Trustees approved the change for the University’s five academic schools at its January meeting to reflect the complexity of USI’s academic offerings. The designation College of Business became effective July 1.

## Joe Coslett’s Gift to fund sales lab

High-tech facility will serve growing number of students pursuing marketing careers

A sophisticated new sales management development laboratory where a growing number of students majoring in marketing can perfect their personal-selling techniques and sales-presentation skills is planned for the Orr Center.



Coslett

The new facility will be named to honor **Joe Coslett**, whose generous gift will equip a laboratory with state-of-

See **Coslett**, page 9

## Students learn entrepreneurship challenges, rewards as consultants to small businesses

**Brent Grafton** said College of Business students listened and came back with critical information about marketing that he and his wife **Bonnie** can use in their Evansville-based business, Green Tree Plastics.

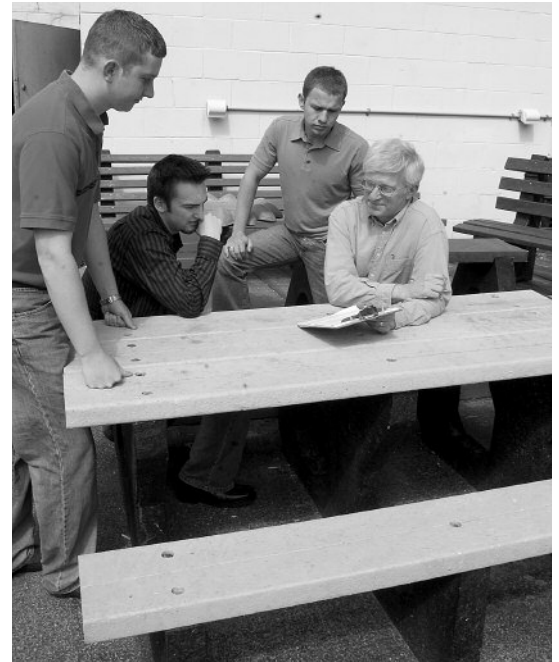
Green Tree was one of a number of area companies that gave students in a course on small-business consulting an opportunity to get an inside look at small-business ownership during spring semester.

**Dr. Greg Murphy**, assistant professor of management, established student teams to complete projects as consultants to small business owners. The students’ mission was to meet with the owners, identify a need, and help the owners find information or resources that would meet the need.

Murphy said that looking into the challenges of small business is a valuable learning experience for students, some of whom may be interested in becoming entrepreneurs.

“Sometimes in a classroom environment everything is too clean,” Murphy said. “In the classroom we talk about cases, but case studies are selected and prepared. The field experience is more typical of the real-world experience.

“Students learn they must have a tolerance for ambiguity. Usually, small



From left, Wes Steele, Scott McDowell, and Nate Carter meet with owner Brent Grafton of Green Tree Plastics.

businesses have some uncertainty, and this experience exposes them to that. Students can learn by working with

business owners before engaging in their own ventures.”

The Graftons bought Green Tree Plastics, which uses recycled materials to manufac-

ture products, and relocated it to Evansville in 2004. The company’s most popular “plastic lumber” products

*“Students can learn by  
working with business owners  
before engaging in their  
own ventures.”*

—*Greg Murphy*

See **Consulting**, page 4

## Alumni answer call to engagement with college

Graduates enhance reputation of degree, provide resources for students and faculty

By R. Eugene Klippel

The relationship of the USI College of Business with its alumni is special. Alumni recognize that their degree is an investment and that the value of their investment improves as the college continues to improve. We have a great number of graduates who are engaged with the College of Business and the University.

Looking at this issue of the *College of Business Reports*, readers will see several ways that alumni have answered the call to engagement.

On page 5 you will read about **Allen Mounts '74 MBA '91**, chair of the Board of Advisors for 2005-06. As a leader and participant on the board, he is part of an ongoing discussion with faculty and administrators about curriculum issues, development of internship and co-op programs, faculty development, accreditation, and other matters that move the college forward. Allen is one of 16 alumni who serve on the 43-member Board of Advisors.

You will see Allen and several other alumni listed among business professionals on pages 6-7 in the "Company we keep." Allen adds value to the student experience by conducting mock employment interviews for business majors nearing graduation. Others serve as speakers, provide

internships, or career-exploration experiences.

**Travis Hudak '00** is another alumnus featured in this issue (page 8). Earning a degree just five years ago, he already has distinguished himself for his employer, GE Plastics. We were pleased to have Travis speaking to our students in February during our Alumni-in-Residence program.

**Connie Wellmeyer '84**, who will serve as chair elect for the Accounting Circle next year, is pictured on page 6 as a speaker for the Accounting Club. She co-chairs for the Accounting Circle an annual day of campus activities to familiarize high-school students with the USI accounting program. Wellmeyer is one of 12 alumni who serve on the 21-member Accounting Circle.

Our newly formed Information Technology (IT) Alliance has three alumni among its 15 members.

