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 of CBT:

CBT has experienced a productive and gratifying year. The 2010-2011 business program review by AACSB International and the subsequent five-year extension of AACSB accreditation, the best possible outcome, is evidence of our continuous improvement. All academic programs in the College of Business and Technology participate voluntarily in rigorous national or international accreditation processes. Accreditation requires that we demonstrate high quality in faculty qualifications, student support, and student learning to external reviewers. National and international accreditation enhances the value of the degrees earned by our students.

Further evidence of our productivity is the development of several new curricular initiatives, highlighted by a new emphasis in Supply Chain Management. Students will begin enrolling in this program in fall 2011. This is the first new emphasis the College has added in over ten years. This program will meet growing demand for professionals in the transportation, warehousing, and distribution logistics areas. These areas were recently identified by the state of Nebraska as critical economic drivers in the future. We plan to be a key developer of talent for this sector.

A strategic goal for the College is to increase enrollment. This is being pursued through enhanced programming to attract more students, improved marketing of CBT programs, and increased recruiting. We are starting to see results, including increases in student credit hours delivered in 2010/11 and more first-year and transfer students planning to enroll in fall 2011. Our social networking initiative has been very successful attracting more than 400 members to our facebook group. Check us out and become a facebook friend of CBT!

CBT faculty continue to make important research contributions in their fields, including publication of over 30 peer reviewed journal articles in 2010/11. Among these are publications in leading journals. For example, Dr. Jake Messersmith, Management, published a 2010 paper in the Journal of Applied Psychology, which is a premier journal with an acceptance rate of 6-10 percent. Dr. Vijay Agrawal co-authored a paper in Production and Operations Management, listed among Business Week's 20 Premier Journals. Clearly, the impact of CBT research continues to grow.

I am very optimistic about our future. We have a faculty and staff that are engaged in our mission, a growing number of students who see the value in our programs, partners near and far who seek our graduates, and a large base of alumni. The future will continue to present challenges, particularly in the shrinking state budget. We will have to be even more entrepreneurial as we seek to meet our core mission of preparing students to compete in dynamic professional environments and promoting academic, social and economic development in our region. You can help by telling someone about the good things happening in the College of Business and Technology. Enjoy this 2010/11 Annual Report and thank you for your interest and support!

Sincerely,

Tim Burkink, Dean
E-mail: unkbt@unk.edu
What does it take to be considered one of the best business programs in the World? Dr. Tim Burkink, Dean of the College of Business and Technology, would quickly tell you that it is a great deal of dedication, hard work, and a “village”... rather a large group of faculty determined to continually improve programs, courses, processes, and themselves.

What is AACSB, you ask? It is the gold standard of business school accreditation. This entity makes sure that we are meeting high standards in the management of our limited resources while we focus on our mission, the development and deployment of a highly qualified faculty with expertise and currency in their respective disciplines; and continuous, systematic assessment of student learning outcomes as well as our ability and willingness to change to meet the needs of students, the demands of employers, and the dictates of the competitive, global environment.

CBT’s initial accreditation occurred in 2006. Since that time, the business programs have seen increased internationalization of faculty and students through study/interning abroad and increased enrollment of international students. In addition, an International Business Minor has been added; we hosted the Mountain Plains Management Conference in 2007 which we will do again in 2012; a significant improvement in the faculty portfolios of intellectual contributions, including a 22 percent increase in publication of quality peer reviewed journal articles has been seen; enhanced entrepreneurship programming is evident, including a new minor; faculty scholarship incentives are in place; Kay Payne Case Competition to encourage experiential learning is successful; the Global Market Research Lab opened, the Landstrom Executive-in-Residence Program was endowed; the quality of faculty hires has been excellent; there has been significant curriculum enhancements in undergraduate and MBA programs; the re-directing of the Center for Rural Research and Development to entrepreneurship activities has been successful, just to name a few areas of progress. All in all, one could say that CBT continues to take pride in what they do and focus on a quality product... graduates who will adhere to high standards and quality performance.

The AACSB team is made up of volunteers from other institutions who are extremely well versed in the standards set out by AACSB International. Members were: Chair - Rex Fuller, Provost (formerly Executive Dean) at Eastern Washington University formerly at Colorado State; Diane Hoadley, Dean at University of Wisconsin – Eau Claire formerly at Eastern Illinois University; and David Sollars, Dean at Washburn University. The AACSB Maintenance of Accreditation Committee met and concurred with the team’s recommendation for the extension of accreditation for the UNK business programs. Ratification by the Board of Directors further confirmed the accreditation decision, and the Dean was notified as such after their spring meeting in April.
Dr. Seshadri named MBA Director

Dr. Srivatsa (Sri) Seshadri, Professor of Marketing, has been named MBA Director by Dr. Tim Burkink, Dean of the College of Business and Technology at the University of Nebraska Kearney. Dr. Seshadri holds the Bachelors degree in Engineering (Mechanical) from Mysore University in India and in 1993 earned his Ph.D. in Marketing from the University of Arkansas. Dr. Seshadri began teaching at UNK in 1993 and is a member of the faculty in the Department of Marketing & Management Information Systems. He has taught at the American University in Bulgaria since 2006, initially while on sabbatical and later during summer sessions. In 2009, he became a Certified Global Business Professional. Dr. Seshadri is a member of the American Marketing Association (AMA) and NASBITE International, a professional organization for the global business community.

The former MBA Director, Dr. David Palmer, stepped down after five years in the position. Under the leadership of Dr. David Palmer, a Human Services track was added to the MBA program and the fast track MBA was implemented to better meet the needs of professionals. This streamlined, AACSB accredited quality program allows students to complete the MBA within a year and a half to possibly two years and do so economically. “Dr. Seshadri will build on this solid foundation by bringing a strong marketing orientation to the program. Besides enhancing recruitment we will be exploring options for additional programming to meet the needs in our market, such as short programs and certificates. He also plans to lead a comprehensive review of the curriculum. Recently, a new management information systems course was added to the core. Other potential enhancements include more focus on leadership and integrative problem solving,” said Tim Burkink, Dean.

