

THE DEAN'S PERSPECTIVE

Dear Friends of UNK:

It is with great pleasure and enthusiasm that I have accepted the position of Dean of the College of Business and Technology. I look forward to working with the faculty, staff, administration, and students at this progressive institution. During the interview process I had the opportunity to meet many dedicated UNK personnel as well as committed members of the College Advisory Council, and I am confident that together we will continue to develop students who possess the competencies needed in a dynamically changing, global, and technologically advancing economy.

I had the opportunity to meet with Dean Hadley and Associate Dean Burkink at a recent AACSB meeting in San Francisco. I have known Galen for a number of years and recognize that his strong leadership has provided the College focus and a desire to excel even during difficult economic times. With the insight and attention to detail that Tim Burkink brings to the Dean's office, we will surely work well together to accomplish the short and long term goals of the College.

In the days ahead I sincerely hope to have the opportunity to meet those who have continued to be supportive of UNK. An opportunity to do just that will occur Friday, September 30, 2005 at the College's luncheon for alumni and emeriti faculty during the Centennial Homecoming Weekend. Watch for details on UNK's website: www.unk.edu.

Sincerely,



Bruce Forster, Dean and
John Becker Endowed Professor of Business
E-mail: unkbt@unk.edu



Associate Dean Tim Burkink and Dean Bruce Forster take on the leadership of the College of Business and Technology

COLLEGE of BUSINESS & TECHNOLOGY

UNIVERSITY of NEBRASKA at KEARNEY

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A Look to the Future: Dean Forster

Visionary leadership will continue in the College of Business and Technology under the direction of Dr. Bruce Forster when he begins his new undertaking July 1, 2005. Forster will also hold the John Becker Endowed Professorship of Business, an appointment that hasn't been made since Dr. John Sneed held the position a number of years ago.

Forster brings with him a wealth of experience in teaching, scholarship, and leadership within the academic community. He earned his undergraduate degree from the University of Guelph in mathematics and economics, while his Ph.D. in economics was obtained from the Australian National University. He has taught at four universities, authored three books and a plethora of journal articles, book chapters and book reviews. He has continually written papers and made presentations at academic conferences throughout his dynamic career. Forster was also the Associate Editor of the Journal of Environmental Economics. International trade and finance, environmental and natural resources economics, and economic theory and mathematical economics have all been topics of interest to him throughout his research and teaching endeavors. Prior to coming to UNK, he was the Dean of the School of Management at Arizona State University, West and a Professor of Economics. His experience as a

Dean also took him to the University of Wyoming from 1991-2000. In addition, he spent fifteen years teaching at his alma mater, Guelph University, where he became a tenured professor and was an active member of the faculty.

Forster's background in the accreditation policies and procedures of the Association to Advance Collegiate Schools of Business (AACSB) will be of great value to UNK as the business unit of the College continues the process of this entity's accreditation. "I am anxious to become better informed about the non-business side of the College. I will shape my vision after being on campus for awhile. I need to meet everyone, know what they are doing, understand what is going on in the units, and see how we tie into UNK's strategic plan. It is important to identify what is special about each unit so that we can build upon that," said Forster. When asked about his impression of the community, he remarked, "I had that coming home kind of feel. I grew up in rural, southern Ontario in a small town. Kearney felt good. It felt comfortable." On a personal note, Forster didn't hesitate to share that the three most important people in his life are his grown children, two daughters and a son.

Outgoing Dean Hadley has known Forster for fourteen years and said he wouldn't give him any words of advice

because he has great experience and will do well with the challenge of taking the College to the next level of quality education and service to the State of Nebraska. Although Hadley has mixed emotions about leaving, he is proud of the faculty and students and feels that it is time to move on. He will spend his time as Mayor of Kearney, serving as the Board Chair of Good Samaritan Hospital, traveling a bit, and says Hadley, "Marilyn will have me doing most of the housework."

The search process began in the fall semester with Dr. Frank Harrold, Dean of the College of Natural and Social Sciences, serving as chair along with representation from each department within the college, student body, staff, and the community. Members of the College Advisory Council, which is made up of alumni and business leaders from a variety of areas, appreciated the opportunity to have input in the selection process, look forward to working with Forster, and indicated that the community has benefited through the years from the Dean of the College.



Hadley and Forster at AACSB Conference

What do Reutlingen University and B&T have in Common?

Mesut Dogan, Frederik Spiess, and Dominic Morath studied at UNK in the Industrial Distribution program during the fall semester of 2004. These students are from the School of Production Management at Reutlingen University. They are a part of a relatively new and innovative exchange program that UNK and Reutlingen have entered into. Within their program, they are required to complete two internships and spend a semester abroad. Reutlingen is rated among the top schools in Germany, having many partner universities since global education is required.

Reutlingen University is located in southwest Germany in the Stuttgart region. It began as a textile school and has maintained a strong textile program throughout the years. The logistics program is a part of the School of Production Management. Consequently, the focus of the program is on the timely and efficient movement of materials, which is in contrast to UNK's Industrial Distribution program whose focus is on technical sales.

Dr. Stan Lightner, Industrial Technology professor, spent a week at Reutlingen University in May, 2004, looking at their undergraduate and graduate programs. This institution has an agreement with the University of Lille in France for a two-year MS degree in Logistics Management.

Students from UNK wishing to participate in this exchange will enter a three-week program which will provide an intensive German language and culture immersion, after which they will begin their semester classes. UNK students studying at Reutlingen are not required to have the foreign component of the program. However, they can obtain a double degree, taught in English, from Reutlingen and Lille University in France. Lightner and the German exchange students strongly encourage UNK students to consider combining

UNK's Bachelor of Science degree with their outstanding Master of Science in Logistics Management. The MS in Production Management is also available; however, unlike the MS in Logistics Management which is in English, it is only taught in German. "The school facilities and instructors are very high quality. Forty-one percent of the Germans in academia would send their children to Reutlingen. Lille is considered on the same level as the Harvard School of Business," echoed the three exchange students.