Recently the USI Alumni Association honored three College of Business alumni at its annual Graduation Celebration Dinner. **Robert W. Swan '72**, accounting, received the Distinguished Alumni Award. He is a senior partner



Klippel

with Kemper CPA Group LLP in Evansville and a founding member of both our college's Board of Advisors and our Accounting Circle.

**David W. Herrenbruck '76**, marketing, received the Alumni Service Award. He is a past president of the USI Alumni Association, a member of the USI Foundation Board, and a past chair of the Varsity Club. He is vice president of the Private Client Group at Fifth Third Bank.

**Mark Messmer '93**, business administration, was honored with a posthumous Alumni Service Award. He served from 1996-2004 as president of the Dubois County chapter of the USI Alumni Association. Until his death, he was systems manager for JOFCO International in Jasper. He formerly worked in Campus Ministry at USI.

At 2005 Commencement, 373 degrees from the associate through the master's level were presented to degree candidates completing programs in the College of Business. We congratulate these new alumni.

We have meaningful and relevant opportunities to engage alumni in the life of the College of Business. Through engagement, alumni contribute expertise and resources that enhance the value of their degree. The college benefits as alumni enrich the student experience from recruitment through graduation. As always, we look forward to working with our alumni and friends.

### College honors retirees Steve Cox, Bob Hartl

Two faculty members—**Dr. Steven R. Cox** and **Dr. Robert J. Hartl**—were honored at a reception in April in recognition of their retirement.

Cox, professor of economics, joined USI in 1989. Hartl, associate professor of finance, also has been associated with USI since 1989.



Dr. Gene Klippel, center, dean of the College of Business, congratulates retiring faculty members Bob Hartl, left, and Steve Cox.

### Peluchette named chair

**Dr. Joy Peluchette**, professor of management, has been named chair of the Department of Management, Management Information Systems, and Applied Computer Science. The appointment was effective July 1. She joined USI in 1991.



Peluchette

## Faculty members awarded for excellence



Five College of Business faculty members were honored for excellence during 2004-05 at a recognition ceremony in April. From left are Dr. Peter Cashel-Cordo, service; Dr. Jong Rhim, research; Jeanette Maier-Lytle, service; Dr. Mehmet Kocakulah, research; and Dr. Brian McGuire, teaching.

### Schibik earns 2005 Integra Bank Distinguished Professor Award

Dr. Timothy J. Schibik, professor of economics, was chosen by colleagues to receive the Integra Bank Distinguished Professor Award for 2005. Presented May 8 during the USI Commencement at Roberts Stadium, the award recognizes significant achievement in teaching, scholarship, and service.

Schibik has been at USI for 16 years. His primary responsibility is teaching undergraduate business statistics and econometrics courses. He also is a member of the graduate faculty. In addition to teaching duties, he is director of the Center for Teaching and Learning Excellence (CTLE), a position he assumed in 1999. Schibik was coordinator for USI's Lilly Retention

Initiatives program for five years beginning in fall 1997.

"He is committed to all facets of academic life, most notably excelling as a model collaborator, mentor, and colleague," said a faculty member in a letter of nomination.

The Distinguished Professor Award is made possible by a generous gift from Integra Bank. Schibik will receive a grant from Integra, select a student to receive a scholarship in his name, and deliver the Distinguished Professor lecture during the next academic year.



Schibik

### Cashel-Cordo to lead Faculty Senate

Dr. Peter Cashel-Cordo, associate professor of economics, will lead the Faculty Senate as chair during 2005-06. He was elected at the organization's meeting April 29.

Cashel-Cordo also was recently honored by the Student Government Association as 2005 Faculty Member of the Year. He was described as "a highly

effective instructor who inspires genuine learning," "a dedicated, knowledgeable advisor," and "a published researcher."

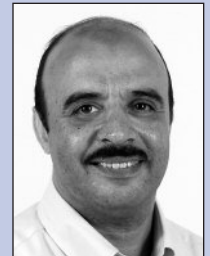
The award was presented April 20.



Cashel-Cordo

### Khallaf honored for best paper

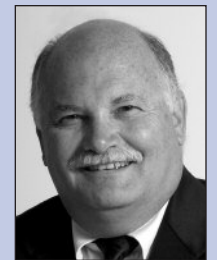
A research paper by Dr. Ashraf Khallaf, assistant professor of accounting, has won the Best Paper Award for the 2005 Midwest Regional Meeting of the American Accounting Association. The award for his research entitled "Does the Long-Term Performance of Firms Appointing New CIOs Match Market Expectations?" was presented April 8 in St. Louis during the Midwest Regional Meeting.



Khallaf

### Valentine promoted

Dr. Gregory P. Valentine has been promoted to professor of business education. He is director of the Center for Economic Education in Southwest Indiana and serves as chair of the Joint Committee on Economic Education for the National Business Education



Valentine

Association, vice president of the Indiana Business Education Association (2005-06), and vice president of the National Association of Teacher Educators in Business Education (2005-06). He earned a doctorate from Southern Illinois University in 1986 and joined USI in 1987.

The promotion is effective in August.



