Have you been promoted, received an award, changed jobs...  
married, 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

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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

B&T CENTERS
Nebraska Business Development Center
Center for Rural Research & Development
Center for Economic Education
Nebraska Safety Center

BUSINESS DIVISION DEGREE PROGRAMS

BUSINESS PROGRAMS
Business Administration Major
Business Administration Comprehensive Major
with an Emphasis in:
• Accounting
• Finance
• Management
• Management Information Systems
• Marketing
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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Platte Valley State Bank & Trust Co.
Tom Honning
President & CEO
Cash-Via Distributing
Teresa Ichets
Shopping Center Manager
HighPoint Mall
Yvonne Jackson
Plant Manager
Praesic
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Business Advisor
Eakes Office Plus
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Dear Friends of UNK:

My first full year as Dean of the College of Business & Technology has been challenging and rewarding. I am pleased to report that the College has made significant progress in a number of areas as we strive to meet our mission, which is to prepare students to compete in dynamic professional environments and to promote academic, social and economic development. The faculty and staff work to achieve this mission by providing student-centered educational opportunities including experiential learning, advancing knowledge through applied and pedagogical scholarship, and providing service to our stakeholders.

We continue to sharpen our focus on experiential, hands-on learning. Our students learn on the job at internships, serve as consultants with area businesses, and conduct original research with faculty. Applied, hands-on learning is supported by two new learning labs, including the Industrial Distribution Branch Sales Simulation Lab and the Global Marketing Research Lab. We believe that experiential learning builds knowledge and skills to prepare our students to become professionals who add value starting their first day on the job.

The faculty continues to excel in many areas, including teaching, scholarship, and outreach. We are especially proud of Dr. Phyllis Markussen, Family Studies & Interior Design Chair, for receiving the University-wide Innovation, Development, and Engagement Award (IDEA) and the Marketing & MIS Department for receiving the campus Departmental Teaching Award. Our MBA students set a new standard, scoring in the 80th percentile on the Major Field Test, compared to MBA students nationwide. In 2009/10 the faculty published 56 peer reviewed journal articles, a 51 percent increase over last year, and the Construction Management Program was awarded a major grant from the National Association of Homebuilders to enhance our sustainable construction programming.

Our future continues to be bright, but there are challenges ahead. The difficult economic situation means that budgets will continue to be tight and that prospective students will be cautious about determining where they will further their education. We will continue to use our resources to most effectively meet our teaching-focused mission and make the College a place that delivers very high value to students and taxpayers.

Please read on and discover more about what makes the College of Business and Technology a place where exceptional learning happens every day! I encourage you to share our accomplishments with others and invite your input about what you read in this report.

Sincerely,

Tim Burkink, Dean
E-mail: unkbt@unk.edu
Bill Bauhard, a Loup City, NE native and 1967 KSC/UNK graduate spent two days on campus as the 2009 Ron Landstrom Executive in Residence. He spoke to various classes, met with student leaders and UNK administrators, and presented, “Corporate Ethics—A Critical Element of Corporate Culture” to an overflow crowd during homecoming week. “This institution has been important for setting the stage of my career,” said Bauhard. “The top two issues business schools address today are corporate ethics and leadership management. Knowing what is right and acting on it as well as knowing what is wrong and not doing that are what it is about. Employees need to do the right thing for the right reasons. We need to respect individuals and positions and celebrate doing what is right,” he added. He proved his dedication to personal ethics when he was the Chief Financial Officer (CFO) of a publicly traded company and a board member suggested that he manipulate financial figures announced to Wall Street to make the organization look better. He said, “If this is a mandate, I will walk out because doing that is not right.” Ultimately, the Chair of the Board was pleased that he took a stand and the Board backed him. Bauhard said that every organization needs a set of core values to live by. Those values must be communicated, reinforced, and be visible throughout the organization. He indicated that ethical leadership at the executive level is critical. The leader must be visible and engaged as well as consistently walking the talk. This goes a long way in establishing a desired ethical culture. Creating a climate of trust, being a role model, and possessing high integrity yet being an approachable leader who treats people with respect are important. The reward will be success. He quoted Mark Twain who said, “Always do right—this will gratify some and astonish the rest.” He told his audience that he had confidence in them as students. They have an opportunity to act ethically and to change the direction we have gone recently with the Madoff Ponzi scheme, Enron, etc.

According to the Ethics Resource Center’s 2007 National Business Ethics Survey, 56% of the employees surveyed personally observed violations of standards. The rate of misconduct drops by 75% at companies with strong ethical cultures. In 1991, The Federal Sentencing Guidelines of Organizations, which were revised in 2004, encourage companies to have formal programs on ethics. The Sarbanes-Oxley Act of 2002 mandates that public companies disclose whether they have a code of ethics for key officers and a mechanism for reporting misconduct and whether they discipline employees who violate the law. Companies invest in ethics and compliance programs to protect their reputation, make commitment to high standards, ensure employee retention and productivity, gain customer trust and loyalty, and obtain greater access to financial resources, just to name a few reasons.

Mr. Bauhard graduated from Kearney State College in 1967 with a B.S. in Education and majors in Mathematics and Physical Science. He taught math in Minden, NE and Newton, IA prior to joining Northwestern Bell in 1971. He held several management and executive positions, and in 1984 was selected by the company to attend the Massachusetts Institute of Technology (MIT) as a Sloan Fellow. In 1985, Bill received a M.S. in Management from MIT.

From 1995 to January 2000, Bill was Senior Vice President & Chief Financial Officer of The Guarantee Life Insurance Company. He was actively involved with the CEO in transitioning Guarantee Life from a mutual company to a stock company, culminating with an IPO in late 1995. Between 1996 and 1999, Mr. Bauhard provided leadership for Guarantee Life’s acquisition strategy during which time it acquired a $100 million life insurance company and two $35 million companies. In late 1999, Bill played a key role in marketing and selling Guarantee Life to Jefferson Pilot.

