Please attend the Marienau Conference Monday and Tuesday, October 28 and 29. The program is attached.
April 2 and January 8 are available on NTV’s morning show. Book your time now to promote your program, event, students, research, or department!
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, Entrepreneur in Residence, and Shawn Kaskie, Center for Rural Research, are involved. The Kearney Area Chamber of Commerce is hosting an event November 7, 2013 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

Faculty, Administration, and Staff
The following faculty will be recognized at Mortar Board’s Annual Faculty Appreciation Dinner in November: Dr. Jake Messersmith, Dr. David Palmer, Dr. Michelle Fleig-Palmer, Management, Mary Rittenhouse, Economics, Dr. Brenda Eschenbrenner, and Bruce Elder, J.D., Accounting/Finance.
CBT Impact

Dr. Ross Taylor, MIS, is the President of the Board for South Central Economics District (SCED). He was instrumental in securing a $30,000 planning grant for Superior, NE.

Read how the CRRD is making an impact as well:

What are you doing? Where are you going? What impact are you making? Tell me, please!

Students

The CBT Chapter of Beta Gamma Sigma has been recognized as a 2013 Premier Chapter. Dean Tim Burkink received the award on October 14, 2013 at a luncheon held in conjunction with the MidAmerican Business Deans Association 2013 Conference in Chicago. Chapters who have at least an 85% acceptance rate from qualified students are eligible for recognition as a Premier Chapter. The College also qualifies for a $1,000 matching scholarship for achieving this distinction. Dr. Heather Schulz, Marketing, is the Chapter Advisor.

Please read the attached article about sophomore Supply Chain Management student, Jeff Rodis.

Tell me about the great things your students are doing!

Experiential Learning/Internship

Michael Christen, Mathematics major, Finance minor, graduation May, 2014. Michael's internship this summer was with the accounting and finance department of Good Samaritan Hospital, which is a part of the national organization of Catholic Health Initiatives. The internship began in May and lasted until mid-August. Michael says it was far beyond what he expected in both experiences and challenges. He was able to take part in many different operations and aspects of the company as well as work with a wide array of individuals. Some of these areas included daily cash transactions, system conversions, financial reporting, and cost reporting. Michael says that one can only learn so much in the classroom and not fully understand all concepts until they are applied in the workplace and that this described his experience this summer. He believes that he has grown so much as both a student and employee through this internship. Overall, it was a great opportunity with an outstanding company.

Alumni News

Karen Goracke, 1988 UNK Business Administration alum originally from Omaha, has been named Borsheims Jewelry’s President and Chief Executive. Warren Buffet’s Berkshire Hathaway owns the retailer and has announced that Goracke will begin her new position December 31, 2014. She began her career at Borsheims in 1988 as a
saleswoman in the gifts department and was promoted to inventory supervisor in 1989. She left Borsheims for six years to raise her children, she returned in 2004 as a jewelry buyer for women.

**Skylar Hinrichs**, Marketing Emphasis graduate, has taken a position as health care products manager with SCORR Marketing of Kearney. He will focus on SCORR's Healthy Communities program. Prior to joining SCORR, Skylar counseled hospitals and other health care providers on patient care and customer satisfaction.

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
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:

[emalcrrd@unk.edu](mailto:emalcrrd@unk.edu)
2013 Marineau Symposium
Keynote address and all panels in the Ponderosa Room, Nebraskan Student Union

Monday, October 28
10:10 – 11:00 Panel: Should We Use the Market to Address End of Life Resource Use?
   Moderator: Michelle Fleig-Palmer, PhD: Assistant Professor, Department of Management, UNK
   Cheryl Rathert, PhD: Senior Scholar, Center for Health Ethics, Department of Health Management and Informatics, School of Medicine, University of Missouri
   Thomas A. Bowden, JD: Policy Analyst for Ayn Rand Center
   Wade Maki, MA: Director of BB & T Program on Capitalism, Markets, and Morality, University of North Carolina - Greensboro

11:15 – 12:05 Panel: How Will the Affordable Care Act Influence Healthcare?
   Moderator: Noel Palmer, PhD: Assistant Professor, Department of Management, UNK
   Ruth Krystopolski, MBA: Executive Vice President for Development and Research, Sanford Health, President of Sanford Health Plan
   Leslie Marsh, MA: CEO Lexington Regional Health Center
   Joyce Gleason, PhD: Professor of Economics, Nebraska Wesleyan University (retired)

