April 2 is 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.

Chuck Schroeder, RSI Director, presentation on research and teaching grants
Monday, February 10
Chancellor’s Dining Room
1 pm to 2:30 pm (first session)
3 pm to 4:30 pm (second session)
RSVP to Shawn Kaskie, kaskiesc@unk.edu

Please take a look at the attached schedule and bio of the Ethics speaker who will be here March 3 and 4.

Faculty, Administration, and Staff:
“Selling Versus Leasing of Durable Goods: The Impact on Marketing Channels” is the article by Dr. Ngan N. Chau and Dr. Steven A. Schulz, Marketing, that appears online in The Journal of Marketing Channels.
Published online: 28 Jan 2014.
http://dx.doi.org/10.1080/1046669X.2013.830800

Dr. Kennard Larson, Construction Management, was recognized by the National Association of Home Builders (NAHB) as the National Outstanding Educator. He was recognized at the NAHB International Builders Show and Student Competition in Las Vegas in February. See the above video.
Dr. Karl Borden, Finance, has an opinion piece published in the Wall Street Journal. Here is a link.
http://m.us.wsj.com/article_email/SB10001424052302303848104579308401524906962

Shawn Kaskie, CRRD, Odee Ingersoll, NBDC, and Allen Groenke, Entrepreneur in Residence, provided assistance to central NE start-up, Open for Business, a new magazine and online business resource. The first issue makes several references to UNK resources. Odee and Entrepreneur-in-Residence, Al Groenke, are writing articles for the second/March issue. Regional higher-education partners, Hastings
CBT Impact
What are you doing? Where are you going? What impact are you making? Tell me, please!

Students:
Senior Construction Management (CM) student, Jared Petit from Sidney, was awarded the Nebraska Chapter American Concrete Institute 2013 "Outstanding Student Award" along with a $1,500 scholarship. He was in competition with UNL and UNO CM and Engineering program students to be the only state recipient in 2013. The 2012 recipient also was awarded to a UNK student. The award is based upon a demonstrated interest and ability to work in the field of concrete construction or design. Jared’s essay, which was a part of the application process, focused on his interest, experience, ability, and career objectives as they relate to concrete construction. Dr. Kennard Larson said, “Jared has served as the point person for both of the ACI student chapter concrete competition teams put forth by UNK this year. He is a self-starter and requires very little coaching as he leads his fellow student team members. He is a natural leader and has the leadership style that commands top performance and motivation from his team members.” He is a Staff Sargent and squad leader in the 189th Transportation Company. His 2013 summer internship was with Kearney Concrete. "My time in the UNK Construction Management program gave me a very well-rounded education and a base from which to launch my career. Having instructors willing to mentor you on a personal basis and being a part of student led organizations have produced many opportunities and choices for my family and me. It is great being a part of such a successful program," remarked Petit.

Experiential Learning/Internship
Jennifer McMurtry, International Business Minor, advisor Dr. Sri Seshadri
Jennifer McMurtry completed a summer internship in Oporto, Portugal, at the Oporto Spot Hostel, as the required international internship for her international business minor. Jennifer is majoring in Music Business with minors in international business and marketing. International internships are often difficult for the student to complete, since
lodging and the cost of living can be high abroad, but Jennifer selected this internship because the hostel provided her with room and board. She essentially worked as a hospitality manager at the hostel, making reservations, checking in guests, controlling food and bar inventory, and providing programming and activities for the guests. Her goals were to understand how to use their reservation software, gain customer service skills, utilize social media in marketing the hostel, and improve their inventory management system. She also wanted to gain the experience of working with people from the Portuguese culture as well as guests from a variety of cultures, practice the local language, and travel around the area when not working. Jennifer was proud to use some of the knowledge she acquired from Dr. Schulz’s International Marketing course to understand why different products or services have to be marketed differently to people from different countries. She believes the relationships she built and the experiences she had abroad will be lasting!

Alumni News

Josh Jones, Industrial Distribution, is an inside sales person for electrical distributor - CRUM in Colorado Springs.

Vanessa Jones, Marketing Emphasis graduate, is the Director of Development at the National Organization for Rivers (NOR). She is pursuing a Master of Science degree and is a graduate assistant at Daniels College of Business at the University of Denver.