From 2001 through June 2007, Mr. Bauhard was Sr. VP & CFO of Omnium Worldwide, Inc., a privately held accounts receivable management company. Mr. Bauhard was instrumental in leading Omnium’s transformation from a financially struggling company to a debt-free, highly profitable, cash generating firm. Bill provided leadership and support in marketing the company to a group of potential buyers which was completed with the sale of Omnium to the West Corporation in May 2007. From 2008 until April 2009, Bill was an independent...
CBT Outstanding Alum: Teresa Porter

2009 Outstanding UNK/CBT Alum, Teresa Porter, earned a bachelor’s degree in Business Administration in 1980. “Entrepreneurial Spirit...Got It? Get it!” was the address she presented to an engaged group of students on the Friday of UNK’s Homecoming. She emphasized the need to focus daily on your dream and to visualize it. She shared that her first job was knocking on doors to collect delinquent accounts. Although she had never taken a technology course and struggled through her accounting class, she switched her career to an accounting position in the technology industry. Ms. Porter said, “You can do anything. Maximize the opportunities given to you. Credibility, integrity, and honesty are key traits for success. You have an entire career to create your reputation. Don’t sacrifice it. In one shot you can lose it. If you show up at 8:15 a.m. and you’re supposed to be there at 8:00 a.m., admit it. Be honest. Your boss sees the little things. You don’t need to be the smartest person, but surround yourself with smart people. Smart people rub off on you. Think about where you want to live, where you want to get up in the a.m. Get your master plan in your head. Think it through and focus on it.”

When she left Kearney for Colorado the day of graduation, she had three doors of her car duct taped shut and had to crawl in the passenger side. She knew her master plan would take her past this point. “Never forget what side of the bread the butter is on and acknowledge what you do best. Don’t put yourself in a position to fail,” she remarked. Further she said, “I loved the interaction with the people and moved from financials to sales. Many times you’ll be frustrated and want to give up. You have permission to give up for 24 hours. Get up and start over. Keep track of the dream. Every job is a stepping stone. Presence matters...be confident.” To be an entrepreneur she suggested that people learn on another’s dime before they venture. “Make mistakes on someone else’s time and have a back up plan so you know what to do if plan A fails. Live within your means. It’s harder to get back than to maintain it,” she remarked.

She started her own business in her spare bedroom with a phone line and a used desk. In 2002, she did her research and found that the federal government had money while many other organizations were going broke. She went after their business because that is where the money was. “Follow the money,” she advised. “Know your team. Know your customer. Build relationships as they will help you. Start running and don’t stop. It must become the way you live. Work hard every day and focus on the master plan,” said Porter. She made it clear to the students that a person can’t have balance all the time. She remembered her son at eight or nine years of age meeting her at the back door pounding on his watch telling her that she was late and her priorities were screwed up. She agreed with him. She told the students that sometimes you have to miss the soccer game, but balance happens over years. Further she said, “You can’t rely on others to do the job. Do it yourself. However, a good support system helps. It may be the cleaning lady, your neighbor or... who ever, but you can’t do it all.” She suggested that you put your passion behind your business. Ask for their business. Let the customer feel your passion and commitment. Be part of the process. The number one reason for failure is not selling.

Presently she is President/CEO of ISYS Technologies in Littleton, CO. She has 29 years of extensive sales and management experience in the technology industry. Although she began her career in Accounting/Finance, Teresa moved into sales and marketing and eventually into the role of building, managing, and growing technology based organizations. Since her tenure with ISYS, the organization has significantly grown into a reputable competitor doing business with the Department of Defense. In 2008, ISYS was awarded two separate prime contracts with the Department of Energy, National Renewable Energy Laboratory, and also a prime contract with the State of Colorado. Her entrepreneurial spirit and dedication to the free enterprise system has made her company the recipient of the 2009 SBA Administrator’s Award of Excellence and put them in the position of being nominated for Small Business Subcontractor of the Year. Her company was also awarded, by the Missile Defense Agency, a Mentor-Protégé agreement with Lockheed Martin IS&GS.

She is involved in the Women’s Vision Foundation of Colorado where she is part of the Wise Women Council. She has one son, Alex Bomstad, who is also employed by the business development team at ISYS.
University IDEA Recipient: Markussen Honored

The Innovation, Development, and Entrepreneurship Award (IDEA) recognizes faculty excellence in engagement and outreach. Dr. Phyllis Markussen, retiring Chair of Family Studies & Interior Design, was one of the first recipients of this award in 2010. She has extended her academic expertise beyond the institution to benefit others. According to University President James Milliken, this award goes to those who work with citizens, businesses, government and non-profit organizations, other educational institutions, communities, or regions to develop new ideas, technologies, programs, or businesses that strengthen the region or community economically, educationally or governmentally.

Xpanxion Receives Award

University President J.B. Milliken awarded the 2010 Walter Scott Entrepreneurial Business Award to Paul Eurek, 1997 Xpanxion founder, for the unique technology-based partnership with UNK’s CBT faculty and students. The US-based Quality Assurance center in Kearney has a cross-sourcing quality assurance model which leverages onshore, offshore, and rural sourcing capabilities to provide clients with a customer tailored "best of breed" solution. Xpanxion, a leading IT consulting and outsourcing services provider, is dedicated to helping clients design, develop, upgrade, and maintain their web-based applications.

BSBA online Degree

The bachelor of science in business administration online degree program will see its first students in the fall of 2010 according to Dr. Kathy Zuckweiler, the program’s coordinator. She said, “This program is ideal for the working adult who is interested in skill and knowledge development as well as completing a degree program. It can help one land a position in management and management training programs, human relations, marketing, sales or information technology.” For additional information on the program, contact her at 308-865-8185 or email zuckweiler@unk.edu.