"What are the four reasons to study in Germany?" asks one German exchange student during a presentation to UNK students regarding the exchange program. "We have the best beer, nice people, there are no speed limits, and it is the home of the original Oktoberfest," was his light-hearted reply. On a more serious note, however, the three young men provided numerous reasons for becoming involved in the program in addition to a strong

The on-going studying here has been difficult. In Germany they have exams only at the end of the semester. Studying, writing papers, and making presentations all in English has been a challenge.

academic program. UNK students will study in the heart of Europe where there is a world-class, strong economy, heavy in cultural traditions, and where it is easy to travel across Europe. Further, the shopping, restaurants, and night clubs are excellent, not to mention the fact that it is home to 140,000 companies. The Stuttgart region is a heavily industrialized area. They have a gross domestic product of 81 billion Euro which matches that of Ireland. BMW, Mercedes, Siemens, Audi,

and Bosch are but a few of the companies in which students may intern. This is a region that has few natural resources but has made the best of the situation. They have learned to utilize what is available. This region alone generated the highest number of patents in Germany last year.

Study abroad advisor, Ann Marie Harr, and Lightner encourage students to consider foreign exchange programs because they will expand an individual's horizons and allow them to look at themselves and the world from a different perspective. "This particular exchange program is a great opportunity because of the close contacts for practical industry experience. There are approximately 82 million people in Germany. It is a densely populated region. The growth and rebuilding in the past 60 years has been impressive. Study abroad before you get settled. Do it while you have the freedom," says Lightner.

When asked about their exchange experience at UNK, the German students agreed that their English has improved since being here. The experience has helped them stand on their own feet and become more independent. Twenty-four/seven shopping at Wal-Mart has also been an experience as there is no shopping available on Sunday in Germany. The on-going studying here has been difficult. In Germany they have exams only at the end of the semester. Studying, writing papers, and making presentations all in English has been a challenge.

For more information e-mail: lightners@unk.edu or harram@unk.edu.



Frederick Spiess, Mesut Dogan, and Dominic Morath experience UNK's culture.

SIFE Regional Champions

UNK's Students in Free Enterprise team competed in Boston in April winning top awards. They brought home five trophies and a total of \$3,500 in cash prizes. A superior report of their year-long community outreach projects presented to a panel of judges moved them forward to the National SIFE Competition in Kansas City in May.

The National Free Market Economics competition, sponsored by Aflac, the Entrepreneurship Competition, sponsored by Sam's Club, the Personal Financial Success Skills category, sponsored by HSBC Education Trust, and the Business Ethics Competition category, sponsored by Campbells and Sealed Air, were among their winnings.

SIFE is active on more than 1,500 campuses in 37 countries. The group is based on the concept of achieving through team work. Free enterprise is shown to be an avenue for accomplishment, personally, professionally, and from a monetary standpoint. Students have the experience of applying what they have learned in the classroom, developing their leadership and communication skills, and making life-long friends. Dr. Susan Jensen, sponsor of the group says, "It's a genuine pleasure to work with these students. They serve as wonderful ambassadors for UNK. Being a part of the SIFE team enables students the chance to develop their own leadership and project management skills. It's a privilege and delight to be able to encourage these young people to discover their potential and witness their growth and sense of pride for a job well done."



Ryan Rodehorst, Kearney; Sara Glidden, Benkelman; Olga Stasishena, Moldova, Chelsey Brock, Gothenburg; Amber Horse, Chadron; and Kyle George, Kearney.

Greeks Recognize Excellence

Dr. Richard Lebsack, Management, was presented the award for Outstanding Professor for 2004 by the UNK Greek community for his unparalleled commitment to teaching and service. At the same ceremony, Charles McGraw was awarded Outstanding Faculty Advisor for 2004 and 2005. McGraw, College Director of Computer Technology, is the chapter advisor for Sigma Phi Epsilon.

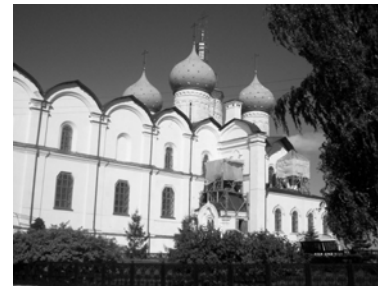


Left: Charles McGraw Outstanding Advisor for the Year and Dr. Richard Lebsack B&T's Outstanding Professor.

Gerritsen Fulbright Scholar

Tony Gerritsen, former Accounting and Finance Department lecturer, became the recipient of one of the most prestigious scholarships available, the Fulbright Scholarship. He was one of 100 individuals selected out of 6,000 applicants. Prior to leaving for St. Petersburg, Russia, Gerritsen spent time in an orientation program put on by the Department of State in Washington DC in July of 2004.

Gerritsen taught for nine months at the State University of Finance and Economics. Reportedly, this institution is the top finance University in Russia. He said, "I have one class with 30 great students. The people I have met are so kind hearted, have suffered through many difficult times, and are so, so poor. But, they have high spirits." In February, Gerritsen began lecturing at the Engineering/Economics and Law Institute. He is working on translating and publishing a book, and is in the process of trying to obtain an extension so that he can stay in the country longer.



Fulbright Scholar teaches in Russia and becomes immersed in the culture.

FACULTY EXCEL

The following B&T faculty were tenured during the 03/04 academic year: **Dr. Lloyd "Pat" Seaton** and **Dr. Steve Hall**, Accounting, and **Dr. Tim Burkink**, Marketing. **Dr. Sri Seshadri** was promoted to Professor, **Dr. Sylvia Asay** and **Dr. Tami Moore**, Family Studies and Interior Design, and **Dr. Stan Lightner**, Industrial Technology, were promoted to Associate Professor. **Dr. Bev Frickel**, Accounting/Finance, was appointed to Graduate Faculty at the University of Nebraska, Kearney.

Dr. Kyle Luthans, Management, is the first author for an article, "The Impact of High Performance Work Practices on Industry-Level Outcomes," which has been accepted for publication in the *Journal of Managerial Issues*. He and **Dr. Susan Jensen**, Management, have had their paper, "Exploring the Linkage Between Nurses' Positive Psychological Capital and the Mission of Their Healthcare Organization," accepted for presentation and publication in the proceedings of the 2005 Western Academy of Management Conference. The paper was nominated for the "Best Paper Award" at the 2005 Western Academy of Management Conference in Las Vegas. Their paper, "The Linkage Between Positive Psychological Capital and Commitment To Organizational Mission: A Study of Nurses," was accepted for publication in the June 2005 issue of the *Journal of Nursing Administration*.

