

SCHOOL OF BUSINESS REPORTS

UNIVERSITY OF SOUTHERN INDIANA

Ernie Nolan leads international organization

USI professor focuses on legislative concerns as president of information technology group

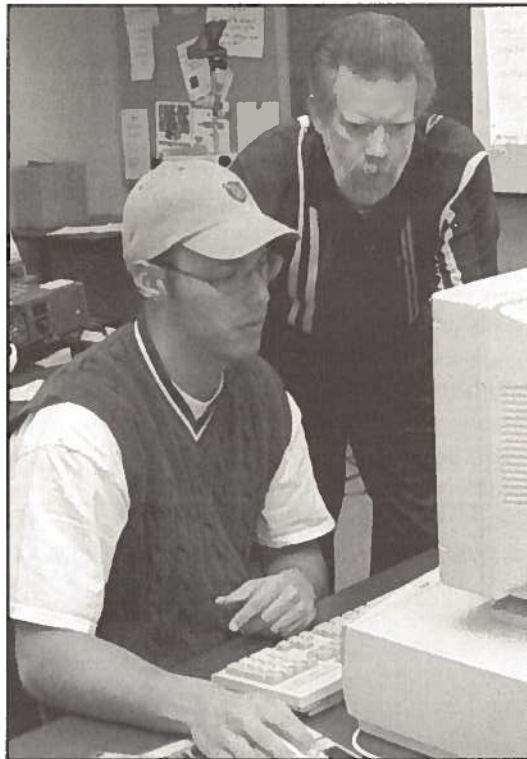
The Association of Information Technology Professionals (AITP) is the resource of choice for information technology professionals who want to keep abreast of trends in the industry. The president of the 15,000-member international organization for 1998 was **Ernest E. Nolan**, University of Southern Indiana assistant professor of computer information systems.

"You don't come to us to be an expert," said Nolan, who has been active at the organization's national level since 1984. "You come to us to find out what, in general, is going on in the industry. Otherwise, you might not be prepared for the impact of rapidly changing technology."

AITP includes 180 chapters in the United States, Canada, and Puerto Rico. About 6,000 of the 15,000 members are student members on college campuses. Chapters meet monthly.

During his term as president, Nolan said the organization focused primarily on legislative issues such as the flow of information over the Internet and the debate over certification versus licensing of information technology professionals.

The AITP legislative committee is actively involved in lobbying with regard to anti-spamming legislation and legislation involving security and encryption. "Basically, our stance is that we don't want government regulation of the Internet, but we understand the



Ernie Nolan, standing, assists Tony Justak in the computer lab.

need for self-policing," Nolan said.

The professional organization believes that technology, not regulation, is the answer. Consumers should use the available technology to block language or messages they do not want to come into their homes. It is possible to block out information and messages fitting certain profiles or containing undesirable words. In addition, it is possible for all web pages to have a rating, similar to ratings for television programs.

AITP supports certification, rather than licensing, of information technology professionals.

The Institute for the Certification of Computer Professionals (ICCP), an organization created by AITP, certifies computer professionals with a broad-based knowledge. Many vendors (for example, Microsoft and Novell) also offer certification for their products. To become certified by ICCP or by a vendor, information technology professionals take a test to demonstrate their knowledge. Nolan said AITP supports both the broad-based certification of ICCP and vendor certification.

Some states recently have considered legislation to license information technology professionals. Licensing requires that computer professionals pay a fee in order to be practicing consultants but does not require that they demonstrate any knowledge. Texas is the first state to require licensing, but AITP hopes through lobbying to effect a repeal. AITP lobbying has contributed to the failure of measures to implement licensing in other states.

During 1998, AITP also worked on a new marketing campaign; enhanced its web presence; held a collegiate conference with record attendance in Evansville; produced a revitalized ISECON (Information Systems Educators Conference) in San Antonio; conducted a successful Leadership Conference in Winter Park, Colorado, during the annual meeting; renewed its commitment to region and chapter support services; and handled Year 2000 problems in its Chicago headquarters office.

The AITP student chapter at USI has 26 members. Programs each semester include speakers from area industries and tours of businesses.

