April 27 is the only Talk of the Town remaining to promote your program, students, and relevant research, etc. Book it now before it is gone. 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 for Karen Goracke is attached.

Faculty/Administration

Read what Scott Jochum, ID, had to say in two recent publications, ID Magazine and Modern Distribution Management, regarding technical sales and ID students. The articles are attached.

Department of Family Studies and Interior Design - European Study Tour
May 17-26, 2016 - Visit London, Paris, Florence and Rome
Informational meetings Sept 24, 8:30 am or 11:00 am, Otto Olsen 208

CBT became a member of the Grand Island Chamber of Commerce and was recognized with a ribbon cutting Friday, September 18, 2015. See the attached picture. Along with Dr. Burkink, CBT Dean, are UNK Admissions Counselors-left to right Liz Chvatal, Kiley Shuler and Mike Cooley.

Impact

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

Students

The Nebraska State Board of Accountancy presentation for UNK students is 10:00 - 11:30 a.m. on Friday, October 9, 2015 in Ockinga. The agenda is attached. Please contact Dr. Kathy Smith to tell her how many of your students will be attending.

Experiential Learning/Internship

Jonathon Vasquez, Management major, advisor Dr. Noel Palmer

Jonathon Vasquez, senior in Management from Kearney, is wrapping up a Sales & Management Internship at the Buckle store in Kearney. This national internship program is designed to give students hands-on experience in sales, merchandising, leadership, and retail management. Besides learning weekly financial reporting, personnel scheduling, and sales techniques, Jonathon's special project has been merchandising and creating a sales plan for a
specific denim product. After graduation in May 2016, Jonathon may continue in a MBA program with an interest in retail management.

Alumni News

Miranda Kluthe Hubbell, Marketing Emphasis graduate, is employed at Buckle, Inc. as an Email Marketing Specialist.

Shelby Laramore, Marketing Emphasis graduate, is a Financial Analyst at Verizon in the Tulsa, OK area.

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
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.
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 – Dustin F. will escort to N103

9:05 a.m. - 9:55 a.m.  Dr. Nacasius Ujah, Principles of Finance N103 Bart B. will escort to Ockinga.

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 B. escort to Dean’s Office

11:30 – 1:00 p.m.  Lunch, Kearney Country Club, Chancellor Douglas Kristensen, confirmed Dr. Tim Burkink, 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.
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 ROTC Cory Walcott Contractor Senior Military Science Instructor and two students
February 24 Sri Seshadri, MBA
March 23 Aaron Estes, CBT Career Center
April 27
College Connection: ‘Virtuous Cycle’
Part 1: Benefits of aligning with universities go far beyond recruiting

Advertising in a campus recruiting office or staffing a booth at a college job fair isn’t enough for distributors that hope to successfully recruit the next generation of workers. This article examines how a deep relationship between a distributor and university program can yield innumerable benefits for the company, its recruits and the college it partners with – as well as the industry as a whole.

Part 2 will look at how distributors use internships to bolster their position on college campuses and fast-track training for new hires.

By Eric Smith

The start of another school year means HR directors at distribution companies are plotting visits to college job fairs and placing ads with campus recruitment offices in hopes of attracting students to a variety of careers upon graduation. But these tactics might not be enough. When competing for candidates, many distributors find they’re no match for companies with trendier names and bigger marketing budgets.

“The challenge facing all of us who are recruiting college students is the hype that goes along with it,” says Beverly Propst, senior vice president, human resources, Graybar, St. Louis, MO. “Anyone who goes to a college recruiting fair knows that it’s all about who has the nicest sign or the best logo, or who is the most well-known brand.”

Not only are distributors at a competitive disadvantage for landing candidates – many of whom have never heard of the field – but they lament a dwindling talent pool, claiming that while fewer and fewer graduates are looking to distribution as career, even those considering it aren’t qualified to fill open positions.

Strategically aligning with a college distribution program can address both issues. This partnership, which could include anything from hiring interns to helping develop curriculum to guest lecturing to funding scholarships, can differentiate a company from a competitor, says Barry Lawrence, director of the industrial distribution program at Texas A&M University.

