College of Business & Technology

11-12 Annual Report

FIT IN... STAND OUT... GET AHEAD THROUGH EXPERIENTIAL LEARNING
MISSION

The College of Business & Technology serves Nebraska and the surrounding region by preparing students to compete in dynamic professional environments and promoting academic, social and economic development. The faculty and staff will achieve this mission by:

- Providing student-centered educational opportunities including experiential learning
- Advancing knowledge through applied and pedagogical scholarship
- Providing service to our stakeholders

CBT CENTERS

Nebraska Business Development Center
Center for Rural Research & Development
Center for Economic Education
Nebraska Safety Center

Editor: Marsha K. Yeagley • yeagleym@unk.edu
Dear Friends:

We are pleased to bring you the 2011-12 UNK College of Business and Technology Annual Report. This is a great time at the University of Nebraska at Kearney. Fall 2011 enrollment was 7,100, the highest in 15 years. The quality of our students’ profile is becoming more impressive; average ACT scores of the 2011-2012 students are the highest ever. For the second year in a row, U.S. News and Report has ranked UNK among the top 10 public regional universities in the Midwest.

The College of Business and Technology is also reaching new heights. We concluded our year by awarding our first annual CBT Distinguished Alumni Achievement Award to Dennis Nelson (KSC, 1973). Dennis is President and CEO of Buckle, Inc. In his address at our Honors Convocation he talked passionately about the importance of continuous improvement for his business. We share this commitment in the College of Business and Technology; we are collectively focused on continuous improvement in faculty qualification, curriculum, and outcomes for students including learning and job placement.

Strengthening enrollment is one positive outcome of these efforts. In the fall of 2011, enrollment in CBT programs was 1,272, an increase of over 10 percent from the prior year. We are on track for another significant increase in 2012.

Our efforts are being noticed. In April our Marketing and Management Information Systems Department received the prestigious University of Nebraska Department Teaching Award. Also in April, Dr. Ron Tuttle, Professor of Telecommunications Management, was recognized as the AIM Institute College Educator of the Year.

The College is enjoying unprecedented levels of private and corporate financial support. In April we awarded nearly $210,000 in scholarship support to CBT students at our Annual and Endowed Scholarship Ceremony, an increase of 20 percent over the prior year. Our annual phone-a-thon, which supports targeted scholarships and helps to fund student travel, also set a new record.

We are making great progress in improving our curriculum to support student success. For example, the faculty overwhelmingly approved a new experiential learning requirement. Beginning in 2013, all CBT students will be required to complete at least one, three-credit-hour course designated as experiential learning. This might include an internship, courses built around student consulting with outside clients, or independent research. We are confident that this enhancement will help set our students apart.

I am very optimistic as I look toward the next few years. We will continue to hold dear our core value of being student centered as we strive to make an even greater impact. We appreciate your continued support along the way.

Sincerely,

Tim Burkink, Dean
E-mail: unkbt@unk.edu
University Recognizes Marketing/MIS Department: “Outstanding Teaching Award”

Dr. Greg Broekemier, Chair of the Department of Marketing/MIS, received the call from President Milliken’s office the morning of March 1. Since he immediately had class, he had to contain his excitement through class and then tell the department they in turn must keep the secret until April 3, 2012—at which time a luncheon would be held in the Department’s honor and the President would award them the prestigious University-Wide Departmental Teaching Award (UDTA).

Being good at what one does is one thing, yet documenting the fact that the faculty are quality educators became a daunting task. For three consecutive years faculty and staff spent an inordinate amount of time doing just that. They brainstormed pedagogy, outreach programs and activities, innovative teaching methods, and global experiences. Dr. Seshadri had a unique U.S. class in which he had students in several different countries solving problems jointly, yet remotely located. This was but one of the many unique experiences for students.

For the last three years the Department was chosen to receive the Best Teaching Award on the UNK campus. However, in 2012 the UDTA Committee declared them as the “Best” Department in Teaching at the University. The $25,000 cash award is to be used in a manner the department chooses—travel to conferences, instructional equipment, improvements to a classroom, or student resources.

The Department faculty has a sincere passion for students’ experiential learning through a strong tradition of outreach to the community and other stakeholders. The Department is committed to providing students with high quality undergraduate instruction leading to baccalaureate degrees. Continual improvement of teaching, research, and service is integral to the department’s mission. Eight full-time faculty members typically teach 160 majors and 90 minors.

The new Supply Chain Management area and an ever strong business sales program in the Marketing field along with the other avenues one can take in marketing join the vibrant and growing Management Information Systems program’s phenomenal career choices for students. Minors exist in Marketing/Management, International Business, Business Intelligence, SCM, MIS, and MIS Quality Assurance. All are designed to prepare students to function effectively as valued members of business communities, as well as in public, professional, and service organizations. In addition, two core MBA courses are taught by the Department. Through recent reaccreditation, AACSB International has identified these programs as being among the best in the world by verifying the exceptionally high quality of student outcomes and assurance of learning.

These efforts evidence the Department’s unwavering dedication to support the CBT and UNK missions by focusing upon continued acquisition of “best practices” through frequent opportunities for faculty development, continuous improvement, high quality teaching, and extensive outreach activities.
Experts Discuss Morality of Capitalism

For Economics professor Dr. Allan Jenkins, the idea of a Morality of Capitalism Symposium began with the development of a capitalism and democracy class in the general studies program and a deep concern over the need for students across campus to be educated in how the economy functions. The conversation grew to a successful symposium that engaged seven interesting, progressive, thinkers sharing their views on the government’s role in society with the UNK and Kearney communities. With the aid of Dr. Jake Messersmith, Management, and countless others, the hope of enlightening students and sparking an interest so they may pursue further knowledge in the area became a reality. Needless to say, all participants and audience members did not agree, setting the stage for provocative conversations and productive ideas.

