

SCHOOL OF BUSINESS REPORTS

UNIVERSITY OF SOUTHERN INDIANA

School of Business earns accreditation

USI joins select group of programs nationwide with AACSB approval

AACSB-The International Association for Management Education, the premier accrediting agency for academic programs in business administration and accounting, has approved initial accreditation of the baccalaureate and master's degree programs in business offered by the University of Southern Indiana.

USI joins a select group of 340 AACSB-accredited programs among the more than 1,200 college and university business programs nationwide. The accreditation is for a 10-year period with an interim report due to the accreditation agency in five years.

AACSB evaluates a school's physical facilities, the technological

resources, the faculty, the curriculum, and the quality improvement processes.

Philip C. Fisher, dean of the USI School of Business, said, "Gaining AACSB accreditation has made us a much stronger school. It required us to meet tough standards for the quality of our faculty, our curriculum, and our technology. It also required us to demonstrate that we are managing for continuous improvement."

"Getting to this point required an increased investment by the university of more than \$800,000 for more faculty and improved technology and about \$300,000 in contributions by alumni and area businesses for faculty development.

Fisher said the approval should improve job opportunities for students because employers can be assured that the USI School of Business meets the most rigorous standard for business accreditation. The AACSB endorsement also should mean that undergraduate and graduate students will be able to transfer credits into any business school in the country.

USI President **H. Ray Hoops** said, "Conferral of accreditation reflects dramatically on the University of Southern Indiana's commitment to bring the finest education possible to the people of this region. Accreditation

See **Accreditation**, page 2

Dean *Phil Fisher* reports

\$500,000 gift to endow Chair of Marketing Sciences

Margaret Blair donation among growing list of notable developments

A \$500,000 gift from **Margaret Henderson Blair** establishing the University's first endowed chair heads a list of developments which will afford the School of Business the opportunity to be of more service to the region.

In my last letter, I wrote about our desire to become more active in

See **Dean**, page 2

The gift from Margaret Henderson Blair was announced at a press conference. With her are Dr. Phil Fisher (left), dean of the School of Business, and Dr. H. Ray Hoops, USI president.



Accreditation,

Continued from page 1

would not have been won had it not been for the discipline and determination of the faculty of the School of Business who committed themselves to meet the high standards set by the AACSB. We also are deeply indebted to the business community and friends of the University who extended valuable financial resources to make the

We are deeply indebted to the business community and friends of the University who extended valuable financial resources....

faculty commitment possible."

The AACSB-The International Association for Management Education

was formerly known as the American Assembly of Collegiate Schools of Business. The organization adopted the new name in July to reflect its international membership.

The USI School of Business was one of the original academic divisions when the University was established in 1965. The School of Business now has more than 1,600 undergraduate students, 200 graduate students, 36 full-time faculty, and 4,800 alumni.

Dean,

Continued from page 1

assisting businesses and other institutions in our region and of our intent to launch a Center for Business and Economics Research. Several exciting events, including the Blair gift, have made the promise of such a research center very bright.

The Blair Chair of Marketing Sciences will perpetually serve the School of Business, its students, and local and regional businesses. Beginning in fall 1999, the professor who holds the Blair Chair will teach and conduct applied research in the field of marketing to benefit local businesses which have national or global objectives.

Meg Blair is president of rsc, The Quality Measurement Company, and a pioneer in marketing research both nationally and internationally.

We also have launched a project of interest to regional economic development. This project will be to develop expertise and experience in performing economic impact studies. Faculty in the economics department have done three studies in the past two years; and now, through the economic development department at SIGECO, we have the ability to use their special software to improve our capability to do several studies a year. These impact studies will be valuable to area city and county governments in evaluating the costs and benefits of offering incentives for plant relocations or expansions.

Campaign USI is meeting our highest expectations. In addition to Blair's generous campaign gift, the School of

Business will benefit from a pledge of \$125,000 from the Bussing-Koch Foundation. **Dr. Marie Bussing-Burks** is an adjunct faculty member in our school, and the Bussing/Koch families are longtime generous donors. This new gift continues their history of philanthropy to USI.

The largest gift ever from an alumnus has come from a graduate of the School of Business. **William E. Fisher '73**, CEO of Transaction Systems Architects, Inc., has made an unrestricted gift of \$100,000 to the School of Business. In recognition of his generous gift, Fisher has been named honorary chair of the Alumni Division of *Campaign USI*.

Other School of Business alumni have also provided leadership for *Campaign USI*. Business leaders **Ron Romain '73** and **Connie Romain**, a 1974 education graduate, made a \$50,000 leadership gift as co-chairs of the Alumni Division of *Campaign USI*. Former basketball standout **Robbie Kent**, chairman of Kenny Kent Toyota and Kenny Kent Chevrolet, has also made a \$50,000 pledge and was named honorary chair of the School of Business section. **Mark Hubbard**, Centennial, president of Evansville Sheet Metal, is chair of the School of Business campaign and has made a \$30,000 pledge. Another School of Business



William E. Fisher

alumnus who has made a major commitment is **Bob Roeder '71**, principal partner of William M. Mercer, Inc., with a pledge of \$25,000. Bob is a member of the USI Foundation Board of Directors.

Private contributions during the 1996-97 academic year were the highest ever with more than \$60,000 contributed to faculty development.

We've also had a record number of contributions and pledges this year, and each one is valued. *Campaign USI* is making a tremendous difference in our ability to attract and keep the best faculty, provide scholarships to outstanding students, and keep abreast of technology.

