Administration, Faculty and Staff:
If you haven’t yet taken a look at the data regarding 2012 placement of graduates, please look at the attached document.
Please take a look at the attachment regarding the two management courses which were recently approved for “EL” designation by the CBT Academic Affairs Committee. The Business Competition Day will be held on Tuesday, February 19, 2013 at the Student Union. There are 20 schools registered with an expected attendance of 230 high school students. Take a look at the attachment.

Dr. Sri Seshadri, Marketing, has recently received the Sloan-C Certificate in Online Teaching.

Dr. Heather Schulz and Dr. Steve Schulz, Marketing, presented “New Variables for the Brand Prominence Construct Conference” at the 2012 Association for Consumer Research.

Dr. Heather Schulz, Marketing, had a paper “Exploring Dramaturgy in Consumer Research” in the Journal of Research for Consumers.

Shawn Kaskie, CRRD, and Dr. Susan Jensen, Associate Dean, have each received Rural Futures Institute Grants. http://ruralfutures.nebraska.edu/researchengagement-grants-awarded/
Project Title: Rural Sourcing
The concept of “rural sourcing” relates to existing and start-up companies strategically locating operations in rural areas to reduce labor costs and increase employee reliability. This project aims to expand on a successful “cross-sourcing” model used by an existing software company and modify it to recruit University of Nebraska Alumni back to rural Nebraska in targeted professional service occupations. The first phase of this project will build on existing research exploring the lifestyle expectations and career preferences of alumni who have moved out of state. Additional case study research seeks to understand the process and motivation for alumni who have moved back to rural Nebraska and are employed in these occupations. Data collected from phase one will direct the strategies of communication and education for alumni who have opted in to receive information related to current job opening’s or assistance for starting or buying a business in rural areas.

Susan: Developing the next generation of business and civic leaders is critical for all communities; however, in rural Nebraska, this issue is of particular concern. The proposed project addresses the lack of rural leadership development by designing and implementing a virtual (crowd learning) case based leadership development
program for rural Nebraska civic and business leaders. In addition to providing leadership development for a cadre of rural Nebraska civic and business leaders, this project will: (1) result in a collection of available case studies focusing on the challenges faced by rural Nebraska leaders, (2) help create connections between rural leaders across the state, and (3) offer new insight into best practices regarding collaborative leadership development for virtual groups.

Did you read the UNK Economic Impact story on the research done by Shawn Kaskie, CRRD Director and Dr. Bree Dority? Here it is: http://www.kearneyhub.com/news/local/study-unk-adds-millions-to-kearneyeconomy/article_037ba0ba-7608-11e2-aae0-001a4bcf887a.html

CBT presentations at the February 15, 2013 meeting of the Board of Regents in Kearney:
Presentation: **Featured Academic Program/Supply Chain Management** presented by Dr. Steve Schulz, Assistant Professor of Marketing, and Tom Henning, CEO of Cash-wa.
Presentation: **Mobile Learning** presented by Jane Petersen and Dr. Kathryn Zuckweiler, Associate Professor of Management and Associate Dean of Graduate Studies and Research.

Luncheon Presentation: Student Interactions/Perspectives presented by UNK Students Justin Vogel, BSBA Marketing, Colleen Kellar, and Whitney Nelson. Encourage student attendance:
*Times Talk, February 28, at 12:15 p.m.*, the Fireside Lounge of the Nebraskan Student Union,
Randy Cantrell from the University of Nebraska-Lincoln Extension, introduced by Shawn Kaskie, Center for Rural Research and Development, Free Pizza and Pop provided by the *NY Times*, Sponsored by the *NY Times* and ADP. The demise of small rural communities has been predicted, documented and lamented for decades. Seen as inevitable by authors such as the Poppers, who coined the term Buffalo Commons, and as reversible by economic developers, the question of what we as a society ought to invest in supporting the future of rural communities has been much debated. In that debate, the question of who cares is a relevant one. In this presentation, we will examine seventeen years of data from the Nebraska Rural Poll to determine what the residents of Nebraska’s rural communities themselves think and why that might matter to the rest of us. All reports from 17 years of the Nebraska Rural Poll can be found at: http://ruralpoll.unl.edu/, Randy Cantrell is a development specialist with University of Nebraska Extension. His research has focused on institutional change in rural areas, and his publications reflect that interest, with a special emphasis on the role of the rural church.

