Myron Ullman III
J.C. Penney CEO SHares WINning STRATEGIES IN RETAIL AND LIFE

Ground-Floor Innovation
CLASSWORK PROVIDES REAL OPPORTUNITIES

Milestone Anniversary
BUSINESS AWARDS CELEBRATE 25 YEARS
COVER

24 | JCPenney’s Passionate Leader
ALUMNI PROFILE
Myron Ullman Takes Early Lessons to Heart in Retail Reinvention

16 | Getting Real-World Ready
Business Students Apply Analytical Skills and Innovative Techniques to Solve Real-World Challenges—in the Classroom

10 | Silver Celebration
For a Quarter of a Century and Counting, the Cincinnati Business Achievement Awards Recognize Outstanding Accomplishments

15 | Vote of Confidence
STUDENT PROFILE
International PhD Candidate Sees UC as His Home Away from Home

19 | A Fine Line
FACULTY PROFILE
Elaine Hollensbe Investigates Work-Life Balance

28 | Make It Two
Combined Degree Programs Place Graduates Ahead of the Competition

30 | Bite-Sized Business
Graduate Business Certificates Cater to Students and Professionals Alike

32 | Electric Connections
Social Media Tools Expand Networking Possibilities

47 | In Memoriam
The College Remembers a Valued Colleague

IN EVERY ISSUE

3 | Letter from the Dean
4 | Year in Review
8 | Business Advisory Council Update
20 | Faculty Update
33 | Strategic Plan Update
34 | Enrollment Statistics
36 | Financial Snapshot
38 | Development Snapshot
40 | Honor Roll of Donors

Copyright ©2010 University of Cincinnati
All rights reserved. No part of this magazine may be reproduced without prior permission.
I am proud to join the University of Cincinnati as the ninth dean of the College of Business. Recently, a supporter asked me, “Why UC?” I am pleased to admit that after my first 100 days in office, my answer has not changed from the reason I gave during the search process: opportunity.

As the former JCPenney Chair of Retailing Studies and director of the Center for Retailing Studies at Texas A&M, I chose the UC College of Business because of the excellence in faculty research, the unique opportunities for real-world, interdisciplinary education for students, and the numerous partnership possibilities with corporate, private and entrepreneurial enterprises in the community. Moreover, I view the University of Cincinnati, an urban campus in a robust business community, to be a learning laboratory—for me, for our faculty and for our students.

Greater Cincinnati is home to many of the best regional, national and international businesses—including Fortune 500 companies such as Procter & Gamble, Macy’s and Kroger. In July 2010, Governor Ted Strickland designated the city as the Ohio Consumer Marketing Hub of Innovation and Opportunity. The new edition of U.S. News & World Report’s annual college guide lists the University of Cincinnati among its “Best National Universities” and continues to cite UC as an “up and comer.”

With more than 100 years of experience, the UC College of Business is more nimble, more responsive and provides a greater return on investment than competitors. With our full- and part-time MBA programs ranked among U.S. News & World Report’s top 100 graduate schools and our yearly recognition as one of the best business schools in the nation by The Princeton Review (p. 4), our transformative impact on the community through all of our programs and outreach only continues to grow.

The college has long served as a game changer in the Greater Cincinnati region. Take, for example, the Cincinnati Business Achievement Awards, which celebrated its 25th anniversary this year (p. 10). Since 1985, this event has challenged numerous executives and entrepreneurs to strive for excellence, both professionally and within the community, in turn enriching our city, the nation and the world. Past recipients continue to make a difference, like the 2002 Carl H. Lindner Award for Outstanding Business Achievement recipient, Mike Ullman, whose innovative thinking reinvented the JCPenney brand (p. 24).

Every day, these same business principles are passed along to our students through the efforts of our talented faculty, dedicated support staff and engaged alumni and community partners. We teach business from the ground up, giving students the opportunity to apply their skills to real-world challenges faced by area businesses (p. 16). Our students even conduct research that extends beyond local business to statewide issues such as the placement of voting machines throughout Ohio—research that is actually being used to fuel new ideas in state congressional committees (p. 15).

We’re not only imparting innovative thinking to the next generation of professionals, we’re also constantly developing new ways to deliver a world-class education in formats that are accessible to both full-time students and working professionals. Our combination BBA/MS programs (p. 28) and graduate certificate program (p. 30) are just a few examples of the ways in which we leverage our expertise to shape the face of business education.

The UC College of Business has a solid foundation—faculty that are leading researchers in their fields, a track record of achievement, a great location and an engaged community. Achieving excellence emanates from building strong relationships with alumni, corporate partners, business executives, university administrators, faculty and students. We will continue to nurture and expand these relationships by continually looking for innovative ways to deliver a top-rated education for our students and value-added service for our business community.

We are a college in its ascendancy. I look forward to realizing our vision and invite you to join me in the transformation.

David M. Szymanski, PhD
EXEMPLARY OFFERINGS

To continue to deliver a top-quality business education, the UC College of Business has added three options designed to enhance the variety of undergraduate offerings and to make the UC MBA accessible to professionals throughout Cincinnati.

The college now offers a bachelor of science in hospitality management (BSHM), which combines liberal arts, business foundations and hospitality specialization, preparing graduates for the fast track in the expanding fields of hotel and resort management, restaurant and event management, casino and club management, tourism and recreation.

Additionally, a business minor program allows undergraduate students across UC to complement their major with foundational business knowledge.

In March 2010, the college relaunched its part-time MBA program at the Blue Ash Carver Woods facility for working professionals in the northern suburbs. Designed for two-year completion, the program offers classes taught two nights per week by award-winning faculty, plus study abroad opportunities, case competitions and “apply-it-today” tools and content.

This fall, the college will expand offerings yet again with a combined degree offering (p.28) and a graduate certificate option (p. 30).
A GLOBAL LEADER IN ENTREPRENEURSHIP

UC’s Center for Entrepreneurship Education & Research impacts entrepreneurship education around the globe through both local and international initiatives. Locally, the center honored entrepreneurship excellence during its 12th annual banquet, “Entrepreneurial Stars on the Square,” in May. Honorees included several students as well as the following professionals:

- **Timothy E. Johnson, PhD**, founder and president of Johnson Investment Counsel, Inc., Lifetime Achievement in Entrepreneurship

- **Cynthia Booth**, founder and president of COBCO Enterprises/McDonald’s, Award for Entrepreneurial Excellence

- **John C. Evans**, chairman and treasurer of Gold Medal Products, Award for Entrepreneurial Excellence

- **Jason C. Heikenfeld**, associate professor at UC College of Engineering & Applied Science, Emerging Faculty Entrepreneur Achievement Award.

The center also hosted the 2010 International Council for Small Business (ICSB) conference in Cincinnati, drawing ICSB members from around the world to network and share best practices with the public.

BUILDING INFLUENTIAL PARTNERSHIPS

In January 2010, the UC Real Estate Program & Center launched a Premier Partnership with PNC Bank. As a Premier Partner, PNC will team with the Real Estate Center to offer the Real Estate Roundtable series, the UC/PNC Economic Outlook and the annual UC Real Estate Center dinner, as well as work with the College of Business to recruit students for co-op and professional positions.

In June, the Real Estate Center celebrated its 21st annual dinner, honoring excellence in real estate. Honorees included Mario San Marco, president of Eagle Realty Group, who received the Distinguished Service Award, and Alpha Rho Epsilon Student of the Year Paul DiGennaro. DiGennaro graduated with a BBA in finance and real estate and began his career with PNC in June. UC President Gregory H. Williams delivered the keynote address.

FORGING NEW COLLABORATIONS

The University of Cincinnati is one of only five American universities selected to create new educational ties with Iraq under a three-year grant from the U.S. Department of State. In June 2010, representatives from UC’s College of Business and College of Education, Criminal Justice, and Human Services traveled to Iraq to mark the launch of a linkage program between UC and Salahaddin University in Erbil, Iraq. The visit included a workshop to plan the curricular details of the partnership, which will include guidance from the College of Business as Salahaddin University launches a new academic department of banking and finance. UC will host a delegation from Iraq in 2011.
HONORING EXCELLENCE IN FAMILY & PRIVATE BUSINESS

In August, the Goering Center celebrated the 2010 Family & Private Business Awards, naming winning businesses in each of the following categories:

- 0–24 years in business: Kingsgate Transportation
- 25–49 years in business: Centennial, Inc.
- 50 plus years in business: the Flottman Company
- Community service: Clark Theдерs Insurance

A STIMULUS FOR CINCINNATI PROFESSIONALS

UC’s innovative Back to Business program graduated two more successful cohorts in December 2009 and July 2010. First offered in summer 2009, the free mini-course represents the response of UC College of Business professors to the needs of recently-displaced professionals in a turbulent economic climate.

The program has garnered praise from participants, the public and university administrators, including a letter from first session participants stating, “UC’s response to the lagging economy strikes me as part of our society’s best hope for recovery and long-term survival.”

The program has also received recognition in the form of an award for Back to Business faculty lead Amit Raturi (see p. 22), and a corporate donation to fund the third cohort.

EXCELLENCE IN ECONOMICS EDUCATION

The UC Economics Center for Education & Research hosted more than 500 business and education professionals at its annual luncheon in 2010. John Pepper, retired CEO and chairman of P&G, delivered a keynote speech addressing the importance of investing in school leaders, focusing on early childhood education and connecting the community to local schools.

Pepper’s message emphasized the work the Economics Center performs in schools every day, including encouraging business professionals to visit classrooms, providing resources for educators to integrate financial content into the curriculum through Why Money Matters and teaching students fiscal responsibility through the Student Enterprise Program (StEP). StEP received the 2009 Impact 100 Grant of $103,000 to expand its current reach of 5,500 students in 35 local schools to an additional four low-income urban elementary schools.

Also in 2009, the center’s director, George Vredeveld, PhD, was honored with the 2009 John C. Schramm Leadership Award from the National Association of Economic Educators (NAEE). This award recognizes an individual whose leadership has had an extraordinary, positive impact on economic education.

