

COLLEGE OF BUSINESS REPORTS

UNIVERSITY OF SOUTHERN INDIANA

Major as Home grants support networking site, student consultants, Entrepreneurs' Club

Three College of Business projects have received funding through the Major as Home departmental grants program sponsored by the USI Office of Academic Affairs. The grants are designed to foster a community of scholars among faculty, students, and/or alumni in a department or program.

Marketing Club electronic community

Kasey Wright, president of the Marketing Club, wrote a proposal resulting in funding for an interactive community of marketing scholars.

Club members have developed a networking site at www.webjam.com/usimarketingclub where they can exchange information and ideas. The site also offers mentoring

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Board of Advisors strengthens ties to college with classroom visits, faculty presentations

The College of Business Board of Advisors, under the leadership of **Carl L. Chapman**, has undertaken two initiatives that tie senior business executives more closely with students and faculty.

During National Entrepreneurship Week in February, members of the board visited with students in business classes to talk about factors that contribute to success. They emphasized "owning what you are doing."

Chapman, president and chief operating officer of Evansville-based Vectren Corporation, said, "An entrepreneurial mindset is a part of success because it allows a person to focus on opportunities and develop a plan to take advantage of that opportunity. Also, this is not limited to a new business idea. It includes how a person takes advantage of opportunities in all aspects of life, including things like his/her personal career and social activism."



Chapman

The second new initiative is a series of informal dinners with a College of Business faculty expert as featured speaker. The dinner meetings at area restaurants allow faculty and members of the board to get better acquainted. Featured speaker for the first dinner in the fall was **Dr. Curtis R. Price**, assistant professor of economics, who made a presentation on experimental economics. **Dr. Katherine Sauer**, assistant professor of economics, will speak on the medical tourism phenomenon at a dinner this spring.

Vectren featured as major employer of business graduates

Vectren Corporation, a progressive energy holding company that delivers gas and/or electricity to more than one million utility customers in Indiana and Ohio, employs

See **Vectren**, page 4

USI named Carnegie Foundation Engaged University

College of Business students and faculty are providing expertise to tackle business and community issues more than ever. The college is pleased to play a role in a significant honor bestowed recently upon the entire University.

USI is one of 119 public and private colleges and universities nationwide to receive classification from the Carnegie Foundation for the Advancement of Teaching as an institution of community engagement.

USI was recognized in both categories: "curricular engagement" and "outreach and partnerships." One hundred and forty-seven institutions applied for the classification. USI, Purdue University, Indiana State University, and Indiana University Purdue University Indianapolis are the Indiana institutions that hold the national distinction.

One of many faculty projects is the I-69 Community Development Study prepared last year by **Dr. Sudesh Mujumdar** and **Dr. Timothy Schibik** of the economics faculty to help guide planning efforts as communities address consequences of the new interstate. The College of Business partnered with the USI Center for Applied Research on this and other projects.

Throughout this issue, you will see more evidence of engagement in articles that mention collaboration with Innovation Pointe, Wesselman Nature Society, SCORE, and other groups. The college also is establishing a new student consulting company called Eagle Business Advisors.

Engagement is an important part of how professors teach and do research and an essential learning tool for students.

What is your organization's DNA?

Diagnosing organizations to establish their change readiness

By Mohammed Khayum

Organizations face tremendous challenges in periods of economic turmoil. As we have witnessed during the course of the past year, there is considerable variation in the ability of organizations to cope with changes in their business environment.

Advice for leaders and managers is beginning to crystallize. Renowned management consultant, Ram Charan, in his recent book (December 2008), *Leadership in the Era of Economic Uncertainty: The New Rules for Getting the Right Things Done in Difficult Times*, stresses the importance of constantly revisiting plans and progress, increasing the frequency of information flows, and the importance of focusing on cash flow.

The ability for organizations to diagnose their "change readiness" capacity becomes particularly important in a period of heightened economic uncertainty. One tool for doing this is the Org DNA Profiler (www.orgdna.com)

for businesses and www.orgdna.com/mission.cfm for nonprofit organizations) launched in 2003 by the consulting firm Booz & Company. The framework uses the metaphor of DNA to codify the characteristics of an organization. Just as DNA is the genetic building block of life, organizational DNA is viewed as the foundation for effective leadership and management.



Khayum

Four building blocks of organizational DNA

- **Structure.** What does the organizational hierarchy look like?
- **Decision rights.** Who decides what?
- **Motivators.** What objectives, incentives, and career alternatives do people have?
- **Information.** What metrics are used to measure performance?