Entrepreneurial Networking in Nebraska

The Kearney Ramada Inn was the site of more than 550 small business people, faculty, students, and staff who gathered to network and learn at Marketplace Nebraska in February. This event, which was hosted by the Center for Rural Affairs and cosponsored by the CBT and the CRRLD, taught participants networking skills, brand management, business exit strategies, target marketing and research, how to successfully utilize social networking, and so much more. There were approximately ten different sessions each hour throughout the day from which active learners could choose. Numerous businesses set up shop to sell products while other entities had booths to show entrepreneurs the services provided that could make their businesses more profitable. One such entity was the Nebraska Business Development Center which provides a variety of services at no charge to help spur business success.

CRRD Director, Shawn Kaskie, said, “The 58 student attendees were exposed to professional development experiences that are invaluable and difficult to replicate in the classroom. Many students gained insight into professional careers in their fields of interest through visiting with and listening to experienced entrepreneurs and service providers.”

Marketplace Nebraska will be in Kearney again next year. For more information, contact Carrie Stithem at stithemcl@unk.edu or 308-865-8199.

Marketing & MIS Receive UNK Teaching Award

Dr. Charlie Bicak, Senior V.C. of Academic and Student Affairs, announced that the Marketing/MIS Department won the 2009 UNK Departmental Teaching Award. This award is to "recognize a department which has outstanding esprit de corps in its dedication to the education of students."
Dr. Janet Lear, Education, attended the Nebraska State Business Education Conference in Kearney in June. In addition, she participated in an elite leadership training conducted by NEXUS which was created by Partnerships for Innovation and Nebraska Career Education in cooperation with the Association of Career and Technical Education of Nebraska. Her commitment to leadership and her dedication to Business Education in the State were paramount in her selection for this event. Dr. Lear, J. C. Isernhagen, B.A. LaCost, and J.W. King had the article "Instructor Presence for Web-based Classes" published in the Spring/Summer 09 edition of The Delta Pi Epsilon Journal. She and coauthors C. Ansorge and A. Steckelberg had "Interactivity/community process model for the online education environment" published in the Journal of Online Learning and Teaching.

Dr. Kennard Larson is the new Construction Management Program Coordinator.

Bruce Elder and Dr. Frank Tenkorang, Economics, and Cynthia Houlden, Dr. Stephen King, and Dr. Bruce Schanbacher, Safety Center, authored "Immediate Knowledge Gain from Agricultural Transportation Safety Workshops" which was published in the National Social Science Journal. In addition, "Multi-Facet Of Regional Agricultural Truck Transportation: History, Tonnage, and Law" was published in the Journal of Business Case Studies. Co-authors are Bruce Elder, Cynthia Houlden, Dr. Vani Kotcherlakota, Economics, and Dr. Frank Tenkorang.

Dr. Richard Meznarich, Industrial Technology, has coauthored, with Dr. Ron Shava and Dr. Stan Lightner, "A Curriculum Model: Engineering Design Graphics Course Updates Based on Industrial and Academic Institution Requirements." The article was published in the Spring 2009 American Society for Engineering Education (ASEE), an engineering design graphics journal.

Dr. Deb Bridges, Economics, has been promoted to Professor; Dr. Susan Jensen has been tenured and is now the Associate Dean; and Dr. Michelle Fleig-Palmer, Management, completed her PhD.


Emeritus faculty member, Dr. Bruce A. Forster, and Jessica D. Forster wrote and presented the following at the Ninth Annual Meeting of the Canadian Economic Association and the 9th Annual Meeting of the Hawaiian International Conference on Business: "Governance, Civil Conflict, and Refugee Protection in Sub-Saharan Africa: A Primer." Dr. Forster also wrote and had the following presented at the 9th Annual Meeting of the Hawaiian International Conference on Business: "A Brief Overview of Some Trends in the World Economy: Past and Present."

Dr. Sylvia Asay, Family Studies/Interior Design (FSID), has agreed to serve as the next Chairperson of the Department of Family Studies and Interior Design, beginning in 2010-2011.

Dr. Tim Burkink, CBT Dean, was invited to present at the 2009 Consumer Issues Conference at the University of Wyoming. His topic was "Food v. Fuel: Systems in Conflict." He and Dr. Ray Marquardt had a paper, "Food or Fuel? An Analysis of Systems in Conflict," published in the 2009 Journal of Macromarketing. "Tracing wealth, cooperation and trust: A comparison of two great plains communities" was the paper written by John Anderson, Satoshi Machieda, and Dr. Tim Burkink which was published in the 2010 edition of The Social Science Journal, the official journal of the Western Social Science Association.

Mary Rittenhouse, Director of the Center for Economic Education, presented: “Paradigms and Patterns: Assessing the Multicultural Aptitude of Students at a Midwest University” at the International Business Conference in Rapid City, SD.

Dr. Jeanne Stolzer, FSID, presented a research paper titled "The Drugging of Motherhood: A Biocultural Perspective" at the Annual Conference of the International Center for the Study of Psychiatry and Psychology. “The Drugging of American Boys" was her presentation which was a part of the Times Talk at UNK.

Dr. Sri Seshadri and Dr. Greg Broekemier, Marketing, have a paper, (Continued on page 6)

The following faculty had papers presented at the fall Nebraska Business and Economics Conference in Omaha:

Dr. Vijay K. Agrawal, Dave Moffett and Dr. Ross Taylor, MIS, had a paper, "Developing an Employment Friendly Curriculum for a Business Degree" which was presented by Dave Moffett.

Dr. Greg Broekemier, Dr. Sri Seshadri, and Marsha Yeagley, Marketing, had a paper, "Ethical Decision Making: Nebraska University Students’ Intended Behaviors," which was presented by Yeagley.

