

COLLEGE OF BUSINESS REPORTS

UNIVERSITY OF SOUTHERN INDIANA

Accounting team national finalist

At press time, a team of accounting students from the University of Southern Indiana was



Farley



Flores



Sexton

among four teams from universities throughout the country slated to compete in the national finals of the Video Case Competition sponsored by the Institute of Management Accountants (IMA).

To qualify, teams submitted a 15-minute video presentation for blind judging. The case for the competition was on the topic of "lean accounting." Thirteen university teams entered the competition. The four finalists made

live presentations June 20 at the IMA Annual Conference and Exposition in Las Vegas.

USI accounting teams won the Indiana CPA Society case study competition in fall 2004 and fall 2005. This was USI's first year to enter the national competition.

Members of USI's IMA Video Case Competition team are **May Flores** and **Kevin Farley** of the 2005 state team and **Donovan Sexton** of the 2004 state team. All three are seniors. Faculty advisors are **Jeanette Maier-Lytle** and **Dr. Brian L. McGuire**.

College assists USI Center for Applied Research and Economic Development to boost region

Through the University of Southern Indiana's new Center for Applied Research and Economic Development (CARED), faculty and students in the College of Business are engaging in research, consulting, and other projects to help grow the southwestern Indiana region. Two of the first projects are in Dubois and Spencer counties.

In Dubois County, an individual seeking to locate a business in the area can access up-to-date regional economic data online thanks to a joint project of CARED, the College of Business, and the Dubois County Area Development Corporation.

And in Spencer County, **Tom Utter**, executive director of the Lincolnland Economic Development Corporation in Rockport, believes no adjective is good enough to describe an entrepreneur's idea for an agri-tourism business. The College of Business, in cooperation with CARED, is providing expertise to help the developer make decisions about the potential business and interest investors.

Utter said his organization in Spencer County began cooperating with the state administration in its efforts to find innovative entrepreneurial agricultural economic

development opportunities. Out of the county's local action committee meeting came an idea from Alan Meunier,



MBA student Michael Williams, left, shows Bob Grewe, president of the Dubois County Area Development Corporation, how a developer might use the organization's online economic data to make decisions about locating a business in Dubois County.

who proposed an agri-tourism business that could offer such features as experimental crop demonstrations, a petting zoo, shopping for unique gifts on a working farm, and farm-fresh produce from regional growers. Meunier and his wife own Quality Craft Construction, Inc. in Dale, Indiana.

Dr. Beth Mott-Stenerson, assistant professor of marketing, has conducted research to help determine the better of two proposed locations and the appropriate markets for advertising. She also has prepared a communication piece to help potential investors visualize the project. She traveled to Spencer County to visit the proposed sites and talk with Meunier.

See **Economic development**, page 4

Share the pride of College of Business accomplishments

Faculty, students demonstrate commitment to engagement in community initiatives

By Dr. Mohammed Khayum

At our commencement on May 6, the College of Business awarded 382 degrees — 343 undergraduate and 39 graduate — and three post-graduate certificates. This represents one of the largest College of Business graduating classes, accounting for almost 23 percent of the total number of graduates from the University in 2006.

As we celebrate the accomplishments of our graduates and wish them success in their future endeavors, we know from past patterns that about 79 percent of them will reside and work within a 60-mile radius of USI and, as a consequence, share a common interest in ensuring that community-based initiatives associated with the College of Business become successful.

This issue of the College of Business newsletter highlights ways the college exhibits an active commitment to addressing regional issues and challenges with the use of student and faculty expertise.

• **Michael Williams** and **Jason Hoffman** are among the first students to be involved with projects through the University's new Center for Applied Research and Development (CARED).

• **Dr. Beth Mott-Stenerson** of the marketing faculty has been instrumental in a Spencer County CARED project; several other faculty will soon be conducting applied research through this new outreach arm of USI Extended Services.

• **Dr. Kevin Celuch**, also of the marketing faculty, serves with Connect with Southern Indiana, another program to encourage economic development and enhance leadership skills.

• **Lisa Wiltsie**, lecturer in business, led students to assist a local business owner through the Southwestern

Indiana Small Business Development Center.

• Each month a faculty member prepares a column about timely issues or research in his or her field for the *Evansville Business Journal*.

At the end of my first semester as dean, I also am pleased to report on several additional initiatives.

• We have awarded faculty stipends for summer activities. Two awards fund projects on student learning and teaching innovations. Another two were awarded for faculty expertise addressing community issues.

• The design of the Joe Coslett Family Sales Management Development Laboratory was completed during spring semester and construction has begun. Completion was expected by early July.