We have other announcements:

- The University's enrollment has reached 8,300 students. The School of Business shares in this increase, and we have added four new sections of classes to meet the demand.

- Articles elsewhere in this issue detail the success of our students and recent alumni in national programming competition and the CPA exams. We are proud of their achievements.

- Private contributions during the 1996-97 academic year were the highest ever with more than \$60,000 contributed to faculty development.

We are overwhelmed by the support our friends and alumni have shown. Thank you!

AITP members win at national meeting

Three USI representatives received awards at a national meeting of the Association of Information Technology Professionals (AITP). The second annual collegiate conference was held in April at the University of Wisconsin.

The USI chapter of the group won the following awards:

- First Place--Student Visual Basic Programming Team
- Third Place--Student Paper Competition
- Outstanding Faculty Advisor Award of the Year

Eric Rudisill, Jeremy Yarger, and Bryan Smith won first place in the Visual Basic programming student team competition. They were awarded \$2,000. Twenty-four student teams competed.

Judy Like won third place in the student paper competition. Her paper, "Developing an Effective User Interface," addressed nine key elements

which should be examined when developing an effective and efficient user interface. The paper was one of the 10 final papers selected from 58 entries; her oral presentation received third place in the final judging.

Professor Ernest Nolan was selected Outstanding Faculty Advisor of the Year. The award recognizes the advisor who exemplifies the highest ideals of the information technology profession. Advisors are nominated by their students and selected by the AITP's Student Awards Committee. One of the criteria is that the advisor's student chapter must have earned the Student Chapter Outstanding Performance Award (SCOPA) the



Winning AITP members are (from left) Bryan Smith, Jeremy Yarger, and Eric Rudisill.

two previous years. The USI Chapter has earned the SCOPA thirteen consecutive years under Professor Nolan's sponsorship.

The third annual conference will be hosted by USI in April 1998.

Graduate ranks first in state, third in U.S.

Cynthia Greeson '92 (Post Baccalaureate Certificate in Public Accounting) '93 (Master of Business Administration) ranked first in Indiana and third in the nation on the May 1997 exam for certified public accountants.

She is the Silver Medal winner of the prestigious Elijah Watt Sells Award sponsored by the American Institute of Certified Public Accountants (AICPA). Greeson is accounting program chair at Ivy Tech State College in Evansville.

Jennifer Holcombe '97 *magna cum laude* had the fourth highest score in Indiana. She started her accounting career with Harding Shymanski & Company.

Five recent USI accounting graduates ranked in the top 10 scores statewide on the November 1996 exam. They are 2nd—**Michelle Schroeder '96** of Jasper, Indiana, who graduated *summa cum laude* and now is with Kimball International, Jasper; 4th—**Scott Olinger '96** of St. Meinrad, Indiana, now with Harding Shymanski & Co., Evansville; 7th—**Heather Rollett '97** of Evansville, now with Ernst & Young, Indianapolis; 8th—**Sharon Mondino '96** of Boonville, Indiana, now with Riney, Hancock & Co., Evansville; and 10th—**Melody Linenburg '96** of Evansville, now with Geo. S. Olive & Co., Evansville.

These seven participated in the Becker CPA Review course offered in summer 1996 for the first time at USI.

Typically, 1,000 candidates sit for the exam in Indiana, 60,000 nationwide.

Other USI graduates in the USI/Becker course who passed all four parts of the November exam are **Brett**

Begle '97 of Huntingburg, Indiana, now with Blue & Co., Indianapolis; **Lani George '96** (Post-Baccalaureate Certificate in Professional Accountancy) of Evansville, an attorney with Repro-Graphics, Evansville; **Tasmina Quddus '91** of Evansville, now a temporary staff accountant at USI; and **Marcia Wesenberg '95** of Morganfield, Kentucky, now with Campbell, Royster & Carver, Henderson. Two non-USI graduates in the USI/Becker course who passed the exam as first-time candidates are **Diane Anderson** of Evansville, now with Geo. S. Olive & Co., Evansville, and **Susanne Greenland** of Tell City, Indiana, now with Best Chairs, Ferdinand, Indiana.

The USI instructors for the USI/Becker course were **Robert Wuerth, Craig Ehlen, and Brian McGuire**. **Elizabeth Campbell**, an attorney with National City Bank, also was an instructor. **Mary McGrew**, office assistant in the USI School of Business, coordinated the course.

Formal education: does it meet real job needs?

Board of Visitors chair says we're closing the gap

Editor's Note: A 1973 graduate of the University of Southern Indiana, David E. Gunn, CPA, is vice president, client services at Harding Shymanski and Company, P.C. He is the immediate past chair of the School of Business Board of Visitors and is a member of the Board of Directors of the University of Southern Indiana Foundation.



Gunn

by David Gunn '73

The future of the School of Business at USI is both exciting and challenging. We've come a long way, but future events will continue to shape how we deliver education to the Tri-State area and beyond.

The challenges have only begun.

Let's review some of the recent accomplishments and events affecting the School of Business:

- We have gained the AACSB accreditation, a huge signal of the quality of business education students are receiving. The faculty have worked diligently during this process and deserve our thanks for their efforts.

- Our master's program is in place and functioning well. With a little extra planning and time, an accounting student can receive both an MBA and a Master of Accountancy.

- Five of the top 10 scores on the Indiana November 1996 CPA examination (See page 3) were earned by USI accounting graduates.