**Students:**
Did you hear Shari Spilinek from Elba Nebraska and Dr. Suzanne Hayes, Finance, discuss the internship program for the Nebraska Bankers Scholars on Talk of the Town?
Business Statistics students in Dr. Michelle Fleig-Palmer’s class conducted a research study to assist the local Red Cross Blood Services chapter. The students collected data at the Union and at West Center to better understand the characteristics of people who donate blood. The Business Statistics students will present the results to representatives of the Red Cross later in the semester after they have analyzed the data.

Dustin DeKay, Ogallala, NE, was named an Outstanding Student during an awards ceremony for the National Association of Home Builders (NAHB) Student Chapters program at the 2013 NAHB International Builders’ Show (IBS) in Las Vegas in January. This award is given based on grade point average, involvement in the local student chapter, involvement with the local home builders association, and interest in pursuing a residential building career. He was selected by his chapter’s faculty advisor and awarded a certificate and gift card from HBI, made possible thanks to the generosity of the NAHB Leading Suppliers Council, which sponsors the awards. Dustin remarked, “The competition was a real learning experience. It was difficult but we had a lot of fun at the International Builders Show in Las Vegas. I was really surprised when they called my name. I wasn't the only one who worked hard on the project.”

Internships and Experiential Learning Highlight

Alumni News:

Nicole Kreitel, Business Ad. Accounting/Real Estate emphases and MBA graduate, joined the health care consulting department as a health care manager with Lutz, an Omaha-based accounting and business solutions firm. She has nine years of CPA experience and two years as a CFO at Memorial Community Hospital and Healthy Systems.

Ward Jorgenson, MBA graduate and Callaway native, has joined the Board of Directors of Orthman Manufacturing where he is the Director of Operations. Prior to joining Orthman, he worked with Pramac America and was a director of Manufacturing for Powermate Corp.

Brian Sucha, Accounting Emphasis graduate originally from Schuyler, has joined Orthman Manufacturing Board of Directors where he is Director of Finance and Corporate Treasurer. He was the controller for Harvey Farm Supply and then Champion Home Builder in York prior to joining Orthman as Corporate Controller in 2009.

Amber Ackerson, Business Administration and Sports Ad. magna cum laude graduate originally from Polk, is a member of the Orthman Manufacturing Board of Directors and is the Director of Human Capital and Corporate Secretary. She also graduated with distinction from the UNL College of Law. She was in private practice at Heldt and McKeone in Lexington prior to joining Orthmans.
Please remember to forward your news items to Marsha Yeagley so that proper coverage can be provided. Your news may be added to the next Dean's List, and/or posted on the "Notables" section of the website, or the Dean's page of the site. When appropriate, a news release will be sent to students' hometown newspapers and/or the Hub, as well as covering the item in the June publication of the College of B&T Annual Report. Remember that what you and your students do "makes a difference." In order to send the press release to the students' hometown newspaper, please provide the hometown. Help us in the recruitment and retention process by informing Marsha of your news.

Send to:

yeagleym@unk.edu.

Please only send information regarding papers and presentations after the fact.

Marsha K. Yeagley
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Two courses offered by the Management Department were recently approved for “Experiential Learning” (EL) designation by the CBT Academic Affairs Committee. The first course approved by the committee was Entrepreneurship (MGT 400). Students in MGT 400 are required to develop a business plan and to participate in the student “elevator pitch” competition sponsored by the Center for Rural Research and Development (CRRD). In developing their business plans, students are required to work with key stakeholders such as real estate professionals and potential suppliers to estimate the costs of the goods that they are planning to produce and to determine other business expenses (i.e., rent, insurance rates, legal fees, etc.). Once completed, the final business plans are judged by local business professionals and other resource providers (i.e., bank loan officers, CRRD/NBDC staff). The second course approved for EL designation was Leadership: Skills, Applications, Research (MGT 409). An integral part of this course is the semester-long “leadership experience,” that requires each student to take a leadership role in developing and executing a project beyond the classroom. Projects that students have completed in the past include service learning projects that benefit their community, church, school, and campus organizations.
UNK College of Business & Technology

SPRING 2012 GRADUATES:
Where are they now?