Regardless of the depth or breadth of a company’s commitment, the return far outweighs the investment.

“If you want top-quality people coming out of the university, you’ve got to engage,” Lawrence says. “You’ve got to be engaged with the programs that exist, and you’ve got to work toward building new programs. And you’ve got to put funding behind this. We as a distribution community have under-invested in education.”

Industrial Distribution 101
Texas A&M in College Station, TX, is the birthplace of distribution’s investment in education. Though several distribution programs of
varying size and scope now exist at universities across the U.S., Texas A&M was once the only one. Formed in the 1950s, it blossomed thanks to one distributor in particular, J.R. Thompson of Warren Electric, who “sought to form a relationship with the program and support his initiatives by both hiring graduates and financially sponsoring the program,” according to the university.

“Without J.R. Thompson and one or two other individuals, you might not have even seen the field of industrial distribution at a university,” Lawrence says. “It might not have ever come into existence.”

As Texas A&M prospered, sending countless graduates to distribution jobs around the country and building strong relationships with companies in the process, other industrial distribution programs emerged, including the University of Nebraska at Kearney, as well as the University of Alabama at Birmingham, where Charles Collat, former CEO of Mayer Electric Supply, forged the Charles & Patsy Collat Industrial Distribution Program and the Collat School of Business.

Collat, now chairman emeritus of Birmingham, AL-based Mayer Electric, had seen the success of Texas A&M’s program and wanted to replicate it in Alabama with hopes of giving the industry another training ground in a different locale for future generations of distribution executives. “We didn’t invest in UAB to establish any kind of competitive advantage,” he says. “We just were trying to help support education.”

In addition to supporting education by offering scholarships, funding chairs and building the university’s endowment, Collat figured a program modeled after Texas A&M’s would help increase distribution’s exposure – and its emphasis on recruitment – at the university level.

“People have never flocked to distribution,” Collat says. “Distribution has to reach out to tell people what we’ve got.”

Industry exposure is indeed a chief concern. Students “go blank” when they hear the term, says Kristen Craig, program manager at the Charles & Patsy Collat Industrial Distribution Program at UAB. So simply introducing the term “industrial distribution” into a campus’ collective vocabulary is critical. The earlier the exposure the better.

“The students start to understand that and see the role distribution plays in the economy,” she says. “They say, ‘I just didn’t know that that’s what it was called.’ It’s awkward to have that epiphany in an interview, so educating students about distribution is why college partnerships are important.”

**Benefits abound**

Ensuring the brightest and best college students will consider distribution requires getting in front of them as much as possible through a strong presence on campus. It requires doing more than merely swooping in for a job fair and never reappearing once the HR reps take down the company banner and pack it away for the next tour stop.

“For us to get the most out of our relationships with colleges and universities we have to be seen as a partner to them,” Graybar’s Propst says. “The key to that is: 1, repetition – we need to see them often and they need to see us often; and 2, it can’t be a one-sided relationship – they’re providing us access to their students, and we also feel we need to provide something to them, so we try to find out what we can do to help them.”

For example, Graybar provides speakers for classes, mock interviewers for a career day and anything else that “allows us to assist them with their mission, which is get their students trained, get them information about business and the industry and add that real-world flavor to the classroom,” Propst says. “And it also allows us to get more exposure to the students and the universities and colleges, as well.”

Aligning with colleges such as Texas A&M, UNK and UAB – as well as East Carolina University and Central Washington University, other popular ID programs – helps CED, Irving, TX, convey information about the industry as well as electrical distribution to students, many of whom think working in that sector means reading meters for a power company.

“The biggest benefit is just getting the word out to more and more students about the industry,” says John Reinig, CED’s training manager. “We look at it from the electrical distributor side of things. However, when I go to schools I do spend a lot of my time talking about distribution in general, how important it is, how it can play a role in what they do, how they can make a great career out of it.”