Two days of classroom conversations, panel discussions, luncheons, business after hours talks, and a key note address were but a few of the delivery methods that allowed all to focus on many topics including tort reform, social justice, and careers in law, as well as a number of legal issues and the transformation of the former Soviet economy.

During his keynote address, Dr. Yaron Brook, President of the Ayn Rand Center for Individual Rights, declared, “We don’t have capitalism today. Government is everywhere in the nitty gritty details.” He went on to say that we have a mixture of markets trying to function within regulation and that this experiment has been going on for 200 years. He indicated that it is instinctual to blame the markets rather than government when there is a crisis. Housing, mortgages, and the banking industry are the most regulated markets, yet in the recent crisis we blamed the businesses. The less regulated businesses are doing well. He stated that fundamentally capitalism is a system of selfishness. However, we are told to think of the self last and others first. Self sacrifice is supposedly “moral.” If someone is in it for the money, we tend to not trust that person. According to Ayn Rand’s work, morality is focused on the individual making life the best it can be. Live for your own happiness and success. Brook told students, “Find a profession you love.” He indicated that life is not just about the money. If it were, he would be doing something different than what he does. Further, he stated that by 2025 Social Security, Medicare, and interest on the debt will consume all revenue. The Social Security Ponzi scheme will fall apart when not enough new people are putting up money to give to the previous investors. Brooks feels that the FDA should not exist in its present form as it should be privatized. Governments’ role, in his opinion, should be limited to dealing with property rights and contracts.

Dr. Hendrik van den Berg, Professor of Economics at UNL, strongly disagreed. He felt that we need government to set rules and create institutions. He stated, “People are often not inherently honest. What we earn is not entirely earned by us. Society and others we work with helped us earn it.” He indicated that government must do more because the system isn’t linear; it has dynamics of its own and markets can’t manage themselves. He believes that there is no market for CEO’s and wages are high because the system is rigged. He doesn’t think poverty has to exist. Capitalism creates inequality. To fix the problem, he thinks that it is necessary to get money out of politics publicly run and funded campaigns.

In 1963, the first business administration program was offered at Kearney State College. Many of these graduates have become highly successful in a variety of productive careers throughout the United States and abroad. In 2012, Dr. Burkink recognized that it was time to begin recognizing their vast achievements and the ways in which these people have given back.

Dennis Nelson, CEO of the Buckle, is the first of these graduates to be formally recognized by CBT. His inspirational leadership propelled Buckle’s growth from a one-store operation into a major retail presence throughout the United States.

While attending Kearney State College/UNK Dennis began working at the Buckle as a part-time salesman in 1970. After graduation, he decided to stay on at the Buckle, taking on a significant leadership role in the small company. Dennis was instrumental in the decision to expand the Buckle beyond its initial location in Kearney. Since that time, the Company has grown to over 430 stores in 43 states.

Dennis led the growing organization during his more than 40 years with Buckle. He was formally elected President and Chief Operating Officer in April 1991, having performed all of the functions normally associated with those positions prior to that time. He was then elected CEO in 1997. He understood early on that building a loyal base of customers was critical to the Company’s success.

Nelson addressed the 2012 honored graduates in May telling them to have passion for their work, surround themselves with great people, adapt, continue to learn, take advantage of mentoring opportunities, ask questions, and read. Being honest, possessing integrity, and having a positive attitude all

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The CBT honored the following graduates at the annual spring honors award ceremony: **ACCT/FIN**: Reggie Ruhl, Wayne; John Lawless, Imperial; and Mathew Voichahoske, Fullerton. **ECON**: Sam Schneider, Grand Island; and Jared Samuelson, Kearney. **FSID**: Tina Lovejoy, Bloomfield; Danette Duncan, Minden; and Emily Moore, Alliance. **ITEC**: Yusuke Furuta, Hiroshima, Japan; James Stone, McCook; Connor Doyle, Ainsworth; Rustin Dring, Columbus, Ben Klein, Plainview; and Jordan Gienger, Ainsworth. **MGMT**: Sagan Carman, Imperial; Dalton Jensen, Missouri Valley, Iowa; Megan Faust, Petersburg; Phillip Boon, Fairmont; and Brad Rediger, Milford. **MKT/MIS**: Taylor Majerus, Albion; Jordan Smith, Elm Creek; and Dustin Andre, Arnold. **MBA**: Abigail Hughes, Omaha.

Would you have dreamed of taking a class that allowed you to donate $10,000 to a worthy cause? That is exactly what students in Dr. Sri Seshadri’s Field Experiences in Marketing class were able to do December 7, 2011, at the Museum of Nebraska Art in Kearney.

The funds were made available by the Learning by Giving Foundation. The Foundation began in 2003 and was founded by Doris Buffett, Warren Buffett’s sister. Originally, it was a program within the Sunshine Lady Foundation, but became its own Foundation in 2011 due to the fact that national undergraduate philanthropy education was becoming an important component in education.

Dr. Seshadri’s students were given full responsibility for determining who received funding for their projects. Their goal was to make strategic decisions that positively impacted the local environment. Dr. Seshadri noted that one of the difficult tasks for him was not giving the students an opinion or his advice in the matters at hand.

Although the Foundation funds philanthropic activity in 27 colleges and universities in the United States, this past semester UNK was one of eight. Columbia University, University of Southern California, Boston College and UNL were among those that received the $10,000 grant.

Each student group had $2,500 with which to work and a philanthropic category in which to divvy up the cash. Categories included: abuse & emergency situations, human and community services, youth education, and youth recreation.