Dr. Seshadri’s goals are to expand and differentiate the MBA program. In addition, he plans to focus on building strong relationships with current students and alumni of the program as well as with the business community and industries in the region.

Internationalizing Experience

CBT’s global scholars have been funded by the US Department of Education’s Business and International Education (BIE) grant. Many of these forward thinking students shared their phenomenal educational experiences with others in November. Wes Goranson, Jeff Luedtke, and Jordan Methe all interned in Ireland; Liz Martinez in Mexico; Kelley Lehmer and Jessica Ostebuh in Belize; and Janelle Broadwell in New Zealand; Mari Johann studied in France.

Prior to Kelley Lehmer’s embarking on her Belize internship, she said, “I hoped to gain experience working with children and families by using my Family Studies education. I also hoped to experience a different culture and learn how I handle myself in uncomfortable or new situations and atmospheres.” At the conclusion of the adventure she said, “My experience in Belize has been one of the best in my life. Through the joys and frustrations of being in another country for two weeks, I learned so much about myself spiritually, physically, mentally, and vocationally.”

She was amazed at the lack of time consciousness and the laid back work environment. “I need to work in an environment that is time oriented. My eyes were opened to so many ways of life, and I had to take on the perspective of a totally different culture and not be close-minded.”

New Pursuits for CBT Icons

Bob Young began his tenure at KSC/UNK in 1965 and progressed from an Instructor to an Associate Professor during that time. He has been a Department Chair, Associate Dean, and the Registrar, was involved in a significant amount of committee work, and has experienced interesting and remarkable changes through his dedicated service on Faculty Senate, including being President. Bob recalled the time that the administration attempted to remove tenure and the ultimate creation of the union, UNKEA. Among his numerous awards are: the Pratt-Heins Award for Outstanding Service to KSC/UNK; CBT Award for Merit; Outstanding Service Award; David Stevenson Hamster Wheel Award – Service to Faculty (Continued on page 8)

CBT FACULTY HONORED

The Faculty Affairs Committee, on behalf of the CBT, has recognized the following faculty for their contributions: Tenured Scholarship, Dr. Vijay Agrawal, MIS; Tenured Teaching, Dr. Allan Jenkins, Economics; Non-Tenured Scholarship, Dr. Jake Messersmith, Management; Non-Tenured Teaching, Nate Barry, Industrial Technology; Service, Dr. Janet Lear, Education, Lifetime Achievement Award, Dr. Larry Kuskie, Industrial Technology.
When business and industry speak, it is the responsibility of the CBT to listen. And listen they did. The Marketing & MIS Department is not only developing an emphasis area in Supply Chain Management, but also a minor and certification program in the future.

The central location of UNK and the proximity to rail and highway transportation systems makes Central Nebraska ideal for growth in the supply chain management (SCM) job market not only today, but into the future. Tom Henning, CEO of Cash-Wa Distributing and member of the Business Advisory Council, has spoken on the issue and pledged his support for some time. In addition, partnerships have been developed with a number of businesses, all of whom have pledged to provide support, internships, and input regarding the type of classroom education needed to meet the growing demand.

SCM recruiters are not looking for generalists, even at the entry level according to Job Outlook. Careers in the field include industrial buyers, logistics analysts, production planners, transportation managers, warehouse operations specialists and many more. U.S. News and World Report, in its Best Jobs of the Future issue, lists SCM as one of the 20 hot job tracks for the 21st century. Salaries for SCM professionals with one to two years of experience averaged $65,843 according to the Institute for SCM 2006 salary survey (SUNY Plattsburg Website). According to a survey conducted by the Institute for Supply Management in 2009, the average annual salary of SCM professionals, VP’s, and directors with many years of experience was $98,117, including bonuses. Wetfeet.com/Careers-and-Industries indicates that high-tech companies like computer manufacturers, pharmaceuticals, and medical device manufacturers typically pay more than others.

A UNK marketing faculty member, Dr. Steven Schulz, attended the Council of Supply Chain Management Professionals Conference in San Diego in September: Learn, Lead, and Succeed. His objective was to network, discover research done in the field, and to get innovative ideas, as well as best practices, and trends. He and Dr. Greg Broekemier, Marketing & MIS Department Chair, gained additional valuable information for developing a program to fit the needs of business and industry by attending the International Foodservice Distribution Association (IFDA) Distribution Solutions Conference in Tampa, FL. Armed with education in operational discipline areas and newly developed networking opportunities, they have worked diligently with local partners to develop a superior program to meet student and employer needs. The future is bright for graduates of UNK and the supply chain industry in Nebraska.

For additional information on this program, contact yeagleym@unk.edu.

Response to Market–place Demand: Supply Chain Management Program

Professionalism: Priority

Is professionalism dead? Is dishonesty the norm? Many employees spend time on facebook and text their friends during work hours. Do you? How do we prepare the next generation for the global environment which they will enter upon graduation? Much has been said about this generation’s need for instant gratification and interconnectedness, and whether there is an issue with ethical behavior.

At the fall retreat prior to the beginning of the 2010-2011 academic year, CBT faculty discussed professionalism and what it means.

Merriam Webster indicates... professionalism noun prə-fesh-na-lishəm līv: the conduct, aims, or qualities that characterize or mark a profession or a professional person (see professional)

Humm...that helped a lot. After a significant amount of discussion, the faculty determined that it would be necessary to define it in order to develop and implement a Faculty, Staff, and Student Professional Code of Conduct. No, it isn’t just what you are wearing or how you write your emails or address your students.

