Alumni Profile
Richard Thornburgh

Experiential Learning: An Opportunity for Growth
Students Reap Partnership Rewards

We’re Not in Cincinnati Anymore
CoB Students Expand Their Horizons Abroad
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With our strategic plan in place, we are poised for a bright future as we strive toward our vision of becoming a top 50 business college. This year our faculty, staff, students, alumni and business partners came together to carry out the plan’s ten initiatives including revising curriculum, improving the marketing visibility of the college and supporting alumni and community relations. Progress is already being made. (See Faculty and Staff Take Action on the Strategic Plan, page 17.)

The first goal of UC|21 and our strategic plan is placing students at the center. We’re here to maximize our attractiveness to all students seeking a quality business education. It’s imperative that we increase our enrollment and retention rate. I am happy to report that during the past year the College of Business had a 7.5% year-over-year growth in total enrollment. In addition, our student retention rate increased from 78.4% to 82.9%. (See College of Business Enrollment Statistics, page 22.) Likely ingredients in this successful trend are unique student experiences such as great co-ops, compelling international studies opportunities and outstanding faculty who provide real-world learning.

With co-op education as a key element of our history, we have fostered a culture that encourages and rewards faculty and students for participation in real-world and often multi-disciplinary team projects. As part of our emphasis on real-world learning, our students are encouraged to collaborate with students across campus and disciplines to solve real problems provided by our corporate partners. This year our students completed more than 60 projects with partners such as Procter & Gamble, Fifth Third Bank and the Fine Arts Fund.

In addition to our focus on real-world learning, we realize our students need to be global thinkers. The College of Business International Programs Office has developed relationships around the world, from China to Chile, Austria to Thailand. One exciting new venture is our Executive MBA partnership with Shandong University in Jinan, China, which will welcome its first class next fall. (See CoB Students Expand Their Horizons Abroad, page 24.)

It has been an extraordinary year for the College. We’ve celebrated numerous successes and our future holds the promise of many more great achievements. I am proud to continue leading this outstanding College.

Dean Will McIntosh
2006/2007 Year in Review

BusinessWeek Ranks UC in Top 100

Historically, BusinessWeek magazine has ranked top MBA programs. This year they turned the spotlight on undergraduate programs — and UC made the cut, coming in at 79 out of 93. BusinessWeek’s ranking also placed the UC College of Business 43rd among public universities.

In choosing which schools to rank, BusinessWeek asked colleges for information on programs, enrollment, test scores and graduates’ starting salaries. They also surveyed current students, as well as corporate recruiters.

The students’ input carried the most weight of any measurement category and our students had some great things to say:

“The Lindner Honors-PLUS Business Program is what attracted me to the University of Cincinnati,” wrote one student. “It’s an outstanding program designed for highly motivated business students and gives them opportunities not seen in other universities, such as internship and co-op work experience, an international trip to learn about the global market with company visits and a professional network in the business world.”

Many students also cited the international opportunities available through the UC College of Business.

“It has been an outstanding experience,” a student responded. “I feel UC has done an excellent job of combining classroom learning with real-world experience. By the time I graduate, I will have studied abroad, interned abroad, had two years of co-op experience and about 150 hours of community service.”

CoB Students Win Awards in APICS Paper Competition

Two student groups from the UC College of Business won awards in the Association of Operations Management (APICS) Donald W. Fogarty International Student Paper Competition. BSIM students Zachary Gillerlain and Todd Piper teamed with OM students Michael Villari and Kristen Woodward on a paper entitled, “Effects of Terrorism on Supply Chains.” Their group placed second in the undergraduate division of the regional competition.

Wright-Patterson MBA students Emily Duke and Natalie Elliot collaborated on the paper, “The Value of Time and Timely Deliveries,” to capture second place in the graduate student division. This is a great achievement for these students, the College of Business and the University of Cincinnati. UC is the only university to have multiple teams earn awards in this competition.

CoB Team Wins Third Place in SBI Field Case Competition

UC MBA students Sarah Ramsey, Stephanie Trautwein and Chris Roesing achieved third place in the Graduate Specialized category of the 2006-07 National Small Business Institute® (SBI) Case of the Year Competition for their field work for the Winton Place Community Council.

The Center for Entrepreneurship Education & Research, in conjunction with the Service Corps of Retired Executives, holds an internal best field case competition, “The Cecil Boatright Business Plan Competition,” to select the top field cases completed by CoB teams each year. The winner of the Boatright competition goes on to represent UC at the national level.

From more than 150 eligible schools across the U.S., 28 of the top cases were whittled down to the final six at the national graduate level. In the past six years, College of Business students have earned three first place awards, two third place awards and one honorable mention in the Case of the Year Competition.
Business Excellence and Service Highlighted During Cincinnati Business Achievement Awards

Dean Will McIntosh presents Tom Humes with the Carl H. Lindner Award for Outstanding Business Achievement. Bill Mulvihill, deputy executive director of the UC Foundation, (far right) paid tribute to Humes during the awards ceremony.

The Cincinnati Business Achievement Awards, presented by the UC College of Business Alumni Board of Governors, is Cincinnati’s longest standing event recognizing achievement in business and service to the community. This year Tom Humes, Dr. Tim Johnson and the Procter & Gamble Company were honored during the ceremony.

UC alumnus Tom Humes, president of Great Traditions Land & Development Company, received the Carl H. Lindner Award for Outstanding Business Achievement, which recognizes UC alumni who have achieved success in their industry. Humes serves on the Board of Trustees of the University and the UC Foundation, and the College of Business Advisory Council. He graduated from the College of Business in 1971 and the McMicken College of Arts and Sciences in 1977.

“Simply put, Tom Humes is a difference maker. He’s spent most of his adult life giving of his time, talents and endless energy to enhance and honor the Greater Cincinnati community,” said Bill Mulvihill, deputy executive director of the UC Foundation, during his introduction of Humes.

Dr. Tim Johnson is the founder of Johnson Investment Counsel and a longtime professor of finance. He was selected as the 2007 Distinguished Service Award recipient for his contributions to the College, the University and the Cincinnati community. He chairs the College of Business Advisory Council and recently received the UC Foundation Chairman’s Award for distinguished service and leadership.

The Procter & Gamble Company is the second recipient of the Cooperative Education Partnership Award. The company has provided substantial support to the cooperative education program at UC.

College of Business junior Helen Masinosvky was also recognized during the event as the Carl H. Lindner Scholarship recipient. The scholarship recognizes a top CoB junior for academic excellence.

CoB Student Completes Presidential Fellowship with the Center for the Study of the Presidency

Harvard, Yale, Princeton and the University of Cincinnati are among the select schools with students participating in the Presidential Fellows program at the Center for the Study of the Presidency in Washington, D.C. Throughout the year-long program, fellows have the unique opportunity to study public policy making and the president’s relations with Congress, allies and the American public. UC sponsors one fellow each year thanks to the contributions of Thomas M. Nies, BBA ‘62, MBA ‘68 and founder, president and CEO of Cincom Systems.

Inaugural fellow Brian Delany completed the program in 2006 and earned the prestigious honor of having his paper published in the Center’s annual book, A Dialogue on President Challenges and Leadership. The paper entitled, “Protectionism Weakening the Domestic Shipbuilding Industry and the President’s Role in its Reversal,” demonstrates how congressional legislation has contributed to the decline of the domestic shipbuilding industry. Delany is one of only 19 students to receive this honor.

The 2006-2007 fellow is Dominic Berardi. (See “Promise, Leadership, Understanding & Success - page 15.)
UC Real Estate Program Makes Top Five

The University of Cincinnati’s Real Estate Program placed an impressive fifth in a ranking of national real estate research universities and organizations in 2006. Surpassed only by UC Berkeley, MIT, The Ohio State University and the University of Connecticut, the UC Real Estate Center placed ahead of other highly regarded institutions such as Yale, Harvard, Wisconsin and Cornell.

University rankings were based on the quality of research works produced by faculty members and measured by the amount of literary citations that appeared in top real estate journals. The news comes just as the real estate program boasts its largest number of students ever, topping 200.

FASB Chairman Bob Herz Speaks During 3rd Annual Current Topics in Accounting Symposium

Robert Herz, chairman of the Financial Accounting Standards Board (FASB), spent April 9 on UC’s campus as the speaker in the third annual Current Topics in Accounting Symposium, sponsored by the accounting department. Herz led a discussion of his thoughts on accounting and auditing education over breakfast with faculty and Ph.D. students from UC, Xavier University and Northern Kentucky University. More than 80 accounting professionals from the Greater Cincinnati business community attended a luncheon session with Herz. In the afternoon plenary session, he spoke about “The FASB and the Challenges and Opportunities Facing Financial Accounting.” The plenary session was attended by more than 300 graduate and undergraduate students from UC, Xavier, Northern Kentucky University, Wright State University and Miami University, as well as more than 125 business professionals.

UC Hosts 10th Anniversary National Consortium of Entrepreneurship Centers Conference

The University of Cincinnati welcomed more than 150 delegates from across the U.S. to the 10th Anniversary conference of the National Consortium of Entrepreneurship Centers (NCEC) last fall.

“This was a great opportunity to showcase the Greater Cincinnati/Northern Kentucky region as a leader in entrepreneurship and a center of considerable innovation,” commented Dr. Charles H. Matthews, executive director of the UC Center for Entrepreneurship Education & Research, co-host of the event. The University of Dayton and Northern Kentucky University served as the other co-hosts for the two-day conference.

The conference theme, “Entrepreneurship: Crossing Boundaries,” served as the backdrop for two days of sessions led by center directors from the top programs. Entrepreneurship educators from around the country convened to explore best practices in academic entrepreneurship programs and how these centers are able to cross boundaries into the business community and form private/public partnerships, which ultimately lead to new ventures.

CoB Earns Spirit Award in the 2nd MainStreet Stride

Capping College of Business Week this spring, faculty, staff and students joined other departments around campus for the 2nd Annual MainStreet Stride. Wearing their best red and black, the CoB team carried signs representing each department and center, while tossing candy to the crowd. The College of Business earned the award for Best Showing of UC Pride.
Council Convenes to Discuss Curriculum and the Campaign

By Abby Harper

Curriculum, the comprehensive campaign and membership were key initiatives for the Business Advisory Council (BAC) this year. With seven new members, the Council is continuing to help the CoB leadership team implement the strategic plan.

A major initiative of the strategic plan is curriculum development. This year the BAC provided feedback on the curriculum committees’ recommendations for changes to the undergraduate and graduate programs. “They give us perspective on trends and changes that drive business in real-time, enabling us to ensure that our context is relevant and applicable in a rapidly changing world,” said Dean Will McIntosh. “With their help, our students are ready for the marketplace.”

The BAC will also play a prominent role in developing the CoB campaign. During the spring meeting, the Council discussed the case statement, and potential CoB campaign themes. They will also help validate College priorities and identify potential donors.

“We are very fortunate to have the leadership of the BAC as we move toward the public phase of a university-wide campaign,” said Patty Ragio, senior director of development. “Their passion for this College will serve as a megaphone to the community about the value that a strong college of business brings to the region.”