Dr. Craig M. Marxsen, Economics, presented: "Suboptimal Supply Side Environmentalism."

"Dyeing the Black Sheep: The Marginalization of Ingroup Deviants" was the paper presented by Dr. Larry Hughes, Management; Bill Provaznik, and James B. Avery, Central Washington University were co-authors.

Dr. David K. Palmer, Management, presented "Collaboration and Scholarly Publishing."

Dr. Kay Hodge, Dr. Suzanne Hayes, and Dr. Larry W. Hughes, Management, had a paper, "A Study of the Efficacy of Altman’s Z to Predict Bankruptcy of Firms Doing Business in Contemporary Times" presented by Dr. Hughes.

Dr. Kyle Luthans, Management, was awarded a $2,500 Distance Education Stipend to develop a new on-line course, Human Resource Management.

Dave Moffett and Marsha Yeagley, Marketing/MIS, presented, "Marketing: Viable in the Non-Profit Sector" at the fall Community Action Mid Nebraska Head Start Conference at the Kearney Ramada Inn.

Dr. Vani Kotcherlakota, Economics, presented the following two papers at the Missouri Valley Economic Association meeting in Kansas City: "The Effect of NAFTA on the Relationship between Exchange Rates and Trade and Investment in the U.S." The paper was co-authored with Dr. Beverly Frickel, Finance, and Dr. Frank Tenkorang, Economics. She also presented "Economic Interdependence for Certain Countries in the Selected Regional Trade Blocs (1984-2008)" which was co-authored with Madhu Babu Prakhya. In addition, she presented the following paper at the 2009 Pennsylvania Economic Association at West Chester University in West Chester, Pennsylvania: "Correlation Between Exchange Rates and Trade and Investment Variables" which was co-authored with Dr. Frickel and Dr. Frank Tenkorang. Also, Dr. Kotcherlakota presented the following co-authored papers at the National Social Science Association meeting in Las Vegas: "Comparisons of Bangladesh, India and USA Balance of Payments Accounts 2007 and 2008" with coauthor Syad Hossain, UNK Math Department, and "Measures of Economics Integration for Selected APEC Countries 1990-2007" with Dr. Frickel, Dr. Tenkorang, and Dr. G.B. Veluri.

Dr. Richard A. Meznarich, Industrial Technology, and Dr. Stanley L. Lightner, Western Kentucky University, presented a paper, "A Five-Year Longitudinal Study: Assessing Student Outcomes in a Department of Industrial Technology," at the 2009 Association of Technology, Management, and Applied Engineering (ATMAE) Conference at Kentucky.

Dr. Jennifer Crosswhite and Dr. Tami Moore, FSID, attended the 71st Annual Conference for the National Council on Family Relations (NCFR). Dr. Moore presented "Family Resource Management: Reality Check Using Case Family Assignments." Dr. Crosswhite presented "Starting a Student Affiliate of NCFR and Keeping it Alive and Successful." Her portion of the four presentations was "Starting a NCFR Student Affiliate Organization." She and Alissa Kern were among the presenters for another Student/New Professional Workshop. Dr. Crosswhite was the organizer, chair, and discussant for the session. Dr. Crosswhite and J.L. Kerpelman had published "Coercion theory, self-control, and social information processing: Understanding potential mediators for how parents influence deviant behaviors" in Deviant Behaviors. They also had "Critiquing the General Theory of Crime’s empirical evidence: Does the evidence support the theory?" published in the Journal of Family Theory and Review.

Dr. Kathy Zuckweiler, Management, received a grant in excess of $7,900 in start up funds for the B.S. in Business Administration Online Degree Completion Program.

Dr. Phyllis Markussen, Chair and Professor of FSID, has earned a place in the NKBBA Hall of Fame. Dr. Markussen also received the prestigious Leland Holdt/Security Mutual Life Distinguished Faculty Award.

The Nebraska Safety Center's (NSC) Carson Fitzgerald received two grants funded through the Nebraska Department of Roads (NDOR). Twelve new simulators will be purchased with this money. Along with this, an additional $7,000 worth of video was provided. In addition, he received a grant from NDOR for the purchase of six NSC cars.

Sherry Morrow, Interim Director of the NSC, received a $4,300 UNK distance learning grant for a research project related to the distance learning driver education endorsement classes.

Dr. Ross Taylor, Dr. Vijay Agrawal, MIS, and, Dr. Frank Tenkorang, Economics, had an article, “Trends in IT Human Resources and Its Impact on Curriculum Design,” published in the 2009 Fourth Quarter of Review of Business Information Systems.

Major Robert Mendez was selected to serve on Senator Nelson’s Service Academy Selection Committee.

Odee Ingersoll, Director of the Nebraska Business Development Center, was honored at the Annual Association of Small Business Development Centers meeting in Orlando, Florida. He was selected as the Nebraska STAR Performer for 2009 for his work in business exit and succession planning and business valuation services. In 2006, he also received this prestigious award for working with small business owners in Mississippi following Hurricane Katrina. He was also selected to provide a half-day training session to other consultants and state directors on exit planning models for small business development centers nationwide.

Dr. Michelle Fleig-Palmer, Management, was quoted in an article on resilience in tough times titled "..."
Linda Burchell Ard, 1970 Home Economics graduate (FSID), is the owner and innkeeper of Burchell’s White Hill Farmhouse Inn. She returned from a Texas college, where she was a teacher, to her childhood home between Minden and Kearney. She opened a 150 seat restaurant and bed and breakfast where she has special event venues.

Katherine Cunningham, December 09 Accounting Emphasis graduate, started working on her MBA at UNK and anticipates graduating in 2010. She is originally from Miller, NE. Katherine scored at or above 90% on the Major Field test, an assessment that is given to all graduating seniors to measure their knowledge of the business field with those across the country.