LECTURE SERIES FEATURES BIG NAME IN SUPPLY CHAIN PROFESSION

The Department of Quantitative Analysis and Operations Management (QAOM) hosted the 19th Annual E. Leonard Arnoff Memorial Lecture on the Practice of Management Science in May 2010. This year’s lecture, “Creating Value with Supply Chain Excellence,” featured Hau L. Lee, Thoma Professor of Operations, Information and Technology at the Stanford University Graduate School of Business. Also the director of the Stanford Global Supply Chain Management Forum, Lee discussed how companies can develop supply chain innovations to create value in today’s market.
BUSINESS STUDENTS CONTINUE TO EXCEL

Students at the UC College of Business make a name for themselves across campus each year, from outstanding athletic performances to leadership roles in student government. The past year was no exception, as business student leadership was honored in a variety of ways:

• 2009 student body president Tim Lolli (marketing ’10) led the Proudly Pennies initiative, a campaign that has raised more than $81,000 so far for UC’s Proudly Cincinnati campaign. In June 2010, he turned the mantle over to his successor, Carl H. Lindner Honors-PLUS scholar Drew Smith (operations management ’11), continuing an informal College of Business tradition: for the last five years, a business student has served as either student body president or vice-president.

• Accounting major and Carl H. Lindner Honors-PLUS scholar Brad Stephens was named Mr. Bearcat 2010. This award recognizes a graduating man who has demonstrated academic success, leadership in diverse settings and exceptional “Bearcat spirit.”

• 2009’s August, September and November student-athletes of the month were all College of Business students: Branden Stelmak (marketing and operations management ’11, soccer), Bambee Dela Paz (industrial management ’11, golf) and Stephanie Niemer (marketing ’11, volleyball).

In addition, College of Business students represented our school in case competitions at the regional and national level:

• Two teams of College of Business students took top honors in the 2009–10 Small Business Institute® Case of the Year Competition, held in Albuquerque, NM, in February 2010: first place in the specialized undergraduate and second place in the specialized graduate categories.

• An undergraduate team won first place—and a cash prize of $5,000—with their Book-A-Bike campus bicycle rental plan in the inaugural Reality Check Undergraduate Business Plan Competition.

• Three information systems students secured the regional championship at the CA International Case Competition on the Strategic Value of IT Management, qualifying to compete in the world final competition in Las Vegas.

EXPLORING THE FUTURE OF GLOBAL MEDIA

In October 2009, the MS-marketing program presented the second annual UC Marketing Summit, “Accountability and Interactivity – The Future of Global Media,” to a sold-out crowd of area marketing and business leaders. Kenneth W. Lowe, chairman of the board, president and CEO of Scripps Networks Interactive, delivered a keynote speech addressing the changing habits of media consumers with the rapid evolution of new media technology. Following Lowe’s keynote speech, an interactive session engaged the audience to discuss possible answers to the questions posed about the changing media landscape.
MESSAGE FROM THE CHAIRMAN

On behalf of the college’s Business Advisory Council, I am pleased to welcome Dean David Szymanski to the University of Cincinnati family. Over the past five years, our efforts as a council have been to advise, guide and support the deanship of the college in order to advance both the reputation of the institution as well as enhance opportunities and partnerships for our students, alumni and business community. It is gratifying after having met with the dean, to understand both his aspirations for the college, as well as his earnest support and engagement with members of the business community, faculty and students alike. By supporting research and experiential learning, Dean Szymanski and our faculty will provide new knowledge for business leaders and students to apply now and in the future. Expanded outreach through academic centers and certificate programs will enable UC expertise to be disseminated here and around the world via networks in business and academia. I believe I speak on behalf of all of the Business Advisory Council when I indicate our utmost support for the dean’s efforts, and look forward to assisting the college in “changing the game.”

Sincerely,
Tim Johnson, PhD

BUSINESS ADVISORY COUNCIL MEMBERS
(As of June 30, 2010)

Peter A. Alpaugh
Chairman
Cincinnati Equitable Life Insurance Co.

Edward J. Babbitt
Vice President & Senior Counsel
Western & Southern Financial Group

Norman R. Baker, PhD
President & CEO
Integral Analytics, Inc.

Karen Bankston, PhD
Drake Center, Inc., The Health Alliance

Robert R. Buck
Chairman
Beacon Roofing Supply, Inc.

James E. Bushman
Chairman, CEO & Director
Cast-Fab Technologies, Inc.

Kerry R. Byrne
Executive Vice President
Total Quality Logistics

Philip D. Collins
Founder & CEO
Orchard Holdings Group, LLC

Michael E. Davis
Givaudan Flavours (Retired)

Theodore H. Emmerich
Ernst & Young (Retired)

Robert L. Fealy
President, COO & Director
The Duchossois Group

Michael L. Fordyce
President & CEO
Craig Hospital

Jerry L. Fritz
President
Precision Foods, Inc.

Gene A. Fugate
City President
KeyBank

John B. Goering
(Retired)

Paul D. Green
Partner
Ernst & Young LLP

Richard D. Hannan
President & COO
Cintas Corporation

Thomas H. Humes Jr.
President
Great Traditions Land & Development Co.

Timothy E. Johnson, PhD
BAC Chairman
Johnson Investment Counsel, Inc.

William J. Keating, Jr., JD
Partner
Keating Muething & Klemp PLLC

Robert J. King Jr.
President & CEO
Park View Federal Savings Bank

Patricia L. Klingbiel
President & Principal
Connell + Associates, LLC

Marvin P. Kodorzik
President
Emerson Electric (Retired)

David M. Lance
Restaurant Management, Inc. (Retired)

Louis H. Lauch Jr.
President & Owner
Kentucky Building Maintenance, Inc.

Jerry P. Leamon
Global Managing Partner
Deloitte Touche Tohmatsu

Michael R. Light
Fidelity Investments (Retired)

Kevin R. McDonnell
President & CEO
Skyline Chili, Inc.

Thomas E. Mischell
Senior Vice President
American Financial Group, Inc.

Mark T. Mitter
Hewitt Associates (Retired)

Jerome P. Montopoli
Andersen Worldwide (Retired)

Jacqueline C. Neumann
Director, Audit & Enterprise Risk Services
Deloitte & Touche LLP

Terrance J. O’Hara, PhD
Principal
O’Hara Global

Michael J. Paxton
President & CEO
Chamilla, Inc.

David C. Phillips
Co-Founder & Chairman
Cincinnati Works

Jim Rolf
Vice President, Data Solutions Group
dunnhumbyUSA, LLC

Wilbert F. Schwartz
(Retired)

Kathleen M. Selker
President & CEO
Northlich

Tony L. Shipley
Chairman
Queen City Angels

Gary F. Simmons
President & CEO
Gerber Childrenswear LLC

Kenneth W. Stecher
President & CEO
Cincinnati Financial Corporation

Richard E. Thornburgh
Vice Chairman
Corsair Capital, LLC

Steve J. Valerius
President
Union Central Life Insurance Company

Ellen G. van der Horst
President & CEO
Cincinnati USA Regional Chamber

Mark R. White
CFO
SAP North America

Steven A. Wilson
VNU Advisory Services (Retired)

Ex Officio Members

UC College of Business

David Szymanski, PhD
Marianne Lewis, PhD

Chris Allen, PhD
Patty Rago
Steve Rosfeld
Tricia Bath
Susan McCord

Administration

Jeffrey Camm, PhD
Vivek Choudhury, PhD
Constance Cooper
Lawrence Gales, PhD
Yong Kim, PhD
Karen Machleit, PhD
Jeri Ricketts, PhD
Timothy Sale, PhD

B. J. Zirger, PhD
Timothy Sale, PhD
Jeri Ricketts, PhD
Karen Machleit, PhD
Jeri Ricketts, PhD
Timothy Sale, PhD

‡ new since last update
The Business Advisory Council provides advice, counsel and assistance to the leadership of the UC College of Business. Composed of a cross-section of business leaders from the Cincinnati region and national business community, the council continues to help the college leadership team implement the strategic plan. This past year, the council welcomed the following distinguished professionals as its newest members:

Norman Baker, PhD co-founded Integral Analytics, Inc. in January 2005 and is the company’s president and chief executive officer. In June 2002, after nearly 30 years as a professor, Baker retired from UC. He continues to carry two university titles: university professor and provost emeritus, as well as founding director of the Carl H. Lindner Honors-PLUS program. He has published more than 30 papers in scientific journals—his research focuses primarily on linear optimization, organizational strategy, and management of industrial research and development. Baker has served on numerous community, corporate and academic boards, receiving several awards for his service.

Michael Fordyce is president and chief executive officer of Craig Hospital in Englewood, Colorado. He served on the Craig Hospital Board of Directors from 1998–2005, before obtaining his current position in 2008. Craig Hospital is a world-renowned, private, non-profit rehabilitation hospital and research center that specializes exclusively in the treatment and research of patients with spinal cord and traumatic brain injuries. Prior to Craig Hospital, Fordyce held leadership positions for 21 years at Catholic Health Initiatives, a national healthcare system. He has served on numerous hospital and community boards and currently sits on the board of directors for several organizations. He earned his BBA from UC.

Paul Green currently serves as the Midwest area tax market leader for Ernst & Young LLP in Chicago. He works as coordinating partner and lead tax partner on high-level Fortune 100 accounts, serving large multinational public companies as the tax account leader for almost 20 years. He is primarily focused on transactions, mergers, acquisitions, spin-offs and global strategic tax planning, as well as tax outsourcing engagements, tax accounting and human resource consultation. A certified public accountant in Ohio, Illinois, Indiana and Kentucky, Green earned his BBA in accounting and finance from UC. He is heavily engaged in a number of community activities.

Richard Hannan founded Mercury Instruments—a manufacturer of precision tools to measure natural gas flow and pressure—in 1964 and retired as its chairman of the board 45 years later. He also worked for Gillette and served as a consultant for corporations such as Boeing, IBM, Hewlett Packard and P&G. A graduate of Tufts University, he also studied at Harvard, Stanford and the Wharton School of Business, where he earned his MBA. A prized motivational speaker with countless recognitions and awards, Hannan remains actively engaged through his own Richard D. Hannan Family Foundation, as well as with the Goering Center for Family and Private Businesses.

Kevin McDonnell joined Skyline in 1991 as chief financial officer and has been president since 1992. Prior to joining Skyline, he held accounting and finance positions in various industries, including automotive parts and industrial cooling devices manufacturing. McDonnell received a BA in economics from Dartmouth College and an MBA with a concentration in finance and accounting from the University of Chicago.