• We have taken steps to make College of Business faculty and administrators more aware of expectations regarding standards of behavior based on principles of personal ethics (willing compliance with laws and regulations and honesty) and professional ethics (due diligence, impartiality, confidentiality of information, and avoidance of potential or apparent conflict of interest).

• We have begun implementation of a Web-based annual reporting system of faculty activities in the areas of teaching, research, and service. It will be completed during the summer.



Khayum

• We completed a review of the curriculum in the business administration major, which enrolls more students than any other major in the college.

• Tentatively, a team visit pertaining to the maintenance of AACSB accreditation is scheduled for February 2008.

• The architectural firm that will design the College of Business and Classroom Building was selected by the USI Board of Trustees in May.

The 2005-06 academic year marked the first year of implementation of the college's strategic plan, tremendous accomplishments by our students and faculty, and evidence that the College of Business has an active commitment to addressing community-based needs and problems.

I hope that as you read this issue, you will share in the pride we feel about the accomplishments of our alumni, students, and faculty. In this issue we celebrate the success of our students, share the advice and accomplishments of our alumnus in residence, and recognize the distinctly generous

ways that our alumni, friends, and businesses can support the academic and professional development of our students.

Your gifts have a direct and vital impact on our students. Scholarships open the doors of opportunity to some

of the best and brightest students who are business majors. Your support also makes possible the learning and innovation that take place every day in the College of Business.

Thank you for investing in the College of Business. I see the tremendous impact of your support every day when our students and alumni excel because of what they have learned in their business program.

"Your support makes possible the learning and innovation that take place every day in the College of Business."

Entrepreneurship, innovation will help grow regional economy

The dean of the College of Business called for a sense of urgency in moving the region forward economically and a concerted effort to pursue opportunity through entrepreneurship when he spoke recently to Evansville area business and community leaders. **Dr. Mohammed Khayum** also encouraged a sharper focus on building on the area's strengths.

The luncheon event provided an opportunity for Khayum to meet area leaders and present his thoughts on regional economic growth. Khayum assumed the deanship in January after 15 years on the faculty.

He said there is an emerging consensus that economic prosperity in the 21st century will hinge on innovation and entrepreneurial dynamism. Entrepreneurship — new firms and growing firms — and innovation — patents, research and development, and high-tech industries — drive the growth of regional economies.

Growing the Tri-State's entrepreneurial ecosystem will involve building and coalescing around four areas: strengthen-



James McKinney, left, of Regency Commercial Associates, and Robert G. Jones, right, of Old National Bank, invited community and business leaders to meet and to hear a presentation by Dr. Mohammed Khayum, dean of the College of Business, during a luncheon at Old National headquarters in downtown Evansville.



Evansville Mayor Jonathan Weinzapfel, left, and Alan Brill, right, of Brill Media, greet Dr. Mohammed Khayum.

ing the culture of entrepreneurship; extending and deepening the network among entrepreneurs to facilitate the sharing of ideas; identifying and unlocking the region's financial capital; and nurturing the array of economic institutions that would facilitate an agile, adaptive economic structure.

Khayum reported that Vanderburgh County has one of the highest rent, interest, and dividend incomes per capita in the United States, ranking in the 88th percentile, which suggests ample financial capital to support viable entrepreneurial endeavors.

He said, "I believe that our region can meet these future challenges: first, by infusing in our thoughts and actions a sense of urgency in all those decisions that have a bearing on our ability to respond to the ever-accelerating pace of change in computers, communications, and information processes; second, by taking advantage of our strengths, for example, in plastics, analytical devices, and metal manufacturing by exploring both obvious and less-obvious opportunities, for example, polymer research and the cosmetic industry; third, by focusing on pulling together the pieces of our entrepreneurial ecosystem so that we can experience growth in innovation and in recognizing, capturing, and valuing opportunities.

He said the USI College of Business can play a meaningful role, particularly in addressing regional informational needs.

Promotions approved for Greg Murphy, Sharlett Gillard

The promotion of two College of Business faculty members was approved in March by the University of Southern Indiana Board of Trustees. Promotions are effective in August.

Dr. Sharlett K. Gillard, who was on sabbatical during spring semester, will become professor of computer information systems. Gillard earned an Ed.D. from North Texas State University. She joined USI in 1986.

Dr. Gregory B. Murphy will become associate professor of management. In addition, he was awarded tenure effective August 2007. Murphy earned a doctorate at the University of Houston. He joined the USI College of Business in 2002.

Economic development

Continued from page 1

Utter said, “Can you imagine in a remote rural county what it is like to get an entrepreneurial project off the ground without the resources that USI has brought into this? It’s extremely difficult. Your university involvement is giving us a much better chance for success and return on investment.”