Improvement is a way of life

Beyond accreditation—
change is continuous

By Philip C. Fisher

Continuous improvement is a powerful concept. It changes the notion of the need to improve from a remedy for poor performance to a way of life for every organization no matter how successful. It is important because any organization, whether it be a business or a university, that is not working to improve will slide into complacency and declining performance.

While, for many years, our School of Business was focused on gaining AACSB accreditation, we were always aware that once we reached that goal, we would not rest. So we began setting new goals even before the accreditation process was completed.

We are now one of 12 AACSB-accredited schools in Indiana. Our goal beyond accreditation is to be recognized as a leader among that group. We will do this by continuing to improve our programs of instruction and by focusing our research capabilities and expertise to make a greater contribution to the economic development of this region.

Last spring, our business advisory group, the Board of Visitors, sponsored a panel discussion that featured James Giancola, president and CEO of CNB

Bankshares, Inc.; Robert Griffin, president of Escalade, Inc.; Michael Hinton, president of the Old National Bank of Evansville; and J. C. "Pete"



Fisher

Ruthenburg, executive vice president of Red Spot Paint and Varnish Company, Inc. The question we asked them was, "What do we have to do to be your preferred source of employees?"

The panelists' companies employ many of our graduates. They all expressed satisfaction with those employees and with the results of our past efforts to improve. But, in the spirit of continuous improvement, they made four suggestions: hold students to uniformly high standards in every course, provide more real-world experience, and improve communication and problem-solving skills. At the August faculty retreat, we developed plans to continue to improve these areas.

Another step toward reaching a position of leadership was the decision of our accounting department to work for AACSB special accreditation for our accounting programs. Currently, only two business schools in Indiana have received this recognition. This

fall, we entered into the AACSB accounting candidacy program. This will be an extended effort, and I applaud the accounting faculty, under the leadership of accounting program director, **Dan Wade**, for their decision.

Our faculty have also been active this year in bringing their expertise and research capabilities to bear on issues of importance to economic development. Several members of the accounting faculty have been delivering accounting training to a group of Mead Johnson employees selected for potential advancement. **Dr. Ernest Hall** served on the Evansville-Vanderburgh Airport Authority Foreign Trade Zone Committee to develop a foreign trade zone at the Evansville Airport. **Dr. Brian McGuire** worked with the Workforce Development Task Force established by Vision 2000 and the Evansville Chamber of Commerce to develop an employment assessment center for Southwestern Indiana. **Drs. Munir Quddus** and **Mohammed Khayum** completed an economic impact study for an area hospital and a cost-benefit study of alternative routings for I-69 between I-64 and the Ohio River. Soon the School of Business will publish the fourth edition of the *Evansville Factbook*, an updated compendium of economic and demographic data on the Tri-State region edited by Dr. Quddus.

This is a full agenda, but we cannot rest on our past achievements if we are to achieve the leadership we seek and that our students and the people of Indiana have a right to expect.

AITP

Continued from page 1

The Evansville professional chapter includes almost 65 members, many of them USI graduates. Nolan served as president of the local chapter in 1977. A regional conference in Evansville in 1983 sparked his interest in becoming involved beyond the local level. He became an international director in 1984, served as regional president in 1993, and held other international offices before assuming the presidency for 1998.

USI student wins honor at AITP international meeting

Laurissa Becher '98 won second place in the student paper competition at the international meeting of the Association of Information Technology Professionals (AITP) held in Evansville in March.

In her paper and oral presentation, Becher explored the topic of Internet privacy. If people know where to look, they can find your address, get a map to your doorstep, and even find unlisted phone numbers, she said.

The AITP meeting was headquartered at the Radisson Hotel with competition in programming, web page, and paper presentations on the USI campus. The conference brought more than 600 college students to the city.

A May graduate, Becher is a network operations technician in the communications services department at Kimball International in Jasper, Indiana.

Mehmet Kocakulah named USI Distinguished Professor

Dr. Mehmet C. Kocakulah, professor of accounting and former chair of the Accounting and Business Law Department, has been named the University of Southern Indiana's 1998 National City Bank Distinguished Professor.

The Faculty and Academic Affairs Committee selected Kocakulah for the award, which was presented May 9 during the USI Commencement ceremony. The \$1,000 award is accompanied by a plaque and provides for a scholarship for a student to be selected by Kocakulah. He will deliver a Distinguished Professor lecture during the 1998-99 academic year.