Dr. Vani Kotcherlakota, Economics, has coauthored an article, "Analysis of size of Population, Literacy Rate and Sex Ratio of Andhra Pradesh in 2001 Census...A Note," in the *Indian Journal of Economics and Business*. Kotcherlakota also co-authored "Alternative Theories of International Trade" which was accepted for publication in the *National Social Science Journal*.

Dr. Steve Hall, Accounting/Finance, had an article entitled "Applying

Income-Approach Business Valuation Methods to Professional Practices" published in *The Journal of Financial Service Professionals*.

Bruce Elder, **Dr. Laurie Swinney**, and **Dr. Pat Seaton**, Accounting/Finance, had an article, "Strategies for Dealing with Professional Incivility-A Comparison of the Accounting and Legal Professions," accepted for publication in *The Journal of Accounting and Finance Research*.

Lisa Spoge, Drexel University, and **Dr. Janet Trewin**, Accounting/Finance, have an article, "Employee or Independent Contractor: Consequences of Misclassification," accepted for publication in *Strategic Finance*.

Dr. Steve Hall and **Dr. Beverly Frickel**, Accounting/Finance, have an article, "Dividend Reductions and Accounting," accepted for publication in *The Journal of Accounting and Finance Research*.

Dr. Laurie Swinney, Accounting/Finance, presented a paper, "Incivility in the Classroom-Perceptions of Faculty and Administrators," co-authored with **Dr. Pat Seaton** and **Bruce Elder**, at the 9th Symposium on Accounting Ethics of the American Accounting Association Annual Meeting in Orlando, Florida.

Dr. Tim Burkink, Marketing, presented a research seminar to the Marketing Department at UNL entitled "Health Department Violations in Restaurants by Format and Ownership Types." Along with coauthors, Burkink's two papers, "Importer Perceptions toward Smaller Farmers in Mexico: Survey and Implications" and "Health Department Violations in Restaurants by Ownership and Format Types: Analysis and Policy Implications," were accepted for the 2004 Macromarketing Conference in Vancouver, Canada. Burkink, and co-author Renee Hughner have had their paper, "An Analysis of Health Department Violations in Restaurants by Ownership Type," accepted for publication in the *Journal of*

Foodservice Business Research. Also, he and Broekemier presented a paper, "Retailers' Perceptions of Outshopping: Survey and Implications" at the 2004 Nebraska Economics and Business Association Conference in Kearney.

Dr. Sri Seshadri and **Dr. Greg Broekemier**, Marketing/MIS, had a paper, "Web-Based Classes: An Exploratory Comparison Between Student Users and Non-Users," accepted for presentation at the Mountain Plains Management Association Conference in October, 2004. Seshadri and Economic Department's **Dr. Kari Anderson** had a paper, "Student Writing Performance: The Positive Impact of Negative Reinforcement," accepted for the same conference, as well as "The Hazards of E-Communications" with Larry Carstenson, Accounting/Finance. The latter was nominated for the "Best Paper Award." Seshadri also coauthored, with Scott Unruh, Nita Arellano-Unruh, and Marta Moorman, College of Education, a paper, "Collegiate Student-Athlete Satisfaction with Athletic Trainers," accepted for publication in the *Journal of Athletic Training*. Seshadri was also honored as the faculty mentor of the year at UNK's Student Research Day.

Dr. Janice Kimmons, Family Studies and Interior Design, had a paper, "Using Problem-based Learning in a Multidisciplinary Setting," published in the *Clothing and Textiles Research Journal*.

Dr. Kennard Larson, Industrial Technology, has his paper, "Construction Technologies of Three Countries Converge to Link the Boundaries of Mexico, Germany and the United States," accepted for presentation at the 2005 NAIT Conference in St. Louis. He also coauthored "Teaching the Value of Timeliness in Construction and Manufacturing" which has been accepted for publication in *Tech Directions*.

(Continued on page 7)

ALUMNI NEWS

Lori Brunnert, 1997 Marketing Emphasis graduate, has resigned from her position as the Marketing Manager with General Growth Properties and has taken a job as Marketing Director for Durham Western Heritage Museum, located in historic Union Station in downtown Omaha. She is on the Board of Directors for the Omaha Federation of Advertising, a member of the American Marketing Assoc. (AMA), Public Relations Society of America (PRSA), and Downtown Omaha Inc. (DOI).

Joe Brunson, Marketing Emphasis graduate, started Rhino Medical Services in Arlington, TX. He has eight employees and provides services in 41 states.

Donna Buschkoetter, Interior Design graduate, is a technology specialist for the State of Nebraska—Assistant Technology Partnership. She designs and assesses homes for the disabled. Her office is in Kearney, yet she travels across a good share of the state.

Jenny Callahan, 2003 Marketing Emphasis graduate, is a management trainee with Cintas Uniform Company in Omaha.

Tricia M. Danburg, Agri-Business graduate, is the Executive Director of the Kearney Area Children's Museum.

Lucas W. Dart, Finance Emphasis graduate, is the Director of Development for the University of Nebraska Foundation, Kearney.

Hillary D. DuFour, Family and Consumer Science Education graduate, is a teacher in the Elkhart Community Schools in Elkhart, IN.

Chuck D. Haase, 1989 Business Administration graduate and 1991 MBA graduate, is the Business Manager for

Charter Communications in Nebraska, Kansas, and Oklahoma. He is the President of the Nebraska Cable Communications Association for 2005. Currently he is serving as Vice-President for 2004, and served as Treasurer in 2003.

Matt Houska, 2002 Business Administration graduate, is a photographer at Billings Photography in Omaha. He also does free lance photography at Wildlife and Nature Photography. Matt married Stacy Rice of Omaha in July of 04. Recently he has had two magazine covers published at Nebraskaland Magazine and articles published in Nebraska Life and Nebraskaland.

Diane Iwan, 2004 Marketing Emphasis graduate, is Circulation Analyst for Oriental Trading Company in Omaha.

Tracy R. Kichline is the Director of Technology Management for the Muhlenberg College Office of Development and Alumni Relations. She came to Muhlenberg from Lehigh Valley Hospital where she was an Information Systems Security Analyst. Previously she was an Information Security Consultant and Specialist for the Roche Diagnostics Corporation, Indianapolis, Indiana.