The Council is also focused on building a membership that is diversified by industry, gender, ethnicity and age, and is continuing to recruit new members.
Serendipity Sparks a Lasting Relationship

By Abby Harper

As a St. Xavier High School senior, Richard Thornburgh thought he had his college plans laid out. He was accepted at Indiana University and ready to go. That is, until his brother, Robert, made a pitch for the University of Cincinnati.

“It was really a fluke, my going to UC,” said Thornburgh. “My brother did a propaganda job on me and I wound up at UC.”

Today, this unlikely undergraduate is one of the College of Business’s most loyal alums, frequently giving of his time and resources.

Staying Connected

Connections with current students, specifically the Lindner Honors-PLUS (LHP) program, have kept Thornburgh involved with UC.

“Those (LHP) students over the last 10 years that I’ve been involved with – either mentoring or speaking with them – have been top-quality individuals,” he said. “UC should be quite proud because the faculty and administration have created something quite attractive.”

In addition to providing scholarship support for the program, Thornburgh has offered co-op and full-time positions to Lindner Honors-PLUS students.

“I remember that Adam VeVerka from the first graduating LHP class kept calling and calling my office for like three weeks,” recalled Thornburgh, who was the vice chairman of the executive board and CFO of Credit Suisse First Boston at the time. “Finally, my secretary, Rita Mancini, made an executive decision to give him an appointment because of his persistence.”

After meeting VeVerka, Credit Suisse hired him for a full-time position as a technical associate in information technology.

“Mr. Thornburgh was a mentor to me during my time at the company. Despite his position of seniority, he always took the time to say hello and catch up on my progress,” recalls VeVerka. “I will always be grateful for his generosity and his willingness to give back to the students and the University of Cincinnati.”

The following summer, Thornburgh hired Abby Lake (BBA ’04) as a summer co-op and so began a tradition of LHP students at Credit Suisse.

“The students who’ve come to us have always been quality – intelligent, honest, ethical and with a positive outlook,” said Thornburgh, who earned his MBA from Harvard Business School. “Because of their intelligence and their desire to work, the UC students who’ve come to us have stacked up well against the Ivies.”

Envisioning CoB’s Future

In 2005, Thornburgh participated on the search committee for the new dean. Following the appointment of Dean Will McIntosh, the College of Business set a course for the future with a clear vision of becoming a top 50 college of business, a highly valued partner for business expertise and a catalyst for growth and development. McIntosh worked with faculty, staff, students and alumni to develop a strategic plan for achieving that goal.

“It’s exciting that we have a dean at the helm who has vision, energy and practical experience,” Thornburgh noted. “I believe his goal is a bull’s-eye.”

The College of Business’s
“I think my own enthusiasm comes from not losing my connections to UC… Soccer, student government, my fraternity — UC is an intimate place especially when you live on campus. But you have to get involved and stay involved.”
—Richard Thornburgh, BBA ‘74

Richard Thornburgh’s Career Path

1974 BBA, University of Cincinnati
1976 MBA, Harvard Business School
1976 Joined First Boston Corporation
1997 CFO & Executive Board Member for Credit Suisse Group
1998 Appointed University of Cincinnati Foundation Trustee
1999 Vice Chairman of the Executive Board for Credit Suisse First Boston
2000 Recipient of the Carl H. Lindner Award for Outstanding Business Achievement
2006 Partner and Vice Chairman Corsair Capital, LLC

enrollment has nearly quadrupled since Thornburgh’s undergraduate years. Providing a quality educational experience for these students and the College’s continued success, will hinge on its ability to build strong partnerships with the local business community.

“You have to focus on the customer – who is the person who hires the graduates as well as the graduates themselves,” said Thornburgh.

In addition to community partnership, Thornburgh sees opportunities for collaboration across UC’s campus. Leveraging relationships and joint degree programs with other nationally-ranked UC colleges, such as DAAP and CCM, will help the College of Business attain its top 50 vision.

“Architects need business. Doctors need business. Engineers need business,” said Thornburgh. “The College can offer classes that match time available for students and give them practical business knowledge that will help them in their professional lives.”

Lessons on Success

Thornburgh attributes much of his success to opportunities he received at UC. With the support of UC President Warren Bennis, Thornburgh was accepted to the MBA program at Harvard Business School. His strong educational background and extracurricular leadership roles, such as student body vice president, were a springboard for a successful career. He hopes current students can seize similar experiences.

“We don’t just land in our jobs. I had a lot of help, and I recognize that I got a couple of good breaks. You have to capitalize on those breaks,” said Thornburgh. “Look at Adam, whose persistence truly paid off. Look at Abby, a young college student who came to New York from a small town and thrived.”

Thornburgh has thrived himself. He is currently a partner and vice chairman at Corsair Capital, LLC, in New York. Corsair is a private equity firm focusing exclusively on financial services companies worldwide.

Giving Back

Thornburgh sees giving back as part of his role as a successful and active alum and encourages current students to get involved in their communities and give back as well.

“I think my own enthusiasm comes from not losing my connection to UC. I wasn’t supposed to go there. Then I was there. Soccer, student government, my fraternity – UC is an intimate place especially when you live on campus. But you have to get involved and stay involved,” Thornburgh advised. “I was brought up to “give back” and the ability to give back to students is very satisfying.”

Richard Thornburgh is a partner and vice chairman of Corsair Capital, LLC. Corsair Capital is a private equity specialist that focuses exclusively on financial services companies worldwide.
Experiential Learning: An Opportunity for Growth

By Jenny S. Reising

The University of Cincinnati College of Business is undergoing a major growth spurt. In the 2006–2007 school year, student head count was up 7.5% and credit hour production rose by 16%.

While this growth is a major boon for the college and the university as a whole, it is also a huge opportunity for the business community. "Our goal is to become a major source for their human capital, and these students are potential employees to help grow their businesses," says Will McIntosh, dean of the College of Business (CoB). "In return, these businesses can provide real-world problems for CoB students to solve, and that enriches our project learning experience. It's a win-win for local businesses and the College."

Managing the growth spurt

“We need to be really focused on project learning for our students by providing more learning opportunities that reflect real-time business challenges,” says McIntosh. “With more students, we’re going to need more projects to accommodate this part of their experience. And that means growing our relationships with the business community.” For his part, McIntosh has been meeting with numerous companies regionally and nationally to discuss the possibility of partnering with them to support the College’s growth.

CoB faculty are leading the drive toward an increased variety of experiential learning opportunities. For example, Chris Allen, the Arthur Beerman Professor of Marketing, has been involved in a pilot project for a newly developed research consortium—the Living Well consortium—that partners CoB, the College of Design, Architecture, Art and Planning (DAAP), and the College of Engineering with local and international firms.

Although still in its infancy, the consortium will have a “pay to play” format that gives partners the opportunity to tap into intellectual property and faculty expertise at the University of Cincinnati. In turn, students in different disciplines can work collaboratively to create concepts that may be implemented within partner firms.

“The premise behind the consortium is an interdisciplinary collaborative approach to generate innovations,” Allen explains. “Some firms are constrained by their business models, so they want us to challenge them with new ideas — to have a different set of minds look at a problem and find solutions that they wouldn’t get on their own.”

Andrea Dixon, associate professor of marketing and leader for the Master of Science in Marketing capstone program, faced her own unique challenge: finding a minimum of 15 projects for 29 capstone students. The two-quarter capstone “caps” the MS Marketing program and gives students the opportunity to work collaboratively with external firms. Ultimately, her presentation to local businesses and community organizations yielded more than enough proposals — 28 in all — to provide 17 unique projects for the students. She is currently identifying homes for the remaining projects through other university programs.
In-class projects give University of Cincinnati College of Business students real-world experience, while local businesses get a fresh perspective — and a preview of upcoming talent.

Small budgets, big opportunities

Arts organizations, particularly those with limited resources, are especially eager for CoB students to help them find better ways to conduct their business. Cincinnati Taps, a local tap-dance company with a one-day annual event, sought a marketing plan that would help them increase the number of participants, boost audiences and stay financially feasible. With no budget and no staff, Cincinnati Taps provided a big opportunity for two marketing students who wanted to make a difference.

“I had done some projects that I thought might just sit on a shelf,” says M.B. Reilly, a master’s in marketing student graduating this year. “This time, I wanted to create something that would be used in practice.” Dixon paired Reilly — who also works full-time in UC public relations — with Lisa Ventre, a UC photographer and fellow master’s in marketing student with a background in fine arts. The synergistic team produced a comprehensive, actionable marketing plan that Cincinnati Taps could put to immediate use.

“I’ll never forget one of the board members, Amy Demmerling,” Reilly recalls. “We told her it was important to us that the work be implemented in some form, and she said, ‘We’ll do whatever you tell us to do!’” For her part, Demmerling was floored by the outcome of the project. “We thought they would give us a basic list of media people and maybe some suggestions on our logo and visuals,” she says. “What we got was a comprehensive document that explains who our clients are, what they think about us and how we could get other people like them into our base. The students really took the time to learn about us and get emotionally invested, and I don’t know if a professional firm would have done that.”

For his master’s analysis and Web development classes—occurring consecutively from January to June—Alexandre Lopes, assistant professor of information systems, wanted a project that could start in one class and finish in the other. Ovation Theatre, a fledgling local theater troupe, needed a more dynamic Web site that would be easier to update. The winter quarter class developed a model, while the spring quarter students formed three teams that simultaneously created three different design solutions. Of the final projects, Ovation picked one solution that students then implemented over the summer.

“We can talk as much as we want about theory and the best way to approach a problem, but these hands-on experiences teach them so much.”

Alexandre Lopes, Assistant Professor of Information Systems

The College’s partnership with Ovation Theatre to build a more dynamic Web site spanned three quarters. The winter quarter class developed a model, while the spring quarter students created three different design solutions. Ovation picked one solution that students then implemented over the summer.
Overcoming barriers

Making a connection with local businesses has its own rewards. CoB students can apply their learnings from the classroom to real-world problems. And companies benefit in two ways: by tapping a fresh perspective and previewing potential employees.

Cincinnati Bell wanted to participate in the MS Marketing capstone program, but they weren’t sure what to do. “It’s almost an industry in search of a customer,” Dixon explains. “But Cincinnati Bell has a solid base of mid-life consumers and we decided to find ways to enhance the retail environment to generate excitement and strengthen consumer loyalty.” The students profiled the shopper (moms and teens) and came up with key insights that could help Cincinnati Bell revamp the shopping experience.

Rachel Knighton, MBA and MS Marketing ’07, learned how to manage a project on a tight schedule and how to leverage in-class theories to create innovative concepts. And by partnering with an international student, she learned firsthand about cross-cultural collaboration. “The biggest thing we took away was that it’s important to take the time to get to know the other person,” Knighton says. “This was fundamental in helping each other grow as individuals and ensuring we put our best foot forward to the client.”

A second capstone project brought together another cross-cultural student pairing and presented several unique challenges. Ellison Surface Technologies, a family-owned company, sought a fresh approach for entering the power-generation market. The students did an extensive competitive and market analysis and, in the process, discovered that the company had an internal crisis that needed to be addressed before it could continue expanding.