Kocakulah was nominated for the award by colleagues and former stu-

dents who lauded his proactive stance in seeking recognition for students and the department; his steadfast support of students in class and the workplace, both as students and alumni; his support of junior faculty in the department; his service to his profession and community; and his ability to persevere in a foreign land.

A native of Turkey, Kocakulah received a B.A. in production management and personnel in 1972 from Ege University in Izmir and a Ph.D. in accounting in 1982 from the University



Kocakulah

of Istanbul. He earned an M.B.A. in 1977 from the University of Louisville, where he taught for three years before joining the faculty of Indiana State University. He came to USI in 1987 and was department chair from 1991 to 1997. He has returned to full-time teaching at undergraduate and graduate levels.

Kocakulah is an active member of the American Accounting Association, Institute of Management Accountants, Decision Sciences Institute, Southeast Decision Sciences Institute, Alpha Kappa Psi business fraternity, and Beta Gamma Sigma. He has had numerous articles published in professional journals and has presented papers or served as paper reviewer for a number of professional organizations. He has been an active member of Rotary International since 1987 and treasurer of the Greater Evansville AFS for the past 10 years.

Three faculty members receive awards

School honors Choe, Quddus, Schibik

The School of Business has honored three faculty members for their outstanding contributions to the school and to their disciplines during the 1997-98 academic year.

• **Dr. Sang Choe**, professor of marketing, was recognized with the School of Business Service Award. His service in the area of fostering international programs, including an exchange program with Keimyung University in Korea, was noted at the awards ceremony.

• **Dr. Munir Quddus**, chair of the Economics and Finance Department and professor of economics, received the Research Award in recognition of the breadth, volume, and consistency of his scholarly pursuits.



Elizabeth Courtney-USI

Faculty award winners are, from left, Munir Quddus, Sang Choe, and Timothy Schibik.

• **Dr. Timothy Schibik**, associate professor of economics, was accorded the Teaching Award. He was commended for evaluations of his teaching and for his reputation for excellence in the classroom.

The awards were presented in the spring at a faculty reception on the balcony of the Robert D. Orr Center.

Business fraternity receives award for Most Improved

Alpha Kappa Psi Professional Business Fraternity was recognized in the spring by the USI Student Affairs Office as Most Improved Organization for 1997-98. The business fraternity is the first recipient of the award, created to recognize a campus organization which improved management, membership and leadership development, services, and programs. Alpha Kappa Psi was chosen from more than 85 organizations.

The professional fraternity has modified its organizational and committee structure, changed its by-laws, established a mission statement, created a new recruitment strategy, improved member retention with fresh programs, and developed a web page.

Carol and John Bolger, Kemper CPA provide scholarships

Carol and John Bolger '80 and Kemper CPA Group LLC have established scholarships to benefit students in the University of Southern Indiana School of Business. Their gifts were made during *Campaign USI*, the University's first capital campaign.

Through a \$10,000 commitment to the Community Foundation Alliance, the Bolgers have instituted a scholarship for a promising student in the School of Business. The first John and Carol Bolger Business Scholarship will be awarded during the 1999-2000 school year.

John Bolger is retired managing director of the midwest division of branch operations for Commercial Credit Corporation and former chief executive officer at American General

Finance. He is a USI Foundation director and served as Foundation treasurer from 1991-98. He is finance chairman of the School of Business Board of Visitors and serves as a frequent speaker and mock interviewer in the school's Career Planning and Professional Development classes.

The Community Foundation Alliance is a partnership of seven southwest Indiana counties. The Bolger gift qualified for matching funds from the Lilly Endowment Inc., which will build the endowment of the Vanderburgh County community fund while providing an annual distribution from earned income for the scholarship.

Kemper CPA Group LLC has made a \$10,000 commitment that will

fund two \$500 scholarships annually for accounting majors with a public accounting focus.

Robert L. Swan '72, senior member of the accounting firm, said, "USI has a top-ranking accounting program. I am very proud to hire graduates from the school."

He cited the excellent scores made by USI accounting majors on the national certifying examination as evidence of the quality program.

Swan is a former member of the USI Board of Trustees and chairs the new Accounting Circle, an advisory group to the Accounting and Business Law Department. (See story, page 6.) He is a USI Foundation director and a member of the School of Business Board of Visitors.