Like the DNA of living organisms, the DNA of living organizations consists of building blocks, which combine and recombine to express distinct identities. These organizational building blocks—structure, decision rights, motivators, and information—largely determine how an organization functions and responds to challenges. Organizations manifest types of organizational DNA based on the alignment between their basic identity and their leadership and management practices.

By generating a profile, members of an organization can begin to focus on causes of their organization's execution problems. Using the Org DNA Profiler as a starting point for discussion, individuals within an organization can identify the impediments to effective execution in their organization and develop processes to overcome them. The organizational DNA framework helps organizations identify and expose hidden strengths and entrenched weaknesses so that managers can focus efforts on reinforcing what works in their organizations and modifying what does not. These suggestions underscore the notion that adaptive and resilient organizations are better positioned to find the upside in downturns.

Center for Economic Education partners with Wesselman Woods on sustainability

Dr. Gregory P. Valentine, director of the Center for Economic Education at USI, recently led a series of presentations on sustainability at Wesselman Woods Nature Center in Evansville.

He used curriculum sponsored by the Indiana Council for Economic Education (ICEE) to deliver the four-part Sunday Sustainability Series focusing on the interrelationship and interdependency of energy and the economy.

In November, USI's Center for Economic Education received the 2008 Peter V. Harrington Economic Development Award from ICEE. The award includes a plaque and \$1,000 for the center that exhibits the most improvement in helping ICEE gain resources for its programs. **Dr. Harlan R. Day**, ICEE executive director,

cited Valentine's role in raising funds for the new Econ Camp South, which trains high school teachers to improve economic literacy.

Valentine is a professor of business education and founding director of USI's Center for Economic Education, one of 13 regional centers throughout the state providing programs and materials on economics and personal finance for K-12 schools.

Welcome, new staffers

Mary Spahn, **Michelle Simmons**, and **Kristina Dodson** have joined the College of Business as administrative assistants.

Linda Dillbeck and **Christie Eaves Nolan** have been promoted to administrative associates.

College welcomes new faculty

Bryan K. Bourdeau, instructor in business, completed a master's degree in business administration at Indiana State University in 2008. He earned a bachelor's degree from the Kelley School of Business at Indiana



Bourdeau

University and an associate degree from the Art Institute of Atlanta. He has studied the economics of European integration and intercultural communication at the University of Maastricht, The Netherlands. Bourdeau's teaching interests include introductory business, small business management, strategy, and entrepreneurship. His focus is on the development of the USI entrepreneurial initiative, community engagement, and economic development.

Dr. Debra R. Hunter, assistant professor of accounting, holds a doctorate in business administration from Louisiana Tech University, a master's degree in business administration from Baylor University, and a bachelor's degree in accounting from Louisiana College. Her teaching interests include



Hunter

accounting principles and intermediate accounting; research interests include the use of derivatives to stabilize income, the financial implications of converging to International Financial Reporting Standards, and financial analysis.

Dr. Curtis R. Price, assistant professor of economics, earned undergraduate and master's degrees in mathematics at Eastern Illinois University and a master's degree in economics at Purdue University. He completed a doctoral degree in 2008 at Purdue, where he served as a research assistant and an instructor of economics. Prior to his doctoral studies, he worked as a worker's compensation actuary at an insurance company. His current research interests focus on gender issues in the labor market and experimental investigation of competition as it relates to gender.



Price

Two recognized for 25 years with University

Two College of Business faculty members—**Dr. Abbas Foroughi**, Chair of the Management, Management Information Systems, and Computer Service Department, and professor of computer information systems, and **Ernest E. Nolan**, assistant professor of computer information systems—were honored recently for 25 years of service to USI.

At the recognition ceremony, **Dr. Phil Fisher**, dean emeritus of the College of Business, praised Foroughi for his intense commitment, acute perception, and courage. "He is intensely committed to his students, his discipline, his school, and his community. No one works harder; no one cares more deeply," Fisher said.



Foroughi



Nolan

William Henderson, assistant dean of the College of Business, said Nolan is active in professional activities which he uses to enhance the experiences of students. He has coached students who have been winners in national programming and design competitions sponsored by the Association of Information Technology Professionals.

Celuch at AACSB meeting: Create a 'culture of assessment'

How do business schools sustain an organizational commitment to the assessment of authentic student learning outcomes?

Dr. Kevin G. Celuch, professor of marketing and Blair Chair of Business



Celuch

Science, told participants at an AACSB International conference on assessment that many pieces within the organization must be aligned to create a "culture of assessment."

"A process for assessment should be ongoing—part of the way people think," Celuch said. "Explicitness and consistency drive sustainability."

"Many organizations make secondary changes, such as developing a mission statement. A deeper change in organizational culture is necessary to sustain the assessment process."