“It was truly a 360-degree learning experience,” says Divyapreet Kaur, MS Marketing ’07. For example, when the client contact resigned, the students learned the importance of having a contingency plan in place. Dixon was particularly impressed by the students’ efforts. “They made a courageous recommendation: that unless they create a crisis in the company, nobody will move,” Dixon says. “And that’s something an outsider can say more readily than an insider.”

Interdisciplinary collaboration

One of the challenges for larger corporations is finding the time, money and people power to tackle every project that’s on the table. Take Fifth Third Processing Solutions, a major player in credit card processing. The company handles two billion electronic transferring and processing transactions annually for retailers such as Wal-Mart and Kroger. But they were looking for more efficient, cost-effective ways to route through the network.

Pat Moran, vice president of portfolio and product management at Fifth Third Processing Solutions, recognized it as the perfect project for business students—and a financially feasible, timely alternative for Fifth Third. “I wanted students who would take a different view than I would take and bring new ideas to the table that wouldn’t come about in the corporate environment,” Moran says. So he approached CoB with a project proposal, and David Rogers, associate professor of quantitative analysis and operations management (QAOM), decided it would be a perfect match for his QAOM students.

Rogers assembled a multidisciplinary team—including five master’s and Ph.D. students with backgrounds in finance, mathematics and engineering—and Moran stayed in weekly contact to keep the project on track. Together, they developed an eloquent yet simple analysis and approach that would save the company hundreds of thousands of dollars every month. The students also benefited immensely from the experience. “It was one of the best teams I’ve ever worked on,” says Ndanatsiwa Chambati, MSQA 2007. “I work full-time for a smaller company with a different corporate culture, so it was enlightening to see how things work in a larger company.”

Another project with more long-term aspirations, the pilot project for the Living Well consortium, gave CoB students a cross-campus, off-campus opportunity. For the consortium’s first initiative, students from DAAP, Engineering and the CoB met weekly at an off-site studio to brainstorm ideas for P&G’s Lams brand. P&G challenged the students to take a fresh look at product, packaging and marketing for Iams. And the students benefited from this “think-tank” mentality and by learning from other students’ perspectives.

“P&G has really embraced the model of getting outside of the organization to generate new ideas,” Allen says. “And it’s natural that the university would partner in that regard. Our students are a real part of that process and it’s great for them to see that they can add value.” Although he estimates that tangible results of the pilot project would be realized several years down the road, it’s
When I began my college search, the University of Cincinnati’s College of Business caught my attention. The College of Business was ranked in the top 100 programs nationally; the building was wireless with classrooms and labs that had some of the latest technology; and opportunities to study and travel abroad were abundant. On top of all that, perhaps the most important criteria, were the real world experiences the college had to offer. Complementing the University’s co-op program and Career Development Center, the College of Business utilized corporate partnerships with an innovative approach called the First Year Experience.

My First Year Experience began when I arrived at the College of Business orientation, where I was placed into a team of 20-25 students. Each team was assigned to a local company such as GE, Cintas, Federated, Kroger, Convergys and Larosa’s. I was assigned to a team working with Procter & Gamble. We spent the beginning of orientation getting to know our teammates. Eventually, the teams competed against each other in activities centered on our companies allowing us to learn more about them.

After that first day, I knew the College of Business was going to be a great experience. Little did I know, this was just an introduction to the corporate partnerships the College offers. Throughout the year my team worked with liaisons from Procter & Gamble on two major projects for our introductory business class. The first project was focused on P&G’s structure and the second was International Aspects and Global Marketing of Procter & Gamble. We met with company liaisons every couple weeks. This allowed us to network, learn about business in general and learn about Procter & Gamble from people who work and live it every day. It also allowed me to get personal attention from people who recruit from the College of Business. I recognized more each day how advantageous this is as a student. The liaisons we had were enthusiastic about their work; and it created a spark in me knowing there is a work environment out there where everyone is passionate about what they do. When it was time to present our projects, our liaisons were there to give us valuable feedback on the positives and negatives of our presentation.

A year later, I still give credit to the First Year Experience for my success and great experience so far. I am thrilled to be a part of a program that continues to get better every day. I developed relationships with our corporate liaisons and I still keep in contact with them. They have provided me with valuable insight about leadership, teamwork, résumés and more that I would not have gotten in a typical classroom. The First Year Experience and the unique partnerships with companies have without a doubt positively impacted my college experience and left a mark with me that I will carry on into my future as a person and a business professional.
Students Collaborate to Raise a Solar House

By Abby Harper

For many months, students from the College of Business, DAAP and the College of Engineering have been utilizing their design, engineering and business planning skills to build a solar house. The house is part of the Solar Decathlon, an international competition sponsored by the U.S. Department of Energy (USDE). UC is one of only 20 universities worldwide invited to participate in this prestigious competition to build the globe’s best solar home where everything — all mechanics, appliances and even the car that accompanies the house — is solar powered.

The house is being built in four sections atop the beds of four mobile home trailers. When complete in October, the sections will be transported to Washington, D.C., connected to one another to form a cohesive whole and then displayed on the National Mall along with the 19 other solar houses from around the world.

CinSUNnati, as the interdisciplinary team of more than 200 faculty and students calls themselves, has been working on the project since early 2006. UC participants represent the disciplines of architecture, industrial design, interior design, graphic design, digital design, mechanical engineering, civil engineering, electrical engineering, marketing, accounting and information systems. This is the first time a team from UC has participated in the competition.

The collaborative nature of the process has resulted in an extraordinarily strong design that successfully balances engineering innovation, design elegance and marketability. The UC students are pioneering new uses for existing technologies in designing, building and eventually operating the house. The Solar Decathlon showcases a range of sustainable building options, such as advanced solar panels and evacuated hot water tubes.

After the competition, it is anticipated that the house will act as the catalyst for a planned solar eco-community and research center in Cincinnati. The team hopes the house will represent Ohio companies even after the competition by acting as an operating laboratory, remaining open to the public and teaching visitors about solar technologies and energy-efficient products.

UC’s solar house showcases a wide variety of sustainable building options and highlights Ohio as a center for innovation, technology and eco-friendly products.

Material cost of the house per square foot is approximately $280. The USDE, who hosts the competition, provides each team with $100,000 to help fund the project. The team has been responsible for securing additional funds from sponsors such as, Procter & Gamble, Duke Energy, Aesthetic Finishers, THP, Pella, Maytag, The Hillman Group, SunSpot Solar, Discover Energy and Warmboard. For a complete list of sponsors, visit http://www.solar.uc.edu/solar2007.
Promise, Leadership, Understanding and Success — Dominic Berardi

By Wendy Beckman

Dominic Berardi graduated in the College of Business Class of 2007 with many honors: commencement orator, Mr. Bearcat, University Honors Scholar, former student body vice president, president of Sigma Sigma, executive director of ThinkOHIO, Presidential Fellow and White House intern. He received the “Greek Male Outstanding Achievement Award,” representing Sigma Alpha Epsilon for 2007, and was one of three students honored at commencement with the UC Presidential Leadership Medal of Excellence, for starters.

But one honor stands above the rest, he says: the fact that he came to UC as a Carl H. Lindner Honors-PLUS Scholar.

Berardi is a walking testimonial for the Carl H. Lindner Honors-PLUS program:

“Promise as a business professional; Leadership in school and community activities; Understanding of the global marketplace and diverse cultures; Success through talent, commitment, dedication and effort.”

“We take deliberate steps to develop professionalism and leadership in our students from the day they arrive on campus. They all receive full in-state tuition scholarships, and we make it clear that their scholarship comes with strings attached,” says Jeri Ricketts, director of the Carl H. Lindner Honors-PLUS Program. “We expect our students to set the bar high in terms of academics, co-op performance, leadership on campus and in community service.”

“Honors-PLUS is much more than a great academic program, it is a small family,” says Berardi. “Through Honors-PLUS we gain the professionalism required for success in business, but more importantly we learn the responsibility we have to help develop our peers and the larger community.”

He also cites the study-abroad focus of the Carl H. Lindner Honors-PLUS program as a big benefit in developing his global perspective. His first international trip was to Finland and six other countries, touring major corporations such as Procter & Gamble, Siemens, Heineken and Audi. He also went to the top university in Thailand, Chulalongkorn, to study for five weeks.

On his own initiative, he backpacked through Cambodia and Vietnam for three weeks.

“I paid a driver five dollars for the day to take me out to the killing fields,” he explains. He watched the movie “Killing Fields” the night before. The movie shows that one of the ways that the Khmer Rouge drove the people to the fields to be ambushed and executed was by saying that the Americans were coming to get them. They were running away from the Americans. “When I got there, standing alone in these fields, I lost it. I just lost it. I understood then how I was an ambassador for the United States. It opened my eyes to how much I don’t know.”

“I am eager to understand and gain respect for foreign cultures,” Berardi says. He truly feels that we are all citizens of the world, and with that citizenship comes responsibility. “Our relationships with a few chosen countries will define my generation.”

From traveling the globe to working in his own backyard, he sees his role in student government at the University of Cincinnati as his most meaningful service. One of student government’s accomplishments of which he’s proudest is the Bearcat Transportation System, where he got to know and respect Ohio Representative William Seitz III.

The feeling’s mutual.

“Dominic is a highly motivated individual who demonstrated commitment not only to making the University of Cincinnati a better school, but also to improving the quality of higher education throughout the state,” William Seitz III, Ohio Representative.

“Dominic Berardi exemplifies the Carl H. Lindner Honors-PLUS program with an outstanding academic and leadership record, including being named Mr. Bearcat 2007.”
legislature for programs important to UC, demonstrates that his future will be a bright one.”

Pick any one activity that Berardi is involved in and it would be impressive. The entire scope of his civic and community involvement is overwhelming.

Another initiative near to his heart is ThinkOHIO, which provided university students a political opportunity to have a voice and be heard by Ohio’s lawmakers. “I followed Dr. Mitchell Livingston (VP for Student Affairs & Services) up to Columbus,” Berardi says. Ohio’s student leaders decided that it would be a good idea to gather as one voice. “We had no budget, no resources — all we had was time and communication. So we launched a major, consolidated PR campaign.”

They pooled resources from such disparate Ohio universities as UC, the University of Toledo, The Ohio State University, Bowling Green State University and the University of Akron. Their purpose was to raise and address issues in higher education as seen by students at Ohio’s four-year public universities.

“In June of 2006 each school’s student-body representatives elected a spokesperson,” Berardi says. “Then in November they chose me to speak for all the four-year publics.” So he then became the voice for more than 265,000 students of Ohio.

When Governor Strickland took office and named Eric Fingerhut the Chancellor of the Ohio Board of Regents, they made a serious attempt to cultivate relationships with students. Although he was unable to attend, Berardi was proud to say that several of his ThinkOHIO colleagues at the University of Toledo and Ohio State met with Governor Strickland and Chancellor Fingerhut in March. He admits humbly that Ohio education and funding reform efforts will require an even stronger relationship with students, but ThinkOHIO is a certainly good start.