Dr. Mohammed Khayum, dean of the College of Business, and **Michael Williams ’05**, a student in the Master of Business Administration program, have been involved with the project in Dubois County.

Khayum developed a set of metrics to help the organization gauge its effectiveness. Williams transferred regional economic data into software called Xcelsius, which provides a visually appealing and interactive presentation. The data is available on the organization’s Web site (www.DCADC.org).

Williams said, “What’s nice is that the data can be accessed by anyone: the consumer or someone currently in a business trying to make the best decision about production or competition. Even better, a company interested in

locating within the region could look at the numbers and decide whether Dubois County is right for them.

“It provides a very large and flexible data source that can be used by many types of people wanting to make the most of their economic decisions.”

Bob Grewe, president of the Dubois County Area Development Corporation, said that, in the past, the organization offered links to standing reports. Now the organization provides a greater amount of data that is more up-to-date and easier to interpret.

CARED director Susan Ellspermann works with regional business leaders

Dr. Susan J. Ellspermann, founding director of the Center for Applied Research and Economic Development, has been listening to the center’s constituency, meeting with business and community leaders from the nine southwestern Indiana counties who have formed a Regional Advisory Committee.

Ellspermann owned and operated an independent consulting firm in Evansville for 20 years before joining USI in January. During the first quarter CARED generated 30 potential projects. The center is an outreach of USI Extended Services with a mission to mobilize the resources of the University to serve community organizations and businesses in southwestern Indiana. The center conducts high-impact applied research, consulting, and student engagement. CARED is partially funded by a Small Business Administration grant.

Ellspermann said, “CARED can be successful to the extent our faculty and students choose to participate. The College of Business dean, chairs, and faculty have been exemplary in supporting and completing these early projects. Though most projects can be funded by the client or through a grant, some cannot. As is USI’s tradition, thus far, we have figured out how to serve most clients even when the funding was not available.”

Other colleges of the University also are involved with CARED projects. For more information about the center, call 812/461-5407.

Faculty awarded fellowships for summer research

College of Business faculty will be working through the summer to further research in their fields, develop courses, or engage the community. Several faculty have been awarded summer fellowships.

Dr. Beth Mott-Stenerson, assistant professor of marketing, will continue research into the comprehension of print advertising. She received the Bussing-Koch Faculty Research Scholarship for the study, which will result in a second spin-off article from her dissertation.

Dr. Greg Murphy, assistant professor of management, was awarded the College of Business Faculty Research Scholarship. His study titled “Corporate Parenting Strategy Effects on Small Businesses” will compare small businesses with corporate parents to comparably sized independently owned small businesses.

Student Learning and Teaching Innovation Fellowships were awarded to **Dr. Peggy Shields**, associate professor of marketing, and **Dr. Craig Ehlen**, professor of accounting.

Shields will lay a foundation for a new course, Tourism and Leisure Marketing. Her project will include the collection and evaluation of learning resources outside of traditional textbooks.

Ehlen will develop a senior-level accounting course for the new professional accounting track. It will include coverage of “hot button” issues challenging public accounting firms.

Two Community-Based Faculty Engagement Fellowships were funded.

Scott Anderson, instructor in computer science, will lead the startup of a local chapter of the Computer Science Teachers Association, founded in 2005 by the Association for Computing Machinery. The new organization is designed to ensure that teachers have the tools they need to get students interested in computer science careers. Anderson plans to work with computer-science instructors at area high schools whose students are interested in furthering their computer-science education at USI.

Dr. Kevin Celuch, professor of marketing, and **Dr. Joy Peluchette**, professor of management, will study the quality of business leadership in Southwestern Indiana, an issue raised by and of interest to the College of Business Board of Advisors. The research is designed to provide information of benefit to regional businesses and to USI business faculty teaching leadership-related topics.

Beta Alpha Psi holds chartering ceremony

Members reflect on opportunities for professional development

Forty-eight students and graduates were initiated in January as charter members of the Lambda Mu chapter of Beta Alpha Psi.

Beta Alpha Psi is an honor society available only to students who are enrolled in business schools accredited by AACSB International — the Association to Advance Collegiate Schools of Business. The organization recognizes the outstanding achievement of students enrolled in accounting, finance, and computer information systems programs. The USI chapter is the 50th in the Midwest Region and the 264th in the international organization.

During the chartering ceremony, three chapter officers — **Andrew Eddmenson, May Flores, and Scott Harris** — told what their experience in the USI accounting program and Beta Alpha Psi has meant to them.

Eddmenson, chapter president, said he had been a student in home schooling, public schools, and a private military academy before enrolling at USI.

“Nowhere have I felt a greater sense of belonging than here at USI,” he said.