He suggested these primary embedding mechanisms: commitment by organization leaders, role modeling and coaching, and clear criteria for allocating resources, allocating rewards and status, and recruiting and promoting individuals.

College of Business faculty with input from the Board of Advisors have identified seven skills—written communication, oral communication, use of technology, ethical decision-making, analytical problem-solving, teamwork, and critical thinking—students should master in addition to knowledge about course content. These skills ultimately determine how students apply knowledge.

The assessment conference was held in Dallas in December.

Vectren

Continued from page 1

more than 75 USI alumni, many of whom are graduates of College of Business programs.

In its vision statement, the company states, “We believe talented colleagues, with experience that comes from a wide array of individual differences, will drive business results.”

In the sections that follow, we profile four graduates who play a role in Vectren’s success.

> CUSTOMER SATISFACTION

Lindsay Barron, C.P.A.

Lindsay Barron ’01 M.B.A.’03 believes that one of the biggest factors in a successful career is an eagerness to learn. That eagerness impelled her to enter the master’s program in business administration as soon as she completed an undergraduate degree in 2001.



Barron

“I feel the MBA gives me a well-rounded education in business,” she said. “It is a great foundation to help you succeed in a lot of different roles.”

Barron is a native of Poole, Kentucky. She began working part-time at Big Rivers Electric Corporation in Henderson, Kentucky, in 1998 while an undergraduate student in accounting. She accepted a full-time position as a cash manager in the accounting group upon graduation and later moved to the power marketing group, which sells

excess electricity. She joined Vectren in a similar position after seven years with the Kentucky company.

In 2006, Barron felt privileged to participate in the United Way campaign as a loaned executive from Vectren. Over a two-month period, she gave more than 50 presentations to companies implementing workplace campaigns. This was an opportunity for her to invest time in the community, increase her awareness of community needs, and make a positive impact.

Barron was named to her present position as manager of market research and analysis in 2006. Much of the department’s work focuses on researching customer needs and perceptions with a focus on customer satisfaction. With two market research analysts and a conservation analyst reporting to her, her group provides support for Vectren’s marketing and conservation programs.

“Finding ways to help customers lower their bills, whether it’s through conservation or energy efficiency, has become our focus at Vectren,” she said. “We analyze what the customers’ habits are and what they are willing to do to play an active role in managing energy costs.”

In addition to supporting the marketing and conservation programs, Barron and her staff are involved in completing many other kinds of research and analysis, including projecting electric rates and forecasting customers’ electricity needs.

Barron’s experience leads her to advise that a person seeking to develop a successful career benefits from working at a sizable company like Vectren.

“I’m surrounded by knowledgeable people,” she said.

> MANAGING THE DETAILS

Daniel C. Bugher

Daniel C. Bugher M.B.A. ’03 is vice president of two areas for Vectren—information technology and customer service. Managing the details makes both areas operate with precision.

“You must lead the organization to ensure processes and systems work well,” Bugher said of the information technology side of his responsibilities. “I am fortunate to have a good team that helps us achieve operational excellence in this very detail-oriented area.”



Bugher

Similarly, top-level customer service requires that same attention to detail.

Another common denominator is the constant need for improvement. Technology needs upgrades; customer service also must continually evolve to function well; its reliance on technology is only growing.

When Bugher, an Indianapolis native, started to college in 1981, personal computers were just being introduced. Realizing this would create new job opportunities, he majored in computer science and business administration at Butler University. After graduating he worked in the Indianapolis area for IBM for 14 years before joining Indiana Gas. The merger of Indiana Gas and SIGECO to form Vectren brought him to Evansville in 2000. He was named vice president for information technology in 2003 and added responsibility for customer service in 2008.

Bugher began work on an MBA degree in Indianapolis but increased job responsibilities and job-related travel slowed his progress. He completed the degree in the USI College of Business program in 2003. He found value in the classroom exchange of ideas.

“Even after working in multiple job settings, it’s helpful to hear dialogue from students and faculty,” Bugher said. “It helps to hear different perspectives from different age groups.”

“Finding ways to help customers lower their bills, whether it’s through conservation or energy efficiency, has become our focus at Vectren.”

— Lindsay Barron

Bugher is vice chair and serves on the executive committee for the Growth Alliance for Greater Evansville (GAGE). Innovation Pointe, a division of GAGE, fosters the development of high-tech businesses in the Innovation Pointe building on Main Street in downtown Evansville.

"I'm very excited about how GAGE has grown and, in particular, our Innovation Pointe division," he said. "Almost 20 businesses are there now and more are intending to locate there."

USI is Innovation Pointe's university partner. "USI is a great partner, and we need that," Bugher said. "Business incubators do well throughout the country when they have a strong partnership with universities. The university can bring a broad set of resources to various issues."