Berardi has also taken his voice to the federal government. He received the 2006 CINCOM Presidential Fellowship at the Center for the Study of the Presidency. The fellowship gave him the opportunity to share ideas with students around the country as he developed a position paper on presidential policy. Shortly thereafter he had the opportunity to work at the White House Council on Environmental Quality.

“The National Environmental Policy Act (NEPA) was passed in 1969 to ‘foster harmony between man and nature,’ especially regarding the activities of the Federal government,” Dominic points out. “NEPA created the Council on Environmental Quality.”

He adds, “Thanks to my management professor, Dr. Ann Welsh, I became familiar with the concept of cradle to cradle.”

“Sustainable environmental thinking” became a new paradigm for Berardi. His time at the White House allowed him to begin understanding the complex relationships between industry, the environment and national security.

From East Asia to Washington, D.C, Berardi has seen a lot since his childhood in the small town of Wintersville, Ohio. At commencement, he described his beginnings at UC as a “starry-eyed freshman wandering around overwhelmed by the opportunities.”

“UC opened my mind and I’m so thankful for it,” he acknowledges now. “I realized how much the diversity of an urban campus could enrich my education!”

Berardi cites his experience at UC as just the beginning of his education. “I was immersed in student life at UC. As a result, I woke up every day loving what I was doing and went to sleep at night knowing the fruits of my labor were doing something good.” He credits his fraternity and student government experiences as critical in his personal and professional development.

One of Dominic Berardi’s greatest accomplishments as student body vice president is the Bearcat Transportation System. Here Ohio Representative William Seitz III, UC President Nancy Zimpher and Berardi cut the ribbon on the Bearcat Shuttle.
As the College of Business enters its second century, a strategic plan has been established to guide the College toward its vision of becoming a leading urban institution and a catalyst for growth. The plan aligns with the UC21 vision and establishes six goals for the College:

1. **Students at the center**: Increasing learning opportunities and support that meet students’ diverse and changing needs and ensure a valued college experience.
2. **Research excellence**: Fueling knowledge creation that is recognized and respected by peers and partners.
3. **Academic excellence**: Cultivating in-demand professionals by developing programs that build vital foundational, specialized and collaborative capabilities.
4. **Partnerships**: Establishing and nurturing valued, enduring and visible relationships with alumni, donors, businesses, the community and educational institutions.
5. **Sense of place**: Providing an engaging environment that fosters learning, collaboration and student/partner support.
6. **Opportunity**: Maximizing systematic efficiencies, focused investments and targeted resource generation to ensure long-term financial viability and self-sufficiency.

Throughout the year teams of faculty, staff and students have been working on 10 initiatives designed to meet these goals.

**MBA Re-Envisioned**
This year the committee conducted market research with major stakeholders for the MBA program. Based on this research, the committee recommended further study of various MBA models. The team will continue to analyze data to develop a curriculum that utilizes the unique assets of UC and has the potential to be a sustainable top 50 program.

**Graduate Support**
The mission of this team was to move the Graduate Programs Office to a one-stop service center for all graduate programs. The team focused on three main topics — identifying services that would be performed by the Graduate Programs Office and those that would be the responsibility of the program directors, assessing the desirability of going paperless in student records and updating the graduate programs’ “handbook” to include policies and procedures common to all graduate programs and an FAQ section.

**Undergraduate Pathways**
The Pathways team successfully completed its charge with faculty approval of the undergraduate curriculum revision in June. This approval is the culmination of 8 months of work, including a review of current management education literature, AACSB accreditation standards, the curricula of 15 benchmark programs, and market tests with focus groups of current students and recent alumni. The new curriculum will offer majors instead of foci and will increase junior core classes to four credit hours. Minor and certificate programs will also be developed.

**Undergraduate Support**
The team analyzed the current support programs provided by the College and recommended four strategies for improvement — additional job placement support utilizing alumni and employer connections; implementation of online progress reports and degree audits; additional professionalism training and a rite of passage for students entering the junior level of study.

**Faculty Expertise**
The team’s initiative was to review and make recommendations for change to the College’s Review, Promotion and Tenure (RPT) document. The team asked departments to review the current RPT model and the model that was developed in 1999-2000. The team considered several options, including not changing the current document, having departmental documents or developing a new document. Ultimately, the team developed a draft of a new RPT model. Review and voting will take place fall quarter.

**External Relations**
This committee is strengthening the College’s relationships with corporate partners by establishing employers services, reviewing the value added by the centers, establishing the Business Advisory Council, and coordinating experiential/partnership learning. During 2006, the BAC was re-established; the committee recommended quarterly reporting procedures for the centers; and a commitment was made to define and implement a process to engage faculty in corporate and community relations.

**Marketing**
This team was responsible for developing a plan to promote the College of Business, build enrollment and raise the profile of the College. The team performed research to determine student origin and investigated the behaviors of potential students during the university search process. Based on these findings, the team determined a set of prioritized market targets, created a strategic framework and developed a series of tactics to promote the College. The plan is being implemented this academic year.

**Fund Raising & Donor Stewardship**
The team concluded its work this spring by producing a series of program and department-specific “cases” illustrating both the needs and compelling arguments for diverse philanthropic opportunities at the College. These “bottom-up” cases were synthesized into the UC-wide campaign needs assessment in April and utilized by our campaign planning staff at the UC Foundation as well as by the campaign consultants for their final recommendations to the Board of Trustees of the university and the UC Foundation.

**Alumni Relations**
The Alumni Relations team formulated several strategies to enhance alumni relationships, including utilizing InCircle to track and follow up with alumni, encouraging CoB8 student organizations to maintain relationships with students after graduation, increasing alumni interaction with faculty through planned events, and using contacts with donors to reach out to alumni who may not be actively engaging in events.

**Energize Lindner Hall**
This committee’s charge was developing strategies to freshen up Lindner Hall. After surveying faculty, staff and students, the team developed four key needs for the building — more student work space, additional food options, improved decor and improved communication on building policies. The opening of the SAP Lab provided more student work space. The committee made additional recommendations for student spaces; suggested options for expanding the Java City snack shop; selected new lobby decor; and established procedures for building communication.
## College of Business General Funds Expenditures Summary

<table>
<thead>
<tr>
<th></th>
<th>FY07</th>
<th>FY06</th>
<th>YOY</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$9,916,377.53</td>
<td>$9,963,610.44</td>
<td>-$47,232.91</td>
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<tr>
<td>Staff Salaries</td>
<td>$1,726,800.88</td>
<td>$1,787,549.41</td>
<td>-$60,748.53</td>
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<tr>
<td>Student Salaries</td>
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<td>$31,527.08</td>
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<tr>
<td>Benefits</td>
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<tr>
<td><strong>Total Personnel</strong></td>
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<td><strong>$16,234,765.29</strong></td>
<td><strong>-$124,053.89</strong></td>
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<tr>
<td>Operating</td>
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<td>-$94,309.21</td>
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<tr>
<td>Scholarships</td>
<td>$2,431,237.00</td>
<td>$2,210,092.00</td>
<td>$221,145.00</td>
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<tr>
<td><strong>Total non-personnel</strong></td>
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</tr>
<tr>
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<td><strong>$19,115,555.23</strong></td>
<td><strong>$2,781.90</strong></td>
</tr>
</tbody>
</table>

### Chart: College of Business General Funds Expenditures Summary

- **Faculty Salaries**: 51.9%
- **Staff Salaries**: 9%
- **Student Salaries**: 3.4%
- **Benefits**: 20%
- **Operating**: 3%
- **Scholarships**: 12.7%

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**College of Business Financial Snapshot 2006/2007**

<table>
<thead>
<tr>
<th></th>
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<td>$19,115,555.23</td>
<td>$2,781.90</td>
</tr>
</tbody>
</table>
### College of Business Designated Account Expenditures

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<th></th>
<th>FY07</th>
<th>FY06</th>
<th>YOY</th>
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<td>Executive Education</td>
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<td>$966,001.31</td>
<td>$182,770.02</td>
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<tr>
<td>Economics Center</td>
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<td>$334,641.74</td>
<td>-$25,200.97</td>
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<tr>
<td>Other Designated</td>
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<td>$274,868.80</td>
<td>$149,290.93</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>$3,197,973.01</strong></td>
<td><strong>$2,608,371.59</strong></td>
<td><strong>$589,601.42</strong></td>
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</table>

**Chart:**
- ITIEF - 16.7%
- International Business - 24.4%
- Executive Education - 35.9%
- Economics Center - 9.7%
- Other Designated - 13.3%

### College of Business External Revenue Summary: FY07

<table>
<thead>
<tr>
<th></th>
<th>Endowment</th>
<th>Annual Giving</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Scholarships</td>
<td>$403,296.97</td>
<td>$149,555.09</td>
<td>$552,852.06</td>
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<tr>
<td>Operating</td>
<td>$1,462,242.32</td>
<td>$1,795,161.45</td>
<td>$3,257,403.77</td>
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<td><strong>Grand Total</strong></td>
<td><strong>$1,865,539.29</strong></td>
<td><strong>$1,944,716.54</strong></td>
<td><strong>$3,810,255.83</strong></td>
</tr>
</tbody>
</table>

**Chart:**
- Annual Giving
- Endowment
By Abby Harper

The Information Systems Department at the College of Business is collaborating with local businesses, including Procter & Gamble, ATOS Origin, Citigroup, Cincinnati Bell, Cintas, Chiquita, Fifth Third Bank, Great American Insurance and Toyota, on an initiative to promote interest in technology careers among high school students and to retain the best and brightest IT talent in the Cincinnati region. Together, this partnership of educators and businesses, named the INTERalliance, is responding to the growing concern among businesses that not enough of our young men and women are joining the technology profession. This phenomena is likely to lead to a significant shortage of skilled IT workers over the next three to five years, if not addressed.

The first initiative of the INTERalliance was the IT Careers Camp in the summer of 2006. The College of Business hosted two one-week sessions with twenty students each, nominated by faculty from six leading Cincinnati college-prep high schools (Walnut Hills, St. Xavier, St. Ursula, Indian Hill, Cincinnati Country Day and Sycamore). Unlike traditional computer camps, the goal was not to teach programming or some other specific IT skill, but to expose students to the pervasive nature of IT in today’s world and the wide variety of career choices available to individuals specializing in the IT field right here in Cincinnati.

Each day, senior IT executives from Cincinnati’s leading employers provided a lunchtime keynote address and workshop about IT career opportunities in the Greater Cincinnati area. Students also went on daily field trips featuring behind-the-scene tours of some of the area’s most innovative IT environments. These excursions included trips to the UC Center for Surgical Innovation where students used the DaVinci robot; P&G for a demonstration of the virtual reality simulation of a retail store; Ethicon Endo-Surgery where they used surgical simulators; and many others.

The camp was a huge success with many students commenting on the scope of the IT profession and the numerous opportunities available in Cincinnati.

“This was a great opportunity and I had no idea Cincinnati had so much to offer me ... in terms of jobs and career paths.”

Kaitlin Dauner, Indian Hill High School

“This was a great opportunity and I had no idea Cincinnati had so much to offer me ... in terms of jobs and career paths,” said Margaret Millea, a student at St. Ursula Academy. “I was soon to learn that IT is just the opposite… IT is less about learning to control machines and more about solving problems for people and businesses.”