Jacqueline Neumann is currently director in the Audit and Enterprise Risk Services (AERS) function of Deloitte & Touche LLP. She serves on the team supporting the national audit leader of the firm. After receiving both her BBA and MBA from UC, she worked for KPMG Peat Marwick and The Future Now. Neumann has served as president of the UC College of Business Alumni Association and still serves on its board. She is also a member of the Proudly Cincinnati Campaign and UCATS. In 1994, she received the Distinguished Service Award from the college; in 1991, she was named outstanding alum by the accounting honorary fraternity Beta Alpha Psi; and in 1987, she was named one of the top 200 graduates of the university. She is a member of the Charles McMicken Society and is a football and basketball season ticket holder. She also serves on a variety of other civic and community boards.

Steve Valerius was appointed president of The Union Central Life Insurance Company in 2008. He also serves as president, individual division, of UNIFI Companies. He has served in various other management capacities since joining the company in 1986. For 10 years, Valerius worked at KMG Main Hurdman, where his last position was audit manager. He graduated with his BBA from UC and is involved in a variety of business and community activities.
For a quarter of a century and counting, the Cincinnati Business Achievement Awards recognize outstanding accomplishments.

BY LISA GROH

Innovation, passion, service, inspiration and legacy—these words echoed throughout the 25th Annual Cincinnati Business Achievement Awards (CBAA), held March 3, 2010, in The Westin Cincinnati’s Presidential Ballroom, across from the city’s historic Fountain Square. Presented by the University of Cincinnati (UC) College of Business Alumni Board of Governors, the event honored outstanding business achievement and service to the community in an evening involving many of Cincinnati’s visionary business leaders, including internationally recognized businessman and philanthropist Carl H. Lindner, Jr., whose name graces two of the awards.

More than 600 guests—the largest audience in over 10 years—attended the event. Local 12 evening news anchor Rob Braun, who has emceed the event 18 times since 1985, commented, “There are more business power brokers per square inch in this room tonight than you will ever see the rest of your life.”

LIKE FATHER, LIKE SONS

The highlight of the evening was the presentation of the Carl H. Lindner Award for Outstanding Business Achievement to Carl H. Lindner, III, BBA ’75, and S. Craig Lindner, BBA ’77. Following in their father’s footsteps as businessmen and philanthropists, the Lindners were the perfect choice to receive the medal inaugurated 25 years ago to recognize outstanding business achievement while honoring Mr. Lindner’s commitment to the community and the University of Cincinnati. Carl and Edyth Lindner were both in attendance to celebrate their sons’ successes.

“It’s most fitting that Carl III and Craig have agreed to accept this award so congruent with their father’s legacy, and at the same time, so deserving in the context of their own leadership and their own business success,” commented UC President Gregory H. Williams. “I offer congratulations to this team of brothers for almost a decade of focusing relentlessly upon steering their firm through change, while honoring the unparalleled success of their father, consummate entrepreneur and leader.”

As co-presidents, chief executive officers and directors of American Financial Group Inc., Carl III and Craig Lindner have led the company to make acquisitions of $570 million, expand to Europe, Canada, Mexico and Bermuda, reduce financial leverage and add cumulative net earnings of $1.6 billion.
25th annual
CINCINNATI
BUSINESS
ACHIEVEMENT
AWARDS
“Carl and Craig have ascended to the pinnacle of their company and have done it in a way that not only added to the legacy of the Cincinnati business community, but also defied convention,” noted John Barrett, honorary event chairman and 1999 Carl H. Lindner Award for Outstanding Business Achievement recipient. “Their love and respect for one another in addition to the application of the values and business acumen that they’ve absorbed from their dad over the years have resulted in a top-notch corporation and top-notch performance… that set the bar for others to follow.”

The brothers’ achievements and philanthropic endeavors were further elaborated with a video biography, mentioning Carl III and Martha, BBA ’78, Lindner’s role in founding Cincinnati Hills Christian Academy, one of the largest non-denominational K-12 Christian schools in the country; and Craig and Frances Lindner’s establishment of the Lindner Center of HOPE, a state-of-the-science mental health facility in Mason, Ohio.

TOP CLASS
Also recognized at the event was John “Jack” Cassidy, who received the Distinguished Service Award in recognition of his many contributions to his profession and the community. As president and chief executive officer of Cincinnati Bell Inc., Cassidy leads the Greater Cincinnati region’s first choice for communications services. He also spearheads a nationally recognized partnership with Taft Information Technology High School in downtown Cincinnati. Over the past eight years, Cassidy’s guidance has helped the school overcome one of the highest dropout rates in the city to achieve 100 percent graduation rates for the past two years.

Cassidy acknowledged the contributions of everyone on his “team,” including his family, the 3,000 employees of Cincinnati Bell and the hardworking staff at Taft High School, including principal Anthony Smith, whom Cassidy asked to stand and be recognized during his acceptance speech.

Cassidy also acknowledged that his guiding light is the philanthropic inspiration of Carl and Edyth Lindner. “You showed us all how to do it and how to do it right,” he said. “For that we have deep gratitude. Your demonstration of human love is unmatched in our city.”

IN GREAT COMPANY
The Cooperative Education Partnership Award was first presented by the Alumni Board of Governors in 2006, to mark the centennial year of the founding of cooperative education at UC. This year, Big Four accounting firm Ernst & Young joined a prestigious list of companies including Deloitte, American Financial Group, Procter & Gamble and GE – Aviation, as a recipient of this honor.

“We’re truly honored to be associated with the past winners of this award, the pillars of the business community here in Cincinnati,” said Paul Green, College of Business graduate and Ernst & Young partner, upon accepting the award. Also there to accept the award was Managing Partner Julia Poston. “We have enjoyed huge benefits from
the co-op program at UC," she added. "It’s been a win-win for all of us."

As did many other award recipients, the representatives of Ernst & Young thanked the Lindners for "leading the charge in the corporate community’s support of the University of Cincinnati, its College of Business and its bright young students."

Green continued, "Their leadership has not only benefited the college, its students and the co-op program but the Cincinnati business community at large."

**RISING STAR**

Since 1993, another hallmark of the event has been the Carl H. Lindner scholarship, presented each year to an outstanding undergraduate student. The 2010 recipient was Cory Sims, fourth-year finance and real estate major. Sims has co-oped with Johnson Investment Counsel, earned a cumulative 3.93 GPA and dean’s list honors and has served as a teaching assistant in the College of Business. His commitment to community is evident in his many activities, including volunteer teaching through Junior Achievement, student-managing the UC men's basketball team and mentoring children ages 7 to 13 during the Mick Cronin basketball camps. Sims’ parents and sister were there to celebrate his success.

“Mr. Lindner has done so much for this city, this university and this college,” Sims remarked in his special thanks to his award’s namesake. “His endless generosity has opened doors for people of all walks of life.”

**LOOKING TO THE FUTURE**

In a heartfelt announcement during the Cincinnati Business Achievement Awards, President Williams described a letter he received from Mr. Lindner "about the important role that family had played in his life and...how blessed he was to have the opportunity to be able to work with his two talented sons to continue the legacy of the company in the community that he calls home."

As an example of his family’s continued commitment to giving, Mr. Lindner is contributing one million dollars to the University of Cincinnati over the next four years, "in honor of his sons, Carl and Craig, and in support of the Carl H. Lindner Honors-PLUS Program.”

This example brings out a remarkable trait of visionary leaders: they see recognition not as a capstone, but as a catalyst. The business success and philanthropic endeavors of the evening’s award winners will only continue to grow, while the Cincinnati Business Achievement Awards will continue to inspire others to do the same, just as it has for the past quarter century.

Lisa Groh, MA English ’09, is a freelance writer living in Cambridge, Ohio.
Before Muer Yang’s grandfather passed away, he issued an important request to his grandson: that Muer, a native of Beijing, China, travel abroad for graduate school.

Now a PhD candidate in quantitative analysis and operations management (QAOM) at the UC College of Business, Muer has fulfilled his grandfather’s dream. “My grandfather always said that the United States has the best schools, and he wanted me to see the rest of the world so that I could know the difference between China’s status-quo and the international standard,” says Muer.

But to follow his grandfather’s wishes, Muer had to leave his family behind in Beijing. “As an only child, it is difficult for me to be away,” Muer says. “But my family is very supportive. They highly value education, and they are glad I am studying in the U.S.”

Muer previously attended Tsinghua University in Beijing, where he studied information systems (IS) as an undergraduate and operations management (OM) at the graduate level. “At Tsinghua University, IS and OM were housed in the same department, so as an undergraduate, I started to take a lot of OM classes,” he says. “The classes made me realize that I wanted to do something related to management and use quantitative tools to solve real-world problems.”

After applying to PhD programs at 15 different schools in the U.S., Muer ultimately chose Cincinnati to be his home away from home. “Faculty-wise, UC is the top school in operations management. I feel very lucky,” he says. Like other UC business faculty, QAOM department faculty members consistently publish in top-tier journals in the discipline and have received professional recognition for excellence in teaching, research and service.

At the College of Business, Muer has found great academic and professional success—notably, his ongoing research with QAOM professors Michael Fry (UC), David Kelton (UC) and Theodore Allen (OSU). Together, they are conducting research to determine a more scientific way to allocate electronic voting machines throughout the State of Ohio—a project motivated by voting discrepancies in the 2004 U.S. presidential election.

“Our goal is to provide election boards with easy-to-use tools that can be used to develop public policy. Voting is a sensitive issue, and we want to ensure that everyone has equal access to voting machines,” explains Muer, who was directly involved in rewriting legislation—passed by the Ohio House of Representatives in 2009—addressing operational issues in elections. “As a researcher, I always hope my research can be used—I want it to have an impact outside of the academic community.”

Muer’s commitment and enthusiasm for his work are reflected in everything he does at the college. In addition to serving as a teaching assistant for undergraduate classes, he received competitive summer research fellowships in 2007 and 2010 and was nominated for the Outstanding PhD Dissertation Completion Award. “I was honored to be nominated because the College of Business can only nominate one student,” he says.

Muer has also enjoyed attending different conferences—like the Institute for Operations Research and Management Science (INFORMS) and the Winter Simulation Conference—as part of his graduate school experience. He recounts the weekend he returned home from an INFORMS conference in Canada: “As we crossed the border into the United States, the customs officer said, ‘Welcome home.’ And I smiled because I felt like I had really come home.”

After graduation, Muer hopes to obtain an academic position that will allow him to continue his research and also continue to teach. “I’ve had excellent professors, and I’ve loved my department and the university. I really enjoy my life in the U.S.,” Muer says. “Attending school here was the right decision; it completely changed my life.”