A consistent presence helps a distributor promote its own brand – a significant challenge in a realm where few have heard of Grainger, Graybar, Stock Building Supply or Sonepar, says Mike Wigton, president of Jackson, MS-based electrical distributor Irby Co. and an advisory board member of the Texas A&M program.

“When GE goes to a college campus, they don’t have to explain to the kids who GE is,” Wigton says. “When Irby goes in there, we have to explain who Irby is. The difference in that is if you go into sales for a manufacturer, it’s the...
brand that’s most important; when you get into the distribution side, it’s not about the brand, it’s about the person.”

**Access leads to success**

The most obvious benefit for a distributor that aligns with a college program is “access to the kids,” says Mike Rowlett, CEO, Womack Machine Supply Co., Farmers Branch, TX. “I’ve bet we’ve hired close to 70 ID students over the last 15-20 years, and probably half of our sales force are ID students (from Texas A&M), and probably 10-12 are from Nebraska-Kearney.”

While Womack Machine’s sales department is loaded with students from industrial distribution programs, it also recruits from those programs for its supply chain and customer service departments. Yet the company’s relationship with the colleges runs even deeper than just hiring their graduates.

Companies might invest financially in university programs to develop programs and provide scholarships, but, as Rowlett points out, “it’s not just money; you’ve got to put your effort into it. You’ve got to find people to work with the universities to develop curriculum, develop materials, speak in classrooms. It’s a function of your capital, but it’s not just financial capital. The more educated and knowledgeable the students are, the better they are able to come up with new needs and solutions for the industry. It’s a self-fulfilling prophecy.”

That self-fulfilling prophecy is central to Lawrence’s mission at Texas A&M. When distributors align with college programs, they help create knowledge by sharing best practices, writing textbooks or assigning business projects that gives students practical experience.

Then as more distributors align with college programs – perhaps even funding the creation of one at a nearby institution, if needed – the programs can extend their reach to more students. As more students are exposed to distribution and seek employment in the industry, the industry gains more talented employees to fill its ranks. And as more employees enter distribution, they, in turn, will lend their support to the university programs that fostered those careers.

“If the companies engage in a university’s knowledge, then they help us build that body of knowledge and in so doing they become the companies that faculty are talking about, that faculty are using for education purposes, and that leads to the companies developing strong brand names among the students for recruiting purposes,” Lawrence says. “It’s a virtuous cycle.”

**Demand on the rise**

An alignment with Texas A&M has been immensely successful for chemical distributor Brenntag North America, Reading, PA, according to Bill Fidler, who from 2006-2013 served as the company’s president and CEO. He says the rise of Texas A&M’s program over the years, as well as burgeoning industrial distribution programs at other colleges and universities around the country, is critical for the industry’s continued prosperity.

“It is the true recognition of the fact that distribution is a profession and there are specific skills that can be learned at the undergraduate and graduate levels,” Fidler says. “The real benefit that we have gotten out of our alignment with the industrial distribution program at Texas A&M is the development and understanding of best practices of the top distribution companies.”

Fidler, who retired in June after a long career in distribution, sees a rising need for additional college programs because “distribution is a long-term growth industry,” he says, “and the opportunity for universities to develop industrial distribution programs is front and center.”

Scott Jochum of UNK’s industrial distribution program agrees, saying he could easily “double the students I have now and place them all.” For him, that signals a need for additional distributors to reach out to existing programs and align with existing universities, or help develop a new program – in much the same way their predecessors did.

“We need those companies that want to invest in our programs,” Jochum says. “But it’s not just investing in our programs, they’re investing in the discipline of distribution. It’s a win-win.”
Fifteen years ago, there were many in the distribution sector who predicted the demise of the outside salesperson. Some experts believed the exploding growth of the Internet would mean that buyers would eliminate distributors in purchasing products.

But nothing like that has happened. In fact, distributors are rapidly adding to their sales forces to find new customers and further penetrate existing accounts.

Take Grainger, for example. The giant MRO distributor had said it would hire 200 new sales representatives in 2015. Now it says it will double that number to 400.