“This was a great opportunity and I had no idea Cincinnati had so much to offer me ... in terms of jobs and career paths,” said Kaitlin Dauner, a student at Indian Hill High School. “Even going to the UC campus every day opened my eyes to the possibility of attending it one day.”

This year, the program has been expanded to four one-week sessions at UC and two sessions at Northern Kentucky University. The pilot high schools from last summer have been joined by many others, including Western Hills University HS, Withrow University HS, Hughes Center HS, Mother of Mercy, Ursuline Academy, Cincinnati Christian HS and Cincinnati Hills Christian Academy. In addition, some of the students from last year’s camps will be working as summer interns at companies such as P&G, E.W. Scripps Co. and Cintas Corp.
New Lab Provides Variety of Work Spaces for Students

By Stephanie Wenning
BBA 2011, Accounting

Fall quarter 2006, students came back to a brand new work area in Lindner Hall. The lab is part of the SAP Enterprise Systems Initiative, which is designed to give students a comprehensive approach to learning business technology. The initiative integrates state-of-the-art lab facilities and program innovations with top-notch faculty. The main goal of this gift is to prepare students for the technology savvy workforce.

The lab is designed to enable students to spend time working in groups, studying by themselves or just hanging out and relaxing. The lab includes 11 study rooms, fully equipped with white boards and computers, which make them perfect for group projects.

“It’s an ideal place to study with friends and work on group projects. It also provided a perfect location for employers to host our internship interviews winter quarter,” said Jennifer Hacker, a 2nd year operations management major.

In addition to the study rooms, the lab features a conference room equipped with a projector and movable conference tables to make the room adaptable for any type of gathering. There is also a theater with a high-definition projector that can be used to watch movies, Big East sporting events or the 120 channels from the HD satellite feed. Both rooms can be reserved for group use, but are normally open for all student use. All of these rooms surround the center of the lab, which is a large open area with individual desks. The lab also includes wireless Internet and an IT help desk.

Shannon Funk, director of information technology for the College of Business, has been very pleased with the new lab and is looking forward to seeing more student groups take advantage of the theater for hosting movies or gaming events.

The SAP initiative is still in progress and is entering a new phase. SAP is now trying to build a body of faculty members who are trained in the SAP system and who can be named SAP Experts. Dr. Bipin Prabhakar is an SAP Fellow and is assisting with faculty development and course curriculum in regards to SAP. This group of faculty will provide students with in-house resources and allow the faculty to easily integrate the teaching of SAP in their everyday classroom lectures. With the continuous rise of technology use, having a system like SAP is vital in the working world.
College of Business Enrollment Statistics
2006/2007

Undergraduate Enrollment: Fall Quarter

Graduate Enrollment: Fall Quarter

Instructional FTE: Fall Quarter

2007 Freshman Class Profile

Gender
Male 64.7%
Female 35.3%

Ethnicity
Asian 4.1%
American Indian 0.2%
African American 5.5%
Hispanic .7%
Other/Unknown 6.2%
Caucasian 83.3%

Residency
Ohio 94.3%
Out-of-State 5.7%
### 2006 Undergraduate Academic Program Enrollment

- Accounting: 16.2%
- Pre-Business & Pre-Industrial Management: 15.4%
- BS Industrial Management: 1.4%
- BBA Extend: 2.9%
- Operations Management: 8.6%
- Information Systems: 4.2%
- Marketing: 26.2%
- Undecided/Other: 9.3%

### 2007 Graduate Academic Program Enrollment

- MS Accountings: 12.6%
- MS Quantitative Analysis: 10.6%
- MS Marketing: 5.5%
- MS Information Systems: 14.7%
- MS Finance: 3.8%
- MS Accounting: 12.6%
- Full-Time MBA: 14.4%
- Part-Time MBA: 31%

### 2007 Full-Time MBA Class Profile

#### Demographics
- Male: 72%
- Female: 28%
- International Students: 37%
- Minority Students: 10%
- Average Age: 27

#### Undergraduate Majors
- Business: 33%
- Engineering: 17%
- Liberal Arts: 24%
- Sciences: 26%

#### General Statistics
- Average GMAT: 568
- Average GPA: 3.21
- Average Years of Work Experience: 3.9

### Freshman Retention to Second Year

(First-time, full-time, degree-seeking freshman returning as sophomores the following fall.)

<table>
<thead>
<tr>
<th>Cohort</th>
<th>Initial Enrollment</th>
<th>Returning Enrollment</th>
<th>Percentage Returning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2006</td>
<td>474</td>
<td>393</td>
<td>82.9%</td>
</tr>
<tr>
<td>Fall 2005</td>
<td>304</td>
<td>252</td>
<td>82.9%</td>
</tr>
<tr>
<td>Fall 2004</td>
<td>379</td>
<td>297</td>
<td>78.4%</td>
</tr>
<tr>
<td>Fall 2003</td>
<td>352</td>
<td>270</td>
<td>76.7%</td>
</tr>
<tr>
<td>Fall 2002</td>
<td>334</td>
<td>257</td>
<td>76.9%</td>
</tr>
</tbody>
</table>
By Stephanie Mangus

Each day American companies expand into the global market by increasing international operations, collaborating with overseas counterparts or acquiring businesses abroad. The College of Business strives to ensure that students are equipped to compete and perform in this global economy. Realizing that no college of business can adequately cover all sectors of a diverse, international economy, the UC College of Business has forged relationships with 17 global academic partners to complete the task. These partnerships have been successful in developing global competencies for students and faculty. By continually increasing partnerships with companies and universities around the world, the College of Business has become a leader across campus and nationally in global education.

Opportunities Close to Home

Developing international business knowledge is important to students, but some find financial restraints and hectic schedules inhibit travel abroad. Instead, students are able to incorporate international experience into their academic schedule through partnerships that allow them to study close to home or even from the convenience of their classroom in Cincinnati.

Undergraduate students may choose to spend spring break at Instituto Tecnologico y de Estudios Superiores de Monterrey (ITESM) Campus Queretaro in Mexico participating in a week of company visits, lectures and cultural activities. Students may also choose a four-day stay in Montreal, Canada at CoB partner Universite du Quebec a Montreal (UQAM). Both College of Business and UQAM students participate in company visits and lectures on international business. In addition to time spent in Montreal, throughout the quarter UC undergraduate students work with UQAM students on various team projects via video conference.

Students wishing to stay in Cincinnati are also afforded options to broaden their international business knowledge. During autumn quarter, students may participate in a world marketing video course co-taught with Tampere University in Finland. Each spring, students can participate in a Virtual Teams course taught by Dr. Larry Gales and Dr. Evelyne Glaser of Johannes Kepler University (JKU) in Linz, Austria.

Another key feature of the many international programs offered by the College is the exchange of students. Often when CoB students travel abroad, the partner institution sends their students to the University of Cincinnati to complete their own international experience. This academic year, more than 70 undergraduate students from around the world studied alongside CoB students, exposing them to an international perspective in their daily course discussions and group work.

The extensive international

Melanie Jones, an accounting major; Jackie Nimer, a finance and Spanish major; and Megan Campbell, a marketing major, visited an orphanage during the 2007 Chile study abroad trip.
experience of many faculty members provides students with additional global perspectives in the classroom. The international opportunities for faculty vary as much as students. Faculty serve as study abroad program advisors, offer lectures at partner institutions and conduct joint research with faculty at partner schools. The College also invites visiting scholars and guest lecturers to campus to allow students additional variety in lecture styles and content. An ongoing partnership with Audencia, Nantes Ecole de Management in France has provided the College with programs abroad, as well as guest instructors for courses taught within the College of Business. During the 2006-2007 academic year, instructor Jean-Luc Castro has traveled to Cincinnati to teach the MBA course, Corporate Responsibility and Business Ethics.

Success Abroad

With programs spanning from Thailand to Canada and Chile to Austria, CoB students are capitalizing on the partnerships forged between the College and universities abroad. In fact, during the 2006-2007 academic year, more than 200 CoB students participated in study abroad programs. The international experiences are designed to balance classroom instruction, company visits and cultural activities packed into periods ranging from one-week immersion short-courses or service learning opportunities, to quarter/semester abroad programs.

In January, 19 undergraduate students participated in an annual program with Universidad del Desarrollo (UDD) in Santiago, Chile. The three-week program designed by UDD gives students a unique perspective on the Chilean business world. Students attend lectures on the various industries that are vital to the economy of the region, then tour local companies specializing in these areas. In order to gain a better understanding of the wine and fruit industries, students visited a local vineyard, a fruit packing company and the USDA inspection plant in the area. Students returned with a thorough understanding of the complexity of many of the industries prominent in Chile, while including Chilean culture in their studies through language immersion, cultural experiences and interactions with Chilean students.

Professor of Management Ralph Katerberg, advisor for the program, noted the success of this year’s program, “Our 2007 Chile study abroad program was the best of any that we have offered in that country. It had a great balance of classroom instruction, industry specific visits and rich cultural experiences such as organizing an activity afternoon for children in an orphanage. While our students learn much from the classes and company visits, most of the life-long lessons probably came from the half day of interaction with the children who have not experienced the benefits of the Chilean economic growth miracle.”

In addition to the undergraduate exchange program, UDD has offered one-week international seminars for College of Business MBA students since 2001. The program’s success has developed into a deeper relationship between the schools through a partnership MBA program. UDD students wished to participate in the UC MBA program as a way to develop their knowledge of business within the United States. The subsequent Partnership MBA allows Chilean students to complete 45 credit hours of UC coursework through a six-month stay in Cincinnati and additional work by correspondence when they return to Chile. The partnership between the College of Business and Universidad del Desarrollo is just one example of the growth of existing international relationships and programs.

Other opportunities abroad have stemmed from collaborations on campus. This August, 19 UC students traveled to China as part of a joint program between the College of Business, the Department of Economics and the UC Asian Studies program. Building partnerships within the university continues to be an asset for providing new programs for students and allowing collaboration between disciplines. Dr. Susan Sadlier, director of international programs for the College of Business, noted the importance of joining CoB students with students from other areas of the University. “The value lies in that students from different colleges have a different perspective on problem solving,” said Sadlier. “CoB students gain this perspective working on teams with these students.”

Expanding Options

The many partnerships formed and maintained with international institutions have continued to bring...
opportunities and changes to the College of Business. In 2001, the CoB began developing relationships in China to expand the College’s global presence in Asia. Early agreements focused on recruiting Chinese students to attend the CoB and developing opportunities for faculty exchanges. The first of these alliances was with Southwestern University of Finance and Economics (SWUFE) in Chengdu, Sichuan Province. As Dr. Larry Gales, academic director for international programs notes, “Chengdu is a provincial capital that is a bit off the beaten path. But with a population of 8 million in the metropolitan area and a mandate for development from Beijing, the city and region provide opportunities that can’t be found on the east coast of China. And that is the kind of opportunity that we look for in China.”