Students Lisa Klingelhoefer, Brie Maaske and Ciera Neverse, of Kearney, chose the Family Advocacy Network. With the funding, the entity will conduct forensic interviews. Jointly, law enforcement, child protection, prosecution, mental health, medical and victim advocacy personnel conduct interviews and make team decisions regarding treatment, management, and prosecution of child abuse cases. Equipment such as recorders, DVDs, and Telehealth connection ear pieces will be purchased to aid in this project. In addition, The Crossroads Center was given money to purchase food, as the entity provides food and shelter for area individuals in need, and teaches them to prepare nutritious and economical meals.

Students Megan Faust, Petersburg; Libby Manfull, Gibbon; and Hillary Nielsen, St. Paul, chose The ARC of Buffalo County to receive funds for a dance for the developmentally disabled. The project is intended to be fun as well as develop social skills, proper behavior in a formal setting, shopping on a budget, and increased self-esteem. Through an entirely different program, (Continued on page 12)
The following CBT faculty have either been promoted or tenured: Promotion to Professor: **Dr. Craig Marxsen, Dr. Janet Trewin**; Promotion to Associate Professor: **Dr. Jennifer Crosswhite, Dr. Suzanne Hayes, Dr. Frank Tenkorang**; Assistant Professor: **Dr. Nate Barry**; Tenure: **Dr. Kathy Zuckweiler**.

Dr. Kyle Luthans & Dr. Susan Jensen, Management, were contributing authors for an article recently accepted for publication in the *Journal of Business Education* for Business: Their manuscript was entitled "The Impact of Business School Students' Psychological Capital on Academic Performance." Dr. Luthans and Dr. Larry Hughes coauthored a paper with J.B. Avey and S.M. Norman, "Using positivity, transformational leadership and empowerment to combat employee negativity" which was published in *The Leadership & Organization Development Journal*. Leadership Kearney 2011-2012 class: **Dr. Sri Seshadri**, Marketing, and Marketing graduate, **Kim Schmidt**, Viaero Event Center/Tri-City Storm. Dr. Seshadri once again taught Marketing Management at the American University in Bulgaria during the summer of 2011 and has accepted the invitation to be on the Advisory Board of Adarsh Institute of Management and Information Technology (AIMIT) in Bangalore, India. In addition, he is on the Editorial Board of Adarsh Journal of Management Research. Dr. Seshadri, along with Terry Dewitt and Scott Unruh, has a paper, “The Level of Medical Services and Secondary School-Aged Athletes,” published in the 2012 *Journal of Athletic Training*.

**Bruce Elder**, J.D. Accounting and Finance, had an article, "Legal implications of helping students find employment," published recently in *Management Research Review*. Elder, **Dr. Laurie Swinney**, and **Dr. Kathy Smith** were co-authors of a paper “Good Moral Character – Who Needs It?” presented at the Society of Business, Industry, and Economics Annual Conference in Florida.

**Dr. Sylvia Asay**, FSID Chair, was included in New Frontiers regarding her research, “Fruits of a Family Tree.” She also delivered a speech on the Family Strengths Model at the Palacio de Congresos, Madrid, Spain, in May to the Academic Seminar of the World Congress of Families VI.

Dr. **Tim Burkink**, along with other members of UNK Administration, met with Omaha Public School guidance counselors, UNK alumni, and donors. He also presented CBT information at the State Chamber of Commerce sponsored "Innovation Summit" in Kearney. Burkink, **Dr. Suzanne Hayes**, Finance, and **Janice Woods**, Internship/Experiential Learning Director, attended a luncheon honoring the Nebraska Bankers Association (NBA) and their contributions to UN student scholarships. Five UNK NBA Student Scholars attended, Taylor Davidson, Phillip Boon, Joe Jasper, Kevin Hall, and Shawn Arkle. Davidson, Boon, and Jasper completed NBA internships this past summer at banks in Scottsbluff, York, and Minden. Hayes, who directs the UNK NBA Scholarship/Internship program, also presented “Financing the Gap: Student Loans or Student Employment?” at the Business and Leadership Symposium at Fort Hays State University in October.

**Dr. Steve Schulz**, Marketing, attended the Council of Supply Chain Management Professionals (CSCMP). Schulz also received the CBT Faculty Mentoring of Undergraduate Research Award.


**Dr. Kyle Luthans and Dr. Susan Jensen**, Management, presented at the Midwest Academy of Management Conference in Omaha. Their paper was "Benefits of Industry Peer Networks: Knowledge Transfer & Financial Performance." **Dr. Tim Burkink**, Dean, was a co-investigator.

The 54th Midwest Academy of Management in Omaha was the site for the following presentations: "Blind Eyes in the Corporate World: Why Unethical Behavior Goes Unreported" presented by **Tiffani Luethke**, spring 2011 graduate, and **Dr. Michelle M. Fleig-Palmer**, Management. "Teaching Ethical Reasoning using Venn Diagrams" was presented by **Dr. Michelle M. Fleig-Palmer, Dr. Kay A**.

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Hodge, and Dr. Janet L. Lear. Dr. Janet Lear and Dr. Kay Hodge presented "Communication: A Necessary Skill for the 21st Century." They also have a paper, "Employment Skills for 21st Century Workplace: The Gap Between Faculty and Student Perceptions," published in the Journal of Career and Technical Education. Hodge was appointed to the Advisory Board of the MBAA International. At the 2012 conference she presented a critical incident "Service to Members or Conflict of Interest?" with co-author Roy Cook. She was also a panelist on "Writing Descriptive Cases" and "Best Practices: Reviewing Case Studies and Critical Incidents: Author, Editor and Reviewer Perspectives." “The Cat’s Paw or Age Discrimination” co-authored with Ed Leonard, was published in the Journal of Case Studies.