The Dean’s Advisory Committee developed a working draft based upon their various trade associations’ codes of conduct/professional behavior as well as the input from the Business Advisory Board’s employers’ “Codes.” Further help was provided by CBT’s Student Advisory Board.

In these times of oil spills, political misbehavior and corporate scandal, this college in the middle of Nebraska is not only focusing on preparing graduates who are intellectually prepared to take on global and diverse business challenges, but getting back to what it means to do the “right” thing. A strong moral compass will add to the bottom line and aid students in sleeping better at night knowing they did their best. As the CBT Student Advisory Board said, “Take pride in all that you do.” Who could have said it better.
In addition, he started a three-year term as a member of the Kearney Area Chamber of Commerce Board of Directors.

Dr. Sri Seshadri, Marketing, who is now a Certified Global Business Professional (CGBP), completed another successful summer of teaching at the American University in Bulgaria. He was the recipient of the CBT Faculty Undergraduate Mentoring Award for this academic year. He has also received $10,000 from the Sunshine Foundation to deliver Field Experiences in Marketing for the purpose of providing students with a sense of giving back to the community and their role in social responsibility.

Greg Benson, Industrial Technology, has received the UNK Student Body "Faculty of the Year" award. Once again Dr. Janet Lear, Bus. Ed., has won the BEST (Belong, Excel, Study and Travel) Award from the Nebraska Department of Education. Dr. Lear has received research grants totaling more than $5,000 for classroom curriculum materials. Further, she was given the “Rapid Response Award” at the 2011 UNK Assessment Awards Luncheon.

Sherry Morrow became Director of the Nebraska Safety Center in September following a reorganization which was the result of budget issues. Her split appointment allocates a portion of her time to instruction and the balance to administration. She and Dr. Tim Obermier, Industrial Technology Chair, were awarded an eCampus grant for the Industrial Safety Minor/Industrial Technology Internship Program Enhancement. Ms. Morrow received two awards at the Kearney Area Chamber of Commerce Annual Meeting, Leadership Kearney Distinguished Alumni and Envoy Friend of Kearney Area Chamber of Commerce. Her volunteerism and spirit of giving back is known and appreciated not only in Kearney but across the state.

Dr. Richard Meznarich, Industrial Technology, and Dr. Stanley L. Lightner (Western Kentucky University) published "A Five-year Longitudinal Study: Assessing Student Outcomes in a Department of Industrial Technology" in the Spring 2010 issue of the American Technical Education Association (ATEA) Journal. The National Electronic Distributors Association (NEDA) Board of Directors awarded Dr. Meznarich the NEDA Distinguished Service Award during the NEDA Executive Conference. Dr. Jeanne Stolzer, FSID, had "Risks Associated with Maternal Antidepressant Use During the Prenatal and Postnatal Stages of Development" published in the Journal of Human Psychology and Psychiatry: An International Journal of Critical Inquiry. Also, "Breastfeeding and WIC Participants: A Qualitative Analysis" was published in The Journal of Poverty. Her article titled "The Medicalization of Boyhood" was published in the Journal of Critical Psychology, Counseling and Psychotherapy.

Dr. Deb Bridges, Economics, was pictured on the cover of the July 2010 Saddle Up Nebraska, the magazine for Nebraska horse lovers.

Dr. Janet Trewin, Dr. Laurie Swinney, and Dr. Suzanne Hayes, Accounting/ Finance, received the "Outstanding Professor Award" from the Mu Nu chapter of Beta Alpha Psi in the spring of 2010. Dr. Hayes also had a paper, "Exploring Investor Decisions in a Behavioral Finance Framework," published in the 2010 spring edition of the Journal of Family and Consumer Sciences. She presented "Student Employment and the Economic Cost of Delayed College Graduation" at the Business and Leadership Symposium held at Fort Hays State University.

The New Frontier’s article, “Fuel vs. Food,” is an enlightening article featuring Dr. Frank Tenkorang, Economics, while “Psyched Up!” highlights the research of Dr. Kyle Luthans, Management.

“Improving Economic Stability in the Northern Plains” by Dr. Allan Jenkins, Economics, was published in the Omaha World Herald in October.

Dr. Vani Kotcherlakota and Dr. Frank Tenkorang, Economics, had an article in the ANU Journal of Social Sciences entitled "The Analysis of Global Agricultural Productivity: A Spatial Econometric Approach." Dr. Kotcherlakota was a visiting Professor at Aalto University's School of Economics at Mikkeli Campus in Finland from January 24 - February 11.
Dr. Michelle Fleig-Palmer, Management, and Dr. Janet Lear, Business Ed., presented papers at the Midwest Academy of Management Conference in Grand Forks, ND. The two papers presented were: "Beyond the Call of Duty: The Role of Benevolence in Assessing the Potential for Organizational Citizenship Behavior" and "Perceived Organizational Support in a Job Interview." "Trust as a Moderator of the Relationship Between Mentoring and Knowledge Transfer" was written and presented by Dr. Fleig-Palmer. In addition, she received the Best Reviewer award for the 2010 Midwest Academy of Management Conference. They both attended the Organizational Behavior Teaching Society (OBTS) Teaching Boot Camp workshop.

The following papers were presented at the Nebraska Economics and Business Conference in October:

**Dr. Susan Jensen**, Management/Associate Dean, Dr. Sri Seshadri, Marketing, & Larry Carstenson, J.D., Accounting/Finance: "Mock Juries: A Potential Tool for Assessing Critical Thinking in Assurance of Learning (AoL) Programs."