Bugher is a past member of the board of the YMCA of Southwestern Indiana and the USI College of Business Information Technology Alliance.

> RESULTS-DRIVEN

Robert G. Goodge III

Robert G. Goodge III '00 was promoted in December 2008 to the newly created position of manager of receivables for Vectren.

"I am responsible for managing \$2.5 billion in revenue for the company, which includes putting in place policies and procedures to identify and mitigate credit risk and loss



Goodge

exposure as well as optimize our cash conversion cycle," Goodge said.

His responsibilities include four areas—credit and risk, property management, bankruptcy, and remittance.

"In this particular area, you have to be highly results-driven," Goodge said, "and you have to be an individual who works continually to improve policies and procedures."

Skills in critical analysis and communication are assets in his work. Many of his communications are written and formalized.

"It's important to have analytical skills to conduct reviews and identify gaps and issues as they relate to credit risk, loss exposure, or cash conversion. And further, it's important to be able to formulate recommendations to correct or bridge these gaps."

A business administration major, Goodge said the College of Business provided a solid foundation to help him grow in his career. "I know where to begin to look to get answers," he said.

A native of Newburgh, Indiana, Goodge transferred to USI after one semester at another university. "I found USI to be a good choice," he said. "Class sizes were manageable. Professors got to know you, and you got to know them. That made it easy to ask questions and led to better learning in the classroom."

As a student, Goodge was employed part-time in lending at Heritage Federal Credit Union. After graduating, he worked full time, becoming a branch manager. He joined Old National Bank in Evansville in 2002 as an assistant banking center manager and was named a loan review analyst in 2003.

Goodge joined Vectren in 2005 as a credit risk analyst and was promoted the following year to senior credit risk analyst. In late 2007, he was named manager of economic development. He works with existing customers and new companies seeking to come into the area as well as with regional and state economic development representatives.

> BUSINESS SAVVY

Cesar Lau

When Cesar Lau '99 M.B.A.'03 wanted to expand his career options, he turned to the College of Business MBA program.

A native of Venezuela, Lau earned a bachelor's degree at USI in electrical engineering technology in 1999.

"I came to the United States because I had a relative who lived here. I was able to stay with her while going through school," he said.

Lau brainstormed with his aunt's husband about the importance of an advanced degree to give him greater opportunity. His uncle suggested the

broad knowledge provided by a master's degree in business administration would be valuable to a wider array of employers than the specialized knowledge advanced engineering degrees would provide.

Indeed, the MBA program has served Lau well. He listed three benefits.

First, his confidence got a boost.

"I can understand why we're in business, why we stay in business, and why businesses fail," he said. "It helps me talk to upper management. I know the lingo—



Lau

return on investment, payback period. I have a better understanding of what managers are talking about."

Second, the MBA education gives Lau additional problem-solving tools.

"Engineering helps me solve problems in a technical way. Business helps me solve problems with people—how to deal with leaders and colleagues and how to work with them to solve problems. It's very different from the way of solving problems that I learned in engineering."

The third benefit is motivation. Knowledge of the business world helps him understand economic cycles. He realizes the importance of remaining positive and moving forward at all times.

Lau joined Vectren as a temporary employee doing engineering design work for new customers after earning an undergraduate degree. He continued to work part-time while completing the MBA program. At the same time, he was a graduate assistant in the USI College of Nursing and Health Professions. He began working full time at Vectren in January 2003, taking advantage of Vectren's tuition reimbursement program during his final semester.

Lau began full-time work with Vectren as an application support specialist. Today he is a systems support engineer (level three), providing support for the company's software applications and analyzing new applications Vectren may consider implementing.

"I work hand-in-hand with project managers to make sure applications meet all our needs," he said.

Eric Moffat employs business skills as ROTC detachment commander

Skills in teamwork and leadership are two of the most sought-after qualities in the business world. Economics and finance major Eric Moffat puts those same skills to work as detachment commander for the University of Southern Indiana's Reserve Officers' Training Corps (ROTC).

"There's a strong correlation between the business core and the skills needed in the military," Moffat said. "The problem-solving and analytical skills taught in the College of Business really pair up well with ROTC training."

Cadet Major Moffat, a senior, was elevated to the post of commander in January. He previously served as training and operations leader for the USI ROTC program, which has 45 cadets. Major Nathaniel Skelley, commanding officer and assistant professor of military science for USI, said the cadet commander works closely with ROTC instructors to facilitate cadet training and ensure discipline. He serves as a mentor to junior cadets.