The following presented their papers at the Nebraska Business and Economics Conference: “Higher Education: Externalities, Mobility, and Public Funding” by Dr. Allan Jenkins, Economics. “Google Scholar as a Tool in Assessing Faculty Research Productivity and Impact” by Dr. David K. Palmer, Management; “The 150-Hour Requirement—Past, Present, and Future” by Dr. Kathleen J. Smith & Bruce Elder J. D., Accounting/Finance; “Implications of Increased Ethanol Production on the Variability of Nebraska Commodity Prices: A Preliminary Analysis” by Dr. Deb Bridges & Dr. Frank Tenkorang, Economics; “9/11: How the Last Ten Years of Reactive Legislative Action Have Changed the Business Landscape” by Dave Moffett, Marketing/MIS, & Dr. Ron Konecny, Management; “Challenges to the Wind Energy Business Model” by Dr. Kathryn Zuckweiler, Management, & Stephen Stewart.

The following were presented at the CBT Friday forum: Dr. Kennard Larson, Industrial Technology, "A Critical Analysis of the Role of Vapor Barriers in Controlling Moisture Transport in Building Walls." Dr. Jake Messersmith, Management, "Walking the Tight-Rope: An Assessment of the Relationship Between High Performance Work Systems and Organizational Ambidexterity." Larson’s publication in the fall edition of The Journal of Technology Studies is entitled “Impact of Climate and Geographic Location on Moisture Transport in Wood Construction Walls and Implications for Selecting Vapor Retarders.” He also completed 45 hours of training and passed the written exam to become a Certified Home Energy Rater. A home energy rating involves an analysis of a home’s construction plans and on-site inspections. Based on the home’s plans, the Home Energy Rater uses an energy efficiency software package to perform an energy analysis of the home's design. This analysis yields a projected, pre-construction HERS Index.


Dr. Allan Jenkins, Economics, had his students present at the December “Times Talk.” The focus was on the Balanced Budget Amendment. Student Presenters: Eric Rosenberg, Anit Rana, and Phillip Ols.

“Optimizing FDM Rapid Prototyping Technology to Enhance Conceptual Visualization of Design Project Models in Architectural/Construction Graphics Courses” was the paper presented at the Annual Association of Technology Management and Applied Engineering by Dr. Ronald Shava. Dr. Tim Obermier, Industrial Technology, presented “Implementing a ‘Grow Your Own’ Program to Achieve Departmental Personnel Needs.”

Angela Hollman, Industrial Technology, earned the Certified Cisco Academy Instructor (CCAI) Certification.

Dr. Nate Barry successfully defended his dissertation this year.

Dr. Ron Tuttle, Industrial Technology, received the AIM Institute's College Educator of the Year award in April, 2012 at the Infotec Conference at the CenturyLink Center in Omaha. Dr. Tuttle has been an exemplary information technology educator.

“Correlation between Exchange Rates and Trade and Investment Variables,” the paper by Dr. Vani Kotcherlakota, Economics, and her co-authors, Dr. Beverly Frickel, Finance, and Dr. Frank Tenkorang, Economics, has been published in the National Social Science Journal. The "Analysis of Foreign Exchange Rates," co-authored with Dr. Beverly Frickel and Gandhi Veluri, has been published in the National Social Science Journal. In addition, she taught a three-week Principles of Economics course at the Aalto University School of Economics, Mikkeli Campus, Finland, in February. She presented "USA-India Export Elasticity Estimates for 2000-2012," co-authored with Dr. Frank Tenkorang and Gandhi Veluri, at the National Social Science Conference in Las Vegas.

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Dr. Vijay Agrawal & Dr. Ross Taylor, MIS, along with Cody Lusero, have a paper, “Xpanxion: Setting a New Path to Software Development,” which was presented at the Business & Leadership Symposium at Fort Hays University in Hays, Kansas in October 2011. In addition, Trends in IT Human Resources and its Determinants contains a chapter by Dr. Vijay K. Agrawal, Vipin K. Agrawal, Dr. Ross Taylor, and Dr. Frank Tenkorang, Economics. The chapter is Managing IT Human Resources: Considerations for Organizations and Personnel. The Editor is Jerry Luftman.

Larry Carstenson J.D. & Dr. Steven Hall, Accounting/Finance, along with William W. Stammerjohan, Louisiana Tech University have a paper, “A New Model of Punitive Damages and the Incentive to Manage Earnings,” published in the spring 2012 edition of the Journal of Theoretical Accounting Research.

Dr. Greg Broekemier, Marketing, along with Ray Marquardt and James Gentry have an article in the 2008 edition of The Journal of Services Marketing, "An Exploration of Happy/Sad and Liked/Disliked Music Effects on Shopping Intentions in a Women's Clothing Store Service Setting."

Noel Palmer, Management, was promoted to Lieutenant Colonel (LTC) in the U.S. Army Reserves. Along with that promotion, he is now the commander of the 600th Engineer Facilities Detachment in Des Moines.

Dr. Rod Flannigan, Industrial Technology, has been instrumental in securing a donation of two hydraulic trainer work stations valued at $50,000 from Womack. They have the ability to interject system faults to develop troubleshooting skills.

Following are activities by NE Safety Center personnel: Darla Morris attended workshops on Emergency Evacuation Procedures, Wellness in the Workplace and Customer Service. In addition, she attended and staffed a booth at the Great Plains Safety Center and Health Conference in Kearney in October. Cynthia Houlden was the NSC representative at the 2012 NE Department of Roads Research.
WHAT’S UP?