**Mary Rittenhouse**, Economics: "Smart Money Week: The Benefits of a Collaborative Outreach Effort to Increase Community Literacy." **Dr. Kathy Zuckweiler**, Management, and Kirsten Rosacker, (University of Wisconsin-LaCrosse): "Assessing the Integration of Corporate Governance into the Business School Curriculum." **Bruce Elder, J.D., Accounting/Finance, and Dr. Frank Tenkorang,** Dr. Deborah Bridges, and Dr. Bree Dority, Economics: "The Impact of the Proposed Antitrust Rules on the Market Power in Meat Industry." **Dr. Frank Tenkorang,** and Dr. Deborah Bridges, Economics: "Implications of Increased Ethanol on Nebraska Hay Production: A Preliminary Analysis." Student Ye Tian, Economics: "The Effect of Income Inequity on Economic Growth in China." His advisor was Dr. Deborah Bridges. Panel Discussion: "The Evolving Model of Higher Education." Panelists: Dr. Tim Burkink, Dean; Dr. Roger Davis, History; and Bruce Francis. **Dr. Craig Marxsen**, Economics: "Did Dark Matter Prevent a Big Bang in the Recent Financial Crisis?" **Dr. Tommy Eshleman**, Economics: "The History of the U.S. Debt: We've Been Here Before." **Dr. Steven Schulz,** and Marsha Yeagley, Marketing: "Communication Preference for Safety-Oriented Technology Products: Implications for Retail Management and the Selling Process." Dr. Vipin Agrawal, (California State University, Fullerton); **Dr. Vijay Agrawal**, MIS; **Dr. Frank Tenkorang**, Economics; & **Dr. Ross Taylor**, MIS: "Empirical Study of an Information Technology Human Resource Model."

**Dr. David Palmer**, Management: "Dell Comics 1961-1973: Last Gasp in a Slowly Dying Industry." Dr. Eric Thompson. **Dr. Bree Dority**, Economics; Dr. Mary McGarvey; and Dr. Jyothsna Sainath: "Local and Statewide Smoke Free Laws in Nebraska: Sorting Out the Effects of a Smoking Ban on Keno Establishments." Moderators at the conference were: Dr. Steven Hall, Accounting/Finance; **Dr. Greg Broekemier**, Marketing/MIS; **Shawn Kaskie**, CRRD Director; **Dr. Deborah Bridges** & **Dr. Allan Jenkins**, Economics; and **Dr. Kyle Luthans**, Management.

**Dr. Bree Dority**, Visiting Professor in Economics, and colleagues from UNL had an article, "Marketing Foods and Beverages in Schools: The Effect of School Food Policy on Students Overweight Measures," published in *The Journal of Public Policy & Marketing.*

**Dr. Allan Jenkins**, Economics, is the NEBA President and coordinator of the 2010 NEBA Conference. He also received the UNK National Residence Hall Honorary Award for Faculty of the Month.

**Dr. Kay Hodge**, Management, presented a co-authored paper with **Dr. Janet Lear**, Education, at the Mountain Plains Management Conference in Layton, UT, entitled "Perceptual Differences Between American Students and International Students: The Criteria Each Group Believes Are Important for Initial Post-Graduate Employment." In addition, they received a grant to extend work on this paper to include regional businesses.

At Chicago's MBAA meeting, Dr. Hodge presented a critical incident, "From Bad to Worse," which was co-authored with Edwin C. Leonard, Jr. She was also a panelist on "How to Get Published through the Society for Case Research (SCR)." Additionally, she received a plaque for her year as president of SCR.

**Dr. Quiping Li**, Marketing, had a paper titled "Memory Retrieval and Consumer Decision Making: the Empirical Testing" (with Dipankar Chakravarti and Atanu Sinha) presented at INFORMS Marketing Science Conference in June 2010 at Cologne, Germany and at the research seminar series in September 2010 at University of Nebraska-Lincoln. She became a member of the graduate faculty of the University of Nebraska. In addition, she was awarded the RSC Grant for her research project "Post Experience Advertising Effect on Consumer Memory: The Contrast Effect." She was invited to review papers for the Society for Consumer Psychology Conference. Dr. Li, Robert Wyer, and **Dr. Greg Broekemier**, Marketing, had a paper, "Post Experience Advertising Effect on Consumer Memory: The Contrast Effect," presented at the Society for Consumer Psychology Conference in February 2011 in Atlanta, Georgia. The Board of Governors of the Center for Great Plains Studies at UNL approved the recommendation of its nominating committee that **Dr. Tim Burkink**, CBT Dean, be elected as a Fellow of the Center.

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Nate Bilau, Marketing Emphasis graduate, is a sales representative in Nebraska for Kraft Foods. Chelsea Carson, Marketing Emphasis graduate, is a Financial Advisor with Waddell & Reed in Grand Island. Tony Chambers, Construction Mgt. (CM) graduate, was the project manager for Beckenhauer Construction, the organization renovating UNK’s Bruner Hall project. They received honorable mention in the “renovation” category for 2010 at the Associated General Contractors annual awards banquet in Lincoln. Tyler Dunklau, CM graduate, was the assistant project manager for Meyers/Carlisle/Leapley, the organization building the Methodist Women's Hospital in Omaha and receiving the award in the over $15 million category. Bridget Dishman, December 2010 Marketing Emphasis graduate, has taken a position as Strategic Account Associate with Crete Carrier Corporation in Lincoln. Ronald Eckloff, Business graduate, is with Barney Financial Services in Kearney and a member of the CBT Business Advisory Council. He has completed the Next Level Coaching Program from Securities America. The program helps advisors address the financial services needs of investors with $250,000 to $1 million in net worth. Eckloff is a Registered Representative of Securities America, Inc. and has been with the broker/dealer for over ten years. His financial services are in the areas of retirement planning and investment management. Ryan Ideus, CBT graduate and Smart Money Board member, was awarded the Young Professional of the Year by the Kearney Area Chamber of Commerce. Nicole Kennedy, Business graduate, is the Kearney Area Recruiter for Viaero Wireless. Travis Cobb, Marketing Emphasis graduate, is the District Sales Manager for Forest Pharmaceutical in Nebraska. Travis spoke to a number of marketing students at the Career Fair in February regarding job opportunities with Forest.