Robert G. McDuffee, 1987 Management Emphasis graduate, was promoted to Manager Inventory Control, Physical Security and Vendor Source Tagging in the Asset Protection Department at Kmart Corporation. He has worked for Kmart for twelve years, the past three at the corporate office in Troy, MI. He and his wife Tracy Frecks McDuffee, 1988 graduate, have a fourteen year old son, James. Tracy teaches first grade at Arts and Technology Academy of Pontiac in Pontiac, MI.

Amanda McNeel, Marketing Emphasis graduate, is a Sales Manager with Stanley-Senior Technologies out of Lincoln.

Robert E. Neville, Business

Administration graduate, is President of Modern Banking Systems, Inc. in Ralston, NE.

Jennifer A. Podraza, May 2000 Human Resource graduate, is the HR Coordinator for Menards in Omaha, NE.

Erica Redfern, 2004 Management Emphasis graduate, is a Customer Service Director for Pulte Homes in Colorado Springs.

Shelley Williams Rover, 1995 Marketing Emphasis graduate and a 1996 MBA graduate, has been an Account Executive for the past seven years with Progeny Marketing Innovations. Her sales, marketing, consulting, and training for this financial marketing firm has prepared her well in the marketing field. She has two daughters, Jenna, four, and Kayla, one.

Sherry McCall Searle, 1967 Home Economics and Business graduate, retired in 2002 after being a sales department manager in Fairfield, CA. She is now living in Spring Hill, Florida.

Michelle Troyer Spahr, 2002 Management Emphasis graduate, is a marketing officer in charge of advertising, promotions, and events for Jones National Bank and Trust Company in Milford, NE. She is married to Jerod Spahr, 2002 Math and Computer Science graduate. He is a teacher at Tri County Public Schools in DeWitt. In addition, he coaches girls golf and wrestling.

Judy L. Lewis Wasserman, Business Administration graduate, is presently raising Mara born in 2001 and Grant born in 2003.



Women alumni in Industrial Distribution meet to discuss careers with current UNK students

(Continued from page 5)

Dr. Vijay Agrawal co-authored a paper, "Implications of Environmental and Cultural Factors on the Growth in the Requirements of In-House Software Professionals," that has been accepted for publication in the *Indian Journal of Economics and Business*. His paper, "Implications of Environmental and Cultural Factors on the Growth in End-users Computing," has been accepted for publication in the *National Social Science Journal*. In addition, "Environmental Pressures and Factors Contributing in the Usage of Various Categories of Application Software" has been accepted for presentation at the Great Plains Economics and Business Annual Conference. "IT-Enabled Transformation of Business School's Core Curriculum: Development of Product Model" was published in the proceedings of the 46th Annual Fall Conference of the Mountain Plains Management Association in Grand Junction, Colorado. "IT-Enabled Transformation of Business School's Core Curriculum: A Longitudinal Study on Radical Change," which was coauthored with Dr. Don Carpenter, was published in the Proceedings of the 2005 Midwest Decision Science Institute's Annual Meeting. This paper is a winner of the "Best Paper Award-Alpha Iota Delta Innovative Education Award" (MWDSI). "IT-Enabled Transformation of Business School's Core Curriculum: A Longitudinal Study on Incremental Change," coauthored with Carpenter, was also accepted in the Proceedings of the MWDSI. "Issues in Requirements of IT Professionals (U.S.A. and India)" appeared in the Proceedings in the Perspective Journal of the National Technological Social Science Conference in Las Vegas in April.

Family Studies and Interior Design (FSID) faculty, **Dr. Jeanne Stolzer**, has had an article, "Physician Breast-feeding Education: A Regional Assessment," accepted for publication in the medical journal, *"The Female Patient."* In addition, she presented a paper, "ADHD: A Bioecological Perspective," at the International conference for the study of

Psychiatry and Psychology in New York City.

Dr. Nadene Greni, Industrial Technology, presented "Women Faculty Experiences in Engineering" in Lincoln at the Women in Educational Leadership Conference. The conference was sponsored by the Ed/Admin Department at UNL. She has received a grant for the University from Primavera Engineering & Construction for software for use in instruction and laboratory work in the Construction Scheduling class. The software is an industry standard for commercial projects and its use will allow students to experience advanced, construction-specific scheduling software.

Dr. Greg Arbuckle, Industrial Technology, presented "A Comparative Study of the Profitability of Organizations Before and After Obtaining ISO 9000 Certification as Compared to the S&P 500 Index" at the National Association of Industrial Technology Conference. "Democracy and Culture in the Transatlantic World" was presented in Maastricht, Holland.

Dr. Faline Bateman Christensen, FSID, presented a 2-hour workshop at AAMFT (American Association for Marriage and Family Therapy) in Atlanta, GA. The workshop was based on the paper, "The Voices of Divorced Women of Faith: We Need Competent Therapists".

Dr. David Palmer, Management, presented a paper at the Nebraska Economics in Business Association (NEBA) Conference entitled "Human Resource Management in Nebraska: Proposal for a Micropolitan Perspective."

Dr. Stan Lightner, Industrial Technology, presented "University and Industrial Partnerships: The Value-Added Paradigm" at the 37th Annual National Association of Industrial Technology Conference in Louisville, KY. He and **Dr. Nadene Greni** have had their paper, "Utilizing Web-Based Videos to Reinforce Laboratory Activities," accepted for presentation at the 2005 NAIT Convention in St. Louis. He and Dr. Richard Mezmarich, Industrial Technology, have a paper, "Assessment: Student Internships/Co-ops and Learning Outcomes," accepted for presentation at the Conference for Industry and Education

Collaboration hosted by the Engineering Technology Division of the American Society for Engineering Education.

Dr. Kay Hodge, Management, presented "Anger at the Pump" at the Society for Case Research Annual Meeting in Chicago.

Dr. Ram Valluru, Economics, presented a paper at the NEBA Conference entitled "Outsourcing Trends in the U.S." He presented "How Much is a Farm Dollar Worth?" at the Midwest Economic Association Conference in Milwaukee.