Funded by the Susan Thompson Buffett Foundation, the William H. Thompson Learning Community is designed to enhance the learning experience for students awarded this scholarship. Students receive an opportunity to conduct undergraduate research with a faculty mentor. In addition, freshmen scholars take one class together each semester. During the spring semester 2012, two courses within the FSID department have been designated as Thompson Scholars courses. These courses are FSID 160 Personal Money Management and FSID 188 Intimate Relationships. Coordinated coursework allows these scholars to enhance their education and develop intellectually with one another. FSID faculty have developed strategies to meet the educational goals of this learning community by providing focused activities and interaction with peer leaders. Several FSID faculty have also served as faculty mentors for their undergraduate research projects.

The Center for Rural Research and Development (CRRD) sponsored an entrepreneurial alumni/student mentoring event. The CBT students participating were: Chris Bond, Craig Kirschner, & Nickola Messbarger, Kearney; Amy Long Bayard; Angelica Calderon, Grand Island; Amber Matteson, Zach Shultz, Kody Saathoff, Miller; Holley Peterson, Amanda Olson, Stuart. Alumni were Dan Schumacher, Schumacher Brothers Fencing, Kearney; Greg Dake, Dake Design, Omaha; Clay & Jennifer (Warner) Ramsey, Miskos, Ord & Kearney; Waylon Woods, Woods Aviation, Kearney; Brett Weis, Investments and The Egg & I, Kearney. CRRD conducted a Business Innovation competition during the fall of 2011. The first place winner Chris Trumler and his wife are USDA inspectors living in Rockville. Their entry was The Hay Stinger. Others included: Print Last Page (PLP?) by Dirk Christensen; Disintermediation with IT by Hyeonphyo Hwang; Vision in White by MaKayla Rutt; Orleans Hotel Revitalization by Robert Rager; Easy Shop by Tyler Clifford; Scatter Kindness Clothing by Jason Luong; Before I Do by Tyler Clay; Stoll Tool Entry by Nicolas Stoll; and RoofSafe entry by Drue Waldron. This first time event was a success. In addition, during the spring semester the CRRD held the first Central NE Business Plan Competition offering $10,000 to the first place winner, $3,000 for second, and $500 for third place.

Dr. Kyle Luthans, Professor of Management, has been awarded the John Becker Endowed Professorship for the College of Business and Technology at UNK. Dr. Luthans was selected from many deserving candidates based on his record of high quality teaching and impactful scholarship. Dr. Luthans teaches courses in administrative strategy & policy, human resource management, labor relations, and management. Feedback from students and peers indicate he is a dedicated teacher who is knowledgeable and current in his discipline, fair, yet rigorous, and focuses on engaging students in the learning process. Dr. Luthans is a leading researcher focusing on high performance work practices and organizational leadership. A prolific scholar, he has authored or co-authored 51 intellectual contributions, including 16 articles in peer reviewed journals.

The John Becker Endowed Professorship, established in 1997, recognizes a distinguished business professor at the University of Nebraska at Kearney who has a sustained and distinguished record of teaching and research. The term is three years and the award includes an annual stipend.

Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Membership is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International. For a complete listing of inductees, visit: http://www.unk.edu/academics/bt/BGS/Beta_Gamma_Sigma/
The UNK Collegiate Chapter of the American Marketing Association generated donations for Central Nebraska victims of AIDS/HIV and participated in the AIDS Walk in September. The group aided in the generation of $4,000 to further educate the population about HIV/AIDS prevention. They continued to work with the Nebraska Aids Project (NAP) throughout the academic year. President: Natalie Regenos, Kearney; VP: Shawn Arkl, Kearney; Promotions: Diana Garcia, Schuyler; Programs: Rebecca Swenseth, Lincoln; and Treasurer: Jim Mannschreck, Cook. The group recognized Little Caesars of Kearney as Marketer of the Year during AMA Week in recognition of their relationship with UNK students and their marketing efforts.

Student Interior Design Organization (SIDO) received $200 for winning 1st place in the Student Organization Fair for the display they created to generate interest in their organization. Fifteen UNK students from Dr. Ken Larson's ITEC 360 Building Systems class donated their time in September to place the concrete footings and foundation for the home they built this semester with Habitat for Humanity.

Carrie Galloway, UNK Management student and Vice President of UNK's Society for Human Resource Management, appeared with Dr. Michelle Fleig-Palmer on 'Talk of the Town' KGFW Radio Show in the fall. They discussed "Managing Your Career in Turbulent Times."

Association of Information Technology Professionals (AITP) officers for the 2011-2012 academic year were: President: Craig Kirshner, Kearney; VP Finance: Megan Larson, Farnam; and VP Marketing: Shawn Lienemann, Doniphan. They attended the Annual Global Conference 2011 in Philadelphia, PA.

The Fall Student Research Symposium on the UNK campus highlighted presentations that were a result of the students' participation in the UNK Summer Student Research Program. Jordan Rehnstrom, from Hartington, presented "IFRS and Its Effect on Reported Working Capital;" Kirsti Rehler, from Austin, Texas, presented "Statute of Frauds--is it time for a change?" Jordan's research was mentored by Dr. Laurie Swinney, and Kirsti's research was mentored by Dr. Larry Carstenson, both from the Department of Accounting and Finance. Phi Beta Lambda (PBL) members worked at the Habitat for Humanity work site, the group's selected philanthropy. In addition, under the direction of Mary Rittenhouse, the group once again sponsored the Annual Business Competition Day where many Nebraska high school students competed in a variety of areas in business on the UNK campus. Their state leadership Conference winners are: 1st Place Business Presentation: Gavin Schneider, Edgar, and Amanda Fike, Deweese; 3rd Place Help Desk: Amanda Fike; 3rd Place Management Concepts: Jenna Edwards, Benkelman; 4th Place Business Law: Jenna Edwards, Amanda Fike, and Gavin Schneider. All qualify to represent UNK at the National Leadership Conference in June in San Antonio, Texas.

