Dean's List
College of Business and Technology
Monday, April 27, 2015

Faculty/Administration

Dr. Tim Burkink, CBT Dean, served on an AACSB peer review team in February that entailed being a part of the continuous improvement review for Winthrop University (SC).

Impact

Take a look at more impact made by Dr. Ron Konecny, Management, and Dr. Allan Jenkins, Economics.

http://www.omaha.com/opinion/midlands-voices-medicaid-expansion-sensible-affordable/article_85313968-735f-51c5-aaba-02b0d5ad2498.html#facebook-comments

Dr. Jeanne Stolzer, FSID, continues to make an impact as a result of her research on children and the use of psychiatric medication. She was on the radio show—“Compton Politics” (T25CL Entertainment), Los Angeles, California which is hosted by Lorenzo Murphy. The title of the presentation was “Generation RX: The Recent Boom in prescribing psychiatric drugs to infants and toddlers.” The show aired on February 16, 2015.

Dr. Heather Schulz-Meyer, Marketing, was awarded the CBT Faculty Mentor for Undergraduate Research at Student Research Day.

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

Students:
The 13th Annual Nebraska Cultural Unity Conference was held at the Younes Conference Center April 15, 2015 with approximately 300 students attending. Mary Rittenhouse, Center for Economic Development, presented “What is in Your Wallet???” She was assisted by UNK student, Laura Tercero. The CBT session was assisted by student, Cristobal Orellana, Construction Management. (See the attached photos)

The 2015 National Conference on Undergraduate Research (NCUR) was held at Eastern Washington University. The following students were chosen from more than 3,700 submissions. Cole Johnson, Kearney, presented “Addressing the Future of Rural Dental Health: A Look at Mid-Level Dental Practitioners,” Paige Kordonowy, Wausau, WI, presented “Physician Recruitment: Is Culture Being Overlooked?” and Jeffrey Olson, North Platte, presented a paper “Goodwill Industries of Greater Nebraska: The Findings of a Marketing Research Study in The Tri-City Area.”

The Enactus team, advised by Shawn Kaskie and Jessica Hinrichs with the Center for Rural Research and Development earned the National Quarter Finalist Third place trophy at the 2015 Enactus National Exposition in St. Louis, Missouri. The team’s presentations about on and off-
campus outreach projects, which improve the quality of life through the application of business concepts, has qualified them for the national competition 10 of the 12 years that the organization has existed at UNK.

Competing members of UNK Enactus team- Jesse Zwiener, Albion; Nicole Connor, Bennington; Laura Spale, Fremont; Abbey Rhodes and Alicia Goodner, Kearney; Kori Dietz, Morrill; Margaret Fennessy and Luke Fennessy, Norfolk; Samantha Duennerman and Stephanie Duennerman, Amherst; Amber Pietenpol, Lincoln; Kelsey Martinsen, Primrose; and James Knights, Bellevue. Photo attached.


CBT on the Road to Omaha took SCM and Finance students to learn about Werner Enterprises, ConAgra, and TD Ameritrade. SCM students toured Werner Enterprises where they discussed career opportunities within the transportation industry in addition to what makes their organization effective and efficient. Finance students toured ConAgra and TD Ameritrade. At ConAgra student learned about their internship program as well as their different brands/products. TD Ameritrade’s focus was on the company’s ability to differentiate from competitors, career opportunities, and the criteria for the ideal TD Ameritrade new hire.

See the attached photos.


**Experiential Learning/Internship**

Madison Doughty, Business Administration major, Spanish minor, advisor Dr. Susan Jensen

Madison Doughty, senior in business administration, is completing a spring internship with the Buckle in their Digital Marketing department. Madison works with six full-time employees and several other interns who are focused on digital marketing, including the social media platforms Facebook, Twitter, Pinterest, and Wanelo. Madison’s first project included creating a Spotify channel at the request of Buckle shoppers who wanted access to the music playing in Buckle stores across the nation. He has been involved with social media engagement, publishing, and monitoring for compliance and brand protection from other users of social media. Writing copy has been an area where Madison feels that he has improved since starting his internship. Additionally, he feels lucky to be learning so many aspects of using social media in sales and customer service and especially as the rules and regulations are still being developed for this type of commerce. Madison will graduate in December 2015 and hopes to work in the area of digital marketing or financial advising.

**Alumni News**

Karen Goracke, CBT Business Administration alumnae and Borsheims Jewelry’s CEO, has an interesting story for you to consider reading regarding inventory control.
Teresa Porter, KSC/UNK Distinguished Alumnae and 1980 Business Administration graduate, is the 2015 Colorado Small Business Person of the Year as announced by the U.S. Small Business Administration. Ms Porter is the CEO of ISYS Technologies.

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
Senior Lecturer, Marketing/MIS Department
Coordinator of College Communications
West Center Building W241
University of Nebraska at Kearney
Kearney, NE 68849
308-865-8345

2015-2016
Talk of the Town KGFW 9:30 a.m.
Fourth Wednesday of the month
Arrive 10 minutes early for this 10 minute interview

September 23
October 28
November 25
December -nothing
January 27
February 24
March 23
April 27