When you consider the quality of other Indiana university students and graduates, consider what this says about the quality of the education of USI.

I believe the challenges will need the talents of university faculty and administration as well as the business community.

- Technology has been replaced or upgraded to keep us up to date with current practices.

The preceding is indeed substantial when you consider we are only 32 years old. I think, however, the challenges have only begun.

Competition everywhere is growing. Technology seems to change at least at the speed of sound if not at the speed of light. Windows of opportunity are smaller. Proactivity, rather than reactivity, is how people operate. The market is global, not local.

The School of Business is well situated for the future but faces several challenges.

Now that we have our AACSB accreditation, we must continue the work to keep it.

We on the Board of Visitors are very confident our faculty and Dean Phil Fisher will maintain the momentum. The accreditation is important because it represents a standard recognized across the country, and those who have made it through an accredited program are understood to have received a top-quality business education.

I have purposely referred to "we" in my comments because I believe the

My advice...is to take what you learned at this university, build on it, then give something back.

challenges will need the talents of university faculty and administration as well as the business community specifically and at large.

"We" need to keep closing the gap between formal education and

the application of that education to future jobs. I believe the partnering process between faculty and business will become more substantial in the future—both will need to reach out for the process to be successful, and it will be.

Change is inevitable yet will be resisted. John Lippert, chairman, National City Bancshares, wrote in the last *School of Business Reports* about "realigning" as a constant, something that must be ongoing to be successful as a business. The alignment and realignment process will need to

See Job needs, page 5

Board of Visitors

The Board of Visitors is made up of senior executives who advise and support the School of Business in areas of strategic planning including fundraising, curriculum, and community interaction.

Allan R. Adams
Citizens Insurance of Evansville

Roxy Baas
Geo. S. Olive, CPA

John J. Bolger '80 (retired)
Commercial Credit Corp.

Dean A. Bosler
Dean Bosler's Furniture
Showroom

Alan R. Brill
Brill Media Co., L.P.

David E. Carson
CHEM Group, Inc.

Kevin M. Clancy
Acordia of Evansville, Inc.

James R. Dodd
Citizens National Bank
of Evansville

Michael F. Elliott
National City Bank

Keith Emge
Emge-Citizens Realty LLC

John W. Flock
GE Plastics

Frederick "Rick" Geissinger
American General Finance

Carolyn Georgette (retired)
Ameritech

Robert E. Griffin
Escalade, Inc.

David E. Gunn '73
Harding Shymanski & Co.

Patrick C. Harvey
Alcoa

Daniel Hermann '79
Black Beauty Coal Co.

Michael R. Hinton
Old National Bank

William Koch
Holiday World & Splashin' Safari

Thomas O. Magan
Kahn, Dees, Donovan & Kahn

James R. McKinney
Regency Property Management, Inc.

Allen R. Mounts '74, MBA '91
Old National Bancorp

James Muehlbauer
George Koch Sons

Jerald A. Newhouse
Jerald A. Newhouse & Associates

Alan H. Newman
Hilliard Lyons, Inc.

Ronald D. Romain '73
Romain Automotive Group

J. Steven Rudolph
J. H. Rudolph & Co., Inc.

J. C. "Pete" Ruthenburg
Red Spot Paint & Varnish Co. Inc.

Pamela Sue Schrecker
Mead Johnson Nutritionals

Kenneth L. Sendelweck '76
Kimball International

John E. Shekell
J. E. Shekell

Marjorie Z. Soyugenc
Welborn Baptist Hospital

Richard M. Stivers
Deaconess Hospital

Robert Swan '72
Kemper CPA Group

Albert J. Umbach, Jr.
Umbach & Associates

Vince Vawter
Evansville Courier Co.

Michael J. Weber '72
McCurdy Healthcare Center

SCHOOL OF BUSINESS
Phil Fisher, Dean

Nancy Bizal, Coordinator
of External Relations

Job needs,

Continued from page 4

become more automatic than in the past. The faculty and the Board of Visitors have been working together to align the education the School of Business offers with the needs of business

and will continue to align and realign.

I will close by saying that after my graduation from USI in 1973, my life has never been the same. After 24 years, I am just as excited about the future of business and USI's future as I was then. Opportunities are every-

where. I have learned that education never ends.

My advice to past, present, and future USI students is to take what you learned at this university, build on it, then give something back.

Thanks, USI.

SIGECO interns light up customer service

Power company gives \$5,000 contribution to School of Business

Six USI business students composed a product development team to seek new ways for the power company SIGECO to extend customer service. Interns Mark Barker, accounting; Becky Eblen, finance; Chris Eger, accounting; Robert Hochgesang, economics and math; Stephanie Stewart, business administration and French; and Beth Will, marketing, gained real-world experience, a paycheck, and confidence in their abilities and in the value of their USI education.

The student team researched related company practices, gathered demographic data to ascertain target markets, conducted focus groups to determine consumer needs, developed and held consumer intercepts to determine price points, and participated in defining the advertising objectives and choosing an agency to carry out those objectives. The ongoing project focuses on helping SIGECO gain the competitive advantage as utility deregulation appears on the horizon.

Jeff Davis, SIGECO vice president, and Dwayne Tutt, marketing analyst for the power provider, extended the original scope of the project by including the students in strategy and decision-making meetings. SIGECO has expressed further confidence in the education business students are acquiring at USI by presenting a \$5,000 contribution to the School of Business.

by Stephanie Stewart '98

None of us knew exactly what we were getting into at the beginning of this product development internship with SIGECO (Southern Indiana Gas & Electric Company). Now we know what we are doing, and it has turned out to be more than we ever expected.