Moffat

He relocated to Evansville and enrolled at USI in fall 2006 after returning from a 12-month tour in Iraq with his Michigan guard unit. His experience in Operation Iraqi Freedom took him to the Anbar province, where he served as a forward observer for the infantry unit before shifting into information operations. He dealt with local leaders as well as people on the street, helping to assess concerns and identify needs related to infrastructure and security.

"It was definitely a hands-on experience in learning to understand them [Iraqis] and their culture," he said.

In Evansville, Moffat drills with the 163rd Field Artillery Unit of the Indiana National Guard. Upon graduation in May, he will become a finance officer for the 138th Finance Battalion, based in Indianapolis. In addition, he will seek civilian employment as a financial analyst.

Moffat said ROTC is a challenging and rewarding program with many benefits, including help with college costs. Though the ROTC program is time-consuming for a student balancing a full load of classes and other commitments, it teaches discipline that helps with time management.

"I enjoy the esprit de corps and relationships that come from being in an organization like this," he said.

In July, Moffat will take on yet another leadership role—parenting. He and his wife Jennifer, a special education teacher at North High School in Evansville, are expecting their first child.

ROTC focuses on the scholar/athlete/leader. "That's what we expect cadets to be," Moffat said. "Physical fitness is important, but this is also a leadership program."

He defines a good leader as an individual who can make decisions, show confidence, and communicate clearly so everyone understands the plan and the expectations. A leader is willing to work with people and has patience.

An Army brat, Moffat was born in Germany and grew up in upstate New York and Michigan. He earned an associate degree at Grand Rapids Community College in Michigan and served in the National Guard there.

"The problem-solving and analytical skills taught in the College of Business pair up well with ROTC training."

— Eric Moffat

CIS students complete applied research for two organizations

Teams of seniors majoring in computer information systems put their knowledge and skills to work recently in applied research projects for two organizations.

Ryan Greenlee led the student team working with Wesselman Nature Society. The society wanted to explore how updated software could improve the tracking of volunteer, donor, employee, and financial information.

Greenlee said, "A major concern of ours was to ensure that the software package we chose would be able to grow with Wesselman Nature Society into the future."

After a careful study, the students suggested the organization switch from two computer programs to a single proprietary system. The team provided information about functionality, pricing, and licensing.

Greenlee said the new package would "consolidate their efforts into a single location and streamline their business processes."

Another student team led by **Chad Lamb** was charged with developing a web site for Oakland City, Indiana. Students worked with **Mayor Alfred Cooper**, who wanted to increase two-way communication with city residents and promote the town to prospective businesses interested in locating along the new Interstate 69.

Building the site involved photography, gathering of information about the town, and development of a blog for the mayor. Lamb continues to work with the mayor and expects to train city employees to manage the site.

The projects were matched with business students and faculty through the USI Center for Applied Research. **Dr. Marvin Albin**, professor of computer information systems, supervised the students' projects.

Major as Home

Continued from page 1

opportunities. Wright said, "We're really trying to get the freshmen and sophomores to use it."

Wright is an intern in the Client Services Department at Keller Crescent in Evansville.

The grant provided funds to purchase a laptop computer, printer, digital camera, and other equipment necessary to develop and manage the site. In addition to Wright, marketing majors **Valerie Wedding** and **Andrea Buescher** are leaders in building and enhancing the site.

Dr. Mark A. McKnight, assistant professor of business communication, is faculty sponsor of the Marketing Club. For more information, contact

Wright at klwright3@usieagles.org or McKnight at mamcknight@usi.edu.

Eagle Business Advisors

Bryan K. Bourdeau, instructor in business, received a grant to support development of a student consulting company called Eagle Business Advisors. Business students will operate and manage the consulting company through which businesses and nonprofit organizations can "hire" USI business students to resolve a particular problem.

The students will apply their knowledge of business strategy, management, marketing, operations, finance, accounting, human resources, computer information systems, and entrepreneurship. Depending on individual client needs, students in Eagle Business Advisors may engage

students in other majors across campus to solve client issues.

For more information, contact Bourdeau at bbourdeau@usi.edu.

Entrepreneurs Club

Dr. Nancy Kovanic, instructor in management, was awarded a grant to support the development of an Entrepreneurs' Club for students of the College of Business. The organization will provide opportunities for students to network and become involved in both national and international entrepreneurship competitions.

Both Kovanic and Bourdeau will serve as faculty sponsors of the Entrepreneurs Club.

For more information contact Kovanic at nkovanic@usieagles.org.

Lilly Endowment grant will fund collaboration in business, engineering

Lilly Endowment Inc. has awarded the University of Southern Indiana a five-year \$500,000 sustaining grant for the Initiative to Promote Opportunities through Educational Collaborations. The grant will support curriculum development, career and professional training initiatives, service learning projects, and entrepreneurial projects that promote collaboration between USI's College of Business and the Department of Engineering within the Pott College of Science and Engineering.

