Dean's List
College of Business and Technology
November 3, 2014

Faculty, Administration, and Staff:
Stephen Amundson is the recipient of the Faculty Senate Distinguished Service Award. Read the attached article from the Kearney Hub for further information. http://www.kearneyhub.com/news/local/unk-honors-amundson-for-servant-leadership/article_ecf213c9-59c9-580e-848e-a70c7eeed93b.html#.VEFUGDCHfGs.email

Dr. Kyle Luthans and Dr. Jake Messersmith, Management, were co-authors for an article recently published in the International Journal of Physical Distribution and Logistics Management. The paper was titled, “Psychological capital: A new tool for driver retention.”

NEBA was held on the UNK campus October 24, 2014. The welcome was given by Tim Burkink, Dean of the College of Business and Technology, and Dr. Kathy Zuckweiler, UNK, NEBA President-Elect. The following UNK faculty presented:

“Retention Rates among 4-Year Institutions of Higher Education in Nebraska: Where are They Falling?” by Dr. Bree L. Dority, Economics; “How a Company’s Cost Savings Policy Can Impact the Company’s Bottom-line Financial Performance” was presented by Dr. Greg Benson, Marketing; “Structures and Relationships Between the Business Executive and Information Technology Executive at the University: A Mixed Methodology” was presented by Dr. Angela K. Hollman, Industrial Technology; “Identification of Determinants Enabling and Inhibiting Growth in Cloud Computing and Development of a Model” by Dr. Vijay K Agrawal & Dr. Allen Ross Taylor, MIS, was presented by Dr. Taylor; “The Role of Ethical Efficacy and Individual Differences in Employee Selection Decisions” was presented by Dr. Noel F. Palmer, Management; Ronda M. Smith, Fort Hayes State University, & S. R. Sardeshmukh, University of South Australia; “Practicing Gratitude and Forgiveness in the Daily Operation of a Hospital” was presented by Dr. Daryl Kelley & was coauthored with Dr. David K. Palmer, Management; and “Supply-chain Shenanigans: Affidavit Fraud and the Distribution (or Lack Thereof) within the Comic Book Industry” was presented by Dr. David K. Palmer, Management.
Dr. Allan Jenkins, Economics, was the moderator of the panel “Internationalization of U.S. Universities.”

The lunch keynote speaker was Mike Young, Vice President of Logistics at GIX Logistics, an organization employing a number of CBT students.

Dr. David Palmer was presented with the “Outstanding Service to NEBA Award.” The award is based upon Dr. Palmer’s long-time service as the program chair and editor of the journal, “Economics & Business Journal: Inquiries & Perspectives.”

Nebraska Economics and Business Association (NEBA) is involved with issues and research on economics and business topics in general, and also focuses on issues and research related to the economy of Nebraska and the Great Plains. http://ecedweb.unomaha.edu/neba

Impact

Jordan Rehnstrom, 2014 Finance Emphasis graduate, said in an email to Dr. Burkink, “I have been reflecting on my time in the College of Business & Technology, and I would be remiss not to thank you and the outstanding faculty that helped me grow as a student and develop into a professional. I have been employed as an analyst at UnityPoint Health in Des Moines for 14 weeks, and that would not have been possible without the skills I developed at UNK.

I truly appreciated the effort made by professors to go above and beyond their job descriptions in order to help their students’ succeed. Perhaps the most notable example of that was Allan Jenkins, who I credited for my opportunity to intern at Lexington Regional Health Center. I was a student in one of his economics courses for only a couple months before he went out of his way to recommend me for a position at that hospital. That internship was a fantastic experience, and undoubtedly helped me get a job offer from UnityPoint Health, so I really cannot thank Dr. Jenkins enough.”


Read about the project of the Center for Economic Education, the Kearney Public Schools, and the Kearney Credit Union. All about teaching students the value of the dollar. http://www.kearneyhub.com/news/local/hands-on-finance-
Kearney opens first in-school savings program at Emmerson Elementary!

Congratulations to the UNK Center for Economic Education, Kearney Federal Credit Union, and Emmerson Elementary School! This is the 20th in-school savings program opened in Nebraska in partnership with the Nebraska Council on Economic Education.

The program is a meaningful, real-life, educational opportunity for students to learn the importance and habit of saving. Students are enhancing their math skills serving as tellers and customers. The student-led branch will be open each week to accept deposits. Students will receive their accumulated savings when they graduate from the school.

KFCU President Dee Schriber, Principal Megan Schmidt & UNK's Mary Ritterhouse assist 5th graders.