At the same NEBA Conference **Dr. Sandra Lebsack**, **Dr. Richard Lebsack**, and **Dr. Don Sluti**, Management, presented their paper, "Team-Teaching and Student Achievement Correlates of GPA, ACT, and Student Perception of Learning in Organizational Behavior." "Corporate Power and Prosperity: Roving Predator, Stationary Predator" was presented by **Dr. Craig Marxsen**, Economics. In addition, Dr. Vijay K. Agrawal, MIS, presented a paper, "Categories of Application Software" at the conference which was held in Kearney.

Dr. Ron Konecny, Management, and **Dr. Gordon Blake**, emeritus economics faculty, received the NEBA Award for Outstanding Continuous Service. A pre-election presentation, "Economic Impacts of the Nebraska Gambling Initiatives and Amendment 3" was presented by Konecny at the Grand Island Town Hall meeting.

"An Economic Perspective of the Nebraska Gambling Proposals" was presented by **Dr. Allen Jenkins**, Economics, at the North Platte Town Hall meeting which was coordinated by Mark Bonkiewicz of the Gambling With the Good Life organization.

Dr. Karl Borden, Accounting and Finance, has contracted with the State of New York Board of Regents to develop their on-line "Principles of Finance" course to be utilized by their Regents External Degree Program. Brandeis University is re-publishing Borden's three-article series on working capital management, which 10 years ago won the Small Business Forum's national

(Continued on page 12)

Extreme Make Over: Office Edition the FSID Way

Students in the Programming, Space Planning, and Pre-Design class in the FSID Department entered into a win-win experience during the fall 2004 semester. Their mission.....gain valuable design experience and make someone's semester by decorating their office. In January, they were recognized as the Department of the Month for the activity.

Dee Ellingson, Chair of Staff Senate Professional Development Committee, the group that created the idea, and Janice Kimmons, FSID professor, put their heads together to develop the details of implementing a fun morale booster for UNK benefits eligible employees. All interested employees were invited to enter the contest by submitting a picture of their office and explaining why they felt their office should be chosen. The winner of the office make-over was announced.....Brandon Benitz, Program Coordinator within Student Support Services. He prepared to become the envy of his colleagues and play the role of a client for the students. The students were divided into four teams, each prepared to access the office situation and the personal preferences of Benitz. As in any real-life project, the students faced constraints, financial as well as feasibility issues. The groups were provided a budget and were required to periodically meet with the Facilities Director, Mark Morehouse, to ensure they followed UNK guidelines.

After much time, energy, and excitement had been exerted, the ideas were mounted on presentation boards and professional presentations were made to Benitz who then chose what he perceived to be the best solution to his office dilemma. "I was absolutely blown away with their professional presentation of materials and the professional way they presented themselves. I felt as though I was being courted by a group of professionals. Their attention to de-

tail, ideas, depth and breadth, and creativity was tremendous," said Benitz. He asked each group why he should pick their ideas and found they all did a good job of marketing themselves, thus making it even more difficult to identify a winner. Ultimately, the presentation made by Stephanie Budden, Kearney; Andrea Hartman, Weeping Water; Tracy Richardson, Kearney; and Jenny Stahla, Lexington; was chosen.



All Winners!

WHAT'S UP ?

David Vrooman is the new MicroComputer Technologist for the College of Business & Technology. Dave left his home town of Atkinson in the fall of 2000 and began pursuing a degree in Telecommunications Management at UNK. In the spring of 2001, he became the Assistant Director of Computer Technology in the College of B&T, a position he held until earning his Bachelor of Science degree and moving into his present position. He works with all aspects of technology within the College which includes SMART classrooms, wireless networking, and the maintenance of over 500 computer devices. Dave says, "I have always been interested in technology and the challenges that come with it."

The Family Studies Program hosted a Town Hall Meeting September 29, 2004, organized by the Nebraska Aging Enrichment Coalition. They taped "Thou Shalt Honor" which depicts issues of elderly care giving. A documentary is being made by Wiland Bell Productions of Los Angeles, CA using pieces of all the town hall meetings across the United States.

The Center for Rural Research and Development was awarded a \$50,000 CDBG planning grant over two years to conduct Community Needs Assessment. Under the direction of **Kay Payne**, surveys have been completed in twelve south central Nebraska communities, and she has presented a report conducted for USDA Rural Development regarding minority housing needs in Dawson County to the Nebraska Housing Developers Association Conference. In addition, Payne has conducted a survey for a public school district to determine the likelihood of passing an \$11,000,000 school bond issue and conducted a technology needs survey for a central NE community.

A \$500,000 grant has been awarded to the **Nebraska Safety Center** to fund an Agricultural Transportation Study related to agricultural machinery, ag chemicals, and homeland security. Assistant Professor Sherry Morrow will be the Project Director.

Dr. Sandy Lebsack, Management Chair, and **Dr. Allen Jenkins**, Economics Chair, have each stepped down from their respective positions to teach and conduct research within their departments. **Dr. Deborah Bridges** replaced Jenkins as the Chair in the Department of Economics and **Dr. Kyle Luthans** replaced Lebsack. **Christine Rumery** has taken the position of administrative assistant in the Department of Acct/Finance after serving as administrative assistant to the Chancellor.

The Department of Industrial Technology and Management, as well as the Marketing Program were recognized by the Center for Teaching Excellence and Assessment for their continued contributions toward the process of assessment on the UNK campus. A luncheon was held in their honor in February and certificates of accomplishment were presented for their efforts in the process of continuous improvement.

Frontier Communications donated a VoIP system to the Telecommunica-

THE SCOOP ON STUDENT ORGANIZATIONS AND OUTSTANDING STUDENTS

Rae Ellen Correll, Management, received the 2004 Sigma Beta Delta Fellowship. The \$500 was used for academics during 2004-2005.

Mandy Sanson, MBA student with a Concentration in Accounting, along with Dr. Steve Hall, Accounting/Finance, have had an article entitled "Do the New Rules for Goodwill Accounting in Statements of Financial Accounting Standards Nos. 141 and 142 Improve Financial Reporting?" accepted for publication in the *MID South Research Journal of Business Disciplines*. The article was a result of research done under a student research grant during the summer of 2003. Mandy was an undergraduate student at that time, and she was the only student presenting at the MidSouth Annual meeting during the spring of 2004.

