If you haven’t taken advantage of a spot on NTV or KGFW to promote your program, event, students, or awards, please pick among the times available and let me know. Please provide me with information on your topic for NTV to upload on their website a week prior to your presentation. I will need a topic for KGFW’s Talk of the Town. Get it on your calendar and read the directions regarding time of arrival etc. See the attachment.

Thank you to all who participated in the Ron Landstrom Executive in Residence Program. It is your involvement and encouragement to your students to attend that makes these events a success. See the Hub article: http://www.kearneyhub.com/news/local/ceo-stinson-talks-thurs-on-personalprofessional-development-at-unk/article_591a02d2-027c-11e2-8f9e-001a4bcf887a.html#.UGXsdl-Sctl.email

We do not have the video of his presentation up and running yet, but will inform you as soon as it is available. In addition, we are sorry for the inconvenience of asking your students to view it in this format due to technical difficulties on the day of his presentation.

Take a look at the Hub article from Friday about Marketing Interns. http://www.kearneyhub.com/supply-chain-management-ranked-as-up-and-comingfield/image_7742c6ba-0987-11e2-9908-001a4bcf887a.html#.UGYWg7rRZ3U.email

CBT On The Road To Omaha - Via application process, our students may be selected to attend this all-day trip to Omaha on November 1 to tour two of Omaha’s top employers, Werner Enterprises and ConAgra Foods, followed by a reception with CBT alumni from the Omaha area. We believe that it is a special honor that these respected businesses have opened their doors to us and are interested in developing better relationships with our college. The application deadline for students is Friday, October 12, 2012. Freshman, sophomores, juniors, and seniors in the following majors are eligible to apply - ACCT, AGRI, BUS ADMIN, ECON, FIN, MGT, MIS, MKT, and SCM. We would appreciate your support in encouraging your top students and advisees to apply. The application can be downloaded at www.unk.edu/business_internships.

Administration, Faculty and Staff: Please check out the Marketing/MIS Newsletter in the attachment above.
Dr. Jeanne Stolzer, FSID, has a paper, “A Systematic Deconstruction of the “Disordered Boy” Hypothesis published in *New Male Studies: An International Journal*.


Dr. Steve Schulz, Dr. Heather Schulz, and Marsha Yeagley, all Marketing, had a paper, “Positive Psychological Capital: A Source of Competitive Advantages for Sales Organizations,” presented by Dr. Schulz at Fort Hayes State in September.

**Students:**

*What are your students doing that is noteworthy? Please let me know: yeagleym@unk.edu. Please include their hometowns so that a press release can be sent for recognition and potential recruitment.*

**Internships and Experiential Learning Highlight**

**Travis Arnold, Senior in Accounting / minor in Management, advisor Kathy Smith**

Travis had the honor of completing an accounting and finance internship this summer with the City of Grand Island in the Finance Department. Travis reported directly to the City Finance Director. His main focus was helping to put together the fiscal budget for the city, and he also worked in the areas of program prioritization budgeting, utility payroll, adjusting journal entries, bank reconciliation, credit card reconciliation, general fund cash forecast analysis and management, and accounts payable processes. Part of Travis’s responsibilities also included performing accounting activities for the Public Works, Library, Fire, and Police Departments. A couple of special assignments rounded out his experience. Travis participated in a Six Sigma group to analyze the process of ordering parts for the City’s Fleet Service Department. He also helped the city library with installation of a credit card system for paying late fees. Travis even taught a few Excel seminars on using pivot tables to the City’s accounting employees! Travis feels that he was able to utilize concepts that he learned in all of his accounting courses as well as his Operations Management course and states that the internship has given him confidence that he is pursuing the right emphasis, which will give him more enthusiasm as he takes even more challenging classes his senior year.
Please note the following:

**Upcoming Events:**
Go to the CBT Outlook Calendar for a complete listing of events.
October 10-12, 2012 Mountain Plains Conference
October 15-16, 2012 Fall Break
November 14 Business Idea Contest
November 21-23, 2012 Thanksgiving Break
December 7, 2012 CBT Holiday Party
December 10-14, 2012 Finals Week
December 14, 2012 Winter Commencement
January 7, 2013 Spring Classes Begin
March 17-23, 2013 Spring Break
April 26, 2013 Beta Gamma Sigma Induction Ceremony & Annual & Endowed Scholarship Ceremony
April 29 – May 3, 2013 Finals Week
May 2, 2013 CBT Honors Night
May 3, 2013 Spring Commencement

