Dean's List
College of Business and Technology
Monday, September 7, 2015

Please take a look at the opening times on Talk of the Town to promote your program, students, and relevant research, etc. NTV is no longer available for reservations as the times are full.

Announce and strongly encourage your students to attend the Executive in Residence program October 1, 2015 at 11:00 a.m. in the Ponderosa room. The schedule and bio for Karen Goracke is attached.

Faculty/Administration

Dr. Heather Meyer, Marketing, had her article “Reference group influence in consumer role rehearsal narrative” published in *Qualitative Market Research*. In addition, she and Dr. Bree Dority, Economics, along with coauthor, Dr. Steven Schulz, had the article “Individual differences in online consumer behaviors in relation to brand prominence” published in the *Journal of Interactive Advertising*. “Psychological capital intervention: A potential tool for improving organizational commitment in sales organizations” coauthored by Dr. Steve Schulz and Marsha Yeagley, Marketing, was published in the *Journal of Applied Marketing Theory*.

Dr. Greg Benson, SCM, was appointed to the University of Nebraska Graduate Faculty in September, 2015.

Impact

Take a look at the press release attached regarding the Nebraska Business Development Center receiving the Entrepreneurial Advancement Award from the Northeast Nebraska Development District. The award was presented for NBDC’s efforts to aid in business succession and transition planning. Odee Ingersoll, Director at the UNK Center and Sara (McMillan) Bennett, Business Consultant at the Grand Island location have been instrumental in assisting with NENEDD’s Business Succession and Transition program since its inception.

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

Students:

**ROTC Students:** During the summer of 2015 three UNK cadets attended the Cadet Leadership Course (CLC) at Fort Knox, KY (this course replaced the Leadership Development and Assessment Course known as LDAC). Two of the three UNK cadets were given the highest rating of “Top 15%” of cadets nation-wide that attended CLC in 2015.

During the summer of 2014 two UNK cadets attended LDAC (its final year) at Fort Knox, KY. Both UNK cadets were given the highest rating of “Excellent,” which was generally reserved to the top 30-35% of cadets nation-wide.

This is evidence that UNK Army ROTC cadets are some of the best trained cadets in the country. Eighty percent of the cadets from UNK that attended Army ROTC’s summer training programs the past two years have ranked in the top third of the 5,000 cadets from across the country.
The following students’ research was published in UNK’s Undergraduate Research Journal:

**Arisa Ito’s** “Estimating Social costs of Rail Transportation in Japan”- Mentor Dr. Bree Dority.

**Aaron McCauley’s** “What Makes a Man: Physical Attraction Among Young Homosexuals”- Mentor Dr. Tami Moore.


**Emily Smith’s** “Sustainability in Interior Design: Incorporating Economy, Equity, and Ecology into the Built Environment”- Mentor Dr. Dana Vaux.

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**Experiential Learning/Internship**

**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. Think about doing an article for the Kearney Hub during the 2015-2016 academic year. Also, consider promoting your program, students, and/or event on NTV (first Wednesday of the month at 6:25 a.m.) and KGFW Talk of the Town (4th Wednesday of each month at 9:30 a.m.) The schedules are attached.

**Criteria for the Hub article:**
- 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.

Marsha K. Yeagley  
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Coordinator of College Communications  
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University of Nebraska at Kearney  
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PRESS RELEASE

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FOR IMMEDIATE RELEASE

Nebraska Business Development Center receives Entrepreneurial Advancement Award

Nebraska Business Development Center at the University of Nebraska Kearney – with satellite office in Grand Island – recently received the Entrepreneurial Advancement Award from the Northeast Nebraska Development District. The award was presented for NBDC’s efforts to aid in business succession and transition planning. Odee Ingersoll, Director at the UNK center and Sara (McMillan) Bennett, Business Consultant at the Grand Island location have been instrumental in assisting with NENEDD’s Business Succession and Transition program since its inception. To date, NBDC is currently involved in assisting with eight such plans.

NBDC offers transition and succession planning services all across the state. NBDC also provides confidential business advising and analysis, business plans, financial and loan packages, business valuation reports, and market research for small businesses and entrepreneurs.

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2015-2016
Talk of the Town KGFW (1340) 9:30 a.m.
• 2223 Central Ave, Kearney, NE 68847
• Phone: (308) 698-2100

Fourth Wednesday of the month
Arrive 10 minutes early for this 10 minute interview
September 8-Shawn Kaskie 9:00 a.m. Abbey Rhodes-Enactus/9:30 a.m. Dr. Greg Benson-Supply Chain Mgt.
September 23- Dr. Sharon Obasi and Dr. Toni Hill, FSID, Early Childhood and Family Advocacy program being launched this fall.
October 13 9:30 Shawn Kaskie, Central NE Idea contest.
October 28 Suzanne Hayes, Student Managed Investment Fund
November 25 Michelle Fleig-Palmer and two students
December –nothing
January 27
February 24 Sri Seshadri, MBA
March 23
April 27
NTV A.M. Show Sign up

September 9 Sri Seshadri, MBA
October 14 Shawn Kaskie, CRRD, Idea contest
November 11 Noel Palmer - Leadership
Feb 10 Sri Seshadri, MBA
April 13 Dr. Sharon Obasi - Early Childhood and Family Advocacy Program

- be in studio at 6am – interview is at 6:25am
Here is all the info for how GMN interviews work – THANKS for your patience 😊

What I need one week before the interview:

- The names of who will all be on set: first, last and title --if you add more people be sure to tell us in advance, that way we know we have the room and mics available that you need.
- 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. A press release works too.
- Some people like to send me an outline of what they want to discuss... or send me 3-4 questions you want me to ask... I want you to be comfortable—so send me what works for you. I will help you along in the interview with the information you give me.
- 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:

- Be at the studio around 6:00am
- Your interview is at 6:25am
- 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 ...You can get creative!—
- 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.