He thanked accounting professionals in the audience for their support of the USI accounting program.

“By supporting Beta Alpha Psi and USI, you are supporting me,” he said.

Eddmenson is working this summer in Indianapolis as an intern for Department of Financial and Accounting Services, a U.S. Department of Defense division. He is from Madisonville, Kentucky.

Flores, treasurer, said the College of Business faculty “help you perform at your best and not be mediocre.” She is from Newburgh, Indiana.

Both Eddmenson and Flores were members of the USI accounting team that placed first statewide in case study competition last fall. Flores also was on the team that qualified to compete nationally in June.

Nontraditional student Scott Harris, Beta Alpha Psi reporter, attended USI from 1993 to 1996 but dropped out before earning a degree. He re-enrolled to enhance his career choices and joined Beta Alpha Psi to meet other students and to network with professionals.

Karen Pincus, international Beta Alpha Psi president and chair of the accounting and business law faculty at the University of Arkansas, and **Roann Kopel**, incoming president of the Midwest Region and professor of accountancy at Eastern Illinois University, installed the USI chapter. Faculty advisors for the organization are **Dr. Brian McGuire** and **Dr. Mehmet Kocakulah**. Members of the Accounting Circle attended and cosponsored the ceremony.



Scott Harris

‘Connect’ program builds leadership skills in region

Dr. Kevin Celuch, a member of the program committee for Connect with Southern Indiana (CSI), presented a program on critical thinking recently to the 24 members of the program’s first cohort.

Coordinated by the University of Southern Indiana Office of Extended Services, CSI is supported by a grant from the Lilly Endowment to boost Indiana’s retention of intellectual capital. Selected from seven counties, the first participants represent academia, economic development, nonprofit, and profit sectors in seven counties. The program is designed to help participants strengthen their skills and opportunities for involvement in community and regional projects.

Celuch, professor of marketing, holds the Blair Chair of Business Science. He has published a number of articles and presented workshops on critical thinking and business education. **Dr. Mohammed Khayum**, dean of the College of Business, also serves on the CSI program committee.

Charmaine McDowell, manager of marketing and business development for Extended Services, said applications for the 2007 class will be taken during September. For information, visit www.usi.edu/extserv/connect.asp.

USI accreditation review in progress

University of Southern Indiana is undergoing accreditation review by the Higher Learning Commission

(HLC) of the North Central Association, one of six regional institutional accrediting associations in the United States. Institutions are reviewed every 10 years to ensure they continue to meet criteria for accreditation.

USI administration, faculty, and staff conducted a self study to assess the University’s strengths and challenges. A team of HLC evaluators will visit the campus September 25-27 to verify the accuracy of the self-study report and offer suggestions. Public comment on USI or its self-study report, published on the Web, is welcome.

The accreditation review by HLC is for all University academic programs. All College of Business programs have additional accreditation by AACSB International, and the accounting program has special AACSB accreditation.

Board of Visitors

Both new and existing businesses should think entrepreneurially

Editor's Note: Al Ritz, founder and retired president of CMC in Evansville, served as chair of the College of Business Board of Advisors in 2005-06. In this column, he tells about the work of the board and invites fellow business and community leaders to share its vision.

The College of Business's Board of Advisors is a team that includes college and community leaders dedicated to help execute the college's mission in a way that maximizes career opportunities for graduates and synergizes the opportunities for growth of area businesses.

The term "entrepreneur" immediately evokes the thought of new ventures, and that is certainly part of the concept.

However, existing businesses must foster an internal entrepreneurial culture to maximize their own opportunities.

One aspect of our mission is to emphasize an entrepreneurial mindset, and you can help.

The term "entrepreneur" immediately evokes the thought of new ventures, and that is certainly part of the concept. However, existing businesses

must foster an internal entrepreneurial culture to maximize their own opportunities. This is where you come in.

Workers with entrepreneurial ideas and skills can easily be discouraged and suppressed by naysayers who craft a laundry list of reasons something CAN-NOT be done. Instead, be an activist in developing internal company cheerleaders who help create a listening environment and look for ways that it CAN be done.

It is obvious, looking back, that hardly any task, service, or product in your business is the same today that it was 10 years ago. From where did the ideas for change come? How did they get implemented? How much more competitive would your company be now if it had today's method or product a few years ago? Could it be that some of the people in the company knew a better way, but no one listened? Or one naysayer killed a great idea only to be adopted later because competitors were doing it? Those on each job know that job best, and if encouraged, probably know ways to improve. We all can see that the rate of such changes is increasing, and that we would very likely beat out any competitors if we tapped the creative talents of all of our company team.