Scholarship established in memory of Walter Jermakowicz

The USI Foundation has established a scholarship fund in memory of **Dr. Walter W. Jermakowicz**, professor of management at the University of Southern Indiana from 1985 until his death April 30, 1998.

The Walter Jermakowicz Memorial Scholarship for Global Business Studies will be awarded each year to a USI sophomore, junior, or senior majoring in business or economics. Priority will be given to support study abroad in formal exchange programs recognized by the University.

At USI, Jermakowicz helped establish and promote foreign study exchange opportunities, especially with universities in Evansville's sister city Osnabrück, Germany. A native of Poland, he graduated in 1974 from Warsaw Technical Institute and became active in Poland's Solidarity movement. After the fall of communism, he visited his native country and others in the former Soviet bloc as an advisor on privatization for the World Bank and the United Nations.

In 1997, he received the Faculty Recognition Award from the USI Alumni Association for his outstanding service to the School of Business and its students and his exemplary leadership in international business and finance.



Jermakowicz



Barbara Marting



Edward Marting

His widow, Ewa Jermakowicz, is an associate professor of accounting at USI.

New fund honors Martings

A new scholarship fund honors **Drs. Barbara and Edward Marting**, professors emeritus, for more than 50 years of combined service to the University of Southern Indiana. The scholarship will be awarded on the basis of academic achievement to a junior or a senior in management or accounting.

Both professors joined the faculty in 1968. Barbara Marting taught many different management classes, specializing in human resource management. She was head of the Management and Marketing Department when she retired in 1994. Edward Marting served as acting chair of the Division of Business from 1969 to 1972. He taught accounting and finance courses and was responsible for

developing USI's first managerial accounting course. He retired in 1993. The Martings participated in the growth of USI, its establishment as a separate state university in 1985, and the formation of the School of Business in 1987.

Stretch yourself

Tina Kern advises 'reinvention' for career growth

Keep reinventing yourself and your company is the message **Tina Kern '86** has for students preparing for a career in business.

President of Kern Bros. Office Environment Products and Services in Evansville, Kern shared her insights on career development during the spring Alumni-in-Residence program for the School of Business in a presentation titled "How One Woman Reinvented a Business Named for Two Men."

"Be open to reinventing yourself. Your life seldom turns out like you think it will. I am neither a Kern [by birth] nor a brother," said the University of Southern Indiana alumna who is associated with her husband's family's business.

Kern spent 10 years with Keller Crescent Company, a marketing communications company, starting out in customer service. "I knew that job interfaced with every other department in the company," she said. When the first computer arrived on company premises, it was located in customer service. Kern seized the opportunity to become an expert. Later she became associate director of new business, putting together a database of new

customers. Those responsibilities were a perfect training ground for her present job.

Over the years the Kern company has reinvented itself to meet the changing needs of the marketplace. Founded in 1946 as a custom laminate fixtures shop, the firm was the first in Evansville to use plastic laminates. Later Kern Bros. offered systems furniture installation and, at another juncture, began selling systems furniture and office furniture in general. In more recent years the company has expanded to provide offsite storage for customer records.

Kern stressed that growth in business is a steady evolution. "You have to decide what you want to keep and what you want to discard," she said.

"It's not usual for a woman to be running the kind of business I'm running. But just because it isn't a typical or usual thing to do, doesn't mean it can't be done. Every time I've had a career change, it has been an opportunity to reinvent myself," Kern said.

Kern emphasized to students the importance of educating the whole person. "Education is never lost," she said. "Even if you end up doing some-



Tina Kern, third from left, greets students at the Alumni-in-Residence program.

thing other than what you educated yourself for, you still have that education."

She began college thinking that she would major in piano performance and then pursued interests in music education, English, and art before completing her B.S. in management at USI.

Kern urged students to become proficient in writing and language. "I don't look at resumes that have bad spelling or bad usage," she said.

She also recommended a double major or emphasis in some discipline other than the student's major to improve career flexibility.

Kern is a member of the USI Board of Trustees and a past president of the USI Alumni Association.

William E. Fisher selected Distinguished Alumnus for 1998

William E. Fisher, a 1973 management graduate who has distinguished himself as a corporate executive and entrepreneur in the global electronic funds transfer market, received the 1998 Distinguished Alumni Award from the University of Southern Indiana Alumni Association. The award recognizes a graduate who has made outstanding achievements in career or in public service.