New product development is a process that encompasses all aspects of business. When we began in January,

degree to which we have been included in decision-making is remarkable. For example, when we were in the process of selecting an advertising firm to market our project, we were the ones who evaluated the proposals. We watched agency presentations and asked questions. It was an eye-opening experience for all of us. We were making the decision on who would receive the account. These firms gave us their "dog and pony shows" not knowing that we were interns.

SIGECO works with a marketing research firm to develop most of its projects. Marketing Research of Kentuckiana, based in Louisville, worked with us. Their people attended our meetings and helped guide the direction of the research. While they did not tell us how to develop focus group scripts or telephone interviews, they were there when we were unsure of ourselves.

SIGECO has been a

wonderful place to do an internship. I expected to be a paper pusher watching the action, not being a part of it. Everything we have done has been a challenge—not a challenge because we didn't know how to do it, but a challenge putting what we know to work.

The internship has helped me to realize that not only have I chosen a career field I will enjoy, but I have chosen a school that has prepared me well for it. The work I'm doing at SIGECO goes hand-in-hand with what I have learned at USI. More than once, other interns and I have turned to our class notes for guidance. The professors in the School of Business and in advertising have been extremely helpful.

It is reassuring to know that after graduation we will be prepared for work in our chosen field.



Interns accept a \$5,000 check for the School of Business. From left are Stephanie Stewart, SIGECO's Christina Hilbert, Beth Will, Chris Eger, and Becky Eblen.

we all functioned as researchers. We spent hours on the Internet and on the phone gathering preliminary data on our subject. After many reports and a great deal of discussion, we began to compile specific data for our plan and started to branch off into specialties. Robert Hochgesang began determining product life cycles; Mark Barker and Chris Eger crunched numbers on the cost; Beth Will, Becky Eblen, and I gathered demographic data on the surrounding area and developed focus group scripts.

Each of our meetings has been a learning experience. We have come to realize one another's areas of expertise and respect them. We have developed a team mentality.

We have not only worked as a team, but also very closely with SIGECO. While this may be obvious, the

The company we keep

Speakers

The following people spoke to USI business classes in the 1996-97 academic school year:

Barbara Bennett
Evansville-Vanderburgh School Corporation

John Bolger '80 (retired)
Commercial Credit Corporation

Margaret Boarman
ARK

Nancy Byrd
USI (Human Resources Department)

Gary Davis '87
Animation House Graphics

Peter Dolan
Mead Johnson Nutritionals

Rebecca J. Englert '84
R. J. Englert and Associates, Inc.

Nancy Epperson
National City Bank

Ken Estridge
Evansville-Vanderburgh School Corporation

Julie Falls
Old National Bank

Terry Fields
State Department of Vocational and Technical Education

Darlene Fisher
Evansville Association for the Blind

Bradley F. Harris
SIGECO

Selby Hinkebein
A. G. Edwards and Sons, Inc.

Julia Jacobs
ARK

Marcia Jochem
Berry Plastics

Joni Kanzler
USI (Library and Media Services)

Tina Kern '86
Kern Bros. Office Systems

Kirk Knight, '93
National City Bank

Mimi Nicholson
Southwestern Indiana Workforce Partnership and the Tech-Prep Consortium

Bryan Norman
George Koch Sons

John Phipps '96
Citizens National Bank

John Piccalo
Escalade Sports

Mary Lea Quick
Marketing Research of Kentuckiana

Michael G. Resing
Old National Bank

Marilyn Schmidt
USI (Career Services)

Harold Shipp
Patoka Valley Cooperative and Southwestern Indiana Partnership for Workforce Development

Terry Stumpf '77
Toyota

Stacey Thomas
Old National Bank

Jack Tubbs
Phoenix, Inc.

Albert Umbach
Umbach and Associates



Al Holaday, Whirlpool Corporation division vice president for Evansville since 1995, spoke to students and faculty during his Executive-in-Residence presentations this fall.

Captain Rocky Weindorf
Salvation Army

Sylvia A. Wettmarshausen, '94
USI (Human Resources Department)

Greg Wing
Black Beauty Coal

Jason Wham '97
Spectra Care

Mock interviews

These individuals conducted mock employment interviews for 64 students enrolled in the Career Planning and Professional Development classes this past spring:

Cathie Bische Thomas '96
Kelly Services

John Bolger (retired) '80
Commercial Credit Corp.

Nancy Byrd
USI

Kevin Clancy
Acordia of Evansville, Inc.