The College of Business is implementing the integration of business

skills with critical thinking and communication skills, so that the fortunate employers of these graduates have the ability to compete and grow ahead of the fast-paced global competition game. We need your help to mold your internal culture for realizing your company's full potential as some of these graduates join your team.

The college also is developing the new-venture aspect of an entrepreneurial mindset. We are planning a "business laboratory." Through involvement with the area's Midwest Venture Club, we realize that many new-venture-oriented entrepreneurs lack some business plan concepts and skills they need before area investors risk capital on new ventures.

The business lab will help identify business plan gaps in qualifying new ventures and utilize the college's student and faculty talent pool and other resources to help fill these gaps – giving our participating students terrific applied learning experience and helping to bridge a common obstacle to the willingness of risk capital sources to fund many new venture ideas.



Ritz

Firms to partner on design of new business building

An architectural firm in Missouri partnering with an Evansville firm and a Michigan firm was selected in May by the USI Board of Trustees to design the new building for the College of Business.

Hellmuth, Obata and Kassabaum (HOK) of St. Louis, Hafer Associates, PC, of Evansville, and The Campus Studio of Ann Arbor, Michigan, were recommended by the Trustees Construction Committee. Wilke Structural

Engineering is a consulting firm on the project.

USI Vice President for Business Affairs Mark Rozewski said the committee looked nationally for firms to design the USI business building. HOK designed the Weatherhead School of Management at Case Western University, the Owen Graduate School of Management at Vanderbilt University, and the University of Oklahoma's engineering building,

among others. USI's new building will include space for engineering on the lower level.

The building is included in the capital improvement plan for 2007-09. Implementation is contingent on state funding allocations. The 2005 Indiana General Assembly appropriated \$2 million for planning the building. The University will request \$29.9 million for fee-replacement bonding authorization in the 2007 legislature. If funding and state approvals are given, construction could start as early as 2008.

Accounting Circle

Helping to develop high-quality graduates of benefit to firms

The Accounting Circle, a group of senior professionals in accounting, continued its strong record of active involvement in enhancing the accounting programs of the College of Business during 2005-06.

Marvin Wright, 2005-06 chair, spoke on behalf of the circle: "We are proud to be part of the many individuals and companies contributing to the success of USI's College of Business and the Accounting and Business Law Department. In the long run, we are the ones who benefit from the high-quality students coming through the program. We will continue to offer our time, talent, and monetary contributions."

Formed in 1998, the Accounting

Circle has given curriculum advice, established a successful "Accountants in the Classroom" program, sponsored Speaking Eagles Toastmasters, and established the Dan Wade Accounting Scholarship. The Circle will hold its second annual golf scramble to continue to build the scholarship endowment this fall.

In addition, the Circle cosponsors the annual Accounting High School Day with the department and USI Office of Admission. The group organized its first Accounting Extravaganza in fall 2003 to celebrate gaining special AACSB accounting accreditation and has made the event an annual tradition to celebrate the profession and promote accounting to college students.



Marvin Wright, 2005-06 Accounting Circle chair, and Connie Wellmeyer '84, chair for 2006-07

The Accounting Circle also has arranged for annual faculty internships and plans a Continuing Professional Education program for this fall.

IT Alliance

Curriculum, professionals in classroom, establishing scholarships

The Information Technology Alliance, completing its second year, has articulated a clear message about career preparation for IT graduates.

IT Alliance outgoing chair **Larry May**, president of Keller Schroeder and Associates, paraphrased the message: "IT graduates need to understand busi-

ness processes, not just have a technology focus; technology changes too quickly. An understanding of business processes and practices is key."

The Information Technology Alliance is a group of IT professionals whose purpose is to give advice and serve as a sounding board to the computer information systems faculty and students.

The Alliance has formed committees to address three primary areas: curriculum, integration between IT professionals

and the classroom, and scholarships for IT students.

At the suggestion of the alliance, **Dr. Joy Peluchette**, professor of management; and **Bill Henderson**, assistant professor of computer information systems; attended a recent meeting of the Evansville Information Executives Group (EIEG) to seek input on skills needed in the local market for computer information systems and applied computer science graduates. The faculty will use this information to influence curriculum.

To enrich the classroom experience, the alliance is developing a program called "IT Professionals in the Classroom." Professionals will meet with management information systems classes two or three times a semester to discuss designated topics and to talk about IT careers. For recruitment, retention, and recognition purposes, the alliance plans to establish at least one scholarship for IT students during 2006-07.



The IT Alliance includes 17 members. Those pictured are, from left, Dan Bugher M.B.A. '03, Phil Lieberman, Jim Derk (chair 2006-07), Derek Faughn '84 (chair-elect 2006-07), Dave Yoak, Amy Drake, Larry May (chair 2005-06), Dave Smith, and Dick Arneson.