Amy Jewell, MA English ’11, is the college relations graduate assistant at the UC College of Business.
In today’s uncertain economic climate, getting a job right out of college requires a lot more than diving into textbooks and acing exams. To get an edge on the competition, it’s important to understand the business world’s challenges and know the techniques for solving them even before entering the job market. That’s where in-classroom experiential learning at the UC College of Business comes in.
“It’s a great learning experience for students because they have to deal with a client and...that’s what they’re going to have to do in the real world.”
“Three years ago, I noticed that an increasing proportion of our full-time MBA students had little or no work experience … and were having difficulty entering the job market,” says Rajan Kamath, associate professor of management.

This flux of inexperienced MBA students is not unique to UC. A recent article in Deans Digest suggests a national trend of the newly graduated rushing to get an MBA before they’ve gotten any professional work experience, creating a challenge for business schools to provide not only an MBA education, but also valuable real-world skills.

So how can business schools help graduate students gain experience and bridge the gap? By offering them classroom opportunities to apply business concepts, tools and perspectives directly with working professionals. “We explored the potential of having students work on projects alongside health care managers, and it turned out to be a classic win-win situation,” says Kamath, who partnered with management faculty Ratee Apana on the course.

Kamath and Apana, like many College of Business faculty members, have discovered the two-way benefits of having students work with real-life clients on real-world problems that can be tackled in the span of a 10-week quarter. Students get valuable experience in using the MBA toolbox, and organizations get the benefit of new thinking without stretching their thin resources.

Likewise, Drew Boyd, executive director of the master of science (MS) in marketing program and visiting assistant professor of marketing, teaches an innovation course in which students learn how to systematically innovate. “The students come out with a disciplined approach for innovating on demand, and the clients have the opportunity to tap our talent to drive their innovation,” Boyd says.

AN INNOVATIVE APPROACH TO LEARNING

Boyd’s innovation course gives graduate students the tools they need to innovate and then apply those techniques to dream up new uses for everyday products. In fact, he was able to use one student’s capstone project—working with PUR® water filters—as a starting point for ideation in the classroom.

Working in groups of five to seven students in a “blast-class” format, students had two weekends to innovate new applications for PUR® in the developed and developing world. “It really demystified this notion of innovation,” says Eric Miller, MS-marketing ‘10. “I can take the skills I learned into my new job and start applying them on day one.”

Lauren Arnos, MS-marketing ’10, presented the group’s eight best ideas to P&G as part of her capstone project, where she proposed products that could be grown in the short term to finance growth in the health and well-being market. “The project afforded a great opportunity to build business acumen,” Arnos says. “I was able to integrate learning from the MS-marketing program to help the client view the business problem in a way they had not previously considered.”

STREAMLINING BUSINESS PRACTICES FOR A BETTER BOTTOM LINE

Together, fresh perspective, innovative thinking and analytical skills learned in the classroom provide an ideal springboard for helping clients solve problems. For his Case Studies in Management Science course, professor and Ohio Eminent Scholar Michael Magazine had students find ways to streamline practices for several clients, including University Hospital. “First of all, for clients, the price is right,” says Magazine. “But it’s a great learning experience for students because they have to deal with a client and gather primary and secondary data. And that’s what they’re going to have to do in the real world.”

As chief resident at University Hospital, Michael Ward—a fourth-year resident and MS-quantitative analysis student—needed a more efficient way to schedule residents to correspond to patient demand, while still meeting residency mandates. “This project was a way for the students to learn more about health care while helping us solve a problem we’ve been struggling with,” Ward says.

By quarter’s end, the students had analyzed the data and some had even shadowed Ward during a shift to devise a workable solution. “They did a great job and had a good understanding of the problems we have on a regular basis,” says Ward. “It gave us ideas of what to explore and hone in on in terms of next steps.” In fact, one of the students will continue the project as his master’s thesis.

COMPETING FOR DOLLARS MAKES SENSE

Project continuity and hands-on experience are certainly perks of these learning-with-impact opportunities. Yet another advantage is getting face time with potential employers, such as Convergys. “We’ve had a good relationship with Convergys over the years—it’s one of our students’ biggest employers,” says Alex Lopes, assistant professor and director of the MS-information systems program. In discussing other ways to collaborate, Convergys proposed a case competition.

The two-week project tasked four teams of three students each to identify ways to use social media to enhance Convergys’ services. The team with the best proposal received $2,000, with second place taking $1,000. Allan Burgei, director of IT Business Solutions at Convergys and a UC MBA graduate, helped coach the students and tailor their approach.

“In today’s world, it’s important to group-source,” says Burgei. “All of the ideas you have are not enough, so you need to seek new ideas from other places. That’s where the students come in.” When the students presented their proposals, the Convergys team lauded the richness of the responses and the students’ firm grasp of the marketplace. “The biggest surprise was that one team put together a systems demo that we could envision and potentially use,” Burgei says.

A WIN-WIN PROPOSAL

Experiential learning has proven invaluable for students, who get an edge on the competition and sometimes a foot in the door. As Elyse Sikora—MS-marketing ’10, and one of the collaborators on the PUR blast-class project—puts it, this opportunity for “ground-floor innovation” is “one of the coolest things about UC that you can’t do anywhere else.”

And for clients, who benefit from low-cost ideation and a fresh perspective, the UC College of Business offers a diverse, unlimited pool of fresh thinking. “Our students have analytical skills and need real-world experience, and the clients have real-world challenges and need help with those problems,” says Kamath. “This yields the game-changing opportunity for a win-win collaboration.”

Jenny S. Reising is a Cincinnati-based writer and editor.
Although the challenge of work-life balance was perceived to be a "women's issue" in the 70s and 80s, the topic of men as "stay-at-home fathers" became popular in the 90s. Elaine Hollensbe, management professor at the UC College of Business, has now shifted the focus away from what gender is juggling responsibilities to who is juggling them.

In a three-part study funded by the CREDO Institute, Inc., Hollensbe and her colleagues, Glen Kreiner (Penn State) and Mathew Sheep (Illinois State), have researched (among other things) work-life balance as it pertains to the person: specifically, individuals serving as Episcopal priests.

"Episcopal priests, as do other members of the clergy, face a unique challenge in that they live virtually or literally next door to what they do," Hollensbe explains. "How do they 'turn it off' when they go home?" With many business professionals struggling to balance their work and personal lives, her research bears lessons for us all.

The priesthood is one of what’s termed the “greedy occupations” —those that can obliterate the individual. Medical doctors and CEOs are examples of other such occupations.

“In a greedy occupation, the person might have little identity separate from his or her professional role,” says Hollensbe.

Through her work with the priests, Hollensbe has identified two basic types of individuals. Segmenters are those who can leave work and turn it all off. Integrators, on the other hand, carry their “worlds” with them to each different location. These are the people who carry tote bags of work home with them and stacks of bills to pay during lunchtime.

Problems arise with boundary violations. With a constant tension between work demands and home demands, a potential conflict exists. For example, if your boss has a permeable boundary and you do not, stress can build up.

“If you’re a segmenter and your boss is an integrator, you’re bound to have a problem," Hollensbe points out. “You expect to leave work once you’re home and your boss might expect to have you tethered to a cell phone or other electronic device.”

Differential permeability refers to those people who will allow spillover one way but not the other. For example, your boss might expect to reach you at all hours of the day or night (thus exhibiting integrator behavior toward you) but express annoyance when you try to reach her (thus becoming a situational segmenter).

The right answer is finding the level of integration that works for you, and making sure that when working with another person, you recognize and address each person’s preferences.

Wendy Hart Beckman is a Cincinnati-based writer and editor.

TRYING TO STRIKE YOUR PERFECT BALANCE?
The study revealed tactics individuals use to help maintain the level of integration they prefer:

**BEHAVIORAL**
- **Use other people:** Enlist the help of co-workers and family members to help control boundaries.
- **Leverage technology:** Use cell phones, e-mail and other devices to manage your separate lives. Keep boundaries intact with separate business and personal e-mails, for instance.
- **Invoke triage:** Prioritize work and home demands. Distinguish the urgent and the important and recognize what is easiest to address, as well. Then act accordingly.
- **Allow differential permeability:** Identify when, where and under what circumstances boundaries may be crossed.

**TEMPORAL**
- **Control work time:** Manipulate time to meet specific needs. If you must work during family time, “bank” that family time and use it later.
- **Find respite:** Remove yourself from work and/or home demands by leaving the area for a significant period of time.

**PHYSICAL**
- **Adapt physical boundaries:** Erect a physical border or create some other visual clue that a role boundary exists.
- **Manipulate physical space:** Examine what works best for you and create or reduce the physical space as it suits you best.
- **Manage physical artifacts:** Use tangible items to separate or blend aspects of your home and work life as it suits you best. Consider if you want to use one or separate calendars, one or separate key chains, etc.

**COMMUNICATIVE**
- **Set expectations:** Communicate your expectations up front before a boundary violation can occur. If you do not want to be contacted while on vacation, let your colleagues know.
- **Confront violators:** When people violate your boundaries, let them know. If a colleague calls you on vacation, let him or her know that it’s not OK to do so.
FACULTY NOTES

Vivek Choudhury, professor and department head of information systems, was awarded the 2010 Michael L. Dean Excellence in Classroom Education and Learning (Excel) Graduate Teaching Award. The award was established by Dr. Michael L. Dean to recognize a faculty member who challenges students to meet high standards, demonstrates a command of the discipline, delivers content in a dynamic, stimulating format, is always available for clarification and extra help, provides added value outside of the classroom and shares expertise and knowledge that has application in the workplace.

David Curry, professor of marketing, co-authored the work that won the Best Paper Award, Marketing Research and Technology Track, at the American Marketing Association Editor’s Conference. Titled “Using a Dynamic Discrete Choice Model to Estimate Tuition Elasticity,” the paper presents a novel method for measuring and understanding how college students and their families react to proposed changes in a university’s tuition level.

James Evans, professor of quantitative analysis and operations management and director of the Center for Performance Excellence, was the featured speaker at an American Society for Quality (ASQ) Cincinnati education-focused seminar. His discussion, “What Even Baldrige Recipients Need to Do to Get to the Next Level,” was based on his ongoing research conducted with Suzanne Masterson, associate professor of management, and Matt Ford, associate professor of management at Northern Kentucky University, on how role-model recipients of the Malcolm Baldrige Award can achieve higher levels of performance.

FACULTY PUBLICATIONS


Fry, M., Ohlmann, J., Route Design for Delivery of Voting Machines in Hamilton County, Ohio, Interfaces, 2009, 39(5).