Fisher is chief executive officer of Transaction Systems Architects, Inc. (TSA) and of its subsidiary company Applied Communications, Inc., based in Omaha, Nebraska.



Fisher

TSA develops software products and services to process transactions involving credit cards, debit cards, automated teller machines, point-of sale terminals, wire transfers, and automated clearinghouse functions. The company dominates the high-end electronic payments software market with one-fifth of the top 500 banks worldwide. Company sales are in 69 countries. Fisher's company was listed recently among Forbes magazine's "most dynamic" companies in the United States.

Fisher is a former USI School of Business Board of Visitors member and has participated in the Alumni-in-Residence program for the School of Business. Honorary chair of the Alumni Division of *Campaign USI*, he made a \$100,000 leadership contribution to the School of Business which is the largest alumni gift in USI's history.

Accounting Circle supplies professional link

New group advises accounting programs on how to improve

A new advisory board called the Accounting Circle has been formed to assist the University of Southern Indiana Department of Accounting and Business Law in continuous improvement of all accounting programs.

The Accounting Circle is an outgrowth of the school's Board of Visitors, which assisted the School of Business in achieving accreditation through AACSB—the International Association for Management Education and continues to help the school identify what it needs to do to achieve the next level of excellence.

The new group includes experienced and recognized accounting professionals from both public accounting and industry. The purpose of the group is to provide a channel of communication between USI's accounting department and accounting practitioners. The circle advises the department regarding objectives, strategies, goals, curriculum development, and opportunities. The organization also promotes business-faculty-student interaction in activities and programs and assists with placement of graduates.

Robert W. Swan '72 of Kemper CPA Group LLC serves as first chair of the Accounting Circle and is a charter member of the Board of Visitors. He called the first meeting of the Accounting Circle to order by saying,

"There has been nothing more satisfying as a Board of Visitors member than to know that the School of Business has listened to us and made



Swan

changes." He expressed confidence the same relationship will develop between the Accounting Circle and USI's accounting department.

The Accounting Circle has formed two standing committees. The Practice/Education Interaction Committee, chaired by **Darryl Spurlock** of Umbach and Associates, will study the development of practice experience for the faculty and communication avenues between business and faculty. The Curriculum Committee, chaired by **Ken Sendelweck '76** of Kimball International, will analyze software skills for entry-level accountants, presentation skills, and curriculum design.

The School of Business offers a B.S. degree in accounting, a post-baccalaureate certificate in professional accountancy, and an M.S. in Accountancy. The graduate program is designed to meet Indiana's new 150-credit-hour requirement for CPA exam candidates that becomes effective January 1, 2000.

Membership

Donald Breivogel '83
Director Planning
American General Finance

Stephen C. Byelick, Jr.
Secretary-Treasurer
National City Bancshares

Steven F. Farrell '73, Partner
Gaither Rutherford & Co., LLP

David E. Gunn, Vice President
Harding Shymanski & Company

Daniel S. Hermann '79
Executive Vice President
Black Beauty Coal Company

Brad Platts, Controller
Keller Crescent Co.

Kenneth L. Sendelweck '76
Vice President, Assistant Treasurer
Kimball International

Robert Smith
Financial Accounting Manager
Berry Plastics Corporation

Darryl C. Spurlock
Umbach and Associates, CPAs

Robert W. Swan '72
CPA and Partner
Regional Administrator
Kemper CPA Group LLC

Roy Templin
Vice President, Corporate Controller
Kimball International

Michael J. Weber '73, Chairman
McCurdy Healthcare Center

Jeff L. Wilmes '81, Partner
Olive, LLP

Jeff Wolf '84, Director of Finance
Deaconess Hospital, Inc.

Two finish in state's top five on CPA exam

Andrew Shawn Otto '97 and **Emil Anthony Butler '97** ranked in the top five statewide on the November 1997 exam for certified public accountants. Both are now associated with the accounting firm

of Harding, Shymanski and Company in Evansville.

USI graduates earned two of the state's top five scores on CPA exams administered in November 1996, May 1997, and November 1997.