The relationship with SWUFE has now grown into a partnership MBA program and provided opportunities for College of Business MBA students to complete study abroad short courses. From the initial venture with SWUFE, the CoB broadened the scope of partnerships and activities in China. The College has now established four partnerships in China, including SWUFE, Shandong University, Guangdong University of Foreign Studies and Guangxi University, with several others in various states of development.

A new university initiative is building on the momentum the College has gained in China. In conjunction with Shandong University (SDU) in Jinan, China, the College of Business will be offering an Executive MBA program on-site at SDU. With plans to launch the program in September 2008, preparations are under way to create a rigorous curriculum designed to educate Chinese business leaders in American business operations.

**Why an EMBA in China?**

While the curriculum for the EMBA program is in the design stages, initial plans are moving forward. The EMBA targets individuals that are at the mid to upper levels of management, have a bachelor’s degree and five years of work experience. Aligning with similar programs offered by other international and Chinese universities, the curriculum will be delivered in an 18-month program with students completing coursework in an extended weekend format. Courses will be taught in English with simultaneous translation or in Mandarin Chinese by a combination of UC faculty and faculty from partner institutions, including SDU.

The EMBA initiative follows a university-wide partnership with Shandong University (SDU). University of Cincinnati President Nancy Zimpher identified SDU as a target for multiple areas of cooperation with UC. The College of Design, Architecture, Art and Planning has already formed an extensive relationship with SDU and is helping SDU start a master’s program in planning, as well as develop executive training programs for Chinese planners. In addition to the EMBA, plans are also in the works for the joint creation of a Center for Research in Innovation.

As director of the China EMBA program, Gales has been leading the efforts in moving the EMBA partnership forward. “We’ve been talking about an EMBA in the College for several years, but never made much progress,” says Gales. “Since I started working in China, several of our partners have broached the subject. Until recently, the timing was not quite right.”

A partnership with Shandong University should be the match UC needs to make the EMBA a successful program. SDU is a comprehensive university and among the top 25 universities in China. Combine those factors with the strong reputation that UC already has in the Shandong Province and the College of Business’ AACSB accredited status, and the program will be very desirable to Chinese business leaders wishing to advance their career and knowledge base. The program will attract students who otherwise would not attend the College. The inaugural class is expected to include at least 30 students, with plans to grow enrollment. The College of Business stands to benefit by advancing the College’s global reputation, building bridges for our students to complete study abroad or exchange experiences and leveraging other joint degree programs. A successful CoB presence in the region will help to advance other joint venture initiatives in China for other types of programs and other Colleges.

**Catalyst for Growth**

The China EMBA is a great example of how the College is encouraging growth of enrollment and diversity of programs. The EMBA will provide new opportunities for students to study in China and experience a culture and economy quite different from their own. Clearly, the College of Business is planning for the future and becoming a leader on campus for developing international partnerships. Maintaining long standing study abroad programs, creating gateways to new programming and seeking partnerships are all ventures that will continue to provide CoB students the best international experiences available.
By Danielle Ballantyne  
BBA 2011, Marketing

Though many of us rarely compare scoreboards to stock tickers, there are definite similarities between the athletic and business communities. The two industries can learn valuable lessons from one another’s experiences and guiding principles. During the 2006-2007 academic year, the College of Business sponsored a speaker series titled “From the Locker Room to the Boardroom” to connect UC athletics with the Cincinnati business community.

Men’s basketball coach Mick Cronin introduced the series by discussing characteristics that are vital to the success of both communities. Coach Cronin emphasized that accountability is crucial in his job as well as careers in the business field.

“It (accountability) all starts at the top with your self evaluation,” said Cronin. He focused on the need for long and short-term goals and being held accountable for reaching those goals.

Football coach Brian Kelly took a more organizational approach by explaining the business plan that he has followed throughout his career. The aspects that comprise his plan are relevant to any career or organization in the business community. Three factors that are essential to Coach Kelly’s approach are RKGs (the right kind of guys/people), demanding proper preparation and expecting performance. By combining these determinates, Kelly believes that a successful football team will result or likewise, an accomplished business.

Women’s basketball coach Kelley Hall concluded this year’s speaker series with a speech about the fundamental component of a notable organization. Coach Hall believes that accomplishment is dependent on one’s staff. From his past experiences, Coach Hall has discovered the importance of hiring and recruiting people that demonstrate loyalty and an excellent work ethic. The theme of Coach Hall’s speech was captured when he stated, “You don’t win with special offenses and special defenses. You win with special people.”

“You don’t win with special offenses and special defenses. You win with special people.”

Coach Kelley Hall,  
UC Women’s Basketball

The speaker series featured three new coaches this year. Each spoke about their strategies for success and how these strategies can be applied to the corporate world. The coaches also provided a preview of their upcoming seasons and teams. Above, Coach Brian Kelly (right) discusses Bearcat football with luncheon attendee and UC fan Ed Berg.

“From the Locker Room to the Boardroom” is just one way that the College of Business is reaching out to alumni, business community partners and students. The series will continue during the 2007-2008 academic year; please visit our Web site, www.business.uc.edu/SpeakerSeries, for more information.
By Adrijana G. Kowatsch

Designing aircraft engines and being GE’s first female field service engineer in a typically male-dominated industry is no small accomplishment, by anyone’s standards. Xiaolu (Echo) Meyer is a Black Belt in Six Sigma, a quality improvement methodology that GE launched in all of their business areas. A Black Belt in Six Sigma is a two year assignment for which GE transferred her from China aerospace engineering to the plant in Evendale, Ohio. After earning her undergraduate degree in engineering from Northwest Polytechnic University in Xian, China, and five years into her career with GE, the work as a Black Belt Six Sigma required a full understanding of strategic business objectives in addition to her technical engineering knowledge.

“Once I realized I needed a working knowledge of selling and marketing strategies, an understanding of the operational side of business, and in general, a broader business perspective — I looked into the College of Business’ MBA program,” she shares.

Meyer decided to pursue an MBA degree full time and expand her business and career objectives. Since graduating last fall with an MBA and a concentration in finance, Meyer started working at Ernst & Young (E&Y), a global company that provides its clients with a broad array of services involving audit and risk-related needs, tax and transactions.

“The MBA degree broadened the working scope for me and opened doors,” Meyer says. As a senior associate in business risk service, Meyer works on internal audits for varying clients. In the nine months of her position with E&Y, she has worked with a broad spectrum of clients including an automotive company in Detroit, a home improvement company and currently, Procter & Gamble. According to Meyer, with each new project and client, the work demands change, and more complexity is added.

“The work is challenging,” she says, “but it’s what I enjoy. I found myself at a company where I am encouraged to step out of my comfort zone and given support to do that.”

While recognizing that having no background in finance, operations or accounting was a disadvantage, she says it was not a deterrent. With enough time and dedication that challenge was eliminated.

“The MBA has allowed me to understand the operations side of business, and has given me academic knowledge and a deeper understanding of the issues and things I was experiencing in my career,” says Meyer. “I find the training I received while getting my MBA so useful in my current job; I probably would not have been hired without the strong working background and an MBA degree.”

Dr. Sharon McFarland, one of Meyer’s MBA professors, remembers her successes while in the communication for managers class, “Echo was an unbelievably smart student; a real credit to this program. She was tremendously collegial, went out of her way to help other students, and was extremely thoughtful and involved in her class. It was clear that she will go far in her career and achieve a high position in the business community.”

Meyer credits several College of Business professors and academic advisors for all of the guidance and advice she received while getting her MBA. “Professors were a
A tremendous pool of knowledge, and with their help, I could align all of my courses with my interests and future job,” she shares.

Meyer’s dedication to improving of herself as a working young professional is inspiring. She continually learns from best practices of other successful examples in her industry and from excellent female role models at E&Y. Being a female in mostly male-occupied industries has brought an interesting perspective. Nonetheless, she has benefited from what her female working style offers: attention to detail, analytical nature and, at times, working harder than male colleagues. Meyer recognizes it is important for women to be more vocal advocates of their own work, and at the same time not compromise the humbleness and more relaxed attitude that are characteristic of women she has encountered in her work.

“The main idea is to do your job, and to do your job well; embrace the advantages you have and adopt the good qualities you see in both male and female executives,” Meyer asserts.

It is hard not to be impressed by how poised and articulate Echo Meyer is, and by her career devotion and success. She has a wonderful mix of educational background, global perspective, international work experience and self-confidence. “In a global business environment,” Meyer says, “there are many good job candidates, and employers are looking for those who are proactively pursuing opportunities, both in their work and education. Those that are most successful challenge themselves; they grasp the global business exchanges and leverage their education.” Echo Meyer certainly fits that bill.

“Those that are most successful challenge themselves; they grasp the global business exchanges and leverage their education.”
Xiaolu (Echo) Meyer, MBA 2006

UC Start-up Progressive Cooling Solutions Hits the Ground Running

UC start-up venture, Progressive Cooling Solutions (PCS) LLC, relocations to Berkeley, California this year. Ahmed Shuja, UC alum and PCS founder, has been employed by Siemens Technology-to-Business as an innovator, where he will continue to develop the micro loop heat pipe technology that drives PCS’s thermal management devices. PCS is based upon breakthrough silicon MEMS based technology developed at UC.

PCS took second runner-up honors in the UC Spirit of Enterprise Business plan competition in 2006 and went on the road to present its business model in seven cities. Multiple monetary and professional awards were won such as Best New Product both at the MOOT Corp® Business Plan Competition in Austin, Texas and Nanotech 2006 in Boston. Progressive also took home a $10,000 check for a first place finish in the Cincinnati Creates Companies competition in December 2006.

Former CoB Student Launches Entertainment and Events Web site

Over the past three years, Jaydev Karande and Sameer Munger have been developing an online service called Zipscene, designed to connect customers with entertainment venues and operations throughout Cincinnati. Karande is a graduate of the College of Business and worked in the entertainment industry as a marketing consultant prior to the start-up of Zipscene. The company was launched in November 2005 and currently serves the Cincinnati, Chicago and Dayton markets.

Zipscene’s focus is on making it easy for the public to stay connected with friends and know what entertainment events are available. Zipscene allows users to not only quickly find out what events are taking place around the city, but also to network with others who wish to attend the same events. Learn more at www.Zipscene.com.

UC Graduates Catch the Entrepreneurial Spirit
Founding Real Estate Director Retires After 27 Years

By Alison Matthews Sampson

Dr. Norman Miller, West Shell, Jr. Professor of Real Estate, retired this past June as director of the real estate program and center. The department of finance established a four-year real estate program on January 1, 1981 under the guidance of Dr. Miller, followed by the creation of the Real Estate Roundtable in 1983 to establish partnerships between the university, business and real estate communities. Now hosting more than a dozen industry events each year, the Real Estate Center continues to grow its connection to the community, all the while the real estate curriculum program is strengthening, now boasting more than 200 students. The real estate program has consistently received accolades for its academic research and publications, most recently receiving a top-five ranking by Real Estate Economics in fall 2006.

Dr. Miller has authored numerous academic articles, books and publications; his research on housing prices trends and mortgage risk analysis frequently attracted national attention, including CNBC, CBS Marketwatch and NewsHour with Jim Lehrer. Dr. Miller has also been quoted in The Wall Street Journal, USA Today, Money magazine, The Washington Post and many business publications and newspapers around the country.