Boulatov, A., Hatch, B., Johnson, S., Lei, A., Dealer Attention, the Speed of Quote Adjustment to Information, and Net Dealer Revenue, Journal of Banking and Finance, 2009, 33(8), 1531-1542.


via Boundary Work Tactics;* that was one of three finalists for the 2009 Academy of Management Journal Best Paper Award. In addition, Hollensbe received a 2010 Outstanding Reviewer Award from the Organizational Behavior Division of the Academy of Management.

James Kellaris, professor of marketing and Womack/Gemini Chair of Signage and Visual Communication, delivered the keynote address at the 2009 National Signage Research and Education Conference, presented by the Signage Foundation, Inc., in collaboration with the UC College of Business and the College of Design, Architecture, Art, and Planning. Kellaris’s speech addressed the role of signage as marketing communications.

David Kelton, professor of quantitative analysis and MS-QA program director, gave a keynote speech addressing the importance of statistical design and analysis.


at the 2010 ArenaSphere Conference in Las Vegas. Kelton has extensive experience working with Arena simulation software and is co-author of Simulation with Arena, McGraw-Hill’s “Most Successful New Title” in 1998. He also delivered an address entitled “Why Not, Why, How Not, and How To Simulate: Introduction and Applications” at the 16th Industrial Congress held on the main campus of the Monterrey Institute of Technology and Higher Education in Monterrey, Mexico. Approximately 1,800 students, faculty members and business leaders from across Mexico attended the event.

Suzanne Masterson, associate professor of management, was named a 2009 Outstanding Reviewer for her contributions to the Academy of Management Review (AMR). Considered the premier publication for theoretical work that spans management sub-areas and disciplines, the AMR honors only a select group of reviewers each year for their outstanding work and service to the journal.

Charles Matthews, professor of entrepreneurship and director of the UC Center for Entrepreneurship Education and Research, traveled throughout Hungary and China during the 2009 Global Entrepreneurship Week to deliver four keynote presentations promoting entrepreneurship and entrepreneurship education. He also shared insights on policy for small businesses in times of crises and the importance of small business and entrepreneurship in a global economy, as well as findings from recently completed research on small business exporting.

Amitabh Raturi, professor of quantitative analysis and operations management, received one of UC’s Just Community Awards at the 2010 University Recognition Ceremony for his vision in helping Cincinnati business professionals who were displaced by the recession. Numerous nominations supporting Raturi came from participants in the Back to Business Program. (For more on Back to Business, see p. 6.)

Margaret Reed, field service associate professor of accounting, was honored with the 2010 Michael L. Dean Excellence in Classroom Education and Learning (Excel) Undergraduate Teaching Award. This award recognizes a faculty member who regards teaching as a central purpose of the university, balances academic theories with current workplace applications, actively provides advice and academic counseling to students and stimulates student achievement.

Timothy Sale, professor and interim department head of accounting, was elected a senior fellow at Johannes Kepler Universität Linz (JKU) in Linz, Austria. Sale has led the college’s fall quarter exchange program in Austria for the past 10 years.

Ric Sweeney, field service instructor of marketing, received the 2010 Harold J. Grilliot Award for Exemplary Service to Undergraduate Organizations. The Grilliot Award is given each year to a College of Business faculty member who has performed extraordinary service to students and student organizations and has advanced good relations between students and faculty. Sweeney serves as faculty advisor to the UC Collegiate Chapter of the American Marketing Association, BANG: Bearcat Advertising and Networking Group, Beta Gamma Sigma Honor Society and the UC student government senate and cabinet.

Ann Welsh, professor of management, was honored with a 2010 Faculty Senate University Service Award in recognition of her contributions to the university, the college and the department of management.

Yan Yu, associate professor of quantitative analysis and operations management, received the 2010 Daniel J. Westerbeck Junior Faculty Graduate Teaching Award. The award recognizes excellence in graduate level teaching and commends a junior faculty member’s commitment to graduate teaching and student learning.

B.J. Zirger, associate professor and interim department head of management, was recognized as a new fellow of UC’s Academy of Teaching and Learning in 2010. Founded in 2007, the Academy focuses on the scholarship of teaching and learning, sponsoring biannual speakers and workshops on pedagogy.

Margaret Reed, field service associate professor of accounting, was honored with the 2010 Michael L. Dean Excellence in Classroom Education and Learning (Excel) Undergraduate Teaching Award. This award recognizes a faculty member who regards teaching as a central purpose of the university, balances academic theories with current workplace applications, actively provides advice and academic counseling to students and stimulates student achievement.

Timothy Sale, professor and interim department head of accounting, was elected a senior fellow at Johannes Kepler Universität Linz (JKU) in Linz, Austria. Sale has led the college’s fall quarter exchange program in Austria for the past 10 years.

Ric Sweeney, field service instructor of marketing, received the 2010 Harold J. Grilliot Award for Exemplary Service to Undergraduate Organizations. The Grilliot Award is given each year to a College of Business faculty member who has performed extraordinary service to students and student organizations and has advanced good relations between students and faculty. Sweeney serves as faculty advisor to the UC Collegiate Chapter of the American Marketing Association, BANG: Bearcat Advertising and Networking Group, Beta Gamma Sigma Honor Society and the UC student government senate and cabinet.

Ann Welsh, professor of management, was honored with a 2010 Faculty Senate University Service Award in recognition of her contributions to the university, the college and the department of management.

Yan Yu, associate professor of quantitative analysis and operations management, received the 2010 Daniel J. Westerbeck Junior Faculty Graduate Teaching Award. The award recognizes excellence in graduate level teaching and commends a junior faculty member’s commitment to graduate teaching and student learning.

B.J. Zirger, associate professor and interim department head of management, was recognized as a new fellow of UC’s Academy of Teaching and Learning in 2010. Founded in 2007, the Academy focuses on the scholarship of teaching and learning, sponsoring biannual speakers and workshops on pedagogy.

Margaret Reed, field service associate professor of accounting, was honored with the 2010 Michael L. Dean Excellence in Classroom Education and Learning (Excel) Undergraduate Teaching Award. This award recognizes a faculty member who regards teaching as a central purpose of the university, balances academic theories with current workplace applications, actively provides advice and academic counseling to students and stimulates student achievement.

Timothy Sale, professor and interim department head of accounting, was elected a senior fellow at Johannes Kepler Universität Linz (JKU) in Linz, Austria. Sale has led the college’s fall quarter exchange program in Austria for the past 10 years.

Ric Sweeney, field service instructor of marketing, received the 2010 Harold J. Grilliot Award for Exemplary Service to Undergraduate Organizations. The Grilliot Award is given each year to a College of Business faculty member who has performed extraordinary service to students and student organizations and has advanced good relations between students and faculty. Sweeney serves as faculty advisor to the UC Collegiate Chapter of the American Marketing Association, BANG: Bearcat Advertising and Networking Group, Beta Gamma Sigma Honor Society and the UC student government senate and cabinet.

Ann Welsh, professor of management, was honored with a 2010 Faculty Senate University Service Award in recognition of her contributions to the university, the college and the department of management.

Yan Yu, associate professor of quantitative analysis and operations management, received the 2010 Daniel J. Westerbeck Junior Faculty Graduate Teaching Award. The award recognizes excellence in graduate level teaching and commends a junior faculty member’s commitment to graduate teaching and student learning.

B.J. Zirger, associate professor and interim department head of management, was recognized as a new fellow of UC’s Academy of Teaching and Learning in 2010. Founded in 2007, the Academy focuses on the scholarship of teaching and learning, sponsoring biannual speakers and workshops on pedagogy.
FACULTY EDITORIAL POSITIONS

EDITOR-IN-CHIEF
Jeffrey Camm Interfaces
James Evans Quality Management Journal

EDITOR
Timothy Sale Advances in Accounting Incorporating Advances in International Accounting

SENIOR EDITOR
Roger Chiang The DATA BASE for Advances in Information Systems
Craig Froehle Production and Operations Management Journal

MANAGING EDITOR
Yong Kim Information Exchange for Korean American Scholars
Korean-American Science and Technology News

AREA EDITOR
Craig Froehle Production & Operations Management Journal
Frank Kardes Journal of Consumer Psychology
David Rogers INFORMS Transactions on Education

ASSOCIATE EDITOR
Jeffrey Camm INFORMS Transactions on Education
Roger Chiang International Journal of Intelligent Systems in Accounting, Finance and Management
Journal of Database Management
MIS Quarterly
Vivek Choudhury IEEE Transactions on Engineering Management
International Conference on Information Systems
Frank Kardes Journal of Consumer Research
Yong Kim International Journal of Finance
Dong-Gil Ko Information Systems Research
International Conference on Information Systems
Michael Magazine IEEE Transactions on Engineering Management
International Journal of Production Research
Suzanne Masterson Journal of Organizational Behavior
Yan Yu Journal of American Statistical Association
Statistica Sinica

GUEST EDITOR
Craig Froehle Production and Operations Management Journal
Michael Fry Interfaces, Special Issue on Analytics in Sports

EDITORIAL REVIEW AND ADVISORY BOARDS
Chris Allen Journal of Advertising
Journal of Consumer Psychology
Journal of Consumer Research
Shaun Bond International Journal of Housing Markets and Analysis
Journal of Property Research
Roger Chiang International Journal of Intelligent Information Technologies
Robert Dwyer Journal of Business to Business Marketing
Journal of Business and Industrial Marketing
Journal of Interactive Marketing
Journal of Marketing
Journal of Marketing Channels