Kaman says it has completed the process of hiring 60 additional salespeople “to help drive organic growth by addressing identified market opportunities.”

MSC and several other large distributors are hiring additional salespeople or will be in the near future.

Fastenal, one of the larger distributors in the MRO arena, is taking the lead in hiring sales and sales support personnel. A little more than a year ago, the Minnesota-based company, with nearly 2,700 stores in operation, said it wanted its salespeople to spend more time with customers and less time with non-selling tasks. Fastenal announced that it would hire more than 1,000 people, mostly in sales support positions. The company has actually exceeded that goal and, in a conference call with analysts, said it hired 1,067 employees in the past year, 650 of those in the first quarter.

Most of those hires have been part-time employees, a way for Fastenal to recruit future personnel from two and four-year technical colleges. “We recruit people with two to four years left in school with the hopes that when they graduate, they can come work for us full time and can hit the road running,” said Dan Florness, Fastenal’s chief financial officer in a conference call with financial analysts.
Fastenal says the company is focused on adding “energy” into its stores to free up the time of salespeople who will then be spending more time in face-to-face meetings with customers.

**The Hunt for Qualified Employees**
And it’s not easy finding candidates who want to make a career in distribution, which many describe as a “non-sexy” business. Yet as we know, distribution and manufacturing offer excellent careers.

Scott Jochum, a member of the Industrial Distribution faculty at the University of Nebraska at Kearney, says that all 50 graduates in the school’s distribution program were offered positions in the industry prior to graduating. Those students each received three to five job offers.

He praises a school program that allows students to work at distributors on an internship basis. Many of the students are then offered positions at those companies.

“Distributors we work with are greatly pleased with the results,” Jochum says. “It’s a win-win. It gives the student exposure to our industry and it helps employers determine if those interns are a good fit.”

He points out that much of the focus in the industry today is on supply chain activities but added there are tremendous opportunities for students who have technical sales training in areas such as fluid power, bearings and other products, as well as training in sales techniques.

“If we had 400 students in the program we’d have 400 students at graduation who would have jobs,” he adds.

Another top-notch university, Texas A&M, has an outstanding industrial distribution program and on its website points out that every student in its ID program had a job at graduation. Many of those students were offered jobs in sales engineering and sales management. The graduates received an average of three job offers, and the average starting salary was $52,000 with some receiving up to $70,000. They were recruited in many industry sectors such as manufacturing, distribution, and consulting.

Many of the industry’s top distributors and manufacturers annually make the journey to Texas to meet with potential recruits from the long-time ID program.

There are also a number of other schools with successful ID programs such as at the University of Alabama, Clarkson, and Eastern Michigan University, as well as many others.

**The Sales Challenge**
All these successful ID programs show the need for finding technically proficient salespeople, a problem that has been mentioned in the past by many employers.

As just one example, a fluid power distributor recently said it took months to fill two sales positions because he couldn’t find the right candidates.

“I found some people who were good salespeople, but didn’t have the technical knowledge or people who had the technical knowledge but not the sales expertise,” he says.

A story earlier this year in a *Wall Street Journal* blog proves the need for salespeople who are technically proficient.

**Here’s an excerpt:**
Sales reps who peddle technical and scientific products earned a median annual wage of $74,970 in 2012, more than twice the median for all workers, according to the Labor Department. A competitive hiring market for science and tech workers is part of the reason, but employers also say young workers are uninterested in sales — a field they perceive as risky and defined by competition.

Technical sales and sales management positions play a critical role for U.S. businesses, but they are among the hardest to fill, according to a 2014 report from Harvard Business School’s U.S. Competitiveness Project. Employers spent an average of 41 days trying to fill technical sales jobs, compared with an average of 33 days for all jobs for the 12-month period ending in September 2014, according to Burning Glass, a labor-market analysis firm that worked with Harvard Business School on the report.

The article also mentions something we have been saying for years: there is a strong need in our industry for salespeople who are problem solvers and not just sellers of products.

That’s something to keep in mind.

Jack Keough is contributing editor of Industrial Distribution. He can be reached at john.keough@comcast.net.