# Consulting

Continued from page 1

are picnic tables and park benches. Its biggest account is the state of New York, which uses Green Tree tables and benches in state parks.

New to the business, the Graftons faced the challenge of learning about their competition and expanding their client base. Three students—**Wesley Steele, Nate Carter, and Scott McDowell**—met with the Graftons to familiarize themselves with the company’s products and needs. Then, they gathered information about other companies that make similar products and explored how Green Tree could get on the radar of potential customers.

Brent Grafton said the critical finding for the company was the fact that there is a niche market for regional manufacturers. “We learned that there is enough of a market within 150 miles of us,” he said.

Selling to the region overcomes some of the disadvantages of transportation costs. Green Tree produces larger and, therefore, heavier molded products than some of its competitors, mostly large corporations marketing their products nationwide through distributors. Some of the large manufacturers do not have distributors in the Tri-State.

Since Green Trees’ products have proven useful to the state of New York, the student team compiled information about selling to governmental entities closer to home.

Carter discovered that different states have various approaches to adding a company to their vendor lists. Through Internet and phone research, the team obtained applications for vendor lists in Indiana, Tennessee, and other nearby states.

The students also contacted area municipal and county governments. In some cases, the purchasing officials advised the company to send a business card. Then the contact information for

Green Trees Plastics would be available the next time a purchase was on the horizon.

“We’ve been pretty successful at getting information,” Carter said, “and it’s been fun calling around.”

Grafton said, “They have helped us define our market area. Municipalities are encouraging us to direct market to them.”

While the Graftons got useful information from the students’ foray into consulting, the students also felt

that they learned from the experience.

“I’m interested in working in services,” Steele said. “This project has given me an opportunity to learn assertiveness. We had to

go in there and establish a relationship and put together a proposal. We’ve had to take this unstructured task and put some structure to it,” he said.

Another student in Murphy’s class came up with a project that is proving useful in his own business, First Cap Sportswear on Jennings Street in Newburgh, Indiana.

**Nick Shrull** developed a Web site that allows customers of his screen printing and embroidery business to look through 25,000 stock art images online.

“People won’t have to sit right here and look through these images

during business hours,” said Shrull, a senior majoring in business administration.

“This should improve service for the customer and improve my productivity.”

To project his sizable financial investment in the images, Shrull posted low-resolution copies online.

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*“This project has given me an opportunity to learn assertiveness. We had to go in there and establish a relationship and put together a proposal.”*

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—Wes Steele

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*“This [Web site] should improve service for the customer and improve my productivity.”*

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—Nick Shrull

Customers e-mail him the identifying number of the image they select or bring it into the shop. He retrieves the original image to prepare the customer’s customized shirt, cap, purse, or other merchandise.

The volume of images made development of the Web site a bigger project than Shrull anticipated. He learned to use Adobe Photoshop software in putting together the site.

**Jill Muensterman** found a wealth of information useful in her project in ReferenceUSA.com, a subscription database available at Evansville’s downtown library. She was researching possible expansion markets for N-Tux, a company that offers formal-wear rental in Evansville and other locations. For similar businesses in the proposed expansion markets, Muensterman learned the size of the building, size of the yellow page ad, name of owner, number of years in business, and other valuable competitor information.

Muensterman was glad to become familiar with this resource. She hopes someday to establish her own electrical contracting business with her father, an electrician. **Rosalie Blubaum** and **Laurie Wilke** also worked on the N-Tux project.

In some cases, students sought out small business owners and developed ideas for their projects. Murphy or other College of Business faculty members referred some of the students to businesses with suitable projects.

Other students and businesses participating in the project included the following:

- **Mark Lutchka** – Nick’s Pizza and Wings
- **Ryan Schenk** and **Chris Turner** – Kenny Kent Toyota
- **Andy Sellers, Samantha Smock, and Wayne Morris** – Gribbins Insulation
- **Erica Lothamer** – Trinity PC
- **Bandon Burton, Jeffrey Ross Hamilton, and Nathan Esche** – E & S Construction
- **Melanie Rozanski** and **Chris Rubeck** – Sunshine on the Gulf

## Allen Mounts, Board of Advisors chair, recalls early days of University life

Allen Mounts '74 M.B.A. '91 enrolled at the University of Southern Indiana in 1969 when the main drive was a dirt and gravel road leading to one building, the Science Center and Administration Building, which opened that year.

As the University celebrates its 40th anniversary, Mounts said, "The school has definitely grown up."

Mounts is executive vice president and chief human resources officer for Old National Bancorp in Evansville.

He chaired the College of Business Board of Advisors for 2004-05 and has served on the board since 1990. He is a past president of the USI Alumni Association.

In his student days, Mounts commuted from Owensville, Indiana.

He earned a bachelor's degree in business administration in five years, working full time at nights on the assembly line at Whirlpool.

One aspect of his USI student experience that stood out to him was the interest which faculty members took in the students. "They were excellent teachers but also good mentors," he said. "They challenged you to want to do better."

