Dean's List
College of Business and Technology
Monday, October 14, 2013

Faculty please print the attached worksheet for the Marineau Conference, fill out your desired involvement, and send it to Connie Fie or Allan Jenkins. Thank you for your support!
April 2 and January 8 are available on NTV. Book your time now!
I do not have any articles from faculty for the Hub for this academic year. Sign up now!
Criteria:
• 500 words or less
• Business tips/backed by your research if you so choose
• Long text or short bullet points
• Author picture and short bio
• Every other month to start
I will send it on to the Hub after the Dean’s approval.
Please read the attachment regarding two events in which Allen Groenke and Shawn Kaskie are involved. The Kearney Area Chamber of Commerce is hosting an event November 7 for entrepreneurs where representatives from a free legal clinic for entrepreneurs answer questions. Also, The Central NE Business Idea Contest is November 13. Entries must be submitted by October 28. Think of this contest as our own local version of the ABC program Shark Tank.
http://abc.go.com/shows/shark-tank

Administration, Faculty and Staff
Take a look at the Graduate Office publication, New Frontiers in which Dr. Heather Schulz, Marketing and Dr. Kathy Zuckweiler, Management, are featured for their research. They were recognized at the New Frontiers’ reception Thursday at the Frank House.

CBT IMPACT
Dr. Steve Schulz and Marsha Yeagley, Marketing, met with Mitch Bean, Managing Partner of Eakes Office Plus to discuss the results of research on retention of sales associates. Also discussed was future activities including internships and career opportunities for CBT students. The next steps will include a follow-up discussion with Kate Bombeck to coordinate CBT’s relationship with Eakes Office Plus.
What are you doing? Where are you going? What impact are you making? Tell me, please!
Students:
Tell me about the great things your students are doing!
Experiential Learning/Internship

Dayna Larreau, Economics major, graduation May 2015
Dayna Larreau has finished a summer internship with the Ogallala Commons, working for the Arnold Economic Development Corporation. The Ogallala Commons supports community internships within the Ogallala Aquifer region. Dayna, who will be a Junior this year majoring in Business Administration with an Emphasis in Economics, was able to complete a project that she started when she was an intern for the same corporation the previous summer. The community of Arnold heavily supported a Cemetery Website Project, and working with the AEDC, Dayna was able to enter information she gathered into a newly designed website dedicated just to the Arnold Cemetery. The database she created lists each person buried at the cemetery under their last name, and includes their birth date, death date, plot information, links to relatives, and a place for family members and friends to submit pertinent information and comments about the loved one, including obituaries and photographs. The website was a massive 200 hour project, consisting of 2,478 people who were buried at the cemetery. She was also able to help decide on the basic setup of the website, which had to include many aspects that the website needed to have, including a way to sell wreaths in the future so that the website could rely on those funds, instead of relying so heavily on donations. Dayna also was able to be part of a Housing Survey Project, where she spent about 30 hours logging in the conditions of each house in Arnold, as well as its address, homeowner if applicable, and location on a map she designed. The project may make a huge difference to the community, and she was able to learn about the way that housing development is funded both locally, and by the state. Attending the monthly AEDC meetings was another important part of Dayna’s internship, as it enabled her to learn about how the community development of Arnold is run, from behind the scenes. She was able to learn about the City Use and Sales Tax, which is up for reelection in the upcoming year, as well as the legal aspects of what the tax can be used for within the community. Dayna plans to continue her education at UNK, and hopes to attain another internship through the Ogallala Commons with a Kearney company in the upcoming summer. The internship was a major learning experience, and enabled her to work with leaders of the Arnold community, achieve project goals that the community supports, and reinforced her decision to earn a degree in Economics.

Alumni News:
Tell me about your alumni!
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
Senior Lecturer, Marketing/MIS Department
Coordinator of College Communications
West Center Building W241
University of Nebraska at Kearney
Kearney, NE 68849
308-865-8345
2013 Marineau Conference
Markets and Medicine: Can the Free Market Cure Our Health Care Ills?
October 28 & 29

Topics
Affordable Care Act	Technology	Rural Health
Single Payer Systems	End of Life	Human Rights
Health Care Management	Market Innovations	Provider Issues

Monday
9:05 Classroom Visits
10:10 Panel: Should We Use the Market to Address End of Life Resource Use? (Nebraskan)
11:15 Panel: How Will the Affordable Care Act Influence Healthcare? (Nebraskan)
12:30 Lunch (By Invitation)
2:00 Faculty Meetings with Symposium Speakers
Break-Out Topics:
Health Care Policy, Human Resources, Management/Finance, Technology, Rural Health
5:30 Reception (Nebraskan)
7:30 Keynote (Nebraskan)
    Thomas Bowden, J.D. Political Commentator, Policy Analyst

Tuesday
9:30 Panel: Will Technology Reshape Healthcare? (Nebraskan)
11:00 Panel: Is Health Care a Right?
12:30 Lunch (by invitation)

Faculty Participation Planning
Faculty Name ____________________________

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<tr>
<th>Course</th>
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<td>Classroom Visit</td>
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<td>(list your classes, including time)</td>
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Panels: 10:10 Monday, End of Life
11:15 Monday, Affordable Care Act
9:30 Tuesday, Technology
11:00 Tuesday, Is Health Care a Right?

Break Out Sessions Monday 2:00: Circle the Session You Will Attend
Health Care Policy, Human Resources, Management/Finance, Technology, Rural Health
Two upcoming events of interest to anyone thinking about starting a business

**November 7 – Entrepreneurship Legal Clinic Presentation at the Kearney Chamber of Commerce**

The Entrepreneurship Legal Clinic at the University of Nebraska College of Law offers free legal representation and counseling on a wide range of business law issues. The goals of the clinic are to foster an educational experience and entrepreneurial spirit for its third-year law student participants while offering early-stage transactional legal advice to Nebraska's entrepreneurs, innovators, and start-up businesses.

Two student attorneys from the clinic will present on key legal issues facing a startup company, with particular focus on corporate and tax implications of forming an entity and minimizing personal liability of the founders. The presentation will cover the various advantages and disadvantages of the most common entity structures and the student attorneys will be on hand to field questions with respect to entity formation. Professor Brett Stohs, who founded the clinic in January 2013 and supervises the student attorneys, will also be available to discuss the clinic in more detail. For more information about the Entrepreneurship Legal Clinic please visit [http://law.unl.edu/eclinic](http://law.unl.edu/eclinic).

Seating is limited and reservations are required. You can pay in advance or at the door. To reserve your lunch and seat, call the Chamber at (308) 237-3101. If you reserve a spot but are unable to attend, you must cancel your reservation 24 hours before the event or you will be billed.

**November 13 – Central NE Business Idea Contest**

This contest is free!

This contest is open to anyone with an idea for a new business.

You can think of this contest as our own local version of the ABC program.

[http://abc.go.com/shows/shark-tank](http://abc.go.com/shows/shark-tank)

To enter, simply record a two minute video describing your idea for a new business.

If you don’t have video equipment, The Center for Rural Research and Development will film your pitch for you.

Contact Shawn or Rhonda with questions:

emailcrrd@unk.edu

308-865-8199

All entries must be submitted by Monday October 28 at 5 PM.