Jenae Kruse, Marketing Emphasis graduate, is the Gals Buying Assistant at the Buckle Corporate Offices. Her focus is on denim, both branded and private label. Brady Metz, Marketing Emphasis graduate and former AMA VP, is an Account Coordinator with SCORR Marketing of Kearney. SCORR is a strategic marketing and public relations agency focused on marketing communications, corporate identity/branding, media communications, advertising and interactive/Web design. He previously interned at Mutual of Omaha in the RMS division. Lance Pfeiffer, Marketing Emphasis graduate, works for Synthes which develops, produces, and markets instruments and implants for the surgical correction of the skeleton. Matthew Steenson, Agribusiness 2011 graduate, completed his internship with Servi-tech and has been offered a job upon graduation. Beth Townsend, Business graduate, has her J.D. and is practicing law in Urbandale, Iowa. She is the Director of the Iowa Civil Rights Commission in the Branstad/Reynolds administration. Luke Warman, Marketing Emphasis graduate, has been accepted into the Ohio University's Master's in Healthcare Administration program.
WHAT’S UP?

Deb Nourse, Marketing/MIS, received the Employee Achievement Award for August. Darla Morris, Safety Center, received the Board of Regents Kudos.

Noel Palmer was deployed to Afghanistan and Robert Mendez was deployed to the Middle East, both in the Military Science Program.

We welcomed the following staff at the beginning of the academic year:

Kaylene Vieselmeyer, Director of Military Science.

Barb Wayman, Management Department, & Jamie Koester, Industrial Technology, Office Associates.

Shawn Patsios, Safety Center, Office Assistant.

Randy Rothleutner, Military Science, HR Technician.

Ted Larsen, FSID Lecturer, and his family purchased a Crane sculpture from the Kearney Dawn Rotary Cranes on Parade II project. They have graciously placed this beautiful piece near the northeast entrance of West Center. The Crane is titled "I Saw You Passing By," and the artist is Greg Holdren. The family has dedicated the Crane to The Robert A. and Wilma A. Larsen Family. Wilma was a member of the CBT faculty for 32 years and Chair of FSID for 20 years.

Scott Knapp, counselor at the Nebraska Procurement Technical Assistance Center at the Nebraska Business Development Center, earned his trainer certificate for Level 2: Intermediate Understanding of Federal Contracting for the Federal Contractor Certification Program at a recent national conference. He received this certificate during the Fall Training Conference for the Association of Procurement Technical Assistance Centers. During the conference, Knapp was a facilitator for the session featuring Mark Oliver, Director of Small Business and Disadvantaged Business Utilization at the U.S. Department of Interior. He attended training on Green Procurement, construction contracting, SBA certifications, and better ways to serve clients. He assists companies in Central and Western Nebraska in doing business with government entities.

The CBT received the Rural Enterprise Assistance Project (REAP) Friend of the Year Award. Dr. Burkink, Dr. Jensen, Shawn Kaskie, SIFE, CRRD, and Dr. Fleig-Palmer’s statistics courses are significant players in the CBT being chosen for this award. Dr. Burkink accepted the award at the Center for Rural Affairs Awards Banquet in February.

Patrick Schley, Industrial Technology, was accepted into the Construction Engineering Ph.D. program at UNL.

A number of departments are responding to industry demands by creating certification programs. Those certification programs being developed in the CBT are in the following areas: Professional Selling, Software Quality Assurance, Business Intelligence, and Safety.

I Swim Wearing What?

Students know that preparing for the future entails more than academic prowess. The ROTC Program teaches students to face challenges, gain confidence and develop leadership ability.

One such training activity was a 15 meter swim in UNK’s Cushing pool. Not your typical swim when you consider the ROTC Cadets wore uniforms with running shoes, and a tactical vest, and held a nine pound rubber training rifle above the water. “It was a heck of a workout,” said Construction Management major Trevor Bellows from York. Later in the academic year they held a mock hostage situation on west campus as part of their training.

Upon completion of the 22 credit hr. Military Science program, graduates are commissioned as Second Lieutenants in the Army.
THE SCOOP ON STUDENT ORGANIZATIONS
AND OUTSTANDING STUDENTS

The UNK Collegiate Chapter of the AMA generated donations for Central Nebraska victims of AIDS/HIV and participated in the AIDS Walk September 12, 2010. They were further involved in creation of awareness for World AIDS Day. Officers are involved in creation of awareness for World AIDS Day. Officers are: President: Chelsea Campbell, Lincoln; Vice President, Vanessa Leeper, Colorado Springs, CO; Programs, Skylar Hinrichs, Kearney; Finance, Shannon Hittner, Omaha; and Communications, Natalie Regenos, Kearney.

At the annual AACSB Midwest Business Dean's Meeting, Dean Burkink accepted a certificate from Beta Gamma Sigma recognizing the UNK Chapter as a "Premier" chapter. Premier status requires an 85 percent + acceptance rate of invited students. Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB International. Dr. Kathy Zuckweiler is the Chapter Advisor.

