

**Fall 2014**  
**Board of Advisors Minutes**  
**Thursday, October 30, 2014**  
**7:40 a.m. Breakfast**  
**8:00–9:30 a.m. Meeting**

MEMBERS PRESENT: Donald Breivogel, Kathy Briscoe, Mark Freeman, Teri Hollander Albin, Andy Hubbard, Kerry Jackson, Doug Joest, Bob Keller, James Muehlbauer, David Papariella, Kent Parker, John Schroeder

EX-OFFICIO MEMBERS PRESENT: Nancy Bizal, Terry Clements, Mohammed Khayum

MEMBERS ABSENT: David Abbott, Tom Austerman, Alan Brill, Carl Chapman, Deidra Conner, Mark Cox, Ray Farabaugh, Kevin Hammett, Patrick Harvey, Michael Head, Dan Hoefling, Vicki Hubiak, Alan Jones, Donald Neel, Eric Reffett, Ronald Romain, Sharon Sartore, Steve Schmitt, Michelle Schroeder, Kenneth Sendelweck, Ward Shaw, William Theby, Michael Walsh, Lynell Walton, Cheryl Wathen Michael Weber, Linda White

EX-OFFICIO MEMBERS ABSENT: Rob Wedding

FACULTY PRESENT: Dinko Bacic, Julie Brauser, Manfen Chen, Abbas Foroughi, Ernest Hall, Connell Jones, Charles Kelly, Jeanette Maier-Lytle, Dane Partridge Brian Routh, Hui Shi, Jack Smothers, Thomas Weber

ADMINISTRATIVE ASSOCIATE PRESENT: Darla Perigo

FACULTY GUEST PRESENT: Brandon Field

STUDENT GUESTS PRESENT: Adam Brothers, Ryan Elpers, Logan Hayford, Matthew Koewler, Andrew Kuper, Meghan Martin, Nick Mathis, Zack Mathis, Sam Porter, Michael Selby

WELCOME: **Bob Keller** welcomed all to the meeting.

MINUTES: The minutes from the Spring 2014 meeting were **APPROVED** as distributed.

SELF INTRODUCTIONS: **Keller** called for self-introductions. New faculty hires **Dinko Bacic**, **Brian Routh**, **Hui Shi**, and **Thomas Weber** gave a brief background with their introduction.

BOA CHAIR'S REMARKS: **Keller** described being a member of the Board of Advisors as giving and getting. Giving is the opportunity to mentor students one on one and speak to classes. Getting is knowledge and information about new ideas and what is going on at Evansville businesses and best practices as well as how to fit students in companies.

COMPANY SPOTLIGHT: **Andy Hubbard**, a third-generation owner in his family's business, Evansville Sheet Metal, reiterated what **Keller** said about giving and getting. He gave a

PowerPoint presentation of the history of Evansville Sheet Metal Works, describing how it operates and how it has developed. He discussed how his custom sheet metal and fabrication business is unique because customers can easily place their orders for customized cuts of sheet metal. Evansville Sheet Metal Works can ship within 1-2 days and being the best in customer service is paramount.

The Evansville Sheet Metal Works website is one of the top returns in search engine results for “custom sheet metal.” He said the fewer clicks it takes for customers to place their orders, the higher the conversion rate. Hubbard talked about studying the analytics provided by the company’s website and how he uses the data to enhance customer experience and increase sales. He said no matter what size the business is, it should use website analytics. **Hubbard** said the Evansville Sheet Metal website has complex algorithms built in to determine pricing for material cutting and shipping because every order is unique. He doesn’t believe they’ve ever had the same order twice. His site must build in pricing from carriers. Hubbard praised the care, skill, and craftsmanship of his employees. **Terry Clements** said he was impressed when he recently shopped the Evansville Sheet Metal website. **Kent Parker** asked about future technology for the company. **Connell Jones** asked about expanding into other markets and whether **Hubbard** outsources advertisement buying. **James Muehlbauer** shared a story about **Hubbard’s** grandfather.

#### **DEAN’S REMARKS: Mohammed Khayum**

Alberta Energy Case Team: **Khayum** introduced **Jeanette Maier-Lytle** and **Brandon Field** (Engineering faculty), co-coaches for the Alberta Energy Challenge team. Student team members were **Adam Brothers, Ryan Elpers, Meghan Martin, and Zack Mathis**. **Brothers** thanked the College for the travel opportunities for students, using the metaphor; the experience is like a chapter in the book of life. He said the students enjoyed working on a co-disciplinary team. The USI team placed fourth. **Field** directed members to read about the case which was part of the meeting packet. He would like to see additional collaboration opportunities between business and engineering students. **Elpers**, an engineering student, is now considering studying business by pursuing an MBA. **Khayum** encouraged the students to educate their peers about the opportunities of participating on a business case team.

Prototypes from Entrepreneurship Minor: **Jack Smothers** introduced the students in his entrepreneurial class: **Logan Hayford, Mathew Koewler, Andrew Kuper, Nick Mathis, Zack Mathis, Sam Porter, and Michael Selby**. Students demonstrated prototypes of projects they are working on. The projects are reusable surgical shoe covers, an alternative to food warmers/chafing dishes, video game camera headset similar to Google Glass, and a peanut butter jar spatula.

Executive in Residence: **Khayum** asked if businesses could bring forth a problem students could work to solve. **Linda White**, 2014 Executive in Residence, has presented six problems to students this semester; three were selected by the ideation class in the Entrepreneurship minor. At **White’s** presentations on November 10, she will launch an ideation competition across the University. She has been a judge in past ideation challenges.

Entrepreneurs Perspective Speakers Series: Business executive and entrepreneur, **Ken Thuerbach**, was the first speaker in this series. His message focused on mindset and how that makes a difference in the outcome; thus his presentation was titled “Minding Your Results”. He asked for students to call out traits that make up entrepreneurs’ tool kits. Whether they are employed within companies or running their own businesses, attitude won out significantly over skills. **Khayum** asked if **Parker** and other business leaders could help compile a list of Evansville-related entrepreneurs as potential speakers.

Innovative Speakers Series: **Ben Bernanke** will speak at USI on March 23, 2015. The first series speaker was **T. Boone Pickens** in April 2013.

Alumnus in Residence: **David Goldman** will be next year’s Alumnus in Residence. He will speak to classes on the same day as **Ben Bernanke**.

Faculty Internship: **Jeanette Maier-Lytle** talked about her faculty internship with United Companies. She earned certification as a white belt in Six Sigma. Her duties were facilitating all team meetings on a project and gathering documentation. Her final output was a PowerPoint for the Steering Committee. She will follow up to see what happens with her recommendations. She believes her biggest internship value-add is being able to apply Six Sigma concepts in her classroom.

**Maier-Lytle** asked BOA members to come to Global Edge Movement (GEM) team practices as a volunteer judge to help her students. It was suggested she ask what expertise she is looking for.

Fiftieth Anniversary Plans: **Khayum** announced the University will be celebrating its 50<sup>th</sup> anniversary next year.

**Keller** said the BOA is celebrating its 25<sup>th</sup> year in 2015 and asked for ideas for a special event. He also spoke about the Masterbrand Cabinets tour and said he would like to see tours of more companies. He reported there were two Talk with the Dean breakfasts in the Spring and a small group dinner is planned November 11. **Terry Clements** gave an update on the IT Alliance.

ADJOURNED