Jim Dodd
Citizens Trust Company of Indiana

Joan Finch
Evansville-Vanderburgh School Corporation

Peggy Forbes
Kelly Services

Patricia Jackson '89
Citizens National Bank

Laura Lee
Citizens Trust Company of Indiana

Susie Mattingly '84
Manpower

Thom Mominee '72
Evansville Courier

Darryl Spurlock
Umbach and Associates

Judy Thies
Welborn Hospital

Nancy Tyring
Welborn Hospital

Sylvia Wettmarshausen '94
USI

Internships and cooperative programs

Forty-two business students participated in internships and cooperative programs in the last academic year. The following 22 employers participated:

Alcan Aluminum Corporation
American General Finance
Baylor Heating and Air Conditioning Inc.
Department of Family and Children
Evansville Board of Public Works

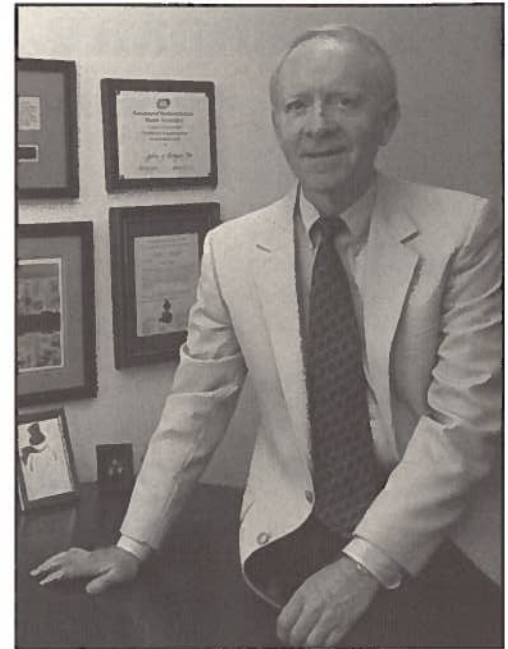
Evansville City Controller
Evansville METS
Evansville Water and Sewer Utility
Gaither Rutherford & Co., LLP
General Electric Plastics
Gibbs Die Casting
Hilliard Lyons
Kimball International

Koch Originals Inc.
Marietta Overbeck, PC, CPA
Old National Bank
Riney Hancock & Co., PSC
St. Mary's Medical Center
SIGECO
Spectra Care
Umbach and Associates
United Parcel Service

How to succeed in business

Think you can do it without really trying?
Think again! John Bolger says it takes
real effort, but he gives you some pointers

Editor's Note: John Bolger retired from the consumer finance business in 1995. From 1989-95, he was managing director of the mid-west division in charge of branch operations for Commercial Credit. From 1968-89, he was with American General Finance where he rose to the position of CEO. He serves as finance chairman of the School of Business Board of Visitors and is a regular guest speaker in the School's Career Planning and Professional Development classes.



Bolger

By John Bolger '80

While working in the consumer finance business for 35 years, I served under many different managers who each introduced me to their own leadership style. I chose to sponge the best qualities and shun the negative ones to develop a leadership style of my own. My ideas are not new and may not be earth-shattering; however, they are important factors in achieving success in the business world.

One of the most significant contributions you can make to your business is to hire quality people. Employ only people who emulate you, who strive to meet your standards, who adhere to the basics of the business, and who display a professional appearance. A leader must hire the right people who can and will do the job. You will only be as successful as the people with whom you surround yourself.

Training your people is another key factor to success. One of the most difficult tasks as a leader is to take the time to train your people; however, quality time spent training will have the greatest payback in the end. To train employees effectively, I

used a formula called PESOS which stands for "Preparing the employee to learn, Explaining the objectives and the training process, Showing the employee 'how' through demonstration, Observing the employee doing the task, and Supervising the employee by following up to insure the task is completed properly. By using this method, a leader can be sure each member of the team knows how to do the job and do it right.

A third ingredient for success is to keep your people involved. While chief executive officer of American General Finance, I was approached one night by a member of the cleaning staff. She inquired why the company's white collar workers were the only ones invited to the monthly staff meetings.

After I realized that her evening coworkers felt the same way she did, I arranged an information meeting with the night workers to let them know about the company's status and plans as well. During my presentation, both their eye contact and attention were just as focused as the white collar workers. They also had a desire to be involved. A good leader will involve and motivate all employees.

Servicing your customer is often easier spoken about than done, but service also plays a major role in success. In today's business environment, we are attuned to bad service. While

living in Michigan, our family's dishwasher quit. We went to Sears and found a new one we wanted to buy, but the delivery wouldn't be until three weeks later. We decided to walk across the street to Beacon's Appliances and found the same dishwasher for \$25 more but with next-day delivery. We bought the dishwasher, and the next day the delivery man brought it to our house and installed it; he even took his shoes off at the door. When the man finished the installation, he left but immediately returned to the door with a rose in hand for my wife to thank her for shopping at Beacon's. Where did we buy our appliances from then on? Beacon's, of course. Servicing your customer makes the difference.

Along with the previous four factors, several other qualities are equally important in contributing to success. You must lead by example while staying disciplined and positive. This involves such areas as appearance, manners, timeliness, and conduct. If a leader carries a negative attitude, the team will feel it. Enthusiasm is contagious.

In my 35 years of experience, I found that the basics of the business are the way to win the game. In general, do what you know how to do, and do it well; however, you must be cre-

PESOS

Preparing
Explaining
Showing
Observing
Supervising

ative. To manage the constant change of technology, you need to be creative at times and step away from the "logic box." If you are going to go out on a limb with a creative idea, ensure that your boss is kept in the loop and is with you all the way.

No one gets to the top by lowering standards or lacking hard effort. You must let your people know your standards and insist they are met. Leaders must work hard to set the pace. Hard work is a definite key.

In your job, bad days and bad weeks are normal. However, once these affect you adversely and you can no longer support the goals and directions of the organization, then it is time to move on. However, remember that the grass isn't always greener on the other side.

Leaders should never stop improving their minds or selves. If this means going to school, taking part-time classes, attending a seminar, or some type of

learning, do it. It all makes up part of a self-improvement plan that can be very rewarding. Winners never stop self-improving.