Nathan Barry's Construction Management students competed in a development project against 12 schools in divisions such as residential, commercial, heavy highway, and design/build. They were given a residential problem statement and had to estimate, schedule, and develop a business plan. This intense 18 hour experience resulted in 4th place for the UNK team of: Shad Cooney, Ogallala; James D. Stone, McCook; Trevor Paitz, Pleasanton; William Nitsche, Hershey; and Yasuhiko Suzuki, Japan. Construction Management officers for the academic year are: President, Connor Doyle, Ainsworth; Vice President, Ryan Sloan, Kearney; Secretary, JD Stone, McCook; Treasurer, Katie Marker, Kearney; Public Relations, Matt McCarty, St. Paul; Public Relations, Cody Unick, Blair; and Freshman Officer, Tommy France, Gothenburg. They hosted the W.C. Nebraska Home Builders Assoc. as a thank you for their support. CMO established the Dr. Larry Kuskie Service award for a CMO student who demonstrates exemplary service to the organization. Bill Nitsche is the first recipient.

Dr. Allan Jenkin's Health Care Economics students made a 45 minute presentation discussing Health Care Reform. It was sponsored by the American Democracy Project.

The winners of the Best Case in the fall Kay Payne Case Competition, Baris Bicer, Istanbul, Turkey; Robert Jones, Sumner; and Lucas Kaup, Stuart, completed the 2010 Buffalo County Wage & Benefit Survey for the Buffalo County Economic Development Board. Second place team was made up of Scott Bacon, Kearney; Audra Hollertz, Holdrege; Shayla Werner, Columbus; and Phillip Zuehlke, Grand Island. They completed research for Safe Ride for Edeal Insurance Agency. Vanessa Leeper, Marketing major from Colorado Springs, is the RMAC Academic Player of the Year for Women's Basketball.

The UNK SIFE Team has partnered with the Cody Kilgore Unified Schools to bring a grocery store to Cody, NE. The partnership will be intact for several years. They have aided the students in developing a business plan, establishing inventory, and developing financing plans.

The following students participated in Student Research Day on the UNK campus in April: Presenters: Megan Faust and Phillip Boon, Advisor: David Palmer, Management, Presentation: "Increasing Competitiveness in the Area Job Market." They were the winners of the Best CBT Poster at Student Research Day. Other participants: Presenter: Stephen Carlson; Advisor: Tim Obermier, Industrial Technology; Presentation: "Internet Service Across Nebraska."

Presenter: Meaghan Hill; Advisor: Toni Hill, Family Studies; Presentation: "The Impact of Social Media."


Presenter: Alexandra Zysset; Advisor: Frank Tenkorang, Economics; Presentation: "Investor Sentiment."

UNK SIFE team, represented by Sara McMillan and Zach Shultz, Grand Island; Alyshia Nelson, Newman Grove; Kasey Dietz, Morrill; Miranda Kluthe, North Platte; Keri Carder, Albion; Amanda Thee, Kearney; and Jordan German, Imperial, are the Regional Champs. They competed against other collegiate SIFE teams in Charlotte, NC and against other Regional Champions in the National competition in Minneapolis in May.

Cam Deter, Industrial Distribution student, has been selected to be a Student Orientation Leader. The Society for Human Resource Management, advised by Dr. Michelle Fleig-Palmer and led by students Amanda Fornoff and Carrie Galloway, brought Lee Elliott from St. Francis Medical Center in Grand Island to campus to discuss "Conflict Management in the Work Place." This topic is as old as the work place itself. Young, old, Democrat, Republican, domestic and international, etc., all face the issue of how to deal with one another. The presentation was helpful and eye opening to all.

The following students from Dr. Sri Seshadri's Marketing Research class participated in NCUR in April in Ithaca, New York: Robert Jones, Sumner, "Perceptions of the U.S. Economy: Views from the Midwest; Skylar Hinrichs, Kearney, "Perceptions of the Parochial School System in the Midwest; Shayla Werner, Columbus, and Audra Hollertz, Holdrege, "Market Feasibility: Safe Ride; Elizabeth Manfull, Gibbon, and Hillary Nielsen, St. Paul, "Perceptions of Drug Usage: An Exploratory Study of

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New Faces Join College in the Pursuit of Excellence

Dr. Brenda Eschenbrenner, Assistant Professor, Department of Accounting and Finance earned her Ph.D. and M.B.A. from the University of Nebraska Lincoln and the B.S. from the University of Nebraska at Kearney. She brings a vast array of work experience including management expertise with a Fortune 500 company.

Dr. Bree Dority, Visiting Professor in the Department of Economics, holds the Ph.D. & B.S. in Economics from UNL. Her teaching experience has been in Business Statistics and Introductory Econometrics. Prior to joining UNK, she was an Associate at the economic and financial consulting firm of Analysis Group in Denver. While there she worked on several cases across a range of analysis group practice areas including health care, transfer pricing, commercial litigation and damages. Her research interests include health economics, food, and farm policies.

Dr. Toni Hill is an Assistant Professor in the Family Studies and Interior Design Department. Dr. Hill graduated with her doctorate degree from the University of Nebraska Lincoln in May 2010. She completed both her bachelors and masters degrees from the University of Nebraska Omaha. Her research interests include relative or kinship caregiving with a special emphasis on grandparents raising grandchildren. Dr. Hill was awarded UNL’s 2009-2010 Fling Fellowship in support of her research on kinship families. A Nebraska native, Dr. Hill has lived and worked in the Midwest her entire professional and academic careers. Since 2004, Dr. Hill has taught courses focused on children and families at both UNL and UNO including early childhood education, addictions, and family violence subjects. Dr. Hill’s other research interests include child welfare and maltreatment issues, youth development, and family intergenerational issues. She has an M.S. in Criminal Justice, B.S. in Journalism, and a Ph.D. in Child, Youth & Family Studies.

Patrick Schley is a native of Grand Island. He holds a M.S.E and a teaching endorsement from Wayne State College and a B.S. in Construction Management from UNK. Before coming to UNK, he worked as a custom home builder, was in the real estate industry, and also taught Industrial Technology at the high school level.