In 2003, USI received a \$1 million Lilly Endowment grant for the first phase of the initiative. This grant created scholarships for junior- and senior-level engineering students who sought and accepted co-op positions with Indiana firms; created incentives for Indiana firms to offer co-op opportunities by providing partial-wage subsidies for participating co-op students; and provided a challenge to donors to contribute toward development of a new \$1 million endowment for the engineering program.

Dr. Linda L.M. Bennett, provost and vice president for Academic Affairs, said, "We expected the grant to increase the number of co-op placements and establish new relationships with firms that employ engineers, but we were surprised by the rapid development of research relationships with the various firms, businesses, and manufacturing entities. This initiative has increased stakeholder awareness of and interest in faculty expertise."

USI President H. Ray Hoops said, "This grant allows our Engineering Department to continue its successful

co-op program and extends that benefit to students in the College of Business and more area employers. Partnering with area businesses and firms is highly effective in keeping graduates in Indiana, where they can contribute to economic and community development."

He added that collaboration between engineering and business programs will be further enhanced by the opening of the Business and Engineering Center, expected to be completed in 2010.



Steel framework of the new Business and Engineering Center is rising. The building is due for completion in fall 2010.

Accounting team secures fifth consecutive win in state competition

A team of accounting students from the College of Business won first place for the fifth consecutive year in the annual Indiana CPA Society (INCPAS) Case Study Competition.

Each USI team member received a \$1,000 award from INCPAS.

Teams from Indiana University-Purdue University Indianapolis and Purdue University-Calumet finished in second and third place, respectively.

The 2008 USI team included **Bradley Greene**, senior, of Georgetown,

Indiana; **Ashley Hancock**, junior, of Evansville; **Scott Roberts**, senior, of Mooresville, Indiana; and **David Ubelhor**, senior, of Evansville.



Maier-Lytle

Greene also was a member of USI's winning team in 2007. **Jeanette Maier-Lytle**, instructor in accounting, was faculty coach for the fifth year.

The USI team qualified as one of six finalists after preparing a written case

2008 INCPAS Case Study team



Greene



Hancock



Roberts



Ubelhor

study that called upon the teams to develop a new business model for CPA firms. The students researched areas such as technology, human resources, and billing procedures and then developed the CPA firm model of the future. They posed as partners in a fictitious accounting firm to deliver their 20-minute presentation in the final round of competition. A 15-minute question-and-answer session followed the presentation.

Greene said, "It was an honor to be chosen for this opportunity to prepare an exhaustive case study which challenged

our abilities and pushed us to achieve. We gained impressive insight into the structure of a CPA firm."

Prior to the October competition, the team practiced for the third consecutive year in a formal setting in front of representatives of Evansville's Kemper CPA Group. **Timothy G. Bryan '90 M.S.A.'07**, partner-in-charge of the Evansville office, attended the competition in Indianapolis. Kemper was a gold sponsor of the event.

National win—unforgettable experience for accounting students

For accounting students, the thrill of winning the 2008 National Video Case Competition sponsored by the Institute of Management Accountants was an unforgettable experience.

Team member Amy Oglesby '08 said, "We were determined to bring home first place. Our team was focused. When we heard, 'And first place goes to the University of Southern Indiana,' it was exhilarating. Our team truly felt that our hard work and seven months of preparation had paid off. By participating in this competition, I believe I can speak for the whole team when I say that we learned to work together, build time management skills, and confidently speak in public. The feeling of winning a national competition is something I personally will never forget."

A December graduate, Oglesby is a staff accountant with Harding, Shymanski & Company in Evansville.

The National Video Case Competition took place in June in Tampa, Florida. The USI team competed in the national finals for the third consecutive year. (For more information, see summer 2008 issue of *College of Business Reports*, page 9.)



Sponsors and students are jubilant following the team's first-place presentation. From left are Dr. Brian McGuire, faculty sponsor; Bradley Greene; Angela King; Jeanette Maier-Lytle, faculty sponsor; Andy Dill '04 M.B.A. '07; and Amy Oglesby '08.

Two teams of students recently submitted video presentations in the first round of the 2009 competition. They will learn in April whether they will advance to the finals to be held June 6-10 during IMA's 90th Annual Conference and Exposition in Denver.

Technology ideas dominate annual Business Ideation Competition

Two sophomores and a freshman are winners of the 2008 College of Business Ideation Competition which was open to all USI students.