The final element is to have fun. Life is too short to spend the majority of your time in a job you don't enjoy. Look for ways to get people involved and challenge them. Make it fulfilling for both you and your team members.

These ideas aren't very new; but as a disciple of them for 35 years, I can say they have served me well. I encourage you to consider them in your day-to-day activities as you continue on your pathway to success. Loads of opportunity await those with the desire and motivation to move ahead.

Some may say let what happens happen. Leaders say, "Make it happen!"

Top four list

John Bolger's tips for business success

1. Hire quality people.
2. Train your people.
3. Involve your people.
4. Service your customer.

Calling All Alumni!

Your friends want to know about you! And so does the USI School of Business. We welcome comments from our alumni and friends regarding accomplishments, career choices, and momentous personal events.

- Please submit this information to the Alumni Today section of the 8600 University Boulevard magazine
- Please use this information only to maintain accurate alumni records.

Name _____

Your student record name _____

Class of _____ Major _____

HOME:

BUSINESS

Address _____

Title/date effective _____

City, State, ZIP _____

Company Name _____

Telephone _____

Address _____

Preferred mailing address Home Business

City, State, ZIP _____

Your news _____

Please return to Nancy F. Bizal, USI School of Business, 8600 University Boulevard, Evansville, IN 47712-3597.

Honor roll of donors to School of Business

Friends of the USI School of Business have generously supported the school with their time, talents, and resources. Alumni, special friends, faculty, and the business community have made a significant difference and quickened our improvement and progress toward accreditation with the AACSB-The International Association for Management Education. These contributions provide access for students and faculty to electronic databases, buy books for the library, support faculty development, fund scholarships and fellowships, and bring business leaders to campus to meet and talk with students. Thank you!

Individual Donors

DEAN'S CIRCLE (\$1,000 and above)

Dean A. & Karen M. Bosler '74
Alan R. & Bonnie P. Brill
Ted D. & Judith A. DeVries
Philip C. & Helen J. Fisher
Abbas & Gertrude L. Foroughi
Robert E. & Judith A. Griffin
James R. & Valerie A. McKinney
Norman B. '77 & Vivian B. Miller

FELLOW (\$500)

Wilder H. '89 & Janel S. Allen
Larry W. & Linda M. Arp
Emmet D. & Ruth O. Edwards
Craig R. & Peggy B. Ehlen
Charles S. & Donna Weaver

COLLEAGUE (\$200)

Daniel J. '87 & Kimberly R. Ackerman
Al & Winona Adams
Nancy F. Bizal
Donita F. Carson '83
Scott '83 & Julie A. Culiver '82
James R. & Elizabeth Dodd
Richard & Carolyn S. Georgette
William C. & Gayle B. Henderson '86
Augustina M. Kern '86
John D. & Judith V. Lippert
Thomas O. & Karen D. Magan
Edward D. & Barbara J. Marting
Brian L. & Jean E. McGuire
Allen R. '74 & Brenda L. Mounts '89
Kenneth L. '76 & Janet L. Sendelweck
Albert J. & Susan S. Umbach
Daniel E. & Janet E. Wade
Marwan A. & Sahar M. Wafa
Stanley S. '87 & Lisa F. Weaver
Sharon D. Working
Robert D. & Cindy Wuerth
In memory of Frank F. McDonald, Sr.:
John D. & Judith V. Lippert

In memory of Daniel Leitch III:

Philip C. & Helen J. Fisher
Gary M. Smith

ASSOCIATE (\$100)

George S. & Clarene F. Abshier
Timothy M. '83 & Staci A. Armstrong '87
Bruce H. & Carol A. Baker
John J. '80 & Carol M. Bolger
Scott W. '88 & Maria S. Chanley '87
William R. '91 & Marjorie L. Daily '95
John L. & Pamela A. Deem '83
Wanda B. Hibbitts
Kwangok & Yongsoon Kim
Mehmet C. & Janine W. Kocakulah
Robert M. Leich, Jr.
C. David Matthews
Gregory G. Meyer
Carl W. & Phebe M. Minton
Roger D. '92 & Mindy Orth '92
Donald B. Patton '91
Munir & Tasmina A. Quddus '92
Ronald D. '73 & Connie S. Romain '74
J. C. & Mary Ruthenburg
Melissa S. Shoulders '79
Rahmi & Marjorie Z. Soyugenc
Michael J. Weber '72
Michael W. '75 & Zadie E. Whipple '78
James L. & Karen K. Will
Dale E. & Jennifer J. Williams
Joyce A. Young '85
In memory of Daniel Leitch III:
Lawrence L. & Barbara W. Bellatti

FRIEND (\$25)

Brett A. & Jennifer L. Abell '91
Thomas N. & Cheryl A. Begle '85
Michael G. '93 & Sharyl L. Brown '96
Jean D. Brubeck
Timothy G. '90 & Julie R. Bryan '92
Michael B. '88 & Tammy S. Carroll
S. Michael Cody '91
Annette Elkin-Combs '96
Todd A. '92 & Sherry M. Flick '93