Mounts also appreciated the direct contact with leadership. "I had a chance to be around Dr. [David] Rice and the opportunity to be in his home a few times," Mounts said. "He and his wife Betty were great in terms of leadership and impact. They always treated you with respect and almost like a friend."



Allen Mounts volunteers his time to conduct mock employment interviews with students in career planning and professional development classes. He is pictured with Jennifer Houchin '05, management major.

Mounts said the University has done a good job of building relationships that have contributed to its growth. "The school has a major impact on our region," he said.



## Road to Indy 500 court paved with 'Apprentice'-like interview

For April Williams '05, the past few months have been notable as a series of successful interviews. Not only did the Presidential Scholar and accounting major secure her first professional job, she also earned the experience of a lifetime as a princess for the 2005 Indy 500 Festival.

Williams interviewed with representatives of Evansville's BKD accounting firm on campus in fall semester; and after a subsequent interview at the BKD office, she received an offer to become a staff accountant. She starts the job on August 18.

Meanwhile, Williams was among several hundred college women vying in February for the opportunity to become an Indy 500 princess. "I had been spending a lot of time focusing on my academic career, and I wanted to do something to let my hair loose," she said, adding that festival participation would be a good way to network and

strengthen her resume.

The February process included two four-minute interviews, each with four judges. In the interview, Williams had an opportunity to explain how she balanced playing sports with success in academics. She was a women's basketball player 2001-03. A top scholar, she received the David S. Deering Presidential Scholarship.

A week after the interviews Williams learned she would be one of 33 princesses and was invited back to Indianapolis for orientation and further interviews that would determine the festival queen. "That interview was kind of 'Apprentice'-like," she said, referring to the Donald Trump reality show. "There were eight or 10 judges



April Williams

in a big board room, and my chair was out in the middle of the room."

Williams was named second runner-up to the queen May 21 at a festival event at the speedway.

Princess duties involve community service. Williams read to children at Christ the King Elementary School in Evansville on Read Across America day, made blankets for children at Riley Hospital in Indianapolis with the financial support of BKD and Black Beauty Coal Company, and participated in a visit by the Indianapolis Motor Speedway's rolling museum to the elementary school in Lyons, Indiana, where her mother teaches fourth grade. Williams is from Lyons and is a graduate of White River Valley High School.

Each of the princesses is mentored by one of the festival board members, all of whom are top executives of businesses in the Indianapolis area. Williams' mentor is a College of Business alumnus, Steven J. Schenck '72, chief executive officer of the Midwest Banking Group for Regions Bank.

# Company we keep

## Speakers

The following individuals were among speakers to business classes.