Derek Faughn:

Today's business environment demands innovative thinking

Derek Faughn '84 encouraged students to take responsibility for managing their careers.

"It's your job — not your boss's," he told students as Alumnus-in-Residence in a presentation titled "Whose Career Is It Anyway?"

After graduating from high school in 1977, Faughn started to work as a lab technician for Mead Johnson, a subsidiary of Bristol-Myers Squibb.

"I was on top of the world," Faughn said. "I still believe it's the greatest place to work, but I didn't want to be a lab technician forever."

To increase his job opportunity, he completed a bachelor's degree in computer information systems at USI. Today he is senior director for information management, responsible for information management for Mead Johnson on a global basis and for information management for all of Bristol-Myers Squibb in the Asia-Pacific region.

To succeed in today's changing world, Faughn told students they must embrace technology. He pointed to personal digital assistants and MP3



Derek Faughn greets students attending the Alumni-in-Residence program. From left are Kevin Alspaugh, Tim Shoulders, Faughn, Jill Forcum, and Ashley Ruggier.

players as devices that link individuals to the world and offer potential for business.

"There is a triple convergence of new players on a new playing field developing new processes and habits," he said.

Faughn travels to about 15 countries in his work. He encouraged students to learn another language.

"Of the people I work with in other countries, most have two languages and many have three," he said. "You need to be an innovative skilled worker. If you do that, you can thrive anywhere in the world."

Faughn visited campus in February, making two large-group presentations, meeting with classes, and attending breakfast and lunch sessions. He met with an MBA class in strategic planning in April.

Students develop marketing plan for local business

Students in a course on the marketing of services completed a real-world project in spring semester, developing a marketing plan for Oak Meadow Lodge overlooking Oak Meadow Golf Club north of Evansville.

Lisa Wiltsie, lecturer in business, said, "The students were creative and thorough in their findings, conducting both primary and secondary research, and providing contact names for opportunities in advertising, including rest-stop brochures, alternate market newspaper ads, Internet sites, bus signage, Golf Channel advertising, referral rewards programs, event sponsorship, partnering with local teams and businesses, and mailers."

Students conducted primary research throughout the Tri-State to ascertain how often visitors stay in Evansville and familiarity with Oak Meadow Lodge facilities.

Owner Lynne Lewis provided written feedback and is following up on some ideas, including information about affordable advertising in the Indianapolis market. The class became involved through a relationship with the Metropolitan Evansville Chamber of Commerce Collegiate Management Assistance Program and the Southwestern Indiana Small Business Development Center.

Five Toastmasters members achieve Competent Communicator level



Reaching the Competent Communicator level are, from left, Emily Gessner '04 of BKD, Michelle Brickner, Matt Buechler '06, John Webster '06, and Heath Racine.

Four members of Speaking Eagles Toastmasters and one former member recently were recognized for achieving the Competent Communicator (formerly Competent Toastmaster) level. Their names were added to a new plaque that hangs on the second floor of Orr Center. Competent Communicators have completed 10 speeches, each focused on a different aspect of effective public speaking. The USI chapter of Toastmasters was formed in 1998 to help students enhance their public speaking skills and is supported by the Accounting Circle. Graduates who achieved the Competent Communicator level in prior years should notify **Dr. Dan Wade** at 812/464-1796 or dwade@usi.edu to have their names added to the plaque.

Dell recruiters will return to interview more students for sales representatives

Dell recruiters liked what they saw and heard when they came to the College of Business for the first time in April to recruit sales representatives. They have committed to returning twice a year to interview students interested in sales careers.

In addition, Dell executives invited five marketing faculty members to visit the company's Nashville, Tennessee, plant in June to learn more about Dell operations and needs.

Dr. Sang Choe, chair of the Department of Marketing and Business Communication, said, "I want to emphasize that Dell recognizes the quality of our students. That's what makes them want to come back.

"The entire faculty of our department is dedicated to preparing students with the knowledge and skills that employers want them to have."

Recruiters **Dana Mastropieri**, human resources manager, and **David Sanders**, sales manager, from Dell's Nashville campus, made presentations on their company in classes on personal selling and spent a day on campus interviewing students interested in entry-level jobs as inside sales representatives.

The students who accept job offers will receive a base salary, a competitive benefits package, a signing bonus, and opportunities for additional income for achieving sales goals. They will be working in the entry-level position with home and small-business clients.

Bryan Stunkel '06, a marketing major from Haubstadt, Indiana, was among students who received an invitation to visit Dell's Nashville campus in May for additional

assessment along with a tour of the plant and the area.

Stunkel completed a sales internship with University Directories last summer and loved it.