Nicole Dusenbery, Marketing Emphasis Major, is the Marketing Director for a Denver based prosthetics clinic, Prosthetic Illusions. In addition, she is a certified mastectomy fitter for the organization.

Callie Erickson, Marketing Emphasis graduate, is a marketing representative with SCORR Marketing in Kearney.

Dan Ferguson, Finance Emphasis graduate, is the College Unit Director/Financial Representative for Northwestern Mutual in Lincoln.

Brandon Flanigin, 2009 Marketing Emphasis graduate, is the marketing person for Key-Systems USA, Inc. He and his partner will be launching a series of websites over the next year. Brandon has returned home to northern Virginia. There are wedding plans for him in the near future.

Brian Gough, Accounting/Finance graduate is with Deloitte in Omaha and was recently initiated into Beta Alpha Psi honorary at UNK.

Christopher Hays, Marketing Emphasis graduate, graduated with a law degree from the University of Illinois in May 2007. He teaches LSAT and GMAT prep tests for Kaplan in Las Vegas, Nevada, and has started his own firm, Hays Legal, L.L.C.

McKenna Irwin, Marketing Emphasis graduate, is the Executive Assistant for the VP of Operations at Professional Event Management in Phoenix, AZ.

Stephanie Janda, 2008 Marketing Emphasis, is the Manager of Famous Footwear.

Kara Lenz, Accounting Emphasis graduate, is in the Accounts Receivable Department of CashWa in Kearney.

Rebecca Lineweber, Accounting/Finance graduate with Deloitte, Omaha, was initiated into Beta Alpha Psi honorary at UNK.

Alissa Kern, a recent graduate of Family Studies and last year's President of the Family Studies Organization, presented "Growing a Student Affiliate Organization" at the National Kitchen & Bath Association Conference.

Lucas Obermiller, Economics graduate, finished an internship with Mid-States Irrigation and has taken a full time position with the company.

Kim Dennison Schmitz, Marketing Emphasis graduate, is the Director of Recruiting for Northwestern Mutual Financial Network in Kearney.

Emily Walnofer, 2008 Marketing Emphasis graduate, married Travis Reitz from McCook. Emily is doing marketing with a spineology company in Minnesota.

Kurtis Winters, 2010 Management Emphasis graduate, is a corn specialist for AgriGold in south-central Nebraska. He did an internship with Syngenta.

Brooke Young, Accounting/Finance graduate with PricewaterhouseCoopers, Kansas City, was initiated into Beta Alpha Psi honorary at UNK.

Molly Murphy, Eaton Corp. Sales Director, presented “Embracing the Forces of Change” to UNK students prior to her move to Shanghai, China as VP of Asia Pacific Sales.
Dr. Phyllis Markussen, FSID, will retire in August 2010. Dr. Markussen said, “Rarely are we afforded the opportunity to combine our life’s passion with our life’s work. UNK has afforded me that opportunity. Rare is the opportunity to work with the brightest and best this nation has to offer each day. UNK has provided me that opportunity. UNK has encouraged and supported so many venues to make a difference in other’s lives through classroom engagement, scholarly endeavors, and service to my profession. The UNK community of administrators, faculty, students, and staff has contributed significantly to a bountiful lifetime career. UNK is a super community. Thank you all for your support and opportunities during my 22 years at UNK.” Initial plans for retirement include some time off, traveling, and more time with family and friends. She has been the recipient of many prestigious awards, some you will read of in this publication. Under her guidance FSID has become one of seven in the nation to be accredited by both the Council for Interior Design and the National Kitchen and Bath Assoc.

Dr. Richard Lebsack came to UNK in 1976 as an Assistant Professor in business. He later held the rank of Full Professor and served as chair for the Business Ad/Ed Dept. He also has professional licenses and certifications in aviation. Prior to UNK, he taught at Aims Community College in Greeley, CO, and MSU at Mankato. He earned his B.S. and M.S. degrees from Fort Hays State U., and Ph.D. degree from the University of Northern Colorado. He is a recipient of the Outstanding Professor of the year award and Mortar Board Award for Outstanding Teaching. In retirement, he plans to spend more time with his family and church.

Dr. Don Morgan, Professor of Accounting and former MBA Director, also retired. He earned his Ph.D. at the University of Iowa, was a senior accountant for KPMG Peat Marwick, and was a sole practitioner before teaching at UNK.

Please note the following new members to the Business Division of the CBT Advisory Council:

Health Care: Larry Speicher, Administrator, Platte Valley Medical Group, Kearney; Mark Callahan, Mary Lanning Hospital in Hastings. Non-Profit: Larry Dix, Executive Director, Nebraska Association of County Officials, Lincoln; Jen Meyer, Good Samaritan Society, Kearney. Agri-Business: Brenda Snodgrass Christensen, Minden; Shana Dahlgren, KAAPA Ethanol, Minden. Technology: Jake Butterbaugh, Business Lead-Managed Services, Cisco Systems, Kansas City; Eric Trettle, Xpanxion, Kearney. Distribution/Manufacturing: Wade Jorgensen, Pramac, Kearney; Matt Allmand, Allmand Manufacturing, Holdrege. Higher Education: Lavern Franz, Hastings. The agenda included: introduction of new members; review of the Advisory Council charter; overview of the CBT: Business Division General Studies resolution; review of CBT strategic plan, review of upcoming AACSB International maintenance of accreditation visit; and discussion of potential CBT program additions/enhancements. The Council divided into groups to set their own objectives based upon the strategic plan. They met again at the end of the academic year.

Darla Morris, Safety Center, received the Board of Regents Kudos Award and Carrie Stithem, Office Associate for CRRD, received the UNK Employee Achievement Award.

Industrial Technology and the Business Programs were recognized at the Assessment Luncheon for Curriculum Mapping. In addition, Dr. Janet Lear was recognized for the Most Improved Assessment Reporting in Business Education.