**Howard Abrams**  
DeJong's (Retired)

**Derek Adams '03**  
BKD, LLP

**Rebecca Alcorn**  
Gaither Rutherford & Co., LLP

**Alex Anderson**  
Aviza Technology

**Tom Austerman**  
Bank of Evansville

**Gary Bolinger**  
Indiana CPA Society

**Don Breivogel '83**  
American General  
Financial Services

**Bob Brezette**  
Evansville Courier & Press

**Randy Brown '98**  
CGM Computer Consulting,  
LLC

**Tim Buecher**  
University of Southern Indiana

**Stephen Byelick, Jr.**  
Bank of Evansville

**Greg Charnes**  
American Express

**Brandon Conner**  
Management Recruiters of  
Newburgh

**Deidra Conner '87**  
Evansville ARC

**Pat Coslett**  
Pat Coslett's Furniture Festival

**Laura Davis '04**  
BKD, LLP

**Mike DeVoy**  
Old National Bank

**Holly Dunn**  
Dunn Hospitality

**Craig Ehlen**  
University of Southern Indiana

**Bradley Elpers '94**  
CMC

**Deavron Farmer '91**  
Matrixx Group

**Steve Farrell '73**  
Gaither Rutherford & Co., LLP

**Jennifer Fonner '05**  
BKD, LLP

**Dan Gardner**  
Evansville Small Business Center

**Debbie Garrison**  
Berry Plastics

**Emily Gessner '04**  
BKD, LLP

**Matt Giles '02**  
Old National Bank

**Jennifer Gudorf '03**  
Umbach & Associates, LLP

**Jessica Hahn '03**  
Luthen

**Mike Haynes**  
Umbach & Associates, LLP

**Tania Herke '95**  
American General Financial  
Services

**Travis Hudak '00**  
GE Plastics

**Sally Joest '74**  
Harding, Shymanski & Company

**Janet Johnson**  
University of Southern Indiana

**John Kamman '80**  
Bookkeeping and More, Inc.

**Jennifer Kellams**  
University of Southern Indiana

**Ryan Kelly**  
Smith Barney Investment Co.

**Jaci Kerwin**  
Deaconess Hospital, Inc.

**Mike Lamey**  
American General Financial  
Services

**Cecile Martin**  
Body Works School of Massage

**Earl McDaniel**

**Jon McDowell**  
BKD, LLP

**Wendy Meredith**  
Deloitte & Touche

**Matt Merkel**  
Old National Bank

**Jerry Moore**  
The DOMA Group

**Steve Mudd**  
Riney Hancock & Co., PSC

**Greg Newman '88**  
Kemper CPA Group, LLC

**Martha Niemeier**  
University of Southern Indiana

**Connie Nord**  
ReMax Services

**Jerry Nord**  
ReMax Services

**Jeannie Oakes**  
Vectren

**Dave Papariella '84**  
Harding, Shymanski & Company

**Dane Partridge**  
University of Southern Indiana

**Stephanie Polen '98**  
M.B.A. '05  
CMC

**Erin Powell '99**  
Vectren

**Jason Powell**  
Keller Schroeder & Associates

**Al Ritz**  
CMC

**Ryan Robertson '01**  
Fifth Third Bank

**Mark Chandler '01**  
Old National Bank

**Michelle Choate '91**  
Red Spot Paint & Varnish Co.,  
Inc.

**Cindy Cole**  
Deaconess Hospital, Inc.

**Lainie Collins**  
St. Mary's Medical Center

**Annette Combs '96**  
North High School

**Deidra Conner '87**  
Evansville ARC

**Jean Crowe**  
Casino Aztar

**Katie Dahmer**  
CMC

**Andy Ellerbrook '98**  
Shoe Carnival

**Nancy Epperson**  
Integra Bank

**Susan Everett '81, MBA '99**  
Keller Crescent Co.

**Chris Feagans**  
Keller Crescent Co.

**Jeff Fischer '01**  
Silgan Closures

**Debbie Fleck '91, MBA '00**  
American General Financial  
Services

**Rosa Froiland**  
Shoe Carnival

**Cheryl Giesman**  
Koch Air

**Bob Gossman**  
Boottz Manufacturing

**Linda Gottfried**  
Mead Johnson Nutritionals/Kelly  
Services

**Sarah Goulet**  
Welborn Clinic

**Ken Graves '71**  
Crescent/Wabash Plastics

**Brock Haas '02**  
Black Beauty Coal

**Ron Hagy**  
Old National Bancorp

**John Halverson**  
Human Resource Support, Inc.

**Jill Harper '04**  
Red Spot Paint & Varnish Co.,  
Inc.

## Toyota official speaks to Accounting Club



Connie S. Wellmeyer '84, manager of cost management for Toyota Motor Manufacturing Indiana, spoke March 16 to the Accounting Club. Wellmeyer is chair elect for 2005-06 of the College of Business Accounting Circle.

## Mock interviews

These individuals conducted mock employment interviews for students in the career planning and professional development classes.

**Jamie Barnes**  
Shoe Carnival

**Kelly Barnett**  
Evansville ARC

**Julie Bennett '96**  
Old National Bancorp

**Brenda Bosecker**  
Red Spot Paint & Varnish Co.,  
Inc.

**Jason Braun**  
Rexam Closures

**Angie Brawdy '93, MBA '99**  
University of Southern Indiana

**Tara Chaffin '04**  
Red Spot Paint & Varnish Co.,  
Inc.



Danny Henderson  
Casino Aztar

Chris Herr  
Fifth Third Bank

Rachel Howard '03  
HR Solutions, Inc.

Josh Jackson '03  
CMC

Frank Kanowsky  
Ferro Corporation

Mike Lewis '96  
Old National Bank

Carol Lukens  
Wabash Plastics, Inc.

Dick Lynch  
Vectren

Stuart Martin '97  
Keller Crescent Co.

Amanda Mason  
St. Mary's Medical Center

Susie Mattingly '84  
Keller Schroeder & Associates

Elexia McAllister  
Mead Johnson Nutritionals/Kelly  
Services

Molly McConnell  
Fifth Third Bank

Carol McMichael  
CMC

LaKeisha Minor  
Integra Bank

Vikki Miskimen  
Shoe Carnival

Cindy Moore '93  
Deaconess Hospital

Jerry Moore  
The DOMA Group

Allen Mounts '74, MBA '91  
Old National Bancorp

Steve Niemeier  
Human Resources Support, Inc.

Janice Oliver  
Keller Crescent Co.

Vickie Oshodi  
University of Southern Indiana

Brad Platts  
Keller Crescent Co.

Stephanie Polen '98  
M.B.A. '05  
CMC

Mary Beth Reese  
Berry Plastics Corporation

Tom Rose  
Victoria National Golf Club

Stephen Russell '83  
Deaconess Hospital

Elizabeth Shappell '02  
Kelly Services

Cheryl Simmons  
St. Mary's Medical Center

Darryl Spurloch  
Umbach & Associates CPA

Cris Stichler  
St. Mary's Medical Center

Terry Stumpf '77  
Toyota Motor Manufacturing  
Indiana

Gregrie Sweney  
Victoria National Golf Club

Cathie Thomas '96  
Cintas

Kim Tran  
Fifth Third Bank

Susie Traylor '93  
CMC

Cynthia Tremper  
HR Support

Tom Utley  
Koch Air

Brian Wallace  
American General Financial  
Services

Cindy Wildey  
Evansville ARC

Susan Wilson  
Old National Bank

Scott Wunderlich '98  
Old National Bank

## Career exploration

*These individuals provided career exploration or job shadowing experiences for students in personal selling and marketing management classes.*

Lori Brubaker '99  
Merck and Company, Inc.