"I think my sales experience went a long way. They

want somebody who is motivated and has had some experience," he said.

Stunkel participated in Commencement in May but will complete additional degree requirements in summer session. If a starting date that accommodates his summer course schedule can be arranged, he hopes to accept an offer from Dell.

"It's a great corporation," he said. "They're definitely doing things right."

The College of Business emphasis



Jamie Kennedy, left, a student in the spring semester class on professional selling and sales management, interviewed with Dell recruiters David Sanders and Dana Mastropieri.

on sales courses in its curriculum attracted Dell to recruit on campus. The computer maker also was aware of the new Joe Coslett Family Sales Management Development Laboratory which will be completed this summer to enhance the teaching of professional selling.

Dr. Beth Mott-Stenerson, assistant professor of marketing, said the recruiters were looking for individuals with drive and ambition.

"That's a given in a sales position," she said. "You are always trying to compete with yourself — to do one better than you did yesterday. You have to take lots of calls and close the sales."

Mott-Stenerson, who teaches personal selling classes, invited **Dr. Mohammed Khayum**, dean of the College of Business; **Mark McKnight**, who will join the faculty in the fall as assistant professor of business communication; and **Janet Johnson**, career coordinator in USI Career Services, to provide information about Dell and talk with students about resumes and interviewing techniques in preparation for meeting the Dell recruiters.

Johnson said the addition of Dell to the many companies that recruit on campus offers students a new opportunity in a growing city with a company that is a leader in its field.

Dell ranks No. 25 on the *Fortune* 500 list.



Space in Orr Center is under conversion to the Joe Coslett Family Sales Management Development Laboratory, which will offer facilities and equipment allowing students to practice and record sales presentations and produce digital video resumes or portfolios. Faculty member Beth Mott-Stenerson indicates the location of the lab's viewing window as construction begins on the space. The state-of-the-art facility is funded by a generous gift from retired Evansville businessman Joe Coslett. The first classes will be scheduled in the lab fall semester.

Discipline-specific scholarship awards help attract top students

Awards needed to recognize students in some majors

In the few short years since **Tonya Kirkland '99** graduated *summa cum laude* with a perfect 4.0 average, she has achieved a record of accomplishment in her career and in community involvement that makes the College of Business proud.



Kirkland

A native of Dale, Indiana, Kirkland put herself through college. She was the 1998-99 recipient of the Wanda B. Hibbitts Accounting Scholarship for a highly motivated accounting major who is a top achiever through effort. The Hibbitts award was the first one established in honor of a retiring faculty member. Hibbitts, professor emerita of business, was on the faculty from 1970-87.

Kirkland began her career as a staff accountant at Harding, Shymanski and Company in Evansville. In 2001, she became director of development for Family and Children's Services (now Lampion Center). In 2004, she joined Fifth Third Investment Advisors as trust officer and relationship manager.

"That was a very neat fit because I was able to combine both my business background and my nonprofit background into one job. I worked mostly with nonprofit clients," Kirkland said.

Recently she made another career move. In June, she was named vice president and chief operations officer/trust and wealth management for Integra Bank. Being a CPA was a requirement for the post. While the job places emphasis on her accounting skills, Kirkland will not be giving up her involvement in nonprofit matters.

"Integra is aware of my community involvement and supports my being

involved from a volunteer standpoint," she said.

Kirkland is active in Rotary Club, president for 2005-06 of the Evansville Area Fundraising Council, and a member of the board of the Easter Seals Rehabilitation Center.

"At USI I had some professors who were excellent mentors and truly had a huge impact in my life and on what I've been able to do in my career and personal life," Kirkland said. "Their guidance and willingness to be there for me helped me to become a better person. They helped to instill in me a purpose to give back to the community."

At USI, Kirkland was a member of Alpha Kappa Psi business professional fraternity and the Accounting Club. She was captain of the dance team. She recalled her earliest involvement in volunteer service and philanthropy. As

continued on next page

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a clogging instructor while still in elementary school, she took her pupils to perform at area nursing homes.

Scholarships like the Hibbitts award help the College of Business attract, retain, and recognize top students.

Thirteen college-wide scholarships have been established through the USI Foundation for students enrolled in College of Business programs.

In addition, several awards recognize students enrolled in specific majors. These include 12 scholarships in accounting and professional services, two in business administration, four in business education, one in economics/finance, and one in marketing. Individuals and organizations with a special interest in these fields have funded these scholarships.

No scholarships have been established specifically for students in applied computer science, computer information systems, management, or the associate-degree program in business.

For additional information on how to establish a scholarship for students in the College of Business, contact Ginny Bryant, manager/Foundation Scholarships, at 812/465-1658 or glbryant@usi.edu.