Cynthia Talarico is the new secretary for Accounting/Finance and Randy Rothleutner the clerical assistant for Military Science.

Dr. Tami Moore, FSID, has agreed to serve as the Interim Director of Ethnic Studies for the 2009/2010 academic year.

Allen Jenkins is the President-Elect of the Nebraska Economics and Business Association.
THE SCOOP ON STUDENT ORGANIZATIONS
AND OUTSTANDING STUDENTS

The UNK Student Chapter of the Society for Human Resource Management (SHRM) earned the Merit Award for 2008-2009. For the 2009-2010 school year the UNK chapter of Beta Alpha Psi (BAP) the Accounting, Finance and Information System Honorary, was awarded Distinguished Chapter which means that each member met the required eight professional and service activity hours during the school year. The Mu Nu Kearney Chapter became official with new initiates in the spring of 2010. The Missouri Valley Regional Meeting in K.C. was attended by the following new members: MBA students Matt Bjornsen and Joseylin Williams, Kearney; and Wade Jarvi, Wayne; along with undergraduates Heath Frink and Brandon Snodgrass, Kearney; Keri Carder, St. Edward; Paul Knutson, Schuyler; Reggie Ruhl, Wayne; Chuangyao Zheng, Shandhai, China. Additional initiates are: William Hayward, Mt. Pleasant, IA; Abigail Hughes, Rahima Rahmonova, Asaka, Andijan; and Rachael Raupert, Grand Island. Member Nikki Blaschko participated on the winning team, Palms for Life Fund, which competed in the "Project Run With It" case competition to aid nonprofits. This event is held during the BAP Annual International Meeting. Nikki, who is from Ravenna, was one of eight Beta Alpha Psi members chosen nationally to attend one of the two National Association of State Boards of Accountancy regional meetings as a member of a student panel to tell the NASBA members what students expect from their education and careers. Nikki scored at or above 90% on the Major Field Test, which is given to seniors to identify their knowledge of business and their ranking with others throughout the country. She has a double major in Business Administration with emphases in Accounting and Finance and a minor in MIS. She is the Beta Alpha Psi V.P. of Community Affairs and a member of Financial Leaders Association where she was the 09 V. P. In addition, she is a member of Beta Gamma Sigma and is interning at Baldwin Filters. Nikki and Katie Cunningham attended the Beta Alpha Psi national meeting in New York in August. Katie also scored at or above 90% on the Major Field Test. The Phi Beta Lambda National Conference was once again a place where UNK students showed their abilities. Brett Brase of Aurora was the 7th place winner in Financial Services and 10th in the Free Enterprise Report; Derek Lemberg of Grand Island was the 3rd place and $100 winner in Marketing Concepts; Ross Pierce of Verdigre, 7th place winner in Accounting Principles, and the UNK Chapter was awarded 8th in the Local Chapter Annual Business Report. They successfully held another Business Competition Event on the UNK campus with 200 high school students and 18 advisors attending. The students competed in events such as Accounting I & II, Business English, Business Math, Business Law, Business Systems and Procedures, Computer Literacy, Economics, Filing, General Business, and Keyboarding knowledge. The UNK Collegiate Chapter of the American Marketing Association elected the following officers for 2009-2010: President, Karla Heimes, Hartington; Membership, Samantha Brill, Kearney; Programs, Kellie Stopak, Omaha. Study Abroad Students from CBT are: Mark Grupe, Business Administration-Netherlands; Daniel Hospodka, Business Administration-Australia; Jacqueline Hubl, Interior Design-Italy; Aaron Lewien, Business Administration-China; Brad Nave, Business Administration-Ireland; Yauheni Prystupa, Business Admin.-Czech Rep; Joshua Steele Construction Management-Germany; Matthew Tonniges Construction Management-Germany. Deepi Khedekar presented “Corporate Crime: A Comparison of Culture in Enron and Satyam” at the NEBA Conference in Omaha. The Construction Management Team competed at the Region IV Construction Management Competition in October and won 4th place in the Residential Division due to the rigorous work of the following sophomore students: Cody Unick, Blair; Matt McCarty, St. Paul; Connor Doyle, Ainsworth; Katie Marker, Kearney; and Tim Boetger, Omaha. During the fall annual meeting a construction management competition is held in four divisions: Residential, Commercial, Heavy Highway, and Design-Build. The competition tests the students’ ability to estimate, schedule, and manage a specific development. The students developed 78 acres of farmland, estimated the streets, utilities, etc, and then designed the lot layout. They estimated a floor plan for seven floors that would go into this subdivision and developed a management plan. The team's ranking was 25th out of 57 competing universities. The following Industrial Distribution students were selected to represent UNK for this year's Kiewit Women's Leadership Seminar in Omaha: Kelsey Deterding, Kearney; Kynzie Heilbrun, Gering; and Paige Pillen, Columbus. The Family Studies Organization became affiliated with National Council on Family Relations (NCFR) in spring 2009 under Alissa Kern's presidency. This is an important affiliation for a student organization as only 20 total student organizations are affiliated with NCFR. The following FSID students attended the 71st Annual Conference for the NCFR: President, Stacy Neal, Grand Island; Sarah Birnie Vice President of Non-Traditional Students, Broken Bow; Sara McCarty, Vice-President of Traditional Students, Kearney; and Blythe Wegener, Secretary, Hebron. Also attending was student Cristianne Palmer, Hastings. (Continued on page 11)
New Faces Join College in the Pursuit of Excellence

Kelly Alexander, Instructor of Military Science. SSG Alexander earned his undergraduate degree from Brewton-Parker College, Georgia, and an Associate of Applied Science Degree in Security and Intelligence Operations from Cochise College, Arizona. He enlisted in the U.S. Army in 1983 and, in 2000, enlisted in the Army National Guard where he worked as an Intelligence Analyst. In addition to the U.S., SSG Alexander has been stationed in Germany, Iraq, and Afghanistan.