Jennifer Curry  
Interstate Imaging

Dave Farlon  
SYSCO

Robbie Godeke  
WFIE

Cindy Hauschild  
Berry Plastics

Jack Jourdan '78  
CRS 1 Source

Jim Justis

Kris Kassel  
University of Evansville

Heather Kinnett '04  
Van Ausdall and Farrar

## Marketing research pros talk about careers



Lisa Ryan-Hutton and Kevin Harris, both of rsc (research systems corp) in Evansville, spoke to members of the Marketing Club and students in a marketing management class about careers in marketing research. Ryan-Hutton is vice president of global product management for the company; Harris is global manager of global operations.

## Internships and cooperative programs

*The following 62 employers provided 121 internships and/or cooperative programs to College of Business students during summer 2004, fall 2004, and spring 2005.*

Access Partners, LLC  
American General Financial Services  
Berry Plastics  
BKD, LLP  
Casino Aztar  
Century 21 Scheetz  
Cintas Corporation  
Clarion Creative Media  
CLGA Properties LLC  
CMC  
Comprehensive Accounting Services  
Deaconess Hospital  
Dewitt Photography  
DeWitt Mortgage Group  
Eagle Crest Financial  
Evansville ARC  
Evansville BlueCats  
Evansville Coalition for the Homeless (ECHO)  
Evansville Convention & Visitors' Bureau Evansville  
Evansville Philharmonic Orchestra  
Evansville Vanderburgh Public Library  
FC Tucker Emge Realty  
Fair Stream Financial  
Families Thru International Adoption  
Fifth Third Bank  
Gaither Rutherford & Co., LLP  
GE Plastics  
GFI

Gray Loon Marketing Group  
Greek Greetings  
Harding Shymanski & Co  
House Hunters America  
Hurst Manufacturing, Inc.  
Jasper Engines & Transmissions  
Kemper CPA  
Kimball International  
Koch Development Corp.  
LeMond's Yamaha-Honda-Kawasaki  
Mark Harmon & Company  
MasterBrand Cabinets, Inc.  
Mead Johnson & Company  
Mead Johnson Nutritionals  
METS  
Northwestern Mutual Financial Network  
Office of the Attorney General  
Ohio Valley Heartcare  
Our Greater Community, Inc.  
PricewaterhouseCoopers  
Progressive Health Rehabilitation  
Purity Party Ice  
Reitz Home and Museum  
Revlon  
South Central Communications  
St. Mary's Medical Center  
Survey America, Inc.  
Three I Engineering  
Toyota Motor Manufacturing Indiana  
Trisha Tominack  
Attorney-at-law  
USI Career Services  
Vanderburgh County Treasurer's Office  
Walt Disney World  
Wells Fargo Financial  
Wellsprings Counseling Center

# Future belongs to those who show they have what it takes

## Travis Hudak offers advice to accelerate budding careers

A College of Business graduate just five years ago, **Travis Hudak '00** passed along suggestions to help current students take off fast and succeed in their careers during his Alumni-in-Residence presentation.

Hudak majored in business administration with an emphasis in management. He completed a co-op program at GE Plastics in Mount Vernon, Indiana, as a student and was selected upon graduation for the company's prestigious two-year financial management program with four rotational assignments. In four-and-half years with the company he has held seven different jobs, each with increasing responsibility. He currently is finance manager for GE Plastics' Production Center of Excellence in Mount Vernon.

He offered students the following recommendations:

- Set high goals and objectives, not mediocre ones. "If you strive high, you will surpass mediocre."
- Choose assignments "where something is broken." It is difficult to shine when you follow an individual

who was a star in a position.

- Set aside time to think about how you can create change and make improvements rather than just execute your responsibilities.

• Never identify a problem without proposing a solution.

• Your actions in adversity will determine your destiny.

• Know your strengths and weaknesses.

• Believe in yourself and learn from your mistakes. "You may be wrong sometimes," he said, "but never be in doubt."

• Communicate well. "There is no such thing as over-communicating."

• If you want to be a manager,



*Travis Hudak detailed his career advancement and advised students how to manage their careers to benefit their employers and achieve personal satisfaction in his Alumni-in-Residence presentation.*

unleash the potential in others.

• You live in a fish bowl. Imagine that you are speaking into a microphone every time you speak.

• Be a part of a team.

• Data has no value. Analyze it.

• Make your family a part of your career. Do not put your family in second place.

Hudak was on campus February 21 for two large-group presentations, a small-group discussion, and a luncheon with students.

## Trip to Louisville Slugger Museum is a hit for Marketing Club

Marketing Club officers and members visited Louisville during spring break for a tour of the Louisville Slugger Museum.

Students learned about available products and their specialty production process; pricing and ordering, including service contracts with professional baseball teams; historical advertisements; service guarantees; endorsement deals; and delivery processes.