Daniel (D.J.) Horstman, a sophomore engineering major, placed first. He said his father's Evansville business, Adaptive Consultants, provided inspiration for his idea. Adaptive Consultants serves individuals with disabilities.

Freshman **Courtney Cantrell**, a management major, placed second. College students are the market for her idea. She lives in the Living-Learning Community for freshman business majors in a residence hall.

Brett Shipley, a sophomore nursing major, was the third-place winner for an idea that would help reduce infections in hospitals.

Because the ideas are preliminary and not protected by copyright, specifics are not published. All three winning ideas related to technology.

The competition encourages students to come up with an idea that could make a difference to society. Students submit a one-page summary about the idea and what problem it will solve. Entrants explain what makes their idea better than others and who is served by the product, service, or business. The top three winners received cash

awards, and the first 50 students who submitted entries received flash drives.

More than 50 students entered the 2008 competition. A panel of experienced entrepreneurs and business executives



Horstman



Cantrell



Shipley

representing the Evansville Chapter of SCORE, the Southwestern Indiana Small Business Development Center, and Innovation Pointe selected the 10 finalists. The finalists made brief oral presentations followed by questions from the panel.

Bryan K. Bourdeau, instructor in business, organized the ideation competition. Winners were announced in November as part of Global Entrepreneurship Week.

Two achieve distinction in Toastmasters chapter; influence is international

Accounting majors **Mark Kurvach** and **Kevin Shelley '08**, members of the USI Speaking Eagles chapter of Toastmasters International, recently earned the designation of "Competent Communicator."

Club members must complete 10 speeches to attain the designation. The USI Toastmasters organization is supported by the Accounting Circle, an advisory board. **Dr. Daniel E. Wade**, professor of accounting, is faculty sponsor.

Wade is completing a faculty internship during his spring semester sabbatical in the tax department at Kemper CPA Group LLP in Evansville. The focus of his work at Kemper relates to his teaching interests.

Wade heard recently from a former member of the Speaking Eagles chapter. **Soo-re Cha '06**, accounting/finance, is a private first class in the South

Korean military. He is stationed about five miles from the border with North Korea.

Cha has organized a Toastmasters chapter for his colleagues. "It's a little different format to suit our soldiers, and they absolutely love it," he said.

Campus discussion focuses on global financial issues

Students and faculty from throughout the campus gathered in November to discuss the causes and impact of global financial crisis.

Dr. Mohammed Khayum, dean of the College of Business; **Dr. Khaled Elkhail**, assistant professor of finance; **Dr. Jong C. Rhim**, chair of the Economics and Finance Department and professor of finance; **Dr. Daria Sevastianova**, assistant professor of economics; and **Dr. Sudesh Mujumdar**, associate professor of economics, joined with faculty from political science and sociology for a panel discussion. The forum was sponsored

by the interdisciplinary program in international studies and the Department of Political Science.

Economic summit features Khayum, national speakers

Dr. Mohammed Khayum, dean of the College of Business, presented an economic forecast for southwest Indiana at the Regional Economic Summit in Evansville.

Featured speakers included **Rich Karlgaard**, publisher of *Forbes* magazine, and **James Bullard**, president of the Federal Reserve Bank of St. Louis. Approximately 400 representatives of 26 counties in the Tri-state attended the summit in November to explore cooperative efforts to improve the economy of the region.

James McKinney, president and chief executive officer of Regency Properties, was an organizer of the event. He is a member and past president of the College of Business Board of Advisors.

IN BRIEF

Lilly grant recipient Park publishes research results

Research by **Dr. Seungjin Park**, assistant professor of computer science, on the topic of mobile ad hoc networks has been published in the proceedings of the 2008 International Conference on Parallel and Distributed Processing Techniques and Applications.

The paper "Guaranteed One-Hop Broadcasting in Mobile Ad-Hoc Networks" was co-authored by **R. Scott Anderson**, instructor in computer science. Park received a Lilly Summer Research Fellowship in 2008 to conduct the research.

Park attended the international conference in Las Vegas, Nevada, as part of WORLDCOMP'08 (The 2008 World Congress in Computer Science, Computer Engineering,

and Applied Computing). WORLDCOMP is the largest annual gathering of researchers in computer science, computer engineering, and applied computing. Many of the joint conferences are the premier conferences for presentation of advances in their respective fields.

Symposium features entrepreneurship, technology

The College of Business sponsored the symposium Creatively Harnessing the Power of Technology for Enterprise during National Entrepreneurship Week in February. **Bryan K. Bourdeau**, instructor in business, facilitated the event.

Participants learned how they can engage the resources of Crane Naval Surface Warfare Center. Crane and the Growth Alliance of Greater Evansville (GAGE) have a technology transfer agreement which offers

opportunities to use military research for civilian purposes, match businesses with Crane patents, and conduct joint research. The program also included other presentations.