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.
Thank you!
Marsha K. Yeagley
Senior Lecturer, Marketing/MIS Department
Coordinator of College Communications
West Center Building W241
University of Nebraska at Kearney
Kearney, NE 68849
308-865-8345
Talk of the Town

9:30 KGFW

Arrive 10 minutes early for this roughly 10 minute interview

September 26 Brenda Jochum, Internships, three students as well

October 4, Sri Seshadri

October 24
Shawn Kaskie: Topic: Central NE Idea Contest and other Eship & SIFE Events

November 28 Dr. Janet Lear, Dr. Kathy Zuckweiler, and Dr. Michelle Fleig-Palmer on Talk of the Town. Dr. Lear will talk about the results of a study that examined Business Skills for Healthcare Professionals. Dr. Zuckweiler and Fleig-Palmer will then discuss new Healthcare Initiatives in the College of Business at UNK.

January 23 Dr. Suzanne Hayes, NBA Internships.

February 27 Ross Taylor, Korea, Experiential Learning

March 27 MBA SRI?

April 24 Janice Woods
Schedule for Good Morning Nebraska Interviews with UNK —Let me know if these dates work for you!

It will be Thursday Mornings, 6:45am – be at the studio a little before 6:30am. Just send me an email with the names and titles of who will be on and their topic and outline of what they want to talk about at least one week before the interview. Thanks! - marylyn

Aug 16 Heather Schulz how consumers use brands as props in order to communicate their role to others.

Sept 13 Shawn Kaskie: Central NE Business Idea Contest (likely held in mid-November as part of Global E-ship Week) and other events related to Entrepreneurship.

Oct 11 Captain Russell L. Bartholow

Nov 8 Dena R. Beck, REAP Loan Specialist at the Center for Rural Affairs and myself for a spot on NTV. Talk about the value of “Town & Gown” partnerships and how our work together in the past has benefited both the Rural enterprise Assistance Project as well as the College of Business students.

Dec 20 MBA Sri Seshadri

Jan 3 Sri/students?

Jan 31 Angela K. Hollman Information Networking & Telecommunicatons curriculum and name changes to adapt to business/industry demands.

Feb 28 MBA Sri Seshadri

Mar 21

April 18

May 16 MBA Sri Seshadri

What I need one week before the interview:

- The topic you want to cover
- Who will be in for the interview: first and last name and title of who will be on the set
- Information you would want viewers to know: if it’s an event... the who, what where etc..., and a link or phone number or where you want viewers to go for more information.
Some people send an outline of what they want to talk about... feel free to do that, and I can make sure we stay on topic and get the info out that you want. I want is as easy for you as possible! 😊

Time will seem to fly by, so if we don’t get to everything... remember to send me information you want on our website www.nebraska.tv

**Other Interview Information:**

- Your interview is at 6:45
- Be at the studio around 6:30am
- The interview is about 3 minutes long
- It will be in studio, 15 miles south along hwy 44 of Kearney (I allow 20 minutes to get here from Kearney)
- The front door will be open, the second door will be locked. There are instructions by the door (pick up the phone there by the door and dial 149 or 120 and someone will come up and get you)
- **We are a visual media so we LOVE Visuals... so posters, pictures, statistics, video and any event information or details you email me a head of time may help in presenting the information and grabbing a viewer’s attention. You can get creative!—Demonstrations are awesome, we have a kitchen if you want to cook... if you have props to bring (like purses for the purse auction... etc... Just let me know what you want to do and we will work it out!!!**
- The interview will be as conversational as possible. You do not have to look at the camera at all, just look at me and have a conversation.

Marylyn Barnett

NTV News Anchor

mbarnett@nebraska.tv  Follow @MarylynBarnett on Twitter

308-743-2494
University Wide Departmental Teaching Award (UDTA)

The prestigious University Wide Departmental Teaching Award (UDTA) was awarded to the CBT’s Marketing and MIS Department by President Milliken at a luncheon in their honor April 3, 2012. The Department of Marketing and Management Information Systems is the recipient of the University of Nebraska Kearney Departmental Teaching Award for the third consecutive year.

The award is presented each year in honor and recognition of a department within the university that has made a unique and significant contribution to the teaching efforts of the university and which has outstanding esprit de corps in its dedication to the education of students at the undergraduate, graduate, or professional levels.