Dr. Miller kept abreast of trends and maintained a global perspective, teaching and lecturing abroad in Thailand, Singapore, Russia and Japan, and bringing his experiences into the UC classroom. He has provided his expertise to numerous projects that have impacted the landscape of Cincinnati, serving on the Riverfront advisors committee and the Port Authority. Miller also served terms as finance department head, chair of the Review, Promotion and Tenure committee and on the UC Investment Committee. Dr. Miller will be relocating to California, teaching for the University of San Diego.
Dr. Jeff Camm, department head and professor of quantitative analysis and operations management, received the 2006 INFORMS Prize for the Teaching of OR/MS Practice.

Dr. Thomas Dalziel, assistant professor of entrepreneurship and strategic management, and Ph.D. student Joshua Knapp received the Academy of Management’s Best Paper Proceedings Award for their paper entitled “Agency Theory and the Effects of Cognitive Social Categorization.” Dalziel also received the Michael L. Dean EXCEL Undergraduate Teaching Award.

Dr. Andrea Dixon, associate professor of marketing, and Dr. Karen Machleit, department head and professor of marketing, co-chaired the 2007 American Marketing Association Winter Educators’ Conference in San Diego. Hundreds of marketing professors from around the world attended the conference titled “Creating Value through Marketing Experiences and Interactive Partnerships.” Dixon presented research to executives from HSBC in Mexico City, Chicago, Hong Kong, London and Dubai on “Growing the Right People” and “Evaluating and Building a High Performance Ethical Sales Culture” during 2006. She is slated to address HSBC executives during 2007 in Mumbai, London, Hong Kong and Chicago.

Dr. Robert Dwyer, professor of marketing, Dr. Robert Palmatier, assistant professor of marketing, and Mihai Niculescu, Ph.D. student, received an award for $8,800 from the Institute for the Study of Business Marketing and the Direct Marketing Policy Center. The trio will study “Cross-Buying Value Creation: Strategies for Leveraging Profits.”

Dr. James Evans, professor of quantitative analysis and operations management and the director of the Total Quality Management Center, served on the panel of judges for the Malcolm Baldrige National Quality Award as part of a 3-year term appointment by the U.S. Secretary of Commerce. Evans also served as a judge for the Ohio Award for Excellence.

Dr. Michael Ferguson, assistant professor of finance, wrote “Congress and the Stock Market” (with Doug Witte), which has been noted with interest by academics and has been amazingly well received in the popular financial press. The paper has been featured by BusinessWeek, CNBC, National Public Radio, Bloomberg News, CFO.com, CNBC, Congressional Quarterly, MarketWatch.com and Yahoo! Finance. At Yahoo!, the paper was the subject of their popular finance quiz feature and attracted more than 150,000 hits during the last week of July 2006.

Dr. Craig Froehle, assistant professor of operations management, chaired the “Healthcare Operations” track at the Production and Operations Management Society’s 2006 and 2007 annual meetings. Froehle’s article “Service Personnel, Technology and Their Interaction in Influencing Customer Satisfaction,” has


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been recognized by Blackwell Publishing as the most accessed article for 2006 for the *Decision Sciences Journal*.

**Dr. Lawrence Gales**, academic director of international programs and associate professor of management; **Dr. M. Ann Welsh**, professor of management; and **Dr. B. J. Zirger**, director of the Center for the Enhancement of Teaching and Learning, are special issue co-editors for the *Journal of Engineering and Technology Management*’s special issue on Research on Management of Technology and Innovation in a Global Context, due out in the fourth quarter of 2007. **Gales** has been appointed program director for the new EMBA program based at Shandong University in Jinan, China. **Gales** also received the Michael L. Dean EXCEL Graduate Teaching Award.

**Dr. Elaine Hollensbe**, assistant professor of management, **Dr. Glen Kreiner**, assistant professor of management, and Ph.D. graduate **Mathew Sheep** were the recipients of the Best Paper Award in the Organizational Behavior Division of the 66th Annual Academy of Management meeting for the paper entitled, “Boundary Work Tactics: Negotiating the Work-Home Interface.”

**Dr. James Kellaris**, professor of marketing, presented a talk titled “Avoiding Ethical Pitfalls: Insights from the Psychology of Ethical Decision-Making” at the Investment Management Consultants Association 2007 Spring Professional Development Conference in Phoenix.

**Dr. David Kelton**, professor of quantitative analysis and operations management, delivered the keynote address “Statistical Aspects of Simulation Software: What We Need (and Could Have)” at the Discrete Event Simulation Conference 1 sponsored by the Universidad de Politecnica de Madrid.

**Dr. Yong H. Kim**, professor of finance, is currently serving as the president of Korea-America Economic Association. **Kim** spearheaded two policy forums — “Static and Dynamic Effects of Korea-US Free Trade Agreement” with the Peterson Institute for International Economics and the Korea Economic Institute of America, and “Gyeonggi Province in the World Economy” with the Gyeonggi Research Institute. **Kim** also won the Bovespa-Bolsa de Valores Sao Paulo - Best Paper in Capital Markets Award. **Dr. Michael Magazine**, Ohio Eminent Scholar and professor of quantitative analysis and operations management, spent his sabbatical working with Children’s Hospital on several operational improvement initiatives. **Magazine** also presented “Problem Solving in Healthcare Operations” as part of the Distinguished Speaker Series at the University of Dayton College of Business.

**Dr. Charles Matthews**, distinguished teaching professor and executive director of the Center for Entrepreneurship Education and Research, just completed a two-year term as senior vice president of programs for the International Council of Small Business (ICSB) and was recently

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voted president-elect. **Matthews** was also recognized by the Greater Cincinnati Chapter of SCORE for his 20 plus years of dedicated service to the advancement of small, entrepreneurial and family business in Greater Cincinnati.

**Dr. Sharon McFarland**, director of communication programs, was recently appointed to a three-year term on the Board of Directors of the Urban Appalachian Council.

**Dr. Robert Palmatier**, assistant professor of marketing, hit the marketing journal trifecta this year with his research appearing in *Journal of Marketing, Marketing Science* and *Journal of Marketing Research*.

**Dr. Bipin Prabhakar**, assistant professor of information systems and director of the MS Information Systems program, received the Daniel J. Westerbeck Junior Faculty Graduate Teaching Award.

**Dr. David Rogers**, associate professor of quantitative analysis and operations management, is serving a six-year term as historian and executive committee member for Omega Rho International Honor Society, the honor society of INFORMS. Omega Rho has 38 university-based chapters to honor students in operations research and management science. Also a past president for Omega Rho, **Rogers** founded the chapter at UC in 1987.

**Dr. Paul Swanson**, associate professor of finance, was the principal co-chair of the Finance/Financial Management Track at the 2006 Decision Sciences Institute's 37th Annual Meeting held in San Antonio, Texas.

**Tricia Burger Receives Phyllis Trosper Service Excellence Award**

Tricia Burger, administrative coordinator for the management and quantitative analysis departments, received the 2007 Phyllis Trosper Service Excellence Award. The award recognizes and rewards CoB staff members who demonstrate high levels of customer service and performance, and carry out their job duties in ways that exceed standard expectations. Nominators described Burger as helpful, friendly, constantly proactive, extremely pleasant, conscientious and reliable. The award was named for Phyllis Trosper, a former employee of the College, whose performance truly reflected the essence of the award.

**Ric Sweeney**, director of the MS Marketing program, has been appointed to a three-year term as a member of the American Marketing Association’s Foundation Board of Trustees. He is also serving on the AMA’s Finance Committee for the Board of Directors. He led a panel discussion at the 2007 International AMA Collegiate Conference, and is the faculty advisor for the UC Student Chapter of the American Marketing Association. **Sweeney** also received the Harold J. Grilliot Award for Exemplary Service.
2006/2007 Faculty Editorial Positions

Editor-in-Chief
Dr. Jeffrey Camm, Interfaces
Dr. James Evans, Quality Management Journal
Dr. Craig Froehle, POMS On-Line
Dr. David Kelton, INFORMS Journal on Computing

Editor
Dr. Timothy Sale, Advances in International Accounting 19

Senior Editor
Dr. Roger Chiang, The DATA BASE for Advances in Information Systems
Dr. Vivek Choudhury, MIS Quarterly
Dr. Michael Magazine, Manufacturing and Service Operations Management

Managing Editor
Dr. Yong Kim, Korean-American Science and Technology News

Associate Editor
Dr. Jeffrey Camm, INFORMS Transactions on Education
Dr. Roger Chiang, International Journal of Intelligent Systems in Accounting, Finance and Management
Dr. Roger Chiang, Journal of AIS
Dr. Roger Chiang, Journal of Database Management
Dr. Roger Chiang, MIS Quarterly
Dr. Vivek Choudhury, IEEE Transactions on Engineering Management
Dr. Vivek Choudhury, Information Systems Research
Dr. Yong H. Kim, International Journal of Finance
Dr. Michael Magazine, IEEE Transactions on Engineering Management
Dr. Michael Magazine, International Journal of Production Research
Dr. Stephen Salter, Advances in International Accounting

Guest Editor
Dr. Lawrence Gales, Dr. Ann Welsh and Dr. B. J. Zirger, Journal of Engineering Technology and Management, 2007
Dr. Frank Kardes, Journal of Consumer Psychology, 2006
Dr. Frank Kardes, Journal of Marketing Research, 2006

Editorial Review & Advisory Boards
Dr. Chris Allen, Journal of Advertising
Dr. Chris Allen, Journal of Consumer Psychology
Dr. Andrea Dixon, Journal of Marketing Theory and Practice
Dr. Andrea Dixon, Journal of Personal Selling and Sales Management
Dr. Andrea Dixon, Journal of the Academy of Marketing Science
Dr. Andrea Dixon, The Sales Review
Dr. F. Robert Dwyer, Journal of Business and Industrial Marketing
Dr. F. Robert Dwyer, Journal of Business to Business Marketing
Dr. F. Robert Dwyer, Journal of Interactive Marketing
Dr. F. Robert Dwyer, Journal of Marketing Channels
Dr. James Evans, Benchmarking: An International Journal

Dr. James Evans, International Journal of Process Management and Benchmarking
Dr. James Evans, International Journal of Quality Science
Dr. James Evans, International Journal of Services and Operations Management
Dr. James Evans, Quality Management Journal
Dr. Craig Froehle, Decision Sciences
Dr. Craig Froehle, Manufacturing and Service Operations Management
Dr. Craig Froehle, Production and Operations Management Journal
Dr. Michael Fry, Journal of Quantitative Analysis in Sports
Dr. Frank Kardes, Behavioral Marketing Abstracts
Dr. Frank Kardes, International Journal of Research in Marketing
Dr. Frank Kardes, Journal of Consumer Psychology
Dr. Frank Kardes, Journal of Consumer Research
Dr. Frank Kardes, Marketing Letters
Dr. David Kelton, International Journal of Simulation Modeling
Dr. Yong Kim, Corporate Finance Review
Dr. Yong Kim, Credit and Financial Management Review
Dr. Yong Kim, Global Finance Journal
Dr. Brian Kluger, Economic Inquiry
Dr. Ana Leonard, Gender and Diversity in Organizations
Dr. Ana Leonard, Journal of Management Studies
Dr. Ana Leonard, Human Relations
Dr. Karen Machleit, Academy of Marketing Science Review
Dr. Suzanne Masterson, Journal of Organizational Behavior
Dr. Charles Matthews, Journal of Small Business Management
Dr. Uday Rao, Interfaces
Dr. Uday Rao, Production and Operations Research
Dr. Amit Raturi, Journal of Operations Management
Dr. Amit Raturi, Production and Operations Management Journal
Dr. David Rogers, Computers and Operations Research
Dr. David Rogers, International Journal of Operations and Quantitative Management
Dr. David Rogers, Production and Inventory Management Journal
Dr. Stephen Salter, Journal of International Accounting Research
Dr. Stephen Salter, The International Journal of Accounting
Dr. Paul Swanson, Decision Sciences Journal
Ric Sweeney, Advertising and Promotion
Dr. M. Ann Welsh, Management Learning

Retiring Faculty & Staff Members
Bill Fioretti — 25 years of service at UC
Norm Miller — 27 years of service at UC
George Reynolds — 27 years of service at UC
Yotsa Snow — 5.5 years of service at UC
Paul Swanson — 41 years of service at UC
Matthew Fenton, BBA 1992, recently rebranded his consultancy firm as Three Deuce Branding. He also coauthors a biweekly column in the Cincinnati Business Courier called “That Branding Thing.”