**Lisa Wiltsie**, Marketing Club faculty advisor, said the club also visited a unique nationally known,

independently owned restaurant called Lynn's Paradise Café.



"This café demonstrates how a small business can market nationally and tie in with the Louisville ads titled 'Weird Louisville.' The facility serves only food produced, processed, and grown in Kentucky," Wiltsie said.

*From left are Marketing Club members Matt Gore; Mitch Mehringer, president; Emily Rauscher, vice president; Heath Bassnet; Bryce Holman, recorder; and Lisa Wiltsie, faculty advisor.*



## Coslett

*Continued from page 1*

the-art technology and equipment for video recording and editing and the creation of high-quality advertising and sales promotional materials. Plans call for an existing classroom on the second floor of the Orr Center to be reconfigured to provide appropriate space for the lab.

USI President **H. Ray Hoops** said, "The generosity of our good friend Joe Coslett will benefit many future USI students as they work toward degrees and careers in marketing."

Coslett is a retired businessman whose innovative career in sales spanned more than 40 years. He came to Evansville in 1964 as a sales manager for Bartel's furniture and the following year became associated with L.B. Jones, a furniture manufacturing company. Coslett headed the company from 1967 until 1971, changing it during that time from a manufacturing company to a retail operation. He bought the business in 1972 and developed it into a furniture gallery with brand names such as Broyhill, Pennsylvania, Tell City, and Kinkade. In 1978, he was the first to introduce "free financing" in Evansville. Upon his retirement, his son Patrick assumed leadership of the company.

Coslett earned a bachelor's degree in business administration, majoring in merchandising at the University of Cincinnati. He is a former member of the Chamber of Commerce board and the USI Foundation board. He was a member of the Evansville Regional Airport board from 1980 until 1989, during which time the present terminal opened.

**Dr. R. Eugene Klippel**, dean of the College of Business, said the Joe Coslett Sales Management Development Laboratory will provide an outstanding facility where students can develop expertise in sales in situations that simulate sales jobs in the workplace. The video capabilities will provide students a heightened awareness of their sales skills and developmental needs and will allow instant feedback as they learn sales management.

**Dr. Sang Choe**, chair of the Department of Marketing and Business Communication, said that **Dr. Carl Saxby**, associate professor of marketing, and **Dr. Beth Mott-Stenerson**, who will join the faculty in August as assistant professor of marketing, put together the proposal for the lab. Mott-Stenerson, an instructor at New Mexico State University, recently completed requirements for a doctorate in marketing and planned to move to the Evansville area in June. Both Saxby and Mott-Stenerson specialize in personal selling and sales management. They will provide consultation on the final design of the space and selection of equipment in order to develop a laboratory that aligns with the goals of the sales curriculum.

The proposal for the Joe Coslett Sales Management Development Laboratory includes the following:

- a group presentation studio with multimedia equipment, including an LCD projector, speakers, video capability, and boom microphones
- two personal selling studios for recording one-on-one personal selling presentations
- a control room for digital recording, video production, and editing
- graphics production station for production of high-quality color adver-

tising and sales and promotion materials

- storage room
- observation area featuring one-way viewing of the studios from the control room

Choe said that other departments of the University and the community will benefit from the sales management development lab. For instance, students interested in interpersonal communication in the College of Liberal Arts often choose careers in sales and may receive instruction and practice in the lab. The College of Business plans to share the lab with area companies for training and development of their sales forces on an as-available basis. Also, the video production capability will allow the college to videotape presentations made by visiting sales professionals.

Development of the new laboratory will allow the College of Business to provide better resources to increasing numbers of USI students who plan careers in marketing.

Choe said, "This lab is a valuable resource to help us educate our students to be ready to go into the workforce after graduation. Because more of our students are going into sales, this is an important facility."

From fall 2000 to fall 2004, the number of students majoring in marketing more than doubled. In fall 2000, 103 students declared marketing as a major. By fall 2004, the number of marketing majors had grown to 223 students. In addition, 83 USI students majoring in various disciplines throughout the University have chosen marketing as a minor. The marketing course in professional selling and sales management enrolled 53 students in 2000-01. In 2004-05, 88 students completed the course. Pre-registration for fall 2005 in upper-level marketing courses is up 37 percent over fall 2004.

Click on [business.usi.edu](http://business.usi.edu) for information you can use

**Business Conditions and Outlook Survey**

A quarterly survey of businesses in the Evansville area

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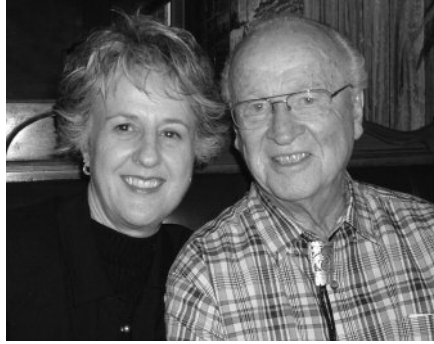
*Prepared by Dr. Mohammed Khayum, Associate Dean, USI College of Business*

## Jane Johansen honors father with scholarship

Jane Johansen, associate professor of business communication, has established the Harry E. Thompson Business Scholarship honoring her father.