The Department offers nine different undergraduate programs which include emphases (i.e. majors) in Marketing, MIS, and Supply Chain Management (SCM), and Minors in Marketing/Management, International Business, Business Intelligence, SCM, MIS, and MIS Quality Assurance. These programs are designed to prepare students to function effectively as valued members of business communities, and public, professional, and service organizations. In addition, two core MBA courses are taught by the Department. Through recent reaccreditation, AACSB International has identified these programs as being among the best in the world by verifying the exceptionally high quality of student outcomes and assurance of learning.

KAY PAYNE CASE COMPETITION

The Kay Payne Undergraduate Student Case Competition, established in 2007, encourages students and faculty to engage in innovative and creative thinking for businesses that reside in Nebraska. Through this experiential learning, undergraduate students are supported by UNK College of Business and Technology faculty to complete consultation projects with rural Nebraska businesses and non-profit organizations. Each semester business students compete in the Kay Payne Case Competition to determine which student group has developed the most effective and professional project. Although the students can be from any business discipline, thus far the winners have been from the Marketing Department. Typically the entrants are students developing advertising campaigns, marketing research projects, and/or marketing plans for real clients in the Kearney area. The work is done under the direction of the faculty teaching the course, be it Advertising Management, International Marketing, Marketing Research, or Marketing Management. The case studies are judged by members of the Business Advisory Board and Chambers of Commerce. Many of these members are KSC/UNK alumni. Co-Winners were: Arkle Family Therapy Team 2 and the University Laundry Mat Team 2, both from Advertising Management.

Alumni News

Kirk Stinson
President – Advanced Industrial Solutions at Stanley Black & Decker, Inc.
University of Nebraska at Kearney
BS, Marketing 1987 – 1991

Kirk Stinson graduated from the University of Nebraska at Kearney in 1991 with a degree in Business Administration with an emphasis in Marketing. Stinson grew up in a retail family who owned and operated a local hardware store in Superior, Nebraska. Considering his family business background, it made sense that Stinson’s first job out of college was a sales position with Black and Decker in the Kansas City region. Stinson was moved to the DEWALT/BLACK and DECKER Corporate Headquarters in Baltimore, MD to assume the Vice President of Sales and Marketing role. Recently, Stinson has been promoted within the company to assume the President role for the Advanced Industrial and Mechanical Access Solutions at Stanley Black & Decker based in Indianapolis, IN.

He will be CBT’s Executive in Residence, September 20-21, 2012. Attend his 11:00 a.m. session, Thursday, September 20, in the Ockinga Auditorium - “Grow or Die” A Survival Guide to Professional and Personal Development.
Internships

Internships link the classroom to the work place, allowing the student to test his/her abilities in a selected field. The Marketing/MIS Department has developed many partnerships with companies that provide internship experiences. Learn how to find an internship, why they matter, and how to get a lot out of them. For more information contact:

Janice Woods
Experiential Learning and Internship Director
woodsje@unk.edu

Here are some of our students and where they interned:

Amanda Fornoff
Marketing Intern
DPB Management;
Hilltop Mall,
Kearney, NE

Rachelle Snydra
Natalie Regenos
Marketing Interns
SCORR Marketing,
Kearney, NE

AMERICAN MARKETING ASSOCIATION (AMA)

No matter what career path you choose, you will need to learn how to market ideas and yourself. AMA will provide you with the knowledge you need to develop these skills and facilitate opportunities to practice them.

Put your marketing skills to use, network, join in a philanthropic project, and learn from professionals in the field. All majors are welcome and encouraged to join AMA.

Contact: Dr. Heather Schulz schulzjhm@unk.edu or Marsha Yeagley yeagleym@unk.edu for more information.

Association of Information Technology Professionals (AITPA)

The AITP student organization attracts members who are interested in business and computers. Monthly meetings allow students to develop leadership skills, network and apply knowledge obtained in the classroom. For additional information contact: Dr. Ross Taylor taylorar1@unk.edu

Addition to UNK Marketing Faculty

Dr. Ngan Chau
Assistant Professor, Department of Marketing and Management Information Systems

The Marketing & MIS Department is excited to have Dr. Ngan Chau join the department this fall. She has earned her Ph.D. from the University of Central Florida, graduating in August 2012. Welcome Dr. Chau!

Dr. Chau’s research interests focus on durable goods, product introductions and supply chain design. She received a BS, Information Technology from Vietnam National University and a BBA from Posts and Telecommunications Institute of Technology (Vietnam).