Joe Lienemann, CBT business graduate, has been hired by Five Nines Technology Group as an account manager in its Lincoln office. He has spent nearly a decade in sales and account support experience. He will be responsible for enhancing communication and cultivating relationships for managed service clients.

Alan Hauschild, CBT business graduate, has been hired by Continuum Financial in its Omaha office. He has 15 years of previous professional experience in HR. He is experienced with employee benefits and payroll solutions for business owners in the Omaha area.

Karen Goracke, CBT business graduate, is President and CEO-designate of Borsheims, an Omaha based, 143 year-old jewelry firm with customers in 50 states and on six continents.

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.
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Outstanding Educator 2.MOV
Outstanding Educator 1.MOV
Ethics Day/s
Monday March 3rd
5:00 – 6:30: Kearney Chamber of Commerce After-Hours Reception (Historic Frank House, UNK)
6:30 - 7:30: Keynote Address (Ponderosa Room, Student Union)
7:30: Dinner

Tuesday March 4th
7:30: Breakfast (TBD)
9:30 - 10:45: Guest in Luthans’ Human Resource Management class. (Ockinga Auditorium)
11:00 - 12:00: Guest speaker in Dr. Hodge’s Social Responsibilities and Ethics class. (Ockinga)

Bio
Diann Cattani

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Diann Cattani studied Business Management and Psychology while on NCAA Division IA Volleyball Scholarship at Brigham Young University. Following college, Ms. Cattani accepted a position with a boutique Human Resources consulting firm in Atlanta, Georgia where she had the opportunity to facilitate Leadership Development training, Executive Coaching, Change Management for many Fortune 100 and 500 companies.

In the course of business, professional situations Diann encountered ethical dilemmas testing her solid, moral upbringing. Navigating in a gray culture, she faced the insidiousness of temptation and subsequent consequences.

Diann travels the country sharing her personal experience with Corporations, Professional Organizations, Government, Law Enforcement and Universities in an effort to raise the cognizance of Leadership. She also encourages introspection of personal responsibility, the pitfalls of rationalization and it’s correlation to self-deception in ethical and moral dilemmas.

Diann tells a compelling, personal story letting us inside to understand "The Honest Truth About Dishonesty."
Good People Make Bad Decisions
Professional, well educated people enter federal courthouses each day to face lengthy prison sentences for their illegal behavior. While there is a segment of the population that is predisposed to commit fraud after fraud, many white-collar felons are first time (only time) offenders who are like many others in the work place. Cattani communicates and interviews law enforcement officers and academics who study criminal behavior. Often, many of the qualities that every good employee has are also the ones that lead people to go over the line and commit a crime.

Importance of An Ethics And Compliance Program At Work
Studies indicate that the reminder of an ethics and compliance program is often enough to encourage more ethical decisions by employees. It is important and ethics training does make a difference by creating an open atmosphere where people are encouraged to participate in making a better place to work.

Exposing Corporate Vulnerability/The Weakest Links
Cattani conveys the myriad of ways a company can be vulnerable to fraud. As so often in smaller or privately held companies the accounting department is housed under one roof and there is minimal separation of power—accounts payable, accounts receivable, collections, auditing, etc.

Increase The Perception of Detection
Employees are less likely to commit fraud if they believe they are likely to get caught. Controls might be in place to detect a fraud in a timely manner, but if the employee is unaware of those controls, the fraud might still be committed. In reverse, if controls are so deficient that anyone could get away with a fraud, but the employee believes that adequate controls are in place, the fraud will be prevented.

Thus one key to fraud prevention is to increase the perception that perpetrators will be caught. Cattani discusses mechanisms that can be implemented in a reasonable and effective manner.

Red Flags/Early Warning Signs
No defense is perfect, making it necessary to have an understanding of how to detect fraud when it does occur. Although “red flags” are merely indicators of potential fraud, it is imperative to have some knowledge as to the nature of some of these early warning signs. Cattani discusses potential “red flags” and evaluates internal control weaknesses to determine if they are being exploited. Both management and employees will be trained to recognize some of the red flags of fraud.