Speakers were **Reggie Joslin**, Crane deputy for small business; **Joe Wallace**, GAGE president and chief executive officer; **John Dement**, director of Crane's Technology Engagement Office; **Dr. Mohammed Khayum**, dean of the USI College of Business; **Mark Long**, former president and CEO of the Indiana University Research and Technology Corporation; **Tracy Zeller '89**, owner of Tracy Zeller Enterprises in Evansville; and **Mary Ann Shifflet**, USI instructor in economics.

Conference partners included the Chamber of Commerce of Southwest Indiana, SCORE, Evansville Small Business Development Center, GAGE/Innovation Pointe, and USI Extended Services.

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Connie Wellmeyer named Distinguished Accountant

Connie S. Wellmeyer '84, has been named University of Southern Indiana Distinguished Accountant for 2008.

Wellmeyer is assistant general manager for corporate services and public affairs at Toyota Motor Manufacturing Indiana in Princeton, Indiana. She began her career in accounting at George S. Olive (now BKD, LLP) in Evansville and later was associated with American General Finance and Tri-state Medical Management.

Volunteering at USI has been a longtime priority for Wellmeyer. She served on the Alumni Council from 1992-94 and on the Varsity Club Board of Directors from 1992-



Wellmeyer

95. She has served as an alumni career counselor and was a volunteer in *Campaign USI*, the University's first capital campaign. She is a member of the Regional Advisory Committee for the Center for Applied Research, an outreach of the University's Office of Extended Services.

A member of the Accounting Circle since 2003, she served as president in 2006-07.

The Accounting Circle is an advisory group to the USI accounting program.

On receiving the award, Wellmeyer said, "USI and the Accounting Circle have been organizations that are near and dear to my heart. Volunteering has never been a 'job' at any time. I look forward to future ways to be involved."

Wellmeyer also serves on the board of the Gibson County Economic Development Corporation, the steering

committee of the Indiana Business Diversity Council, and the advisory council of The Women's Hospital.

She earned a bachelor's degree in accounting at USI and a master's degree in business administration at Ball State University.

The Distinguished Accountant award recognizes professional achievement, service to the region

"Volunteering has never been a 'job' at any time."

and/or the University, and service to the accounting profession. It is presented by the USI College of Business accounting program and the Accounting Circle.

The award was announced at the Accounting Extravaganza, an annual event.

Accounting Circle adds Young Professionals

A new group of young professionals with careers in accounting has been selected to take part in activities of the Accounting Circle for the College of Business.

The first class appointed to the Young Professionals Group includes the following members:

- **Derek Adams '03**, BKD LLP
- **May Flores '07**, KPMG LLP
- **Kim Kinnaman '05** and **Lindsay Schmitt '05**, Harding, Shymanski & Company
- **Allison Menke**, OFS Brands
- **Kyle Waninger '05, M.B.A.'08**, Kemper CPA Group LLP

All are from Evansville except Flores and Menke. Flores works in Indianapolis, and Menke works in Huntingburg, Indiana.

The Young Professionals Group works with members of the Accounting Circle on activities such as the annual Accounting High School Day, Accounting Extravaganza, and golf outing.

Sally Joest '74, vice president of Harding, Shymanski and Company, said, "Their assistance on these events has added a fresh perspective to our programs. In addition, our hope is that the young professionals will benefit from opportunities to network with our circle members who are more experienced members of the business community.

In addition, this is a chance for the Young Professionals to learn about volunteering through a well established organization." Joest chairs the Accounting Circle.

Beta Alpha Psi gives Day of Service

Beta Alpha Psi accounting honor society participated in the Indiana CPA Society Day of Service in the fall by volunteering at Tri-State Food Bank. Volunteers also included BAP alumni, Accounting Club members, College of Business faculty, and representatives of the Evansville chapter of the Institute of Management Accountants, BKD, and Harding, Shymanski & Company.



Beta Alpha Psi members volunteer at Tri-State Food Bank.

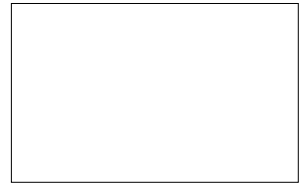
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SABIC's Stonesifer is executive in residence



Tim Stonesifer, center, chief financial officer of SABIC Innovative Plastics, exchanges ideas about doing business internationally with College of Business students Joe Priest and Rebecca Crummley '08. Stonesifer made two formal presentations recently to business students and faculty as executive in residence and visited informally in classes. Crummley graduated in December and was one of more than 20 SABIC employees who attended the SABIC executive's campus presentation.

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