The officers for the **UNK Accounting Society** for 04/05: **Mark Rhine**, President, Fairbury; **Amanda Schoenefeld**, V.P. Finance, Butte; **Jennifer Stephens**, V.P. Membership, Albion; **Lynn Keller**, V.P. Communication, Humphrey. **Ashley Moore**, Cambridge; **Lynn Keller** and **Shelia Rios**, Humphrey; **Sarah Gerdes** and **Lindsay Kinyoun**, Kearney; **Andrea Herndon**, Lincoln; **Jessie Bohlen**, Nelson; **Ashley Florke**, North Platte; **Joe Ingalise**, Papillion; **Kayla Patterson**, Scottsbluff; **Laura Erb**, West Point; **Sandy Koll** and **Kristen Korinek**, Wilber; and **Theresa Stroumbos**, Westminster, CO; all provided volunteer income tax assistance at no charge for Kearney area individuals. Each student was required to pass a competency test prior to the event.

Brooke DeTurk-Marsh, Economics major from Amherst, was the 04/05 President of UNK's Epsilon Chapter of Omicron Delta Epsilon, the international economics honor society.

Students in Free Enterprise (SIFE) officers for the 04/05 year: President: **Olga Stasishena**, Rybnitsa, Moldova;

V.P.: **Sara Glidden**, Benkelman; Secretary: **Sue Ellen Scofield**, Verdigre; Treasurer: **Ryan Rodehorst**, Kearney; and Historians: **Justine Riedy**, and **Cami Partridge**, Grand Island; and **Emmy Arens**, Springview.

MBA graduate student, **Matthew Ramsey**, and Dr. Tim Burkink, Marketing, have had their paper, "Breaking Down Perceptions: A Pilot Survey of the Attitudes and Perceptions of Former West and East German Consumers Towards American Products and Companies," accepted for presentation by Ramsey, at the 2004 Mountain Plains Management Conference. Ramsey, the lead author, completed this project as an independent study.

"Impact of Chronic Wasting Disease Upon Nebraska's Economy" was the title of the paper presented by **Mark Rhine**, Accounting major, at the Nebraska Economics in Business Conference held in Kearney.

The Collegiate Chapter of the American Marketing Association elected the following officers for the 04/05 year: President: **Diane Iwan**, Ogallala and **Steve Weeks**, Omaha; V.P.: **Michael Kearney**, Kearney; **Erika Redfern**, McCook; Treasurer: **Adetobi Adeshina**, Garki, Nigeria; Membership: **Kristine Andrews**, South Sioux City; and Career Services: **Chris Downey**, Grant. AMA toured the Buckle Distribution Center and Cash Wa Distributing, as well as listened to presentations made by representatives of the Kearney Hub, Tri-City Storm Hockey, the Arbor Day Foundation, and The Red Cross to name a few.

The Association of Information Technology Professionals (AITP) elected the following officers for 04/05: President: **Gail Pedersen**, Scotia; Treasurer: **Julie Ternus**, Humphrey; and Secretary: **Jodi Johnson**, Blue Hill.

Phi Beta Lambda has once again excelled in bringing 17 schools and

216 students, along with their advisors, to campus for the Annual Business Competition Day. In addition, they completed another successful business suit drive for professionals in need of career clothing. The chapter was recognized by the Big Blue Chapter of the National Residence Hall Honorary for their clothing drive service project. Officers for 04/05: President: **Mark Rhine** and **LaTona Schmieding**, V.P.: **LaTona Schmieding**, Secretary: **Kayla Johansen**, Treasurer: **Sheila Preister Rios**, Publicity: **Ashley Florke** and **Kayla Paris**, Historian: **Jen Stephens** and **Hailey Dady**, Community Service: **Lance McKenney**, Recruitment: **Davin Jones** and **Kelsey Johnson**, Parliamentarian: **Hailey Dady**. The results of the annual business competition of NE colleges and universities are as follows:

Gold Excellence Award for Chapter Business Report, first; American Enterprise Day Rept., second; Community Service Project Rept., third; Advisor of the Year, **Janet Lear**; State Officers, **Mike Eiberger**, VP of Membership; **Hailey Dady**, Asst. VP Records; C++ Programming: Lambda Rho Chapter, UNK Acct for Professionals: **Ashley Moore** (1st), **Ashley Florke** (2nd); Bus. Decision Making: UNK1 (Moore, Schmieding, Johansen) 2nd, UNK2 (Dady, Florke, Barker) 5th; Business Law: **Ashley Moore** 1st; Computer Apps.: **Melissa Anderson**, 4th; Computer Concepts: **Hailey Dady**, 5th; Desktop Pub. (team): 1st (Dady, Florke); Econ.: **LaTona Schmieding** 5th; Future Bus. Teacher: **Melissa Anderson**; Hospitality Mgt: **Kayla Johansen** 3rd; HR Mgt: **LaTona Schmieding** 3rd; Impromptu Speaking: **Mick**

(Continued on page 12)

New Faculty Join in the Pursuit of Excellence in Education


Six new faculty have joined the College of Business and Technology in the pursuit of excellence.

Dr. Steffen Habermalz, Assistant Professor of Economics, earned his PhD. at the University of Wisconsin, Milwaukee in 2002 and the MA in Economics in 1998 also from the University of Wisconsin. His Bachelor of Science in Economics was from Justus Liebig University, Giessen, Germany. Prior to coming to UNK, he was a Visiting Assistant Professor at Marquette University. Dr. Habermalz is interested in labor economics, industrial organization, health economics, as well as applied microeconomics. His research has focused on such issues as a comparison of the American and German beer industries, health and socioeconomic status relationships over the life cycle, the wage inequality in the transportation sector, job satisfaction, and union coverage.


Allen "Ross" Taylor, Assistant professor in Management Information Systems, is a PhD. candidate at the University of Arkansas in Information Systems. His M.B.A. was earned at Webster University and the Bachelor of Science degree from the University of Arkansas. His professional experience with Alltel Communications, Inc. as a analyst in resale accounts, a coordinator in indirect distribution, and a staff assistant in product and distribution will certainly provide interesting and beneficial business reality to his teaching. His research interest areas are decision support systems, technology and innovation, and user adoption.