Greg Benson, Lecturer, Department of Industrial Technology. Mr. Benson earned his undergraduate degree at the University of Nebraska-Lincoln and the M.A. at the University of Nebraska at Omaha. He has 28 years of experience in the materials and purchasing profession. The past fifteen years he has worked as Materials Manager at Eaton Corporation in Kearney and has also served as a part-time instructor for the College of Business and Technology.

Sherrie Dusch, Lecturer, Department of Accounting and Finance. Ms. Dusch holds a B.S. from California State University-Hayward, the M.B.A. and D.B.A. from Western Colorado University and an M.S. from the University of Northern Colorado. She also holds a life-time teaching certificate from the State of California and has been teaching at the college level since 1977. In 2006, she received her license as an Enrolled Agent which allows her to practice before the Internal Revenue Service.

Ben Harris, Assistant Professor, Department of Industrial Technology. Dr. Harris pursued his post-secondary education at Northwestern University and the University of Missouri-Columbia where he earned his Ph.D. Since then, he had been a member of the faculty at the University of Central Missouri-Warrensburg and Southeast Missouri State University-Cape Girardeau.

Shawn Kaskie, Director, Center for Rural Research and Development. Mr. Kaskie was the Executive Director at the Sherman County Economic Development Board in Loup City since April 2007. He is a Certified Professional Community and Economic Developer, Business Retention and Expansion consultant, and NxLevel Entrepreneurship Instructor. He earned both his undergraduate and Master’s degrees from Hastings College.

Major Mendez said, “The experience of being a student at UNK and now instructing here is truly rewarding. The ROTC program continues to see an increase in enrollment and looks to have an exciting future. You can become an Army officer at UNK.”

Qiuping (Catherine) Li, Assistant Professor, Department of Marketing and Management Information Systems. Ms. Li is currently completing her Ph.D. in marketing at the University of Colorado-Boulder. She holds a Master’s degree in economics from Hong Kong University of Science and Technology. Her primary research interests include memory, new product diffusion, and consumer research.

Robert Mendez, Assistant Professor and Director of Military Science. Major Mendez enlisted in the Nebraska Army National Guard in 1992 as an infantry soldier and was commissioned as a Second Lieutenant in August of 1997. He is a graduate of the University of Nebraska at Kearney (B.A. in Spanish) and is currently pursuing his M.B.A. at UNK. His prior experience includes working as part of the management teams at The Buckle and American Foods Group.
The following graduating seniors were inducted: Seniors: Robert Adamson, Byers, CO; Joni Kurz, Sidney; Jeremy Bauer, Waverly; Katie-Mary Outhwaite, Australia; Kayla Brixius, Grand Island; Jamie Powers, Granite Falls, WA; Crystal Bonin, Oak; Regan Ruhl, Wayne; Bridget Dishman, Gurney; Ashley Wegener, Humphrey; Jaekeun Cho, Korea. Juniors: Dustin Andre, Arnold; Ross Pierce, Verdigre; Sagan Carmen, Imperial; Leslie Prelle, Kenesaw; Megan Faust, Petersburg; Reggie Ruhl, Wayne; Bret Grof, Plainview; Ayush Uprety, Kathmandu; Abigail Hughes, Omaha; Ryan Zinnel, Kearney; Vanessa Leeper, Colorado Springs; Matthew Voichahoske, Grand Island; Kevin Mack, Kenesaw. Second Recognition: Matt Bjornsen, Kearney; Wade Jarvi, Wayne.

B&T Honors Graduates

The following graduating seniors were recognized the evening prior to graduation: Accounting/Finance: Nicole Blaschko, Gibson; Adam Akerson, Sidney; Tara Davis, Sidney. Economics: Lucas Obermiller, Arcadia. Business Ed: Mary Gohl, Palisade. FSID: Sarah Lance, Sidney; Danielle Shultz, Kearney; Jenny Hamilton, Maywood. ITEC: Kevin Vrooman, Atkinson; Brian Frieh, McCook; Matt Howe, Central City; Jordan McNitt, Kearney; Clay McPeak, Valentine; Thomas Dwyer, Bartlett. Management: Mallory Mawby, Kearney; Josiah Parker, Lincoln; Cynthia Vencill, Kearney; Ashley Wegener, Humphrey; Mark Dunn, Fall City. Marketing/MIS: Katie-Mary Outhwaite, Australia; Brady Metz, Kearney; Ashlie Baker, Wheatland, WY. MBA: Yuriy Yavorovskiy & Matt Bjornsen, Kearney.

CBT’s scholarship recognition night was held April 30 on the UNK campus with donors, advisory council members, recipients and their families, as well as faculty present. Approximately $170,282 in scholarship money was awarded to 178 students through 82 scholarships which resulted in 266 awards.

The following outstanding juniors were also recognized with scholarship money: Accounting/Finance: Kayla Brixius, Grand Island; Ross Pierce, Verdigre; Ryan Zinnel, Kearney; ECON: Ayush Uprety, Kathmandu; Alexandra Zysset, Hastings; Maria Parra Diaz, Mexico City; FSID: Kristin Donnelly, Lincoln; Lindsay Burns, Omaha; ITEC: Kohei Kawai, Japan; Preston Stahl, Kearney; Leul Yoseph, Kearney; Dustin Bailey, Holdrege; Dusty Birge, Benkelman; Jordan White, Lincoln; Joe Christensen, Wolbach; Management: Megan Faust, Petersburg; Molly Kinkaid, Kearney; Kevin Mack, Kenesaw; Courtney Mahoney, Genoa; Ben Pfannenstein, Kearney; Lucas Valerius, Lakewood, CO; Marketing/MIS: Vanessa Leeper, Colorado Springs; Shinsuke Miyano, Kanagawa, Japan; Dustin Andre, Arnold.