James Evans Benchmarking: An International Journal
International Journal of Process Management and Benchmarking
International Journal of Services and Operations Management
Production and Inventory Management Journal
Craig Froehle Manufacturing and Service Operations Management
Journal of Operations Management
Michael Fry Decision Sciences
Journal of Quantitative Analysis in Sports
Lawrence Gales Journal of Engineering Technology and Management
John Glascock International Journal of Managerial Finance
Journal of Property Research
Journal of Real Estate Finance and Economics
Journal of Real Estate Research
The Singapore Real Estate Times
Elaine Hollensbe Academy of Management Journal
Frank Kardes Behavioral Marketing Abstracts
International Journal of Research in Marketing
Journal of Consumer Psychology
Journal of Consumer Research
Marketing Letters
James Kellaris Christian Business Academy Review
Psychology and Marketing
David Kelton European Journal of Operational Research
INFORMS Journal on Computing
Institute of Industrial Engineers Transactions
International Journal of Simulation Modeling
Proceedings of the 2009 Winter Simulation Conference
Second International Conference on Engineering Systems Management
Simulation: Transactions of the Society for Modeling and Simulation International
Sixth St Petersburg Workshop on Simulation
Corporate Finance Review
Credit and Financial Management Review
Global Finance Journal
Ana Leonard Gender and Diversity in Organizations
Journal of Management Studies
Alexandre Lopes FACEF Pesquisa
Suzanne Masterson Academy of Management Journal
Academy of Management Review
Organizational Behavior and Human Decision Processes
Charles Matthews Journal of Small Business Management
Interfaces
Uday Rao International Journal of Inventory Research
Production and Operations Research
Amit Raturi Journal of Operations Management
Production and Operations Management Journal
David Rogers Computers and Operations Research
International Journal of Operations and Quantitative Management
Production and Inventory Management Journal
Ann Welsh Management Learning
Journal of Management Spirituality & Religion
B.J. Zirger IEEE Transactions in Engineering Management
Myron “Mike” Ullman III understands the value of a makeover. As chairman and chief executive officer of the J.C. Penney Company Inc., Ullman has aggressively overhauled the 108-year-old retail chain to boost its profile and earnings. He has signed on stylish designer brands, including Ralph Lauren, Nicole Miller and Liz Claiborne, and boosted the appeal of JCPenney’s own products. To herald these changes, the CEO of the Plano, Texas-based company premiered an advertising campaign during the 2010 Academy Awards broadcast with the apt slogan “New look, new day, who knew.”
Ullman credits his winning strategy to both the improved quality of JCPenney’s merchandise and the improved interactions between sales employees and customers. “To be successful in business, you have to motivate people and get them to work together in teams,” he says. “The more you care about their welfare, the better they will do and the better the company will do.”

**EARLY LESSONS ON THE JOB**

The University of Cincinnati alumnus has learned such people skills the hard way. After graduating from the UC College of Business with a bachelor of science in industrial management (BSIM) in 1969, he worked for IBM and then returned to the university seven years later to join the administration as a business officer. While attending a football game, Ullman accidentally slammed a car door on then UC President Henry Winkler’s hand. If that gaffe wasn’t bad enough, the young administrator again injured Winkler during a game of racquetball, giving him a black eye.

“It certainly taught me humility,” says Ullman of his youthful mishaps. He recovered the respect and support of his boss by working harder and, with Winkler’s help, was promoted to a vice presidency. “He had a lot of confidence in me, more than I had in myself,” notes the JCPenney CEO of his first mentor. “That led me to realize you have a better chance of succeeding if you make your associates and colleagues successful rather than focusing on yourself.”

Those early lessons helped Ullman thrive in the retail industry, starting from the ground up at Federated Department Stores’ Sanger Harris chain in Dallas. Working
in the stockroom came as something of a shock, he admits, after spending the previous year as a White House fellow, globe-trotting with President Ronald Reagan’s U.S. trade representative, William Brock. “I went from the White House to the warehouse,” he recalls of his transition in the early 1980s. “I had to humble myself and learn about new ways of merchandising and working with associates.”

The budding retailer went on to acquire management experience by running Wharf Holdings, Ltd., a Hong Kong conglomerate owned by a UC classmate, Peter Woo, A&S ’70, Hon. ’94. He recommends that business majors cultivate such beneficial friendships during their student days by getting involved in different organizations on campus. “It is as much about the people you meet as it is about the organizations,” Ullman says. He encourages graduates to keep in touch through alumni groups, acknowledging, “that may not always be easy, but it is usually worth the time spent.”

LEADERSHIP THROUGH CHARITY WORK

Volunteering has always been a part of Ullman’s career with payoffs both personal and professional. Such unpaid work in an orphanage while living in Hong Kong led the businessman and his wife, Cathy, DAAP ’70, to adopt two Chinese girls and finally have the daughters they always wanted in a family of four sons. Both the girls and Ullman cope with different medical issues, and these personal struggles have led the businessman to get involved with health-related charitable projects, including the building of the children’s hospital at the University of San Francisco.

For business students, he says, working for a not-for-profit organization can be as valuable as corporate experience. Ullman currently serves on the boards of Mercy Ships International, a global medical effort, and the New Hampshire-based charity FIRST, which sponsors robotic competitions to motivate high school students to pursue careers in science and technology. His advice to recent graduates who can’t find a job during the current economic recession is to “volunteer for a charity or a community group where your skills will be put to good use and you can develop leadership abilities. Giving back is more important than ever these days.”

During the June 2010 Store Manager Leadership Conference, the JCPenney CEO addressed over 1,000 store managers (top) and made time to interact with associates afterwards (bottom).
Ullman’s neuromuscular condition, which prevents him from walking long distances, was diagnosed in the 1980s, but it didn’t slow him down. In 1989, he joined R.H. Macy & Co. Inc., and, when the company faced bankruptcy five years later, he sold the retail chain to his former employer Federated Department Stores. He stayed on after the merger to help with the transition and then landed a job at Duty Free Stores Group Limited (DFS), the world’s largest travel retailer, where he was chairman and chief executive officer.

After DFS was bought by the French conglomerate LVMH Moët Hennessy • Louis Vuitton S.A. (LVMH), Ullman joined that parent company to serve as director general, group managing director of its luxury brands, including Louis Vuitton, Christian Dior and Givenchy. The new job meant traveling between LVMH’s headquarters in Paris and his family home in San Francisco. That long commute and concerns about his health led Ullman to retire in late 2001 and move to his ranch in Colorado where his wife raises horses and miniature animals. He served on various corporate boards, including those of Starbucks, Polo Ralph Lauren and Segway, whose transporter he often rides.

Ullman joined JCPenney in 2004 after company board member and Washington, D.C., powerbroker Vernon Jordan Jr. decided he was the right man for the job during a meeting at his Martha’s Vineyard home. Ullman wavered on whether he should accept the position but ultimately saw it as an opportunity to complete his unfinished career.

In carving out a more upscale identity for the JCPenney chain, Ullman has tapped his retail experience to build the brand. In 2006, the CEO convinced Sephora, a French cosmetics company purchased by LVMH under his watch, to set up European-style boutiques within JCPenney stores. Ullman then hired the fashion company Polo Ralph Lauren, for which he previously served as a director, to produce a line of “American Living” designs. He opened a flagship store in Manhattan in 2009 to give his former employer Macy’s a run for its money and now has plans to open two more big-city stores in New York City and San Francisco later this year.

Still, his battle to win the hearts and pocketbooks of customers isn’t over. “There is still the misperception about our company that we haven’t changed,” Ullman says. “Part of business leadership is staying ahead of the trends, and figuring out future opportunities as opposed to what is being done today. You should expect to see something new every time you come into our stores.”

As for his enthusiasm for the retail world, Ullman says he developed it during his undergraduate days at UC. Through the university’s co-op program, the retailer discovered he did not want to be an engineer and, instead, pursued courses in business. “I learned the importance of taking on different kinds of experiences and then pursuing what I was passionate about. Being passionate about what you do is important.”

The UC College of Business caters to the growing business need for employees with in-depth knowledge in functional areas by offering students the option to obtain both an undergraduate bachelor of business administration (BBA) and graduate master of science (MS) degree in only five years. Currently, two departments are offering the combined degree program—accounting and information systems.

Combination degree programs allow undergraduate students to declare early in their college career the desire to move into a master’s degree program in their discipline. After completing core business classes and undergraduate requirements, students transition seamlessly into graduate courses and professional training seminars. Specialized advising keeps them on track. Not only do students receive advanced training, they also gain an advantage in the job market.

“Today’s job competition is intense and often global,” notes Marianne Lewis, associate dean for undergraduate programs. “The BBA/MS option gives our graduates an edge, providing deep specialization to develop greater skills, expertise and confidence than a traditional undergraduate major.”

SYSTEMATIC SUCCESS

The master of science in information systems (MS-IS) has already proven it develops highly sought professionals—domestic graduates enjoy a 100 percent placement rate with major firms throughout the country. Undergraduate students are quick to see that the added value of completing a master’s degree before entering the job market creates a substantial competitive advantage.

The combination of the BBA and MS programs allows students to learn both broad business concepts and specialized skills in their fields. Students first practice core business concepts, including accounting, management and marketing, as well as the introductory stages of their discipline, during their time as an undergraduate. After completing the foundational courses in their discipline, students transition to a more specialized focus at the graduate level, making them highly valued professionals with technical know-how and management expertise.

“The combined degree allows students to extend the technical knowledge they have obtained in the undergraduate program and take their careers to the next level by using the additional year to cover more advanced technical topics,” says Alex Lopes, assistant professor of information systems and academic director of the MS-IS program.

This specialized training is so invaluable that the MS-IS program often “runs out” of domestic graduates to fill positions with the wide network of companies that rely on the program to produce their top new employees. The program has also successfully found co-op positions for nearly all eligible students.

Employers appreciate the academic training and hands-on experience imparted by the program, but they are also impressed by the professionalism and management potential of its graduates.

“I’ve always considered the interns [from the MS-IS program] as being well-prepared for the rigor and unpredictable challenges of SAP’s Global IT department,” says Wilson L. Moyer, regional support engagement manager, SAP America. “They arrive and are immediately productive and effective, impressing their colleagues, managers and customers alike.”

The master’s degree portion of the program not only teaches students technical skills, it also shows them how to be good managers. Courses offering management techniques and skills, combined with courses like the CIO Forum—where each class is taught by a CIO from a company such as GE, Citigroup or Kroger—allow students to learn management skills firsthand. These and other experiences are designed to mold students in the combination programs into career professionals.

“Once the student transitions from the BBA to the MS-IS, there are additional resources such as communication workshops and speaker series with representatives from industry who help students to plan their careers,” says Lopes. He cites the program’s focus on professional preparation as key to graduates’ placement success. “It is all about preparing our young people to excel in their careers.”

COUNTING OUT THE COMPETITION

Like the BBA/MS-IS, the BBA/MS-accounting program allows students to complete both a bachelor’s and a master’s degree, as well as obtain the required courses to sit for the Certified Public Accountant (CPA) exam. The combination program thoroughly prepares students for the exam, which expands their job opportunities after graduation.

Many students in traditional undergraduate programs find that eligibility to take the CPA exam requires additional coursework beyond that required for their degree. The combined program provides those extra hours while conferring an additional degree in the field and further widening students’ skill sets in specialty accounting areas such as tax and auditing.