The company we keep

1997-98

Speakers

The following people spoke to USI business classes in the 1997-98 academic school year:

Keith Andrews
SIGECO
Tom Austerman
National City Bank
David Bezek
University of Evansville
Nancy Bizal
USI (School of Business)
John Bolger '80 (retired)
Commercial Credit Corp.
Gary Bolinger
Indiana CPA Society
Nancy Byrd
USI (Human Resources)
Mike Carney
KCARC
Peter Castelli
Ziemer, Stayman, Weitzel & Shoulders
Daniel Cockrum
Gibson County Area Rehabilitation Centers, Inc.
Randy Conner
Financial consultant for Clippinger Financial Group

Mark Cox
Northwestern Mutual Life Insurance Co.
Jodee Curtis
Olive, LLP
Joan David
Citizens Bank
Jim Dervin
Comsource
Pam Doerter
USI (Career Services)
Ron Duncan
Whirlpool Corp.
Karen Freeman
Bayley Corp.
Francis Fukuyama
George Mason University and Johns Hopkins Institute for International Studies
Robert Gallup
NWR
Mary Gaskin '93
Kemper CPA Group
Greg Granger
Bowers, Harrison, Kent & Miller
Mike Hinton
Old National Bank
Holly Hoffman
Disney Worldwide Services Inc.
Terri Hollander
Hilliard Lyons
Congressman John Hostettler
U.S. House of Representatives

Terry Huber
Ivy Tech State College
Jennifer Hunt
Casino Aztar
Alan Jones '95
CNB Bancshares
Joni Kanzler
USI (Library)
Tina Kern '86
Kern Bros. Office Systems
Glenn Kingsbury '90
Old National Bank
Kirk Knight '93
Old National Bank
Jeff Lake
Evansville Small Business Center
Blake Larson
Citizens Bank
Randy Lilly
Old National Bank
James Lopp, Sr.
Lopp & Lopp
Susie Mattingly '84
Manpower Temporary Services
Jason McDermott
Disney Worldwide Services Inc.
Mayor Frank McDonald '72
City of Evansville
Lana Meyer
Northwestern Mutual Life Insurance Co.
Linda Mioduszewski
Hugh East Training Center

Jerry Moore
DOMA Group
John M. Mutz
PSI Energy, Inc.
Kerry E. Neff '75, MBA '95
Boonville Federal Savings Bank
John Phipps '96
Citizens Bank
Eric Powell
Internal Revenue Service
Marilyn Schmidt
USI (Career Services)
Bob Smith
Berry Plastics
Alan Stabenfeldt '76
Cardiovascular Surgery, Inc.
Dave Terrell
Gibson County Area Rehabilitation Centers, Inc.
Albert Umbach
Umbach and Associates
Jennifer Walker
USI (Career Services)
Sylvia Wettmarshausen '94
USI (Human Resources)
Mike Wiederkehr '91
Harding Shymanski & Co.
Xingin Zhan
JiLin Teachers College (China)
Jeff Zucchi
Escalade Sports

Mock interviews

These individuals conducted mock employment interviews with students enrolled in the Career Planning and Professional Development classes in the 1997-98 school year:

Bonnie Benson
Frontier Kemper Constructors
John Bolger '80 (retired)
Commercial Credit Corp.
Brenda Bosecker
Red Spot Paint & Varnish Co.
Cindy Brinker
USI (Business Affairs)

Nancy Byrd
USI (Human Resources)
Kevin Clancy
Anthem Blue Cross & Blue Shield
Mark Cox
Northwestern Mutual Life Insurance Co.
Jacqueline Ditzer
National City Bancshares
Nancy Epperson
National City Bancshares
Susan Everett '81
Keller Crescent Co.
Joan Finch
Evansville-Vanderburgh School Corporation
Peggy Forbes
Kelly Services

Scott Herrell
Rexam Closures
Mary Huth
American General Finance
Patricia Jackson '89
CNB Bancshares
Donna King
Keller Crescent Co.
Susie Mattingly '84
Manpower Temporary Services
Lana Meyer
Northwestern Mutual Life Insurance Co.
Thom Mominee '72
Evansville Courier Co.
Allen Mounts '74, MBA '91
Old National Bancorp
Darryl Spurlock
Umbach and Associates