* 6 months after graduation

Overall Placement Summary

- OF THOSE REPORTING:
  - 79% placement
  - 21% still hunting

- Full-time Job: 55%
- Grad School: 15%
- Job Hunting: 19%
- No Data: 11%

Other statistics:
- In 2011, 74% of CBT grads who secured FT jobs were working in Nebraska.
- In 2012, 66% of CBT grads who secured FT jobs were working in Nebraska.
- 23 of May 2012 graduates are in grad school:
  - UNK graduate programs
  - Creighton, UNMC, UNL, UNO
  - Univ of Minnesota, Univ of Notre Dame, Texas A&M
  - Law school, medical school, professional programs, MBA programs

Sample employers:
- 3E Company
- Applied Industrial Technologies
- Baldwin Filters
- Best Buy
- Buckle Corporation
- Crescent Electric Supply Co.
- Eaton Corporation
- FDIC
- Gavilon
- GE Energy Solutions
- Industrial Maid, LLC
- Intellicom
- Lincoln Journal Star
- MeyerWells
- Modern Woodman of America
- Molex
- Morton Buildings
- Nike
- Pioneer Seeds
- Plains Equipment Group
- Platte Valley State Bank & Trust
- PoolCorp
- Pramac America, LLC
- Principal Financial Group
- Sherwin Williams
- Sporting Edge
- Tonniges & Associates
- Union Pacific Streamline
- US Bank
- Valley Bank & Trust
- Valley Medical Management
- Veyance Technologies
- Waddell & Reed
- Walt Disney Company
- Werner Enterprises
- Wornack Machine Supply

Starting salaries reported
$30,000 - ($43,000) - $56,000

Heading to grad school – breakdown by emphasis area

- ACCT: 31%
- BUSADM: 18%
- BUSAD: 18%
- FIN: 17%
- MGT: 17%
- FS: 9%
- ECON: 4%
- BUS: 4%
- BUSES: 4%
PHI BETA LAMBDA UNK STUDENTS PROMOTE SCHOLARSHIP

To promote the importance of business scholarship, the University of NE at Kearney Phi Beta Lambda chapter is partnering with the UNK Center for Economic Education to host the 26th Annual Business Competition Day on the campus of the University of Nebraska at Kearney on February 19th at the Nebraskan Student Union. Business students from 20 area high schools will compete in 18 business contests, ranging from Business Math to Personal Financial Management. Six places will be awarded with the first-place winner receiving a medal as well as a certificate.

To commemorate the FBLA/PBL Week, February 10 – 16th, and recognize the special work of business instructors at the competing schools, each instructor was given a set of three etiquette bookmarks (e-mail, telephone, and cell phone) as a thank-you gift.

Phi Beta Lambda is the collegiate division of Future Business Leaders of America-Phi Beta Lambda. Membership is open to all students with an interest in the business world. The UNK Lambda Rho Chapter has been active for 46 years. Business Competition Day is just one of the ways that PBL gives back to the community.

For additional information please contact:
Mary Rittenhouse, Director
Center for Economic Education
308.865.8707
rittenhousm1@unk.edu

List of schools registered:
1. Adams Central
2. Aurora High School
3. Axtell Community High School
4. Cozad High School
5. Dorchester Public
6. Fillmore Central High School
7. Geneva North School
8. Gibbon High School
9. Heartland Community School
10. Kearney High School
11. Kenesaw Public School
12. Litchfield Public School
13. Loup City High School
14. Loup County High School
15. Northwest High School
16. Overton Public School
17. Sandhills Public School
18. Sargent High School
19. Shickley Public School
20. Wilcox-Hildreth Public School