“Most students that want to be accountants know they want to be accountants when they apply to college,” notes Tim Sale, professor of accounting and academic director of the MS-accounting program. “Providing this combined program allows them to pre-plan their college experience, work in co-op opportunities and begin networking in the field far before students who have not defined their career path so early.”

A COMPLETE ADVANTAGE

As graduates from the combined degree programs hit the job market, employers will learn firsthand how valuable the combination of business principles, discipline depth and professionalism training is to their organizations. As the MS-IS program has shown, these graduates are highly desirable, often recruited by top firms seeking employees who can hit the ground running. Graduates from other universities will have a tough time competing with professionals who already have it all courtesy of the UC College of Business.

Stephanie Mangus, MBA ’09, former assistant director of college relations at the UC College of Business, is a PhD student at Louisiana State University.
Combined Degree Programs Place Graduates Ahead of the Competition

BY STEPHANIE MANGUS
When it comes to UC graduate degrees, there are a lot of choices on the menu. The university offers more than 200 master’s and doctoral degrees in professions ranging from aerospace engineering to women’s studies. But what the vast majority of these professions have in common is the need for a basic business understanding.

“Graduate students at UC’s various colleges develop deep technical and clinical expertise,” says Drew Boyd, director of the MS-marketing program. “Yet they often lack business and commercial skills to take full advantage of their new degree in the marketplace.”

The need for core business skills also extends into industry. “Companies thrive on customer and market insights,” Boyd explains. “Manufacturers, distributors, service firms and marketing research consultancies need to constantly refresh the skills of key personnel to compete effectively.”

With world-class faculty, extensive corporate connections and comprehensive course offerings at the graduate level, it wasn’t long before the UC College of Business came up with a single solution to both of these challenges: a graduate certificate program.

**THE RIGHT INGREDIENTS**

The UC College of Business is home to a unique variety of specialized graduate programs, including four master of science degree tracks, MBA programs for full-time students and working professionals with multiple concentrations and a doctoral program with six different areas of study. Now, the college is taking things to the next level, recalibrating its existing expertise into a new format designed to be accessible to everyone from students across campus to professionals throughout the Greater Cincinnati region.

“[With the graduate certificate program,] we’re delivering well-thought-out blocks of content that will help people advance in their careers,” says Chris Allen, associate dean for graduate programs and Arthur Beerman Professor of Marketing.

A certificate program allows the college to expand its impact on the professional community while remaining a leader in the business school marketplace. According to the international Association to Advance Collegiate Schools of Business (AACSB), out of 469 accredited business schools in the United States, only 37 offer graduate certificates.

**THE STARTER COURSE**

First on the plate is the graduate certificate in marketing, which welcomes its inaugural cohort in fall 2010. The program offers four tracks—practice building, corporate marketing, creative services marketing and technical sales—customized to meet the needs of students and professionals in a wide variety of fields. Certificate students take marketing classes alongside current MS and MBA students in the College of
Graduate Business Certificates Cater to Students and Professionals Alike

BY LISA GROH

Business, bringing with them a diverse mix of perspectives that enriches the learning experience for all business students.

Sixteen credit hours later, program graduates are ready to enter—or continue in—the workforce, armed with a solid foundation in the latest marketing knowledge. If they decide to pursue further study, they can even apply the courses they’ve taken to an MS-marketing degree or MBA concentration.

EXPANDING THE MENU

The college is already planning future certificate offerings. They see the potential for at least four more certificates in fields such as operations excellence, international business, strategic management and innovation. Corporate partners such as GE Aviation, Kroger, Ethicon Endo-Surgery and Luxottica Retail have shown great interest in these new offerings and are providing input to ensure the certificates under development will serve the needs of working professionals. The proposed certificates would not only involve business faculty from diverse professions, but also tap expertise from other colleges at UC, such as the College of Design, Architecture, Art, and Planning.

“When we are able to reach out and collaborate with colleagues in other parts of the university…that is changing the way we do business here at the University of Cincinnati and giving our students something very unique,” says Allen.

A comprehensive menu of certificate programs will provide unique options for anyone from UC students looking for a knowledge boost to current professionals who want to get ahead in a tough job market, change industries or simply broaden their knowledge of cutting-edge market trends.

The first certificate alone “will fill the need for a lot of companies who have to improve their competitiveness without the expense,” says Boyd. “They can improve their marketing prowess with a much more manageable bite of money and time.”

That’s certainly a satisfying solution for anyone who wants to maximize their value in the workplace.

Lisa Groh, MA English ’09, is a freelance writer living in Cambridge, Ohio.

UC’s business graduate certificate program has already caught the eye of one corporate partner: GE Aviation. The company has offered to provide funding and feedback for the development of upcoming certificates, in exchange for guaranteed seats for its employees.

“The graduate certificate program will allow GE Aviation the ability to uniquely leverage the MBA curriculum for the development of key capabilities needed for commercial leaders in our business,” says Paul Lutmer, manager of commercial leadership development at GE Aviation. “The program allows the flexibility to define an individualized path through the curriculum based on an employee’s specific capability gaps.” Specifically, GE Aviation has expressed interest in certificates in operations and supply chain management, government regulations and the global economy and strategic leadership skills.

“I like to think of GE as our lead corporate partner,” says Allen. “Through their involvement, we have the opportunity to attract other companies.” The forthcoming certificate programs, scheduled to launch in 2011, will be available to professionals outside of GE Aviation, on a space available basis.
“Life is about work, work is about life, and both are about people” according to Keith Ferrazzi and Tahl Raz, authors of Never Eat Alone: And Other Secrets to Success, One Relationship at a Time. They predict that “the dynamic of our society, and particularly our economy, will increasingly be defined by interdependence and interconnectivity.”

For recent graduates and career professionals seeking a change, the importance of making connections has never been greater than it is today. In 2009, there were 4.1 million jobs lost, resulting in a current national unemployment rate of 9.5 percent. Job growth has slowed significantly. With fewer jobs available and increased competition for those few, achieving success requires a new approach to a traditionally proven method.

Historically, networking has been the most effective strategy for securing a new position—80 percent of those currently employed attribute their success to networking. However, social media offers job seekers an opportunity to locate and connect with people and companies in faster, and more extensive, ways.

With social media mainstays boasting millions of users—including Facebook at 200M, LinkedIn with 35+M and Twitter at 18.1+M—we can now become super-connectors, communicating with people around the world to create opportunities and relationships that enhance our careers and personal development.

At the same time, corporate recruiters (and college admissions representatives) are using Facebook, LinkedIn and Twitter as primary resources to identify and select appropriate candidates. Social media has removed the barriers to finding and interacting with people we might not know personally.

So how can job seekers make the best use of this powerful medium to attract, connect and communicate with employers?

Dan Schwabel, author of Me 2.0: Build a Powerful Brand to Achieve Career Success, suggests that only 10 percent of a candidate’s time should be spent engaging in traditional search activities (e.g., posting resumes on company websites and job boards) while 90 percent should be devoted to using social media to:

• Brand themselves as someone who has the skills, experience and passion to do the job and is also eager to contribute;
• Blog to share their expertise and demonstrate thought leadership;
• Become active on Twitter and maximize LinkedIn’s capabilities; and
• Create a video résumé and upload it to YouTube.

Building personal relationships has always been important to career success, but social media expands these opportunities. According to Schwabel, “the most successful job searches come from those who have already built up strong networks, both online and off.”

To integrate this new-age approach with the traditional approach you’ve already been using, visit these resources to learn more about how you can tap into social media to meet your career goals:

• LinkedIn: mashable.com/guidebook/linkedin
• Twitter: mashable.com/guidebook/twitter
• Facebook: mashable.com/guidebook/facebook

Susan McCord is the associate director of career services at the UC College of Business.
The UC College of Business strategic plan guides the college toward its vision of becoming a leading urban institution.

During the 2009–2010 academic year, the UC College of Business continued to make progress on key elements of its strategic plan.

As part of university restructuring, the college approved the bachelor of science in hospitality management (BSHM) as a new undergraduate program for the 2010–2011 academic year. Incorporating the program into the college provides BSHM majors access to business courses that will complement their chosen field and increase their competitiveness in the job market. The college also approved the fall 2010 launch of eight specialized business minors—in areas such as marketing, finance and international business—which will provide business skills to students from other disciplines, such as engineering, design and health sciences.

The graduate programs office relaunched the part-time Blue Ash MBA to provide working professionals in Cincinnati’s northern suburbs with access to the college’s U.S. News & World Report-ranked MBA programming; the first cohort started in March 2010. The college also approved the fall 2010 launch of a graduate certificate in marketing. This 16-credit-hour program provides practical marketing skills to experts in any discipline, expanding the reach of the college.

Preparing for the Association to Advance Collegiate Schools of Business (AACSB) reaccreditation has been at the forefront of strategic planning. The college hosted a pre-visit of the accreditation team chair to assess needs and suggested actions before the college’s official visit in November 2010. Administrators are gathering data and information to present to the accreditation team, including a newly defined set of assurance of learning guidelines to assess student progress and success in the various academic programs.

The college continued preparations for the university conversion to a semester-based academic schedule in fall 2012. Viewing the conversion as an opportunity for program improvement and innovation, business faculty and administration revised courses and curriculum structures ahead of schedule to ensure a seamless transition for both students and employers.

The Lindner Hall auditorium underwent a major renovation this summer thanks to a generous donation from Bob and Rose Fealy. The classroom will host its first term of courses later this fall with added distance-learning capabilities, improved audio/visual resources and an entire new physical design.