James A. & Yvonne T. Floyd
Lawrence & Denise Freier
Patrick A. '74 & Jeane M. Geurin '82
Greg A. Givens '91
Steven J. Gogel '86
Roger L. '72 & Janet Griffin
Gregory R. '90 & Diane Harpenau
Erica L. Hartwig '94
John A. & Jennifer L. Hartz '89
Michael & Cindy S. Hochgesang '95
James A. '87 & Lisa D. Hollander '96
Karla L. Horrell '77
Ronald D. & Elaine Inkenbrandt '93
Walter W. & Eva K. Jermakowicz '87
Rodney Drew Kerns '95
Daniel L. & Suzanne R. Knies '88
Weechee Koh '94
David & Patricia S. Kroen '94
Kenneth E. & Tammy D. Liebchen '90
Heath A. Memmer '95
James J. Meredith '94
Greg A. '82 & Karen S. Miller
David E. '78 & Deborah Montgomery
Dennis R. & Michele A. Motz '91
Russell C. '95 & Joy V. Peluchette
Raymond F. '91 & Helen L. Pritchett
Donald J. Richards '79
Mark D. Rine '93
Bradley M. '89 & Tammy L. Rust
Christopher & Renae Scholz '94
G. Larry '77 & Janice C. Schuble
Susan Clark Shepherd '82
Timothy J. Schibik & Peggy Oliver Shields
Jeffrey M. '94 & Kimberly R. Sickman
Nancy J. Sieben '93
Jennifer L. Skaggs '94
James L. '83 & Lisa A. Thomas
Mark J. '89 & Patricia A. Thomas
Monica L. Weiss '95
Aurlisa L. Williams
J. Brent '78 & Susan P. Winstead
Don J. & Deborah L. Wood '87
Gary & Beth A. Woodruff '91
In memory of Mary Koch:
Barry Burks & Marie A. Bussing-Burks
In memory of Daniel Leitch III:
Howard S. & Carol K. Abrams
Michelle S. Dixon
Ellen Essig
Thomas O. & Karen D. Magan
Ronald D. '73 & Connie S. Romain '74
James A. Sanders

OTHER

Kevin M. & Diane L. Alvey '91
Joseph & Arlene R. Campbell
Bradley F. '94 & Elizabeth L. Elpers '92
Edward H. & Nancy C. Engelbrecht '82
W. Clay & Susan C. Jeffries '86
Lisa R. Loechte '93
Farren & Stacey R. Shanks '89
Wayne A. Turpin '86
Aurlisa L. Williams
Jane M. Williams

Corporate Donors

DEAN'S CIRCLE (\$5,000 and above)

Kimball International
The Kimball International - Habig
Foundation, Inc.
National City Bank of Evansville
Southern Indiana Gas & Electric Co.

FELLOW (\$1,000)

Acordia of Evansville
American General Finance Foundation
Atlas Van Lines
Brill Media Company, Inc.
Citizens National Bank of Evansville
CompuLit, Inc.
Harding Shymanski and Company
Old National Bank in Evansville
Red Spot Paint & Varnish, Inc.
In memory of Daniel Leitch III:
Beneficial Management Corporation

COLLEAGUE (\$500)

Crescent-Cresline-Wabash Plastics, Inc.
Mead Johnson Nutritionals
Peerless Pottery, Inc.

ASSOCIATE (\$250)

Emge-Citizens Realty
Keller Schroeder & Associates, Inc.
NBD Bank
Umbach & Associates
Working Distributors, Inc.

FRIEND (\$100)

Aristokraft
Becker CPA Review
Deaconess Hospital, Inc.
Kemper CPA Group LLC
David Matthews Associates
Geo S. Olive & Co.
Philip Lieberman & Associates, Inc.
J. H. Rudolph & Co., Inc.
J. E. Shekell, Inc.

OTHER

Altstadt Office City
In memory of Daniel Leitch III:
Citizens Insurance of Evansville

Donors to School of Business Scholarships

Awarded in March 1997

Altrusa International Scholarhp
Altrusa International, Inc. of Evansville

**American Society of Women Accountants
Rosie Newhouse Scholarship**—American
Society of Women Accountants

Becker CPA Review Scholarship
Becker CPA Review

**John and Carol Bolger Business
Scholarship**
John J. '80 and Carol M. Bolger

Conviser-Duffy CPA Review Scholarship
Conviser-Duffy CPA Review

**William E. & Rebecca N. Couch
Scholarship**
Rebecca N. Couch

Rolland M. Eckels Scholarship Award
Rolland & Phyllis Eckels
In memory of Veneta Eckels McCarty:
Barry L. & Sherrienne M. Standley

Evansville Area Safety Council
Evansville Area Safety Council

**Evansville Business & Professional
Women's Club Scholarship**
Evansville Business & Professional Women's
Club

**Expresway Dodge Annual Marketing
Award**
Expressway Dodge

Frost Memorial Scholarship
Dr. Dona F. Frost

Gaither, Rutherford & Co. Scholarship
Gaither, Rutherford & Co.