“UNK has provided an incredible opportunity for me to leverage my industry experience at this stage in my career. I have been very impressed with the emphasis on experiential learning for students in the College of Business and Technology,” said Dr. Steven Schulz.

Tawnya Westfall, Assistant Professor in the Family Studies and Interior Design Department, has a M.S. in Design & Merchandising and a B.S. in Interior Design from Colorado State University. Her research interests include building teaching curriculums with heavy underpinnings of theory and human behavior within designed spaces with a special emphasis on those environments that affect families and individuals in crisis. Most recently she has taught Studio Design classes and Computer Aided Drafting at Colorado State University. Living a well-balanced life is extremely important to Tawnya. She spends time giving back to the community through her devotion to service and volunteerism. Prior to her appointment to UNK, she interned with RB & B Architects and was an instructor for C.S.U.

Dr. Jake Messersmith is an Assistant Professor of Management. Prior to his appointment at UNK, he was an Assistant Professor at George Washington University. He holds a Ph.D. in Management from the University of Kansas and a B.S. in Management Information Systems from the University of Nebraska Lincoln. He was recognized in 2007 as a Kauffman Dissertation Research Fellow for his work on emerging companies. His research has been accepted for publication in such journals as Human Resource Management, Best Paper Proceedings of the Academy of Management, International Journal of Human-Computer Interaction, and the Journal of Applied Psychology. Prior to pursuing his Ph.D., Jake served as a consultant for Accenture.

Dr. Steve Schulz is an Assistant Professor of Marketing in the Marketing/MIS Department. He earned his Ph.D. in Marketing at the University of Nebraska Lincoln. He was an Assistant Professor at Fort Hays State University for three years. He has spent more than ten years as a marketing professional. Most recently he was V.P. of Research & Analytics at TASER International. His research interests include diffusion of innovations, channels of distribution, and sustainability.
Honor Society

Beta Gamma Sigma, the honor society for universities affiliated with AACSB International, inducted the following students in 2011: M.B.A.: Nicholas Abeglen, Gayatri Ganesh, Deepti Khedekar, Mathew Mullen, and Angela Reynolds, Kearney. Seniors: James Meyerhoffer, Kearney; Kyle Teel, Indiana. Juniors: Islam Abitov, Kearney; Jill Abrell, Greensburg, IN; Jordan German, Imperial; Ryan Grossnicklaus, Aurora; Craig Kirschner, Kearney; John Lawless, Aurora; Elizabeth Manfull, Gibbon; Hillary Nielsen, St. Paul; Bradley Rediger, Milford; Derek Sharman, Columbus; Kelsey Swantek, Genoa; Pamela Thindwa, Blantyre, Malawi; Justin Vogel, Scottsbluff; Sarah Wilcox, McCook. Faculty: Dr. Kyle Luthans and Dr. Kathy Zuckweiler. The Epsilon Phi Tau, the Industrial Technology honor society inducted the following members: Paul Brock, Derek Kowalski, Austin Lentfer, Nathan Thorn, & Travis Walker, Kearney; Adam Chapman, Omaha; Ryan Couse, Central City; Robert Crockett, Gove, KS; Connor Doyle, Ainsworth; Rustin Dring, Columbus; Jesus Granillo, Lexington; Kynzie Heilbrun, Gering; Pierce Longacre, Fremont; Kyle McClary, St. Paul; Logan McMullen, Anselmo; Tracy Metz, Pleasanton; Emily Ndugwa, Kampala, Uganda; William Nitsche, Sutherland, Nebraska; Paige Pillen, Columbus; Whitney Smith, Allen; Jacob Spitzberger, Littleton, CO.

Outstanding Juniors/Annual & Endowed Scholarships

In April, the UNK Foundation, through the Office of Financial Aid, was able to provide $174,601 in scholarships to 162 recipients, 265 awards and a total of 79 scholarships. For photos and a complete listing visit www.unk.edu/academics/bt/. The following Outstanding Juniors were recognized by their faculty:

Accounting: Reggie Ruhl, Wayne. Economics: Jared Samuelsion and Islam Abitov, Kearney. FTIS: Emily Moore, Alliance; Jalin Ballou, Beaver City. Industrial Technology: Craig Kirschner, Kearney; Trenton Griffin, Fairbury; Austin Muench, Omaha; Logan McMullen, Anselmo; Rustin Dring and Paige Pillen, Columbus; Ben Klein, Plainview; Matt Filbert, Kearney. Management: Justin Daake, Elm Creek; Brad Rediger, Milford; Derek Sharman, Columbus; Jordan Svajdlenka, Aurora; Kelsey Swantek, Genoa; Sagan Carman, Imperial. Marketing/MIS: Justin Votel, Scottsbluff; Jordan German, Imperial; Elizabeth Manfull, Gibbon; Craig Kirschner, Kearney.

(Continued from page 9) Outstanding Students


Nebraska Bankers Association Scholars who will be completing a comprehensive internship at participating institutions are: Phillip Boon, Cornerstone Bank, York; Sam Daily, Points West Community Bank, Sidney; Taylor Davidson, Valley Bank and Trust, Scottsbluff; Joseph Jasper, Minden Exchange Bank, Minden; Rachel Renzelman, US Bank, Kearney.

Honored Graduates

The CBT honored the following graduates at the annual spring honors award ceremony: ACCT/FIN: Ryan Zinnel, Kearney; Keri Carder, St. Edward; Ross Pierce, Verdigre. Econ: Landon Hoffman, Red Cloud; Ayush Uprety, Kathmandu, Nepal. FSID: Sarah Mach, Fairbury; Denise Rice, Kearney; Kelley Lehmer, Aurora. ITECH: Nicholas Dutton, Grand Island; Chad Winslow, Fairbury; Joseph Christensen, Wolbach; Dusty Birge, Benkelman; Kynzie Heilbrun, Gering; Josh Klein, Grand Island. MGT: Molly Kincaid, Ben Pfannenstein, Jenae Kruse, Kearney; Sara McMillan, Grand Island; Britanni Faison, Crete. MKT/MIS: Jackeun Cho, South Korea; Yintian Duan, China; Charlie Pitkin, Fairbury. MBA: Angela Reynolds, Wood River, Matt Mullen, Kearney.
Author Affiliation Index Method to Rank Journals,” published in *Production and Operations Management*.