Dr. Ada Leung, Assistant Professor in Marketing, earned her PhD. in Marketing from the University of Arizona in 2004, and her B.A. from International Christian University in Tokyo, Japan. Her research interests focus on the sociological aspects of consumer behavior. She was awarded the "Outstanding Graduate Teaching Associate Award for

Eller College of Business and Public Administration which was sponsored by the University of Arizona Foundation. Prior to coming to UNK she gained valuable teaching experience at the University of Arizona and professional experience with Cathay Pacific Air-Ways in Hong Kong



"Since joining the faculty at UNK I have found the students to be a joy to work with overall. My family and I really enjoy the wholesome atmosphere of the area and we have been pleasantly surprised at just how friendly the people in this area are. I believe that UNK is well positioned for growth and success, and I am excited that I get to be a part of it," said Taylor.



as a Marketing Strategy Planning and Research Analyst. In addition, her position as Senior Research Executive with SRG China/SRH, member of ACNielsen SRG, Hong Kong have given her a wealth of information and practical experience.

Mary Ann Rittenhouse, Lecturer in Economics and Director of the Center for Economic Education, returns to UNK and a former position after gaining invaluable experience with the Federal Reserve Bank of Chicago as an Economic Education Specialist. Prior to this position she was an adjunct faculty member at Northeastern Illinois University in Chicago and North Park University in Chicago. Ms. Rittenhouse is a graduate of the Univer-

sity of Nebraska at Kearney. Her MBA, earned in 1997, focused on Economics while her B.S. was in Secondary Math and Economics.

Dr. Richard A. Meznarich earned his PhD. in Industrial Education from Texas A&M University, a M.A. in Industrial Arts from the University of Northern Colorado, and a B.A. in Industrial Arts from the same institution. His educational and professional background provide a wealth of experience to share with his students. He is responsible for transforming an Illinois high school program in woodworking to a modern technology program through successful grant writing and implementation of state-of-the-art technology and program delivery. In addition, he was the distance education facilitator for one of the world's largest Human Resource Management Training & Development distance learning programs which was through Leicester University's Distance Learning Master's program. He has also conducted supervisory and management development programs for private industry, public municipalities, and state agencies. The Industrial Distribution students are enjoying his expertise.

Dr. Janet Trewen earned her PhD., M.B.A., and B.A., from Michigan State University. Her educational focus has been in accounting and taxation. Dr. Trewen's teaching experience has been gained at Drexel University, the University of North Texas, and Michigan State University. Professional consulting, active membership in professional organizations, research, as well as her presentations at national conferences make her a valuable asset to the Accounting and Finance Department as an Associate Professor.

Associate Dean Burkink

Change continues to be one thing that faculty, staff, and administrators can expect in the College of B&T. In the fall of 2004, Dr. Tim Burkink, Marketing, along with Dr. Galen Hadley, former B&T Dean and former Vice Chancellor of Academic Affairs, took over the leadership of the College of Business and Technology. The previous Associate Dean, Bob Young chose to go back to the classroom, yet continue to work on the Sedona data base which is an integral part of the reporting aspect of the accreditation process. Kathleen Smith, former Dean became Vice Chancellor of University Relations.

Burkink, a 1997 UNL Marketing PhD graduate, came to UNK from Arizona State in 2001 where he was an Assistant Professor of Marketing and faculty liaison for the Golf Management Program. Since coming to Kearney, Burkink has been involved in a number of marketing consulting projects, is active in researching, and contributes much of his time to service activities within the University. In addition to being interested in the marketing issues related to the consumer packaged goods industry, he is interested in consumer behavior and internet sales. He has six years of experience as a buyer/merchandiser with Nash Finch company and two years as a brand manager at Sather, Inc. Burkink is also teaching in the MBA program and takes his role as an undergraduate research mentor seriously. His students consistently present at the National Conference of Undergraduate Research.

Many consider his greatest challenge in this position to be preparing for the accreditation visit. Burkink said, "As Associate Dean I am spending most of my time working on behalf of the Business Division's AACSB accreditation process. I believe in this process because it requires us to apply many of the same fundamental business principles we teach, such as strategic planning, continu-

ous improvement, benchmarking, and stakeholder perspectives, to name a few. Once accredited, the Business Division will share the important distinction of specialized accreditation with our colleagues in Industrial Technology and Family



Associate Dean Burkink finds his new job to be one of implementing practices that he teaches his students.

Studies and Interior Design." Annual and Endowed Scholarships

Faculty, family, friends, and donors gathered in the Nebraskan April 29, 2005, for the Annual and Endowed Scholarship night. Approximately 129 College of Business and Technology students were awarded approximately \$148,627 in scholarships.



Carol Cope, donor, Tanner Holscher, recipient of the Ron Cope Agribusiness Scholarship, Dr. Deb Bridges Economics Chair.

SIGMA BETA DELTA

Sigma Beta Delta, the business, management and administration honor society, initiated the following individuals in April, 2005:

Seniors: **Scott Barger**, Kearney; **Shauna Birchard**, Central City; **Kristi Jo Castillo**, Kearney; **Ely Colindres**, Lexington; **Runa Dobashi**, Kamakura-shi, JA; **Marcus Goldenstein**, Gretna; **Kayla Johansen**, Marquette; **Jodi Johnson**, Blue Hill; **Daniel Karr**, Kearney; **Wendy Mattson**, Kearney; **Andrew Nathan**, Humphrey; **Roger Nelson, Jr.**, Genoa; **Elizabeth Obermeier**, Aurora; **Debra Remter**, Shelton; **Dawn Marie Schemper**, Holdrege; **Sue Ellen Scofield**, Verdigre; **Katie Smith**, Kearney; **Nicole Smith**, Auburn; **Brooke Sorrell**, Kearney; **Kayla Story**, Kearney; **Corey Ten Bensel**, Alma; **Lindsay Uldrich**, Kearney.