Thompson came to Evansville during the depression and started working to put himself through college. Returning after service in World War II, he continued to put himself through school, attending college on a part-time basis. He became a banker, state representative, state senator, and a leader in Evansville area development. His efforts in the Indiana General Assembly were among those which helped pave the way for USI's independence. A resident of Newburgh, Indiana, Thompson is co-owner of Sunburst Stained Glass.

The Thompson Business Scholarship goes to a male student who is



Jane Johansen and Harry Thompson

working to pay for his education at USI, maintaining a grade-point average of 3.0 or better, attending part-time, and majoring in a program offered by the College of Business.

The first recipient is **Kyle M. Fields** of Evansville. He is a junior majoring in accounting.

## Roy to study how news affects stock volatility

**Dr. Anusuya Roy**, assistant professor of economics, has been awarded an Excellence through Engagement Summer Research Fellowship for USI faculty.

Her research is aimed at investigating the impact of macro-economic news on stock returns. She will study the effect of news announcements on mean stock returns. She also will focus on differential impacts across economic indicators and on the relative response to adverse news versus positive news.

The Summer Research Fellowships are funded by a grant from the Lilly Endowment, Inc. Roy is one of seven University faculty members to receive an award for summer 2005.

## Please help strengthen the College of Business

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## Northwestern Mutual recognizes USI interns

Neil Fortwendel '05 of Tell City, Indiana, has been named one of the top 10 interns nationwide for Northwestern Mutual Financial Network. The company also has recognized the USI team of interns at its Evansville office for ranking ninth of 206 teams nationwide for spring 2005.

In addition to Fortwendel, the team included Lindsay Botsch, Luke Chamberlain, and Salina Dayton.

Fortwendel has served as a Northwestern Mutual intern since summer 2004. He joined the company's Evansville office full-time as a financial representative in May after graduating with a double major in finance and economics.

The Princeton Review ranked Northwestern Mutual Financial Network among "America's Top 10 internships" from 1997-2003.

## Bussing-Burks, Kovanic recognized as 'Phenomenal'

Two College of Business adjunct faculty members were among eight honorees in March at the fourth annual Phenomenal Women of USI and the Community recognition ceremony. Dr. Marie Bussing-Burks was honored in the faculty category. She is an adjunct instructor in economics, a philanthropist, author, and publisher. Dr. Nancy Kovanic was

honored in the community-at-large category as a diversity management educator. She is an adjunct instructor in management, a management consultant, author, and co-owner of GNO Jewelry and Gifts.

The Phenomenal Women program is sponsored by the USI Multicultural Center, the American Association of University Women, and Old National Bank to recognize contributions to diversity.

## Success Institute and a slice of pizza for Alpha Kappa Psi

Members of Alpha Kappa Psi lunched at the famed Giordano's pizzeria while in Chicago to attend the organization's Success Institute for Midwest chapters. From left are Amanda Diehl, Sam Hanson, Julie Streeter, Jill Forcum, Duane Frohbieter, Jennifer Heidler, Ashley Ruggier, Jeff Soellner, Nick Wallace, and Sarah Budzinski.



# 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, IN 47712-3597 or nbizal@usi.edu.

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## College of Business students earn President's Medal, Trustees Merit Award

Two students in the College of Business earned top awards presented at 2005 Commencement and at honors convocation.

**Samuel J. Tucker** of Evansville received the President's Medal for his commitment to academic excellence and his service to the University and the community. The award, presented at Commencement, is USI's most prestigious honor for a graduating senior.



Tucker

Tucker graduated *magna cum laude* with two degrees, a Bachelor of Arts in marketing and a Bachelor of Science in chemistry. The Student Affairs Committee of the Faculty Senate selected him for the President's Medal.

Tucker has held the Robert F. and Florence R. Bernhardt Presidential Scholarship and the Bristol Myers Squibb National Merit Scholarship.

In spring 2002, he studied at the Warsaw School of Economics in Poland. He was appointed in 2003 by the governor of Indiana to a two-year term on the USI Board of Trustees.

**Matthew S. Keener** of Newburgh, Indiana, received the Trustees Distinguished Merit Award, the most prestigious award given during honors convocations for each academic school.

Keener graduated *summa cum laude* with a Bachelor of Arts degree in marketing with a German minor. He is a lifetime inductee of Beta Gamma



David Huber, chair of the USI Board of Trustees, presents the Trustees Distinguished Merit Award to Matt Keener.

Sigma, an academic honor society for students in business programs accredited by AACSB International—the Association to Advance Collegiate Schools of Business. He completed a marketing internship with Accuride Corporation.

Keener received the 2005 Paragon Award from the Great Lakes Valley Confer-

ence for academic excellence, athletic ability and achievement, character, and leadership. He was named USI's first Academic All-American for baseball in 2004. He is the recipient of the Seamans Merit Scholarship and the College of Business Departmental Scholarship.

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