David Fogel, MBA 1984, was featured in the article “It’s Not Who You Know, It’s How Many,” in CFO Magazine’s January 2007 issue. The article describes his work with the Boston Chapter of Financial Executives International.

Chris Frerichs, MBA 1999, recently celebrated the 5th anniversary of Frerichs Consulting, which has provided grant development services to clients such as Jazz at Lincoln Center, “RENT” choreographer Marlies Yearby’s Movin’ Spirits Dance Theater, Chicago Jazz Orchestra and Chicago Ballet.

John Goering, BBA 1956, MBA 1960, and his wife Gloria, BA 1955, made history this year as the first “co-recipients” of the UC Alumni Association’s highest honor, the William Howard Taft Medal for Notable Achievement. The Goerings have been lifelong supporters of the university, dating back to the beginning of their association with UC more than 50 years ago. After earning his degrees, John embarked on a career as a faculty member, administrator and private businessman. Gloria Goering is president of the UC Women’s Club. Together, they have committed to empowering the UC College of Business to be one of only a handful of business schools around the nation that offers students a program concentrating on family business and endowing the Goering Center for Family & Private Business.

Brian LeCount, BBA 1998, is the founder and president of R.O.Why! Marketing, Inc. in Cincinnati.

Daniel Long, BBA 1975, has recently joined the Cincinnati franchise of VR Business Brokers as its president/CEO and managing partner.

Joff Moine, BBA 1996, is the 2007 recipient of the Jeffrey Hurwitz Young Alumni Outstanding Achievement Award. Moine currently serves as vice president of Intefitech Innovative Financial Technologies, which earned recognition from the Cincinnati USA Regional Chamber as its “Emerging Business of the Year” in 2006. Moine was also recognized by the Cincinnati Business Courier on its “Forty Under 40” list for 2006.


Meghan Smith, BBA 2005, is currently working as a business applications/network manager for a company in Fairfield. She also manages two other companies’ networks.

Jay Van Winkle, BBA 1975, has been named national director for donor development for the Leukemia & Lymphoma Society (LLS). In his new role, Van Winkle is responsible for developing a comprehensive, annual giving campaign for all of the 66 LLS chapters located throughout the U.S. and Canada.
College of Business Development Snapshot
2006/2007

With your gifts we fund scholarships, attract and retain the finest faculty and enrich the learning experience through cutting-edge classroom and work-related experiences as well as the finest facilities and technology available.

The following charts reflect the College’s endowment and donor resources from July 1, 2006 to June 30, 2007.
Kinds of Donors for Fiscal Year 2007

- Alumni: 79.9%
- Friends: 10.3%
- Corporations: 9.1%
- Foundations: 0.5%
- Other/Non-individuals: 0.2%

Use of Funds for Donors of $1 to $9,999 for Fiscal Year 2007

- Combination: 56.7%
- Instruction: 25.4%
- Academic Support: 8.5%
- Scholarship: 8.3%
- Public Service: 0.76%
- Research: 0.14%
- Operations, Maintainence, Plant: 0.12%

Use of Funds for Donors of $10,000 and above for Fiscal Year 2007

- Instruction: 38.8%
- Scholarship: 22.3%
- Operations, Maintainence, Plant: 18.5%
- Combination: 11.1%
- Academic Support: 9.3%
The 1906 Society was established in 2006, the College’s centennial year, to recognize and honor the donors essential to the UC College of Business. The Society’s mission is to connect donors with the College and with each other to build a strong, positive future. The Society is dedicated to the College’s goal of building and nurturing learning partnerships that foster sustainable enterprises and careers. The following list reflects support from all donors received between July 1, 2006 and June 30, 2007, and cumulative giving for donors at lifetime recognition levels.

**Lifetime Donors**

**Circle of Honor Benefactors** (cumulative $1 million+)
- Joy and Walter Alpaugh
- Carl and Edyth Lindner
- Michael D. Rose and Debbi Fields Rose
- Margaret K. and Michael D. Valentine
- Sharon K. and Donald E. Weston

**Life Benefactors** (cumulative $250,000 to $999,999)
- Mr. and Mrs. Daniel J. Westerbeck, Jr.
- Mrs. Brenda B. Walker
- Mr. and Mrs. Everett F. Telljohann
- Mr. George L. Strike
- Raymond D. and Dorothy J. Sheakley
- Carl and Cassandra Segal
- Mr. and Mrs. Wilbert F. Schwartz
- Mr. and Mrs. V. Clark Sole, Jr.
- Dr. and Mrs. George M. Vredeveeld
- Mr. Richard W. Warshaw
- Mr. and Mrs. D. Wood

**Silver Level** (annual $2,500 to $4,999)
- Mr. Thomas A. Barefield
- Mr. and Mrs. Thomas W. Chaplely
- Thomas D. and Mary M. Croft
- Mr. and Mrs. John F. Czinege
- Mrs. Dorothy M. Fleck
- Mr. and Mrs. Paul D. Green
- Allen W. Harmann and Patricia S. Harmann
- Mrs. Jeannette K. Nieman
- Mr. and Mrs. S. Qaisar Shareef
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Milton Schloss Memorial

Milton J. Schloss, Sr., retired chairman and CEO of Hillshire Farm & Kahn’s, passed away July 9 at the age of 93. A 1937 graduate of the University of Cincinnati College of Law, Mr. Schloss had a long history of participation in the Cincinnati business community and involvement with the University of Cincinnati and local charities. His son, Milton Schloss, Jr., describes him as “a brilliant businessman with a very strong exterior, but beneath it all, a very nice and kind man who contributed greatly to many charities.”

Mr. Schloss began working at age 14 in his grandfather Elias Kahn’s meat packing plant. Following army service during World War II, Mr. Schloss quickly moved up in the ranks of Kahn’s, becoming president and CEO in 1948. Lee Kramer, an employee of Kahn’s since 1963, recalls, “There were many crises that we experienced but I always felt confident that Mr. Schloss would lead us through; I was never disappointed.” Mr. Schloss remained with Kahn’s until his retirement in 1983. From 1988 to 1991, he served as the CEO of John Morrell Co. Mr. Schloss was inducted into the Greater Cincinnati Business Hall of Fame in 1996.

Mr. Schloss left a lasting imprint on the College of Business through many years of service on advisory boards and as adjunct professor as well as providing counsel to several deans.

His philanthropy at the College continues to support work in the Total Quality Management Program as well as provide scholarships to students in the Carl H. Lindner Honors-PLUS program. “We are so grateful to Mr. Schloss for his generosity, commitment, and leadership at the College of Business. His enthusiasm for our students and for Greater Cincinnati Business will ensure his legacy at our College,” reflected Dean Will McIntosh.

He is survived by his wife, Frances; children Milton, Jr., Bert and James; stepson James Friedman; stepdaughter Kathy Clayborn and eight grandchildren. Although Mr. Schloss’s time with us has ended, his friend Neil DeFeo points out: “His energy, realism and positive approach to life were timeless.”
Friel Receives the University of Cincinnati Award for Excellence

Outstanding education advocate and volunteer Kent Friel was honored with the University of Cincinnati Award for Excellence during UC’s commencement ceremony in June.

Friel is a volunteer community fellow with KnowledgeWorks Foundation, Ohio’s largest education philanthropy. The foundation works to increase the number and diversity of people entering college by creating and improving opportunity from pre-kindergarten through high school.

Friel earned his BBA in 1959 and his MBA in 1965 from the UC College of Business. He has served the College of Business as a member of the dean’s Advisory Council and the Board of Governors of the college’s alumni association. He received the College of Business Alumni Association Distinguished Service Award in 2001.
Portion of the text:

**Robert C. Martin Family Scholarship Fund**

The College of Business Honor Roll of Donors

The College of Business has received a $300,000 gift to support scholarships for students from Eastern High School in Brown County, Ohio. The gift, from Robert C. Martin, will establish the Robert C. Martin Family Scholarship Fund. The proceeds will provide $15,000 in scholarships each year to one or more students from Eastern, a 1949 graduate of the College of Business and a graduate of Sardinia High School, a predecessor to Eastern High School, created the fund to create a brighter future for graduates of his alma mater.
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Thomas and Sandra Houpt Endowment

The Thomas and Sandra Houpt Endowment Fund will provide scholarships to students in the College of Business and the College of Education, Criminal Justice and Human Services.

“We feel that we received a great educational foundation from UC that will continue to benefit us for a lifetime and desire to give something back to the university in the colleges where we attended, Business and Education,” said Thomas Houpt. “We want to encourage worthy students in need of scholarship money to attend UC.”
College of Business Honor Roll of Donors

Spring quarter, the College of Business honored outstanding students, faculty and staff during its annual awards night. Undergraduate and graduate students were recognized in each discipline.

Outstanding Undergraduate Awards
Accounting - Jessica Vater
BBA Extend - Nick Connor
Entrepreneurship - Joshua Utter
Finance - Krista Detmer
Industrial Management - Andrew Smith
Information Systems - Josh Wolf
International Business - Jacquelyn Ducat
Management - Zachary Graham
Marketing - Kristen Schroeder
Operations Management - Ben Courtier
Real Estate - Tapiwa Nkata

Outstanding Graduate Students
MBA - Frank Gulczinski
MS Accounting - Anne Stephens

MS Finance - Ned Berry
MS Information Systems - Revathi Muthiah
MS Marketing - Regina Hoell
MS Quantitative Analysis - Andrew Lundberg
Outstanding Graduate Teaching - Doina Chichernea
Outstanding Graduate Research - Joshua Knapp

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