Wanda B. Hibbitts Scholarship
Ruth S. Adams
Larry W. & Linda M. Arp
Jon M. Barker '73
Dennis E. & Diana M. Biggs '87
Steven J. '89 & Rosemary O. Bridges
Robert J. & Linda S. Cherry '91
Sang T. & Kyung S. Choe '91
Com Soft, Inc.
Larey T. & Cecelia C. Correll '92
Patrick M. & Myrna Craney '81
Craig R. & Peggy B. Ehlen
Larry L. '72 & Cynthia A. Farmer
Thomas R. '77 & Terese A. Farrar
Steven F. '73 & Billie J. Farrell
Philip C. & Helen J. Fisher
Travis W. '74 & Sarah A. Flener
Robert J. '74 & Kendra J. Grannan
Daniel S. '79 & Kimberly S. Hermann '79
Tom '76 & Carolyn Hilmeyer
J. Robert '92 & Charlotte M. Howell
Mary A. Hupfer '84
Walter W. & Eva K. Jermakowicz '87
Roy L. & Barbara D. Littrell '78
Timothy B. Mahoney
Dana J. Markee '86
Anthony W. & Amy J. Mead '88

Robert K. & Marcia K. Minton '92
David C. Osterman '78
Jerome O. '85 & Jacque Peters
Mary K. Phillips '88
James H. & Gayle S. Priest '84
Raymond F. '91 & Helen L. Pritchett
Dennis T. '74 & Karen A. Seib
Kenneth L. '76 & Janet L. Sendelweck
Jeffrey M. '94 & Kimberly R. Sickman
Andrea G. Staub '90
Robert W. '72 & Roxanne Swan
Daniel J. '81 & Karen A. Tuley '83
Santi & Martha E. Vibul '91
Connie S. Wellmeyer '84
Michael W. '75 & Zadie E. Whipple '78
Jeffrey L. '81 & Laurie E. Wilmes
Wayne & Vivian Winston
Jeffrey M. '81 & Donna W. Wolf '81
Russell L. '79 & Susan E. Woosley

**Institute of Management Accountants
Outstanding Junior Scholarship**
Institute of Management Accountants

Kemper CPA Accounting Award
Kemper CPA Group, LLC

R. Malcolm Koch Memorial Sscholarship
Bussing Koch Foundation & Barry Burks &
Marie A. Bussing-Burks

**Rosemarie Newhouse Memorial
Scholarship**
Roger & Pauline M. Ashby
David A. Schapker & Caroline L.
Newhouse Schapker
Michael W. '75 & Zadie E. Whipple '78

**Geo S. Olive & Co. Outstanding
Achievement in Accounting Award**
Geo S. Olive & Co.

Aline Nunn Renner Scholarship
Aline Nunn Renner

**Bernard G. & Catherine M. Scheck
Memorial Scholarship**
William Erle Schenk
Scott L. & Mrs. Kenda M. Straub

**J. Robert Schoenenberger Merit Award
in Business Education**
John D. & Robyn A. Musgrave '74

**E. Harvey & Shirley Seaman Merit
Scholarship for Business**
E. Harvey & Shirley Seaman

Robert W. Wallace Scholarship
Robert W. Wallace '74

**Woman's Rotary Club of Evansville
Scholarship**
Woman's Rotary Club of Evansville

A publication of the
School of Business
University of Southern Indiana

Phil Fisher, Dean
Nancy F. Bizal, Editor
812/464-1801

The University of Southern Indiana Board of Trustees reaffirms its present policy that all University of Southern Indiana student services, programs, student employment, and housing in University-operated facilities under the legal control of the Trustees of the University of Southern Indiana shall be maintained on a non-discriminatory basis, with regard to sex, race, color, creed, handicap, or ethnic background at all times.



1-10700

School of Business
University of Southern Indiana
8600 University Boulevard
Evansville IN 47712-3593

Non-profit Organization
U.S. Postage
PAID
Evansville, IN
Permit No. 1675

School of Business announces new faculty members

Five faculty members have joined the School of Business, including:

Dr. Vicky K. Black, assistant professor of management, received a B.S. in business management from Indiana University, M.Ed. in business education from Wright State University, M.S.M. in management from Oakland City University; and Ph.D. in vocational education/ entrepreneurship from Ohio State University. She is owner and a consultant/trainer with Consultative Associates of Huber Heights, Ohio, and Vincennes, Indiana. She formerly was assistant professor, director of the Management Degree Program, and dean of the School of Adult Degrees at Oakland City University, and also has taught at Vincennes University and Midway College in Indiana, and Warren County Career Center, Southern State Community College, Greene Vocational School, and Miami-Jacobs Junior College in Ohio.

Dr. Barbara H. Holmes, assistant

professor of management, received a B.A. in German at State University of New York-Buffalo, M.S. in management, and Ph.D. in business from Louisiana State University. She has been an assistant professor of management at the University of Southwestern Louisiana and the University of Evansville and associate professor of adult degrees at Oakland City University.

Dr. Jane Johansen, associate professor of business education, received a B.A. from the University of Evansville and M.A. and Ph.D. from the University of Wisconsin-Madison. She formerly was an assistant professor of English and Academic Skills coordinator at USI and returns to the University after having been executive producer for seven years for "Adventures in Good Music with Karl Haas." As the owner of Academic and Professional Editing Company, she serves as co-author or editor of manuscripts and books for academic journals.

Jeanette Maier-Lytle, instructor of accounting, received a B.A. in accounting and M.B.A. from USI. She passed the certified public accountant exam in 1992. She was a staff accountant with American General Finance in Evansville for a year, a junior accountant with Alcan Ingot at Henderson, Kentucky, for five years, and a systems control consultant with American General the past three years.

Dr. Carl L. Saxby, assistant professor of marketing, received a B.S. in accounting from Illinois State University, Normal; an M.B.A. from Keller Graduate School, Chicago; and Ph.D. in marketing from Fogelman College of Business and Economics at the University of Memphis, Tennessee. Prior to joining USI, he was visiting assistant professor at Western Carolina University in Cullowhee, North Carolina, and a graduate assistant at UM. Previously, he was with Molex, Inc., for nine years, then with Saxby & Associates from 1989 to 1992.