Terry Stumpf '77
TMMI
Robyn Taylor '92
Escalade Sports
Judy Thies
Welborn Hospital
Cathie Bische Thomas '96
Kelly Services
Nancy Tyring
Welborn Hospital
Cheryl Waymer
CNB Bancshares
Gene Weisheit
Evansville Veneer & Lumber
Sylvia Wettmarshausen '94
USI (Human Resources)

Internships and cooperative programs

These employers participated in internships and cooperative programs for School of Business students in the last academic year:

Bell South Mobility
Berry Plastics

Card Management Corp.
Deaconess Hospital
Department of Metropolitan Development
Evansville Board of Public Works
Evansville City Controller
Gaither Rutherford & Co., LLP
General Electric Plastics
George Koch Sons
Gibbs Die Casting

Goelzhauser & Killian
Riney Hancock & Co. PSC
HOPE of Evansville
Kemper CPA Group
Kimball International
Koch Originals Inc.
Merrill Lynch
Northwestern Mutual Life Insurance Co.
Old National Bank
Olive, LLP
Marietta Overbeck, PC, CPA

Professional Consultants
Riney Hancock & Co., PSC
St. Mary's Medical Center
Shoe Carnival
SIGECO
Spectra Care
Toyota (Georgetown, Kentucky)
Umbach and Associates
United Parcel Services
Walt Disney World
Gregory K. Willis, CPA

Disney interns learn secrets of magical customer service

USI students develop career skills on the job

Wherever University of Southern Indiana students **Carrie Wessel** and **Greg Willis** work from now on, their customer relations efforts will exhibit that same kind of magical flair for which the Disney company is known.

Wessel and Willis, both majoring in business administration with an emphasis in marketing, spent summer 1998 in Disney internships. Both say that the experience was valuable, especially for what they learned about how to treat the customer.

Wessel worked at Disney's Hilton Head Island Resort in the sales and marketing department. The Disney company packages the Hilton Head resort, two in Orlando, and one in Vero Beach, Florida, with its cruises and other time-share exchange programs around the world. Wessel greeted guests at the preview center, booked appointments, and helped potential customers learn about the Disney Vacation Club.

But that's not all she did. "Disney always puts the guest first—no matter what," Wessel said. "We went out of our way if we had a dissatisfied guest.

We would take balloons or a plush Disney character to the room."

If a room was not ready for occupancy when the guest

arrived, sales and marketing personnel would sometimes pitch in. "I helped out in recreation, front desk, and house-keeping," Wessel said. "Although I was there for sales and marketing, I was able to experience the entire resort."

Disney looks upon employees as members of the cast. "You are a 'player.'



Greg Willis, second from left, poses with Disney interns from other universities. From left are Melanie Decostanza, Willis, Blake Warner, and James Morgan.

You have a 'costume,' not a 'uniform.' You are 'on stage' while you are working," Wessel said. She directed a cast motivation project as a part of her marketing and sales internship.

Wessel said, "I have two big binders of work that I did. The training was excellent, and I can teach other companies I work for what they can do to improve." She is putting some of the ideas to work now in her job at Schnitzelbank Restaurant in Jasper, Indiana, her hometown.

Willis agreed that customer service is a number one Disney priority. He said every employee was empowered to give a product away when necessary to make the guest feel better.

He recalled one situation at the Hollywood at Vine restaurant at Disney-MGM studios. A family came through a long cafeteria line on a day when the temperature was more than 100 degrees. "By the time they got to the end of the line, their food was cold. I could tell they were upset so I took them hot food and gave the child a milk shake. I sent them away with the thought that maybe they were a little more important. They will probably come back to the restaurant," Willis said.

Up-selling was another skill which he used at the park. He found that Disney visitors often responded favorably to a suggestion that they order a cappuccino instead of a regular coffee or buy a strap to hold their water bottle on a hot day.

Willis applied for the Disney internship after reading about the opportunity in the USI student newspaper, *Shield*. He is continuing to hone his on-the-job skills through a cooperative study program in sales and marketing with Berry Plastics in Evansville.

USI is a regional recruitment site for Disney internships. Five USI business students—**Chrissy Saltgaver, Jerica Naas, Matthew Giles, Scott Livengood,** and

Jeff May—completed internships at Disney properties during the fall semester. **Pam Doerter**, internship coordinator, said first-time Disney internships are often entry-level positions in sales, at rides and attractions, or in restaurants. Advanced internships, like Wessel's, place students in jobs more directly related to their majors. Disney interns attend seminars on communications, leadership, the corporate environment, and other business issues.