KFCU's Vicki Harper assisting tellers on opening day.

Emerson 5th Grade tellers.
What are you doing? Where are you going? What impact are you making?
Tell me, please!

**Students:**

**Hongyue Yao**, CBT student presented “Banking System Trend Comparison in Past Two Decades: How Does the U.S. Differ from China?” at the NEBA Conference.

The **Department of Family Studies and Interior Design** will have a showing of Interior Design student projects at the Alumni House in the California Room on Tuesday, November 4 from 11 am – 1 pm. This display was required as part of the site visit by the Council for Interior Design Accreditation (CIDA) that will take place November 1-4.

**Experiential Learning/Internship**

**Lanny Fuller, Marketing Emphasis, advisor Dr. Greg Broekemier**

Lanny Fuller, a marketing major with intent to pursue a career in creative writing in advertising, is completing a fall internship at the Buckle headquarters in Kearney in the copywriting department. This past summer, Lanny also wrote copy for Bailey Lauerman, an advertising agency in Omaha. Lanny’s job as a copywriter is to develop branding strategies that develop into concepts and ideas and then translate the ideas into effective words. He is enjoying his internship and is looking forward to expanding his skills through an internal marketing department.

**Alumni News**

**Tell me about your alumni!**

**A message from UNL-**

The University of Nebraska-Lincoln Undergraduate Women in Business organization is proud to announce the Inaugural Collegiate Women in Business Conference. The goal of this convention is to expand the network of Women in Business groups and individuals throughout the Midwest. We would be honored to have you or your organization attend our conference on Friday, February 27, 2015.

Your day at the Collegiate Women in Business Conference will include:

- Gaining insight into advancing your organization's potential
- Meeting other Women in Business groups from across the Midwest
• Expanding and nurturing your network of successful women in business
• Listening to distinguished professional women in various breakout sessions and workshops
• Tips to advance your professional career interests

The conference will run from 11:00 A.M. to 5:00 P.M. on February 27, 2015. The cost of attending the convention is $35 per person or $30 per person for groups of four or more. Lunch and a snack will be provided for those attending the conference.

Be sure to check out our Facebook event, Collegiate Women in Business Conference, and pay attention to your email for further correspondence with registration links. We look forward to seeing you or your organization at the Inaugural Collegiate Women in Business Conference this upcoming spring!

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 2014-2015 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.
2014-2015
Talk of the Town KGFW 9:30 a.m.
Fourth Wednesday of the month
Arrive 10 minutes early for this 10 minute interview
Tuesday, September 9 Jeanne Stolzer
September 24, Aaron Estes-Career Services
October 22 Shawn Kaskie-CRRD idea contest
November 26 Dr. Michelle Fleig-Palmer
December none Break

January 28 Dr. Suzanne Hayes-new student managed investment fund
February 25 Dr. Sri Seshadri-MBA
March 25 Aaron Estes-Career Services
April 22

Sign up for your NTV Morning Show Interview Today. Below you will see some suggestions from the interviewer, Marylyn Barnett. She has requested that your interviews be more interactive and engaging to the public.

Sept 3rd – Enactus Student Group- Maggie Fennessy (fennessymr@lopers.unk.edu) Topic: Sam’s Club & New Venture Adventure
Oct 1 – UNK Center for Rural Research & Development-Shawn Kaskie kaskiesc@unk.edu Topic: Business Idea Contest
Nov 5 Heather Schulz advertising management
Dec 3 Healthcare Management students – sharing project

Jan 7
Feb 4
Mar 4 Sri Seshadri, MBA
Apr 1

Some ideas for you to think about...

- students sharing some projects they work on...
- what makes a good business plan...
- what are some common mistakes small business owners make...
- some people may think they don’t need to go to school to start a business—why should they?
- Marketing vs promotion… (some people think marketing is just promotion/advertising… how does someone come up with marketing strategies
- How can a business work with UNK Students? (I think we have done this one before—it was a good one)
- How business students benefit the community of Kearney
- With the Technology side… anything you can show or demonstrate?—any projects students can bring on and show
A preview of a few tips that you teach students that out audience can take away from (remember our audience is a lot of parents and grandparents... let’s get their attention in a way that may encourage them to tell their kids what is available to them)

- Personal stories, pictures, videos...

The kicker to all of this is – we need to know what the plan is a week in advance. (names, titles, and outline) There are new FCC guidelines, so we need to have an outline of what you want viewers to know so we can put it in closed captioning. Just the basics is fine. We will also use this to post information to our website—so it does benefit everyone involved.

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: - you are down for  !

- 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.