(Continued from page 9) Outstanding Students

Denise Rice, a senior Family Studies major and an Undergraduate Research Fellow, presented “Exploring the Effects of Texting and the Family” at the National Conference on Undergraduate Research (NCUR).

Members of the SIFE team presented "Understanding Trade Resources" and "Six Pillars of Character and Ethics” at Market Place NE. Team members: project leader, Cynthia Vencill, Kearney; Kelse Sharpe, Table Rock; Paige Brown, Cairo; Brittani Faimon, Crete; Halley Gray, Greeley; Jodie Wood, Greeley; Linda Lange, Randolph; and Julie Day, Madrid, all Management students. Also presenting was Kayla Fischer, Hartington; an Accounting major.

The International Honor Society in Economics, ODE, elected the following officers: President, Zachary Shultz, Grand Island; Vice President, Miranda Merrill, York; Gary Bush, Kearney, took on the offices of Secretary-Treasurer and Recruitment and Program Chair. Leslie Prelle, Finance major, was awarded a scholarship to attend a summer economics seminar sponsored by the Foundation for Economic Education. The SIFE team became the regional champ in the overall league competition in New York City in March, won the "Entrepreneurship Individual Topic" competition, and will compete at Nationals in May.

CBT had the following student presenters at UNK’s Student Research Day: Rahima Rahmonova, Uzbekistan, presented "Voluntary Sarbanes-Oxley Act Compliance by Non-publicly Traded Health Care Organizations." Her advisor was Dr. Laurie Swinney, Accounting. Elizabeth Manfull, Gibson, presented "Marketing in a Small Community: What works?" Her advisor was Dr. Janet Lear, Economics Department.

(Continued from page 8) What’s Up

Elected VP Academic Relations of the Cheryl Glazier as one of the top 15 approved private, and For-Profit Universities.”

Family Studies has been recognized as one of the top 15 approved programs by the National Council on Family Relations (NCFR).

(Continued from page 2) Executive in Residence corporate financial advisor. From April 2009 until January 2010, he was Executive Vice President at Grace University in Omaha. His responsibilities included the reorganization of the university in an effort to reduce costs and improve the university’s financial position. Bill is an active community and business leader. He is on the Board of Trustees of the Omaha Business Ethics Alliance and has served on various boards including the Omaha Symphony Board, the University of Nebraska at Omaha Economic, Finance & Insurance Advisory Board, and Grace University’s Board of Trustees, most recently as Chairman. Bill is an adjunct professor at Grace University teaching finance classes.

(Continued from page 6) Faculty Excel

‘Staying Strong in Uncertain Times’ published in the HealthyWomen online newsletter. HealthyWomen is the nation’s leading independent health information source for women. Dr. Fleig-Palmer and her Statistics class provided valuable input to the Rural Enterprise Assistance Project (REAP) after receiving data from their 2008 statewide Small Business Needs Assessment. She was also invited to become a member of Beta Gamma Sigma honor society.

Cheryl Glazier, FSID, has been elected VP Academic Relations of the NE/Kansas NKBA Chapter. Her new role is to be the liaison between the chapter NKBA, NKBA National, and the accredited programs in Nebraska and Kansas.

Dr. Ken Larson, ITEC, received a $75,000 grant from the National Association of Home Builders at their conference in Las Vegas. The grant was through the 2010 National Housing Endowment Homebuilding Education Leadership Program (HELP).

Nate Barry, Industrial Technology, is now a Certified Green Professional with the National Association of Home Builders.

"Optimal Referral Bonuses with Asymmetric Information: Firm-Offered and Interpersonal Incentives" published in Marketing Services was the coauthored article by Qiuping Li, Marketing, and Laura Kornish.

Dr. Kay Hodge, Management, attended the MBAA Conference and presented a co-authored case "So You think You Want to Write a Case" and "What is the Board’s Responsibility?" co-authored with Dr. Janet Trewin, Accounting/Finance. She was a panel member on "Getting Your Case Published" and "Incorporating Visual Aides in Cases: Are the Benefits Worth the Costs?" Dr. Hodge was elected President of the Society for Case Research.

Dr. Craig Marxsen, Economics, had the following published: "The Wisdom of Socrates and the Statistical Based Knowledge Underlying Public Policy" in the October 2009 Economics and Business Journal: Inquiries and Perspectives and a web publication "Carbon Caps amidst the Crisis” on Tech Central Station Daily.

Dr. Ross Taylor, MIS, has been appointed to the Board of Directors for the South Central Economic Development District. He also made a presentation through the Center for Teaching Excellence on Social Media in the classroom.

Dr. Tim Obermier, Industrial Technology, served as an Association of Technology, Management, and Applied Engineering accreditation visitation team member for the re-accreditation review of North Carolina A&T, School of Technology.

Dr. Janet Trewin, Accounting/Finance, and Joselyn Williams, an MBA student, had an article, "The American Opportunity Tax Credit," published in the 2010 issue of Strategic Finance.

Beta Alpha Psi initiated the following accounting/finance faculty into the honorary: Karl Borden, Sherrie Dusch, Beverly Frickel, and Steve Hall.

Outstanding Students (Continued from page 11)


Blake Cover, Finance major, received the UNK Best Athlete award.

Cynthia Vencil, Management, presented “Generational Differences in the Workplace: The Impact of New Communication Technologies on Human Resource Management” at NCUR in April.
MISSION
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- Advancing knowledge through applied and pedagogical scholarship
- Providing service to our stakeholders

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Name

Address

E-mail Address

Home Phone       Work Phone

Year Graduated from UNK or KSC     Major

Employer       Position/Title

Work Address

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