Juniors: **Jill Adams**, Broken Bow; **Ardiana Aliu**, Gjian, YI; **Atsushi Ayabe**, Sakura, JA; **Alayna Ahlers**, Superior; **Naoto Fukuda**, Imaichishi, JA; **Sara Glidden**, Benkelman; **Adam Johnson**, Kearney; **Allison Keller**, Hyannis; **Chance Klasek**, Western; **Sandra Mary Koll**, Kearney; **Kayla Krotzinger**, Superior; **Ashley Moore**, Cambridge; **Emily Osborne**, Atkinson; **Kayla Paris**, Lexington; **Kayla Patterson**, Scottsbluff; **Megan Ryan**, Berwyn; **Rachal Skeen**, Imperial; **Adam Steinke**, Grand Island; **LeAnn Suhr**, West Point; **Ambur Vaneman**, Ideal, SD; **Jenna Watt**, Bradshaw; **Nathan Wiegand**, Grand Island.



Corey TenBensel, Outstanding Student, & Hadley

(Continued from page 7)

award, "Best Small Business Article Series." The series is now required reading for Finance students at Brandeis. He has been re-appointed by the CATO Institute to his tenth year serving as a member of the National Advisory Council for Social Security Privatization. His article, with Charles Rounds, Jr, Professor of Law at Suffolk University, entitled "A Legal and Operational Framework for the Privatization of Social Security" was reviewed in draft form by the President's Commission last year and formed the basis for many of their policy decisions.

Darrel Jensen, Nebraska Safety Center Director, has been awarded a \$25,000 grant for the Safety Center Pupil Transportation by the NE Department of Education. In addition, \$63,382 was awarded to the Mine Safety & Health Administration for Mine Safety & Health Training by the Department of Labor.

Dr. Steven Hall, Accounting and Finance, has had his paper, "Employee Layoffs and Earnings Management," accepted for publication in an upcoming issue of *The Journal of Applied Business Research*.

Dr. Jan Zimmerman and **Janet Lear**, Education, have had a manuscript, "Speech Recognition: Implications for Business Education," accepted for publication in the *National Association for Business Teacher Education Review*.

Dr. Tim Obermier, Industrial Technology, has a manuscript, "Using the Internet for an Accreditation Self-Study Portfolio," published in the *Journal of Industrial Technology*.

The following 04/05 faculty awards were presented for outstanding performance: Tenure Track Teaching Award: **Dr. Susan Jensen**, Management; Tenured Teaching: **Dr. Don Envick**, Industrial Technology; Tenure Track Scholarship: **Dr. Vijay Agrawal**, MIS; Tenured Scholarship: **Dr. Steve Hall**, Accounting; Service:

(Continued from page 9) Outstanding students

Eiberger 3rd; Job Interview: **Alicia Rodrigues** 4th; Mgt **Kayla Johansen** 4th; Public Speaking: **Mike Eiberger** 2nd; Who's Who in PBL: **LaTona Schmieding**; Word Proc. **Melissa Anderson** 1st.

The following students presented their research at UNK's Student Research Day and attended the National Conference on Undergraduate Research in Kentucky: **Lydia Pochop**, Atwood, KS, and **Lindsey LaShell** presented: "Credit Unions: A Viable Challenge to Other Banks?" **Julie Boukal**, Papillion, and **Andrea Herndon**, Lincoln, presented and received Honorable Mention at UNK's SRD: "IT Services Needs in Rural Markets." **Sarah McCracken Heckenlively**, Fremont, and **Kristi Castillo**, Kearney, presented the results of their survey of Nebraskans regarding their perceptions of interior designers, interior design as a profession and interior design TV shows. **Olga Stasishena** presented "Finding the Appropriate Discount Rate for Short-term Risk-free Decisions." The following papers were also presented at UNK's Student Research Day: "Impact of Wal-Mart's Presence on Retail Climate of Five Central Platte Valley Communities and Counties" was presented by **Mark Rhine**, and "Costing Methods of Platte Valley Manufacturers" was presented by **Sheila Rios (Preister)**. **Justin Weller** presented "An Analysis of the Future Trends of the Airline Industry," **Nicolas Mirman** presented "Dynamics of Replacement Between Major Airlines and Regional Carriers," **Deven Naik** presented "The Effects of 9/11 on Education," and **Sandra Ramirez** presented "U.S.—Colombia Intellectual Property Negotiations," as well as "Communications Between Native and Non-native Speakers at the Workplace." Management student, **Kristina Jegel**, presented "Sit, Stay, Roll-over: Workplace Pets Improve Employee and Customer Morale." Interior Design student, **Angela Holland**, presented "Regulations of Interior Design: What Makes a Law Successful?"

B&T Honors Graduating Seniors

The College of Business and Technology's annual Honors Night was held May 5, 2005. The following graduating seniors were honored:

Accounting/Finance: Lynn Keller, Humphrey; Mark Rhine, Fairbury; Conrad Saltzgaber, Grand Island.

Economics: Justin R. Gipe, Benkelman; Daniel B. Ilten, Fremont.

Family Studies and Interior Design: Cristy Brooks, Butte; Amber Buerer, Kearney.

Industrial Technology: Nathan Barry, Woodbine, IA; Jay Bartek, York; Levi A. Gray, Harrison; Elliot C. Hoefs, Arapahoe; Lonnie McClellen, Farnam.

Management: Kayla Johansen, Marquette; Erin Kochenderfer, Mishawaka, IN; Andy Maca, Staplehurst; Sue Ellen Scofield, Verdigrée.

Marketing/MIS: Julie Boukal, Olathe, KS; Brent Fay, Lincoln; Diane Iwan, Ogallala.

Graduate: Mandy Sanson, Kearney.



Julie Boukal, Brent Fay, and Diane Iwan, Marketing Honorees.

COLLEGE OF B&T

West Center Building
University of Nebraska at Kearney
Kearney, NE 68849-4451

The
Mailing
Address
Goes
Here

Have you been promoted, received an award, changed jobs, married, increased your family, or moved? We are interested in you and other alumni are interested in the events of your life. Help keep our "B&T" mailing list current and the newsletter interesting by using this form to notify us of a change of address as well as to update us on your eventful life. Send the form to: Marsha K. Yeagley, College of Business & Technology, University of Nebraska at Kearney, Kearney, NE 68849-4451, fax to 308-865-8387, or e-mail yeagleym@unk.edu

The University of Nebraska at Kearney is an affirmative action/equal opportunity institution.

ALUMNI RESPOND!

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Name	_____
SS#	_____
Address	_____
	E-mail address: _____
Phone (home)	_____
Phone (work)	_____
Year Graduated from UNK or KSC	_____
Major	_____
Employer	_____
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