Dr. Kyle Luthans, Management, presented “Academic Success of Business School Students: The Relationship Between PsyCap and GPA” at the Western Decision Sciences Institute Conference. Dr. Susan Jensen was a co-investigator. He is also Co-Editor for "Peoples of the Plains: An Atlas of Great Plains Culture & History, a UNK publication.

(New Pursuits for CBT Continued from page 8) Dept., Beverly Hills, CA. She earned her B.S. and M.A. Ed. Degrees at the University of Nebraska at Kearney. She has been involved with the Chancellor’s Committee on Minority Affairs; Gold Torch Society Advisory Board; UN Alumni Assoc.; Central Mediation Center Board; Leadership Kearney, past Board Member. Her honors include Lambda Pi Eta, and Staff Award for Excellence in 2000. She is active in the Kearney Community Theatre and plans on spending more time with family and friends.

Dr. Larry Kuskie taught Industrial Technology at Shelton and Ravenna Public Schools, was a graduate assistant at the University of Northern Colorado, and Associate Professor at Illinois State University prior to coming to UNK. In the fall of 1989, he became an Associate Professor at UNK teaching in the Industrial Technology Department. As Professor, Larry is currently teaching Construction Management. For seven years, he was the Construction Management Program Director, and prior to that time, served as the Department Chairman for the Industrial Technology Department for ten years. Larry earned his B.A. and M.S. degrees at Kearney State College and Ed.D. degree at the University of Northern Colorado. Larry has served on a wide range of committees throughout his tenure at UNK as well as being the recipient of numerous awards, including multiple Educator of the Year Awards. He plans to continue in his cabinet business and enjoy more time with his family and friends. Larry stated, “These relationships have been very meaningful and will be remembered always. Thank you to UNK for giving me the opportunities to work with the next generation of student leaders.”

Dr. Richard Meznarich joined the UNK faculty in 2004 as Assistant Professor in the Department of Industrial Technology. Currently, he is an Associate Professor, teaching in the Industrial Distribution program. Prior to coming to UNK, he was the Vice President/Program Manager at PAI Corporation; held managerial positions at Westminster and Rockwell International; and was a corporate director of training & development at Seiscom Delta Inc. He held academic positions at Schaumberg High School, Palestine High School, and Larimer County Vocational Technical Center; was an instructor at Texas A&M University; and distance education facilitator, human resources, training and development in International Business Education at Leicester University.

He earned his A.A. degree at Illinois Valley Community College, La Salle, Illinois; B.A. and M.A. degrees at University of Northern Colorado; and Ph.D. degree at Texas A&M University. He has also devoted a significant amount of time on campus committees. The industry has bestowed upon him numerous awards for service and leadership. He, too, will enjoy his family and friends, travel, operate his amateur radio station, and rebuild his 1966 car.

Retirees: Bob Young, Mary Ann Lawson, Richard Meznarich, Craig Marxsen, & Larry Kuskie.

Spring 2011 Kay Payne Case Winners NE AIDS Ad. Campaign
Scott Bacon, Amanda Fornoff, Faculty Kay Hodge, Samantha Grabast & Chris Everson.
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

Matt Allmand
President
Allmand Bros. Inc

Kenneth Anderson
President & CEO
Task Lighting

Ryan Bertucci
Managing Partner
Summit Green Tiger Investments, LLC

Susan Bigg
President & Owner
Horizon Designs Inc.

Rachelle Bryant
Contrynman Associates, P.C.

Jake Butterbaugh
Business Lead-Managed Services
Cisco Systems

Mark Callahan
Executive Director
Mary Lanning Hospital

Brenda Snodgrass Christensen
Manager
Seminole Energy Services

Shana Dalgren
KAAPA Ethanol

Larry Dix
Executive Director
Nebraska Association of County Officials

Ron Eckloff
Certified Financial Planner
Barney Financial Services

LaVern Franzen
Retired Health Care Industry

Byron Hansen
Executive Vice President
Platte Valley State Bank & Trust Co.

Tom Henning
President & CEO
Cash-Wa Distributing

Teresa Ibach
Shopping Center Manager
Hilltop Mall

Ward Jorgenson
Plant Manager
Pramac

Brad Kernick
Business Advisor
Eakes Office Plus

Douglas King
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Nebraska National Bank

Tim Mannlein
Senior Vice President
Five Points Bank

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Bill Podraza
Client Relations Manager
Miller and Associates

Karen Rhoads
Chief Financial Officer
The Buckle, Inc.

Dan Shundoff
President
IntelliCom Computer Consulting Inc.

Larry Speicher
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Platte Valley Medical Group

Eric Trettel
Vice President
Xpanxion, LLC

Jack Wilkins
President
Wilkins-Hinrichs-Stober Architects LLC

Karen Rhoads
Chief Financial Officer
The Buckle, Inc.

Dan Shundoff
President
IntelliCom Computer Consulting Inc.

Larry Speicher
Administrator
Platte Valley Medical Group

Eric Trettel
Vice President
Xpanxion, LLC

Jack Wilkins
President
Wilkins-Hinrichs-Stober Architects LLC
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

Name

Address

E-mail Address

Home Phone       Work Phone

Year Graduated from UNK or KSC     Major

Employer       Position/Title

Work Address

NEWS Item