7:30 Keynote Address: Healthcare’s Forgotten Individuals
   Thomas A. Bowden, JD: Policy Analyst for Ayn Rand Center

Tuesday, October 29
9:30 – 10:45 Panel: Will Technology Reshape Healthcare?
   Moderator: Bruce Elder, JD: Professor, Department of Accounting and Finance, UNK
   Janelle Ali-Dinar, PhD: Regional Director, Catholic Health Initiatives
   Ruth Krystopolski, MBA: Executive Vice President for Development and Research, Sanford Health, President of Sanford Health Plan
   Dale Gibbs: Catholic Health Initiatives Nebraska Director of Telehealth, Good Samaritan Hospital Director of Outreach Services

11:00 – 12:15 Panel: Is Health Care a Right?
   Moderator: Jake Messersmith, PhD: Associate Professor, Department of Management, UNK
   Thomas A. Bowden, JD: Policy Analyst for Ayn Rand Center
   Jill Jensen, JD: Health Care attorney with Cline Williams Wright Johnson & Oldfather, L.L.P.
   Wade Maki, MA: Director of BB & T Program on Capitalism, Markets, and Morality, University of North Carolina - Greensboro
'Hidden in Plain Sight'

Education efforts intend to open eyes to opportunities in transportation

BY SPENCER WATSON
Contributing Writer

While most high school students might be focused on memorizing the quadratic formula and content to spend summers pushing carts at a chain big box retailer, Jeffery Rodis was instead studying radio frequency ID technology and working an internship at Fuchs Machinery, subsequently part of BlackHawk Industrial. Now a sophomore at the University of Nebraska Kearney studying supply chain management, Rodis is on the front end of a new wave of education, one supported and guided by the Nebraska Trucking Association, which focuses on preparing students for careers in transportation right in the heartland of the industry.

Not that it's always easy to ride that wave. Just ask Rodis himself. An aptitude test early in high school pointed him toward distribution as a field, but his initial reaction was puzzlement.

"I thought, 'well, I don't know anything about that.'"

Enter Ben Brachle and Mike Rodgers, two teachers at Millard Public Schools who, just in time for Rodis's junior year, were kicking off a career academy focused on transportation, distribution and logistics. With classes covering everything from purchasing and supply chain principles to OSHA regulations, it's a comprehensive program designed with the next step of education in mind.

"This program is all post-secondary," said Brachle. "It's all college classes that we teach to high school kids with [optional] dual enrollment. While they take high school classes they [can] earn concurrent credit at Metropolitan Community College. At the end of the program, they're halfway to an associate's degree."

The idea started with a push to teach transportation science at Omaha's Bryan High School and was developed into the full-fledged academy with post-secondary credit at Millard, Brachle said. The genesis for it, he said, is the need

Continues on page 17
in a broad industry and the proximity giants like Werner, Union Pacific and ConAgra.

"We try to pick areas [for academics] that our community, Omaha and Nebraska in general, has a need for. We could do game design, and while I'm sure it'd be very popular, I don't know that there's really a need for that."

And the academy itself exemplifies that same sort of pragmatic approach. Juniors start with general principles and seniors move on to advanced concepts and even internship. But it's still something that took a little doing to get going.

"It's an industry hidden in plain sight," said Brachle, whose degree is in industrial distribution. "When you go into Wal-Mart, you don't see how the products get from, say, China to here.

"So, when we first started [the academy] we didn't have very many students, and a lot dropped out," he added. In fact, it was Rodis alone who made it through from the first class.

"When the academy started for transportation, distribution and logistics, it was a new program. I thought it seemed cool and I should look into it," he said. "At the time, I was not looking at a career, I was looking to get through high school."

But actually getting through high school changed all that. The studying of purchasing and operations, the mapping of a truck route from Florida to Washington, the actual experience using spreadsheets to refine a working inventory system. All of it opened doors and opened Rodis's eyes as to what was out there. And it didn't hurt to have parental support that was totally on board.