NTV News Anchor, Producer, Reporter
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308-743-2494
Karen Goracke  
2015-2016 Ron Landstrom Executive-in-Residence  
CEO and President  
Borsheims Fine Jewelry and Gifts

**Wednesday, September 30**

8:00 a.m. – 9:00 a.m.  
WSTC 120E; Aaron Estes, Dustin Favinger, Janice Woods, Internships/Career Opportunities

9:05 a.m. - 9:55 a.m.  
Dr. Nacasius Ujah, Principles of Finance N103

10:10 a.m. - 11:00 a.m.  
Dr. Greg Benson, Supply Chain Management portal, (25)  
Bart Bosshamer, Principles of Supply Chain Management  
(25) Ockinga Center Auditorium Greg escort to Dean’s Office

11:30 – 1:00 p.m.  
Lunch, Kearney Country Club, Chancellor Douglas Kristensen, confirmed Dr. Tim Burkin, Dr. Kyle Luthans, Dr. Greg Broekemier

1:00 p.m.  
Interview in Dean’s Office – Sara Giboney-

1:30 p.m. -2:30 p.m.  
Campus Tour- Ryo Suzuki

4:00 p.m. – 5:30 p.m.  
**Frank House**, Networking Reception (by invitation)  
Business Advisory Board, Kearney Area Chamber members, faculty, campus administrators, Ms. Goracke family/friends

**Thursday, October 1**

8:00 a.m. - 9:15 a.m.  
Ponderosa Room- Marsha Yeagley-Professional Selling, (14)  
Dr. Kay Hodge- Principles of Management, (40) Dr. Ngan Chau, Principles of Marketing (30), Dr. Heather Meyer, Advertising Mgt (10).

9:30 a.m. - 10:45 a.m.  
Ponderosa: Dr. Kyle Luthan’s Human Resource Management (30), Dr. Kay Hodge-Ethics, (30) Dr. Ngan Chau- Logistics/Transportation (8)  
Consumer Behavior- Dr. Heather Meyer-(30)

11:00 a.m. – 12:15 p.m.  
Ponderosa Room, “Ringside Seat: An Insider’s View of Retail and Berkshire Hathaway”

12:30 p.m. – 1:45 p.m.  
Ponderosa room- Student Advisory Group/Stacy Darveau  
(Lunch)

2:00 p.m. – 3:15 p.m.  
Bruce Elder, Commercial Law (16) **NSU 310**  
Dr. Dana Vaux, Interior Design Studio, (11) Jeff Nordhues FSID 260, Beg. Tech for I.Design (10)
Karen Goracke
President & CEO – Borsheims Fine Jewelry and Gifts

Appointed President and CEO in 2013 by Warren Buffett, Chairman of Berkshire Hathaway, Inc., Karen Goracke is a long tenured associate at Borsheims.

Ms. Goracke holds a Bachelors of Science in Business Administration and Organizational Communication from the University of Nebraska-Kearney. She began her career at Borsheims in 1988 as a Sales Associate in the Gift department. When Berkshire Hathaway acquired Borsheims in 1989, Ms. Goracke was promoted to Inventory Supervisor. She led several new initiatives in this department, including converting the inventory to a controlled system that allowed data analysis and one-on-one interaction with the merchandise buyers. Ms. Goracke continued her career path with Borsheims as the Watch Buyer until 1998, when she put her professional career on hold to tend to her growing family. She returned in 2004 as the Ladies Jewelry Buyer where she made a significant impact on the bottom line by reducing the inventory. Shortly thereafter she became Director of Merchandising, overseeing all buying functions, including the Fashion Jewelry Buyer, Diamond and Bridal Buyer, Assistant Buyer, and Gifts and Home Accessories Buyer.

Ms. Goracke is well respected for her business pragmatism. Her experience holding many different roles across the company gives her an extremely broad retail background. As a result, she has an intricate depth of knowledge not just of Borsheims, but of the worldwide jewelry industry.

As one of Omaha’s most known and well-loved retailers, Borsheims has played an important role in the recognition of this city across the country and around the world. Along with this position of prominence comes a responsibility to the community.

Ms. Goracke is a Director with the Jewelers Vigilance Committee, the leading compliance organization in the jewelry and gem industry. Additionally Ms. Goracke serves on the boards and committees within the gem and jewelry industry. Locally, Ms. Goracke currently serves as volunteer with Skutt High School as well as with the school’s Angel Flight fundraiser. She volunteers for her alma mater, Gross High School, and is active in the alumni chapter of her sorority, Gamma Phi Beta. Ms. Goracke has volunteered her time to the Food Bank of the Heartland and Open Door Mission. In 2014, Ms. Goracke has been named the Honorary Chair of the Fall Luncheon for the Women’s Fund of Omaha; an organization devoted to identify issues, funding solutions and leading change for women and young girls.

Ms. Goracke resides in Omaha, Nebraska, with her husband, Bruce, and their three children.