Living learning community sponsors Colts speaker

Kurt Humphrey, vice president of finance for the Indianapolis Colts, was on campus in April to share strategies for success with students interested in business careers. **Dr. Joy Peluchette** of the College of Business faculty also participated in the program, sponsored by the College of Business living learning community, a



Humphrey

program for freshman business students. Freshmen live together on the same floor in the residence hall, share their interest in business, and take selected classes together.

Freshman **Jacob Cress** worked with **Christina Warren**, resident assistant, to invite the Colts executive to campus. The program was funded by a grant from the USI Foundation.

Chelsea Wright is Indy 500 princess

Chelsea Wright, an accounting major from Evansville, was one of 33 Indy 500 Festival princesses chosen for 2006 from a field of 282 applicants.

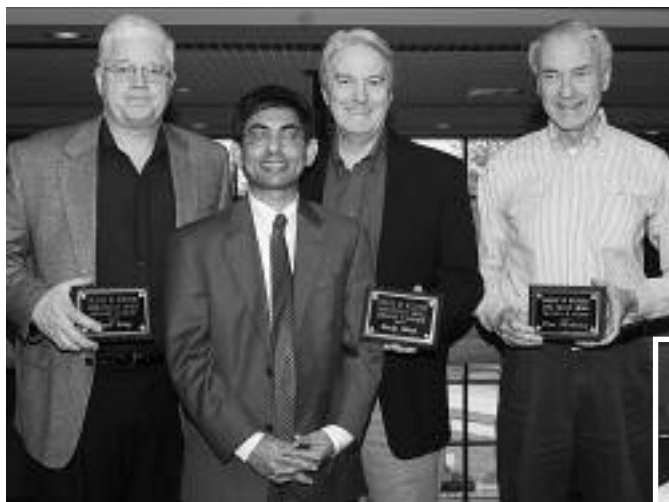
Princesses served as ambassadors for the 90th running of the Indianapolis 500 in May. As part of her volunteer duties, she spoke about the Indianapolis Motor Speedway to area school

groups and Girl Scouts. Wright is treasurer of Colleges against Cancer and a member of Speaking Eagles, USI's student chapter of Toastmasters.



Wright

Faculty awards recognize dedicated professionals in research, service, teaching



Three College of Business faculty members were honored in May for outstanding achievement during the academic year. Receiving awards were Brett Long, associate professor of accounting and business law, excellence in service; Dr. Craig Ehlen, professor of accounting, excellence in research; and Tim Mahoney, instructor in economics, excellence in teaching. From left are Long; Dr. Mohammed Khayum, dean of the College of Business; Ehlen; and Mahoney.



Special award for McGrew

Mary McGrew received a special award in the spring for her dedication, especially for her work during the recent conversion to the University's new management information system. McGrew is a senior administrative assistant.

Economics major Lora Defries is 2006-07 Rotary Ambassador in India

Lora Defries, a USI Presidential Scholar, is the recipient of a Rotary Ambassadorial Scholarship.

As a Rotary Ambassador, she will represent the Evansville Morning Rotary Club and the Southern Indiana district. She will attend classes at Jawaharlal Nehru University in Delhi, India, in the coming academic year. Defries graduated in May with two bachelor's degrees, one in economics and the other in international studies.

The Rotary scholarship includes housing, tuition, and travel. The purpose of the program is to further international understanding and friendly relations among people of different countries.

Defries will study Indian history,

international relations, Hindi language, and Indian culture. She also will meet and make presentations to Rotarians in India during her stay there.

"The information I will be giving in my presentation to Rotarians will largely be cultural in nature. I will tell them about my Rotary Club in Southern Indiana and the surrounding area."

Originally a Baccalaureate/Doctor of Medicine scholarship recipient, Defries developed an academic interest in economics and international studies during her college career.

She said her interest in business was instrumental in her selection for the year abroad as a Rotary scholar.

"Since the program is half ambassadorial and half academic, the Rotary Foundation is looking for people who can present themselves as competent in both areas," she said. "My study of global economic conditions definitely gave me a boost in the scholarly area to promote myself to the selection com-

mittee as engaged and knowledgeable in global events. The way the international studies major combined so nicely with my economics major also allowed me to study many global cultures and issues that I consider invaluable."

Defries noted that the Rotary Club is an organization for business people.

"Knowledge of their world and being able to comfortably interact with them was important as well," she said.


Defries is a member of the USI Model United Nations and the International Club. She received a travel award from USI to study abroad in Malta last semester. Defries was one of the organizers last fall of "Rake Out Hunger in Niger," a project undertaken by economics students to raise money to donate to Africare.

Defries is from New Harmony, Indiana.



Defries

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