"A lot of kids go to college just to go to college, but there needs to be that J-O-B at the end, and that's what Jeff and I spoke about," said Rodis's father, also named Jeff Rodis. "The bottom line is, you hope to help your kid get on a path that helps them earn a living ... and when [my son] started to look into it, he saw there are a lot of jobs that pay really well. And being in Nebraska, what a great spot to be in."

The attrition in the program was tough, said the elder Rodis. But, far from being hesitant and thinking of giving up on a new program, he said it's a credit to the school and teachers that they didn't give up on his son when he was the only one left.

And to validate that faith, interest is soaring. In the four years since an initial class of eight dwindled to one, the academy has grown beyond capacity, and Brachle said. And the younger Jeff Rodis, who had returned to speak to those starting the program, said he's jealous of the opportunities those following him have, like a field trip to the ProMar expo in Chicago.

"When I was there, we were only talking about things like that," he said.

But Rodis also sees the same confusion he ran into when he started.

"When I talk to the sophomores, everyone hears transportation and they think of being a bus driver. And they say they don't want to be a bus driver or a truck driver. But I tell them what it's really about and that even truck driver's can make $100,000 a year, and that sparks them right up. Everybody loves money."

And everyone loves opportunity. That's the what the program really offers, the younger Rodis said. Indeed, what he found when he started looking at colleges was a mix of enthusiasm and confusion. Schools like UNK and Iowa State said they were waiting for kids like him, with more internships available than they had students to fill them. But, at the same time, they had never really seen a transcript like his before. Much like the potential employers he courted for high school internships as a 16-year-old, they weren't sure what to do with him.

In the future, that should change. Not only will more students going through the program help universities figure out just how to articulate their credits, the universities themselves are taking

Continues

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“WHEN I TALK TO THE SOPHOMORES, EVERYONE HEARS TRANSPORTATION AND THEY THINK OF BEING A BUS DRIVER. AND THEY SAY THEY DON’T WANT TO BE A BUS DRIVER OR A TRUCK DRIVER. BUT I TELL THEM WHAT IT’S REALLY ABOUT AND THAT EVEN TRUCK DRIVER’S CAN MAKE $100,000 A YEAR, AND THAT SPARKS THEM RIGHT UP. EVERYBODY LOVES MONEY.”

strides to engage students early in their career path. Resources such as Fast Forward, established by the University of Nebraska Lincoln’s College of Engineering, offer portals of information for exploring transportation career options, internships, scholarships and so on.

Additionally, the programs themselves are becoming more accessible. Thanks to new legislation supported by the Nebraska Trucking Association, the price of dual enrollment – which isn’t required of academy students, though the “vast majority” take advantage of it – the price has become more affordable at $25 per course.

“I am very exited about the new pricing and I think the students and the parents of the students are too,” said Brachle.

Ultimately, he said, it’s a collection of efforts that all go hand in hand. Better preparation makes better students who populate an industry with a lot of potential.

“The concept is working and we’re seeing good results. We’re on an upward trajectory and giving kids a lot of good opportunities. After all, any big corporation is likely going to have a supply chain position even if it’s not called supply chain.”

Case in point, Brachle points to students who expressed interest in everything from dispatching to owning their own trucking firm. And there are kids who’ve taken his classes in preparation.

Congratulations to the
2013 Nebraska Truck Driving Championship Winner!

ED BEINS

Ed Beins enjoyed a fast run at the Kansas Speedway, this year’s winner of the “Richard Petty Driving Experience”

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for military careers—an organization very much about moving things from one place to another. And, thanks to the college credit they earn, they graduate basic training at a higher classification than they would without. In fact, whether it’s marketing or accounting students pursue, the fundamentals of what they learn in transportation are applicable in a variety of fields, he said.

“We’re trying to build a student that is more capable, that knows about transportation, distribution and logistics and has been in it through high school and wants a career in it, whether that’s through traditional business or through an engineering or economics or finance major.”

For Rodis, it’s working. And working well at that.

“It’s been one of the best decisions of my life,” he said. “One of the biggest things for me is just knowing I have a job in place, and that can be anywhere in the U.S. or even the world.”

And it was having his eyes opened the potential of the career path that made the decision so easy, he said.

“It was the best foundation I could have ever asked for coming into college. If I could do it all over again, I certainly would do it all over again.”