The UNK Beta Gamma Sigma Chapter has been named a Premier Chapter for 2010-2011. To be named a Premier Chapter, at least 85 percent of those qualifying for membership must accept the invitation. As a result, the local chapter once again qualifies for the BGS Matching Scholarship program. The following students presented their respective papers at the 2011 Nebraska Business and Economics Conference: "Rural Physician Recruitment and Retention Programs" presented by Mikayla Brune; "Using Intrinsic and Extrinsic Motivation with Students" by Regan Ruhl, MBA student from Wayne; "Nurse Practitioners May be the Solution" by Zachary Shultz; "Leaders of a Younger Generation" by Kate Stump, MBA student from Grand Island with an undergraduate degree in Corporate Communications and Spanish.

Kay Payne Case Competition Fall 2011 Best Cases won $2,000 to share among the team members. The Circle D Case from Dr. Heather Schulz’ Advertising Management class was developed by Jaycie Woslager, Winside; Jessica Kenyon, Grand Island; and Blake Beideck, Kearney; while the co-awardee was the Arkl Family Therapy case, a Marketing Research project in Dr. Greg Broekemier’s class. Members of the team were Fan Yang, Shenyang City, Liaoning Province, China; Brandon Wissing, Grand Island; Cory Soejoto, Elkhorn; & Vanessa Leeper Jones, Colorado Springs. Spring winners from Dr. Schulz’s Advertising Mgt. class were: Bokkyung Chang, Seoul, South Korea; Trevor Williams, Kearney; Samantha Hahn, Cairo; & Justin Drudik, Juniata for the University Laundromat (Team 2). Co-winners were: Nathan Holmes, Grand Island; Bryan Mizner, Grand Island; Jae Jung Park, Daegu, South Korea; & Yusuke Shibata, Komoro, Japan for Arkl Family Therapy (Team 2).

James Stone, Construction Management President, placed fourth in the Associated Schools of Construction (ASC) Management Competition held in Nebraska City in 2010. He was the recipient of the State Associated General Contractors (AGC) Scholarship in 2011. He interned for Kiewit Building Group in Omaha, NE in 2011 and has accepted a full-time position with McCarthy Corp. of Phoenix, AZ.

Natsuko Iwahita, Aircraft Systems Management (ASM) student with a support services emphasis, won a $5,000 scholarship from the International Society of Transport Aircraft Trading (ISTAT). This is an internationally competitive scholarship, and she is one of 18
New Faces Join College in the Pursuit of Excellence

Rod Flanigan, Assistant Professor, Industrial Technology, is teaching in the Industrial Distribution program. He received his BS degree from Brigham Young University, a MBA from the University of Utah, and his PhD. from Utah State University with an area of specialization in Engineering and Technology Education. Prior to joining the UNK faculty, he was a business owner, full-time PhD. student, instructor, and city council member in the state of Utah.

Stuart W. Henry, Major (Retired), U.S. Army, is a Senior Military Science Instructor. Previously, MAJ (R) Henry worked with the Joint Navigation Warfare Center at Kirtland Air Force Base, NM after retiring from 22 years of military service. MAJ (R) Henry received his MBA from American Intercontinental University and his BA from Tarleton State University.

Angela Hollman, Lecturer, Industrial Technology, received a MS and BS from the University of Nebraska at Kearney. She previously worked at UNK as the Assistant Director of networking, where she managed all aspects of the campus computer network including network security, wireless and wired access.

Jeff Nordhues, Lecturer, Family Studies and Interior Design, received his MID from the Rhode Island School of Design, in addition to the Sheridan Collegiate Teaching Certificate from Brown University. Prior to joining the UNK faculty, he designed furniture and managed new product development cycles both domestically and internationally for Baker Furniture, a Kohler Company.

Noel Palmer, Assistant Professor, Management, is completing his doctoral studies in management at the University of Nebraska-Lincoln. He also holds a Bachelor of Science in engineering from the United States Military Academy. His research focuses on leadership and ethical decision-making. Prior to pursing his PhD., Noel served on active duty in the military. After leaving active duty, he worked as a heavy highway construction project manager. Noel continues to serve in the US Army Reserves and recently returned from a deployment to Afghanistan.

Dr. Heather Schulz, Assistant Professor, Marketing and Management Information Systems, earned her Ph.D. from the University of Texas at Austin. She holds a MS from the University of Illinois at Urbana-Champaign and a BJ from the University of Nebraska – Lincoln. Her research interests center on conspicuous consumption, branding, and consumer culture.

“My first semester at UNK has been a very positive transition. The marketing and MIS faculty have been friendly and supportive. In terms of teaching, the class sizes are manageable, the students are engaged and talkative, and the teaching load is appropriate. In terms of research, I have been able to begin new research collaborations with other Marketing faculty at UNK while still having the time to produce journal manuscripts with my advisors from my previous institution. Finally, in terms of service, I feel that college-level committees provide a great opportunity to interact with other CBT faculty in other departments throughout the semester. UNK as a whole is a well-rounded institution. I have attended many of the events put on by the fine arts area, and they were quite enjoyable,” said Dr. Schulz.

Janice Woods, Director of Business Internships & Experiential Learning, came to UNK from McCain Foods USA in Grand Island, Nebraska where she was involved with food production management. She earned MS and BS degrees in Food Science from Kansas State University.

Continued from page 9 (Outstanding Students) students from around the world to receive the award.