"...I can teach other companies I work for what they can do to improve."

—Carrie Wessel

Internship statistics

▼ Eighteen students completed internships at five different companies during fall semester 1998. Eight were majoring in accounting and 10 in business administration.

▼ Sixty students completed internships or cooperative study programs at 33 different places of employment during the 1997-98 academic year.

Starting up? Know when to hit the gas

'My Classic Car' executive expects small companies to offer appealing jobs

A start-up company has to know whether to hit the accelerator or the brake, said **Dennis Gage**, co-owner and president of Bradley David Productions, an Evansville multimedia company that produces the "My Classic Car" show for TNN, The Nashville Network.

"If you're in a race, it's only through the proper combination of those two pedals that you're going to win. If you're always on the gas, you won't win; if you're always on the brake, you won't win," he said.

Gage spoke to students in the School of Business at the fall Executive-in-Residence session. He and **Brad Kimmel**, co-owner and chairman of Bradley David Productions, developed the "My Classic Car" program which became a weekly series in 1996.

In a start-up company, Gage advised that the managers must know "how fast is too fast. We want to grow incredibly fast and have the growth be just short of cancerous. When you step over that line, you're going to die. It is this incredible tightrope—incredible

balancing act."

Many start-up companies do grow fast, Gage said, but they must manage in a lean fashion because their pockets are not deep. To be successful, they must find people "who believe they can fly" and present those people with the challenges and growth opportunities that will make them want to stay with the company.

Gage said he believes that many of the students who heard his Executive-in-Residence presentation will go to work for small, entrepreneurial companies such as his own "I think the electronic age enables that to happen. You will see more free-lancers. You will see affiliations come together, disband, and then form in another fashion."

Entrepreneurship is becoming more common. "In the electronic age, we're able to do something that would typically have to be based in Los Angeles or New York, right here in Evansville,"



Elizabeth Courtney-USI

Gage

he said, using his own company as an example.

In addition to the television show, Gage's Evansville company produces a magazine with input from many places—an editor in San Diego, a printer in Long Beach, and one executive who spends quite a bit of time in New Zealand.

The allure that big companies had in the past was security, Gage said, but corporate downsizing has taken away some of that

security. Workers now find that many lean, smaller companies can pay very competitively.

Gage earned a Ph.D. in chemistry from the University of Idaho. He spent 10 years as a product development scientist and manager at The Proctor & Gamble Company in Cincinnati and five years as director of product development at Mead Johnson.

The annual School of Business Executive-in-Residence program brings a successful professional to campus to make presentations and interact with students.

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School of Business names five new faculty members

The University of Southern Indiana announces the appointment of the following new faculty members in the School of Business:

• **Dr. Michael G. Goldsby**, assistant professor of management. Goldsby earned a bachelor's degree from Indiana University, a master's degree from Indiana State University, and a Ph.D. from Virginia Tech.

• **Dr. Mark Hofmann**, assistant professor of management. Prior to coming to USI, Hofmann was chief scientific and technical advisor for human factors for the Federal Aviation Administration in Washington, D.C. He received a B.A. from Heidelberg College in Tiffin, Ohio; an M.S. from University of Southern California in Los Angeles, and an M.A. and Ph.D. from

University of South Dakota in Vermillion.

• **Dr. Timothy R. Koski**, assistant professor of accounting. Koski is a certified public accountant and attorney. He earned a bachelor's degree from Arizona State University, a juris doctor degree from University of North Dakota, a master's degree from Southern Methodist University, and a Ph.D. from University of Missouri. Koski was a visiting professor at Westminster College in Fulton, Missouri, in 1997-98.

• **Dr. Leslie E Nunn**, instructor in

business law. Nunn received a B.A. from the University of Evansville and a J.D. from the University of Denver. Before coming to USI, he was in private law practice and served as a deputy prosecuting attorney and a municipal judge.

• **Dr. Jill L. Padgett**, instructor in business education. Padgett has served on the faculty at Arizona Western College, Ivy Tech State College, and Oakland City University. She received a bachelor's degree from USI, a master's degree from Webster University, and an Ed.D. from Spalding University.



Goldsby



Hofmann



Koski



Nunn



Padgett