Yusuke Furuta, ASM student in the Flight Operations Emphasis, received the Flight Instructor Certificate. Yusuke is the first Japanese student to become an instructor and passed his certification exam on the first attempt.

Newly elected student body President is Cameron Deter, Red Oak, Iowa; VP is Brock Drudik, Hastings; both are in Industrial Distribution. Senators from the CBT are: Ashton Jackson, Kearney, and Victor Chacon, Cozad.

The following Aviation System Management students participated in High Altitude Training at the OSU Center for Aerospace and Hyperbaric Medicine: Ying Huang, Arielle Huber, Hiroyuki Adachi, Kensuke Okuma, Brandon Ingraham, Ken Onoda, Jeff Lantz, Nathan Rogers, Hirofumi Mochizuki, Ryan Stuhlmler, Takayuki Mizoguchi, & Jordan Weber. The UNK SIFE team won the regional competition in Hollywood. The following students participated in the Kansas City competition in May: Allison Gray, Loomis; Amanda Thee, Kearney; Erin McMillan, Grand Island; Jon Larchick, Loup City; Kasey Dean Dietz, & Kori Dietz, Morrill; Margaret Fennessy, Norfolk; Michael Lechowicz, Omaha; Miranda Kluthe, North Platte; Nicole Connor, Bennington; & Zachary Shultz, Grand Island. They were recognized for their Outstanding School Volunteer Program.

Riza Dogan, MBA student from Turkey, earned the Best Graduate Student Paper Award for "Legal and Political Issues Faced by Turkey in Becoming a member of the European Union." He presented at the National Social Science Conference in Las Vegas and was mentored by Larry Carstenson, J.D. The following participated in UNK’s Student Research Day: Economics students advised by Dr. Frank Tenkorang were Roy Machamire, Zimbabwe; Anne Maina, Nakuru, Kenya; & Pamela Thindwa, Malawi. Their paper was "The Economic Impact of the 2010 FIFA World Cup-South Africa.” Tankorang also advised Ryan Dethlefsen, Sutherland, on his paper, “Time Series Analysis of Corn Price Forecasting.” Dr. Tawnya Westfall, FSID, advised Emily

(Continued on page 11)
(Continued from page 7) Outstanding Students

M. Smith, Omaha, on her paper, “Literature review about university dorm lounges and their effect on the current student population.” Dr. David Palmer, Management, advised Landon Fuller whose paper was “The Origins of Going Green Sustainability and the notion of "going green."” MBA Director, Dr. Sri Seshadri, mentored Riza Dogan, who wrote “Antecedents to Students’ Performance in MBA Programs.” Seshadri also mentored Megan Faust, Petersburg, who presented “The Management of Human Capital in the Nonprofit Sector.” Dr. Heather Schulz, Marketing, advised Justin Vogel, Scottsbluff, with his paper “UNK Recruitment and Retention.” Jordan Rehnstrom, Hartington, presented “IFRS and Its Effect on Reported Working Capital” at the Society of Business, Industry, and Economics Annual Conference. Luke Conrad, Valley, presented "Philanthropy Based Learning" at NCUR in Utah. Zachary Shultz, Grand Island, was accepted into the Ayn Rand Institute Summer Internship Program in CA. Industrial Technology’s Vision 2020 Conference engaged 130 high school students by providing three educational seminars and listening to a panel of telecom professionals talk about their careers.

(Continued from page 7) Faculty Excel Conference. Marshall Barth received certification in the Driver Improvement Program. Dennis Holtz attended training at SE Community College to become a CDL third party examiner. In addition, he attended the Advisory Council of Central Technical Community College in Drumright, Oklahoma, one of the largest professional truck driving training schools in the U.S. He became Red Cross Certified in First Aid. In addition, he developed the DMV Third Party Testing Program and the Professional Truck Driving Program. Sherry Morrow completed the Summer Institute for the online teaching workshop, Sponsored Programs’ Intellectual Property Rights Session, and was involved in the Nebraska Institute for Rural Futures. She was a presenter for the Leadership Kearney adult and youth classes in November as well as the campus Veterans Day program. She also was awarded the Freedom Award in Education for her outstanding volunteerism. Accounting professor Dr. Brenda Eschenbrenner’s research in emerging technologies was published in Management Information Systems Quarterly (MISQ), a top journal in the MIS field. Her manuscript “Validation of a Model of Information Systems User Competency” was accepted at the prestigious 2011 International Conference on Information Systems.

Outstanding Juniors/Annual & Endowed Scholarships

In April, the UNK Foundation, through the Office of Financial Aid, was able to provide 88 scholarships to 207 recipients totaling $209,262 in scholarships. For photos and a complete listing of scholarships and Outstanding Juniors who were recognized by their faculty, go to: www.unk.edu/academics/bt/.

Lori Skarka, MBA Office Associate, received November's Employee Achievement Award. The Annual UNK Assessment Awards luncheon held in March recognized the following: Sri Seshadri, MBA Program, the Most Improved Assessment Reporting and Deb Bridges, Economics, the General Studies Assessment Award for exemplary and sustained contributions to General Studies. The following faculty were recognized for TaskStream Implementation (100% participation) – Rod Flanagan (ITEC), Jeff Nordhues (FSID), and Dave Moffett (MIS). Exemplary Contributions to Assessment was awarded to the undergraduate business programs.

The Business Division Dean’s Advisory Board met in April. Dr. Burkink provided an update on enrollment, budget, infrastructure, accreditation, the UDTA award, the Experiential Learning initiative, and two new core courses. Luthans presented his research on Psychological Capital, Jensen an overview of Assurance of Learning, Broekemier and Schulz a description of the Supply Chain Management program, Woods an update on internships along with goals to establish a Student Managed Investment Fund. In addition, the Campaign for NE, corporate sponsored scholarship, and the Board’s role in fund raising were discussed.

www.herviewfromhome.com $10,000 Winners in CRRD Business Plan Competition: Leslie Means, Heather Ringgleman, and Jennifer Sill.
Dr. Jenkins said, “The foundational question underlying our currently dysfunctional federal government; the Occupy Wall Street, and Tea Party protests; the Wisconsin and Ohio labor battles; and growing concerns with income inequality is: What is the appropriate role for government in a sophisticated capitalist economy? Both the free market advocates and the proponents of an active government have powerful arguments and considerable political support. Today’s college students will become important players in this on-going debate. The Morality of Capitalism Symposium should help prepare them to effectively meet the requirements of an informed citizenry.”

Experiential Learning: Classroom Innovation

Experiential learning has become, without question, one of the differential advantages within the CBT. The faculty has a strong belief that it is not enough to know concepts and principles, but a graduate must have hands-on experience upon graduation in order to be marketable. With that in mind, Steve Klein, CBT’s Workspace Support Specialist, proposed the integration of iPads in the classroom. Seven faculty enthusiastically agreed to engage students in the challenge. Dr. Tuttle said, “We used the iPads in ITEC 290, “Communicating Through Technology,” to conduct remote presentations via FUZE, the audio/video conferencing service which enabled the iPad to be interfaced with MS Windows and Android devices. Individuals or student teams could easily take the device to any location with wireless access and make presentations or conduct interviews which would then be viewed by the students in our classroom. Students would switch between the facing camera and back camera to demonstrate lab activities or location shooting. In the ITEC 220/320 Electricity/Electronics classes we used them for algebra/calculus review and circuit design assignments. The students in all classes enjoyed the opportunity to utilize the iPad and applications relating to course assignments. Students generally felt that it enhanced the class experience, accelerated learning, and improved retention.”

Another approach this year has been the students’ use of SAP software in some of their classes. SAP is one of the world’s industry leaders in enterprise resource planning (ERP) software applications. SAP provides software licenses for its products and services to universities and colleges who join its SAP University Alliance. This membership has made it possible for CBT to provide students the opportunity to apply the conceptual knowledge learned in the classroom using the industry-leading ERP system. By completing three classes that have been pre-certified by SAP with a grade of C or above, students are able to earn a Student Recognition Award, recognized within the industry. Both the Accounting Information Systems and Advanced Accounting Information Systems courses achieved the SAP certification during this academic year, and plans are underway to achieve certifications for additional courses.

Business Major Field Test Results

The Major Field Test, developed by the Educational Testing Service, is a comprehensive outcome assessment administered to CBT graduating seniors in business to measure their factual knowledge, understanding, and ability to analyze and solve problems as well as the context of those issues within the business disciplines. Students’ scores are compared to national averages so that the program continually is improved.

Out of 118 students taking the test during the 2011-2012 academic year, 30 scored at or about the 75 percentile. Of those 30 students, 11 of their scores put them in the 90th percentile or better. The benchmark for CBT is the 50 percentile.

Among the highest scoring students were: Liao Chencheng, Kearney; Sam
BUSINESS DIVISION DEGREE PROGRAMS

BUSINESS PROGRAMS
Business Administration Major
Business Administration Comprehensive Major
with an Emphasis in:
• Accounting
• Finance
• Management
• Management Information Systems
• Marketing
• Supply Chain Management
Master of Business Administration Program

ECONOMICS
Economics Major
Business Economics Comprehensive Major
Agribusiness Comprehensive Major
Teaching Subject Endorsements: Basic Business Ed. 7-12,
Vocational Business Ed. 7-12

TECHNOLOGY DIVISION DEGREE PROGRAM

INDUSTRIAL TECHNOLOGY
Construction Management Comprehensive Major
Industrial Distribution Comprehensive Major
Telecommunications Comprehensive Major
Aviation Systems Management Comprehensive Major
with an Emphasis in:
• Flight Operations
• Aviation Support Services

FAMILY STUDIES AND INTERIOR DESIGN
Family Studies Major
Interior Design Comprehensive Major

MILITARY SCIENCE
Gold Program
ROTC

COLLEGE OF BUSINESS AND TECHNOLOGY: BUSINESS DIVISION COUNCIL

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Allmand Bros. Inc

Kenneth Anderson
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Task Lighting

Ryan Bertucci
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Manager
Seminole Energy Services

Larry Dix
Executive Director
Nebraska Association of County Officials

Ron Eckloff
Certified Financial Planner
Barney Financial Services

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Retired Health Care Industry

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Senior Vice President
Minden Exchange Bank & Trust Co.

Bill Podraza
Client Relations Manager
Miller and Associates

Earl Rademacher
Retired

Karen Rhoads
Chief Financial Officer
The Buckle, Inc.

Dan Shundoff
President
IntelliCom Computer Consulting, Inc.

Larry Speicher
Administrator
Platte Valley Medical Group

Eric Trettle
Advisory board member
Edward Jones Investments

Jack Wilkins
President
Wilkins-Hinrichs-Stober Architects LLC
Have you been promoted, received an award, changed jobs...
moved, increased your family, or moved? We are interested in you and other alumni are interested in the events of your life. Help keep our CBT mailing list current and the newsletter interesting by using this form to notify us of a change of address as well as to update us on your eventful life. Send the form to: Marsha K. Yeagley, College of Business & Technology, University of Nebraska at Kearney, Kearney, NE 68849-4451, fax to 308-865-8387, or e-mail yeagleym@unk.edu

Name

Address

E-mail Address

Home Phone

Work Phone

Year Graduated from UNK or KSC

Major

Employer

Position/Title

Work Address

NEWS Item