In June 2010, the college’s national decanal search concluded with the appointment of David M. Szymanski, PhD, as the ninth UC College of Business dean. Dean Szymanski joins the college from Texas A&M University where he held the JCPenney Chair of Retailing Studies and served as director of the Center for Retailing Studies. With his academic strengths and leadership qualities, Dean Szymanski is well-positioned to advance the mission and standing of the College of Business.
ENROLLMENT STATISTICS

UNDERGRADUATE ENROLLMENT
HEAD COUNT, FALL QUARTER 2010

GRADUATE ENROLLMENT
HEAD COUNT, FALL QUARTER 2010

INSTRUCTIONAL FTE*
FALL QUARTER 2010

FRESHMAN RETENTION
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 2009</td>
<td>392</td>
<td>335</td>
<td>85.5%</td>
</tr>
<tr>
<td>Fall 2008</td>
<td>423</td>
<td>370</td>
<td>87.5%</td>
</tr>
<tr>
<td>Fall 2007</td>
<td>414</td>
<td>350</td>
<td>84.5%</td>
</tr>
<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>
</tbody>
</table>

*Instructional Full-Time Equivalent (FTE) is total credit hours produced divided by 15, which represents a full-time student's credit-hour load.
Despite the national trend of declining b-school enrollments, the UC College of Business experienced increased undergraduate and graduate headcounts, following UC’s overall growth trend. Collegiate restructuring—such as the transfer of new programs to the college—accounts for the slight decrease in freshman retention. Continued innovation of offerings will provide sustaining positive impact for the future.
## General Funds Expenditures Summary

<table>
<thead>
<tr>
<th></th>
<th>FY10</th>
<th>FY09</th>
<th>Yoy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty Salaries</td>
<td>$10,337,808</td>
<td>$9,967,727</td>
<td>$370,081</td>
</tr>
<tr>
<td>Staff Salaries</td>
<td>$2,058,029</td>
<td>$1,872,325</td>
<td>$185,704</td>
</tr>
<tr>
<td>Student Salaries</td>
<td>$805,197</td>
<td>$663,247</td>
<td>$141,950</td>
</tr>
<tr>
<td>Benefits</td>
<td>$3,920,917</td>
<td>$3,733,953</td>
<td>$186,964</td>
</tr>
<tr>
<td><strong>TOTAL PERSONNEL</strong></td>
<td>$17,121,951</td>
<td>$16,237,252</td>
<td>$884,699</td>
</tr>
<tr>
<td>Operating</td>
<td>$600,629</td>
<td>$389,466</td>
<td>$211,163</td>
</tr>
<tr>
<td>Scholarships</td>
<td>$2,137,349</td>
<td>$1,719,628</td>
<td>$417,721</td>
</tr>
<tr>
<td><strong>TOTAL NON-PERSONNEL</strong></td>
<td>$2,737,978</td>
<td>$2,109,094</td>
<td>$628,884</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td>$19,859,929</td>
<td>$18,346,346</td>
<td>$1,513,583</td>
</tr>
</tbody>
</table>

*Information Technology and Instructional Equipment Fee (ITIEF)*

*Executive Education closed in FY2009*
Despite economic challenges and uncertainties during fiscal year 2010, the UC College of Business remained committed to providing the highest quality educational experience to our future business leaders. The college focus continues to promote accountability by improving efficiency and productivity, while still investing in quality programs and services.

## DESIGNATED ACCOUNT EXPENDITURES

<table>
<thead>
<tr>
<th></th>
<th>FY10</th>
<th>FY09</th>
<th>YOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>ITIEF¹</td>
<td>$749,112</td>
<td>$687,286</td>
<td>$61,826</td>
</tr>
<tr>
<td>International Business</td>
<td>$246,006</td>
<td>$498,153</td>
<td>-$252,147</td>
</tr>
<tr>
<td>Executive Education²</td>
<td>$114,180</td>
<td>$114,180</td>
<td>-</td>
</tr>
<tr>
<td>Economics Center</td>
<td>$161,672</td>
<td>$406,617</td>
<td>-$244,945</td>
</tr>
<tr>
<td>Other Designated</td>
<td>$181,721</td>
<td>$442,900</td>
<td>-$261,179</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>$1,338,511</strong></td>
<td><strong>$2,149,136</strong></td>
<td><strong>-$810,625</strong></td>
</tr>
</tbody>
</table>

### EXTERNAL REVENUE SUMMARY

<table>
<thead>
<tr>
<th></th>
<th>PROCEEDS FROM ENDOWMENTS</th>
<th>ANNUAL GIVING</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholarships</td>
<td>$364,370</td>
<td>$251,413</td>
<td>$615,783</td>
</tr>
<tr>
<td>Operating</td>
<td>$1,561,714</td>
<td>$2,019,313</td>
<td>$3,581,027</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>$1,926,084</strong></td>
<td><strong>$2,270,726</strong></td>
<td><strong>$4,196,810</strong></td>
</tr>
</tbody>
</table>
BOLD VISION
Aligned with the university’s strategic plan, our vision is to be a leading business college. To reach that vision, we develop our students into collaborative, creative and global business leaders. As a highly valued partner for our business community, we will be an engine for innovation and a catalyst for growth in Greater Cincinnati and beyond.

STRONG TRADITION
Reflecting the business world, the UC College of Business faces increasingly complex global markets, changing demographics, intense competition and a demand for innovation. As leading provider of human capital for our community, our college is a driver for the region’s economy. Our programs’ distinctive multidisciplinary opportunities capitalize on UC’s strength in engineering, law, medicine and design. As such, our graduates are poised to compete in an increasingly innovation-driven and global economy.

As part of a top 20 public, research university, College of Business faculty members routinely create and share knowledge with our partners. Their work has helped improve operations at Cincinnati Children’s Hospital Medical Center, taken best practices from American businesses to China and spurred innovation throughout the college itself.

Establishing partnerships remains one of the college’s greatest strengths. Our academic and outreach centers provide the ideal platform for continuing education, applied research and business community engagement.

AMBITIOUS GOALS
The successful completion of this campaign will provide additional private support for several key college goals.

- Increase support for high-achieving students through our undergraduate honors and graduate programs, with further enhancements to our Kolodzik Business Scholars program, continued support of our Lindner Honors-PLUS program and forward momentum in high-caliber master’s degree enrollment.

- Enrich the College of Business’ thriving academic programs and centers, providing needed expertise to our graduates, the business community and beyond.

- Upgrade infrastructure with renovations to Lindner Hall to provide an improved venue for prominent speakers and events, offering students and the community amenities consistent with top business programs.

Endowed Chairs & Professorships $25 million

<table>
<thead>
<tr>
<th>TO DATE*</th>
<th>GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9.1M</td>
<td>$25M</td>
</tr>
</tbody>
</table>

Program Support & Academic Centers $20 million

<table>
<thead>
<tr>
<th>TO DATE*</th>
<th>GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$16.1M</td>
<td>$20M</td>
</tr>
</tbody>
</table>

Lindner Honors-PLUS & Kolodzik Business Scholars $15 million

<table>
<thead>
<tr>
<th>TO DATE*</th>
<th>GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9.9M</td>
<td>$20M</td>
</tr>
</tbody>
</table>

Services Support $5 million

<table>
<thead>
<tr>
<th>TO DATE*</th>
<th>GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$9.9M</td>
<td>$20M</td>
</tr>
</tbody>
</table>

Lindner Hall Renovation, Improvement & Expansion $10 million

<table>
<thead>
<tr>
<th>TO DATE*</th>
<th>GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2M</td>
<td>$10M</td>
</tr>
</tbody>
</table>

COLLEGE CAMPAIGN GOAL | $ 75 Million

<table>
<thead>
<tr>
<th>TO DATE*</th>
<th>GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>$37.1M</td>
<td>$75M</td>
</tr>
</tbody>
</table>

*Total as of June 30, 2010
With your gifts we fund scholarships, attract and retain the finest faculty and enrich learning through cutting-edge classroom and real-world experiences as well as provide the finest facilities and technology available. The following charts reflect the college’s endowment and donor resources from July 1, 2009, to June 30, 2010.
HONOR ROLL OF DONORS

LIFETIME DONORS

Circle of Honor Benefactors cumulative $1 million+

W.G. Pete Alpaugh
Anonymous
Mr. & Mrs. Elroy E. Bourgraf
Bob & Rose Fealy
Marjorie A. & Nordwood C. Geis
Mr. & Mrs. John B. Goering
Dr. Timothy E. & Mrs. Janet L. Johnson
Marvin P. Kolodzik
Carl & Edyth Lindner
Michael D. Rose & Debbi Fields Rose
Virgil M. Schwarm
Richard E. & Cornelia P. Thornburgh
Margaret K. & Michael D. Valentine
Sharon B. & James R. Weinel
Sharon K. & Donald E. Weston

Donors cumulative $10,000+

Mr. & Mrs. Daniel J. Westerbeck Jr.
Mr. & Mrs. Richard W. Warshaw
Mr. & Mrs. Ronald F. Walker
Mr. & Mrs. Everett F. Telljohann
John & Rae Ann Mang
Troy & Michele Neat
Jacki L. & Kirk L. Perry
Daniel A. Plau
Mr. & Mrs. David F. Price
Alan & Marla Robbins
Raymond D. & Dorothy J. Sheakley
Richard E. & Cornelia P. Thornburgh
Margaret K. & Michael D. Valentine
George & Rosamond Vredeveld
Elizabeth & Joseph Zirkelbach
Estate of Patricia Erman
Estate of George W. Schneider III

Gold Level annual $5,000 to $9,999

James Barrett Buse & Diane M. Buse
Mr. & Mrs. Michael J. Conaton
Mr. & Mrs. Theodore H. Emmerich Jr.
Carl R. & Ann M. Gross
Fred Habeger
Dr. Timothy E. & Mrs. Janet L. Johnson
Mr. & Mrs. Pedro Martini
Mr. & Mrs. Malcolm C. Myers
Mr. & Mrs. Paul G. J. M. Polman
Richard F. & Burton O. Roehr
Michael D. Rose & Debbi Fields Rose
Mr. & Mrs. Warren Sherman
V. Clark & Ellen P. Sole
Mr. & Mrs. James L. Stone
Carol G. Talbot
Mr. & Mrs. Everett F. Telljohann
W. Thomas & Marilyn Van Etten
Mr. & Mrs. Carl R. Whittenburg
Steve & Kathy Wilson
Mr. & Mrs. Walter D. Wood

Silver Level annual $2,500 to $4,999

Anonymous
Mr. & Mrs. Les B. Artman
Mr. & Mrs. Thomas A. Barefield
Mr. & Mrs. Ronald F. Walker
Mr. & Mrs. Richard W. Warshaw
Mr. & Mrs. Daniel J. Westerbeck Jr.
Marguerite R. Whitney

ANNUAL DONORS

Founders Level annual $10,000+

Susan S. Alexander
W.G. Pete Alpaugh
Anonymous
Robert O. Bastide
Walter W. Becky II
Bert & Carol Cannon
Clifford H. Coors
Thomas D. & Mary M. Croft
Mr. & Mrs. Richard K. Davis
Adam C. Eling
Bob & Rose Fealy
Mr. & Mrs. Jerry L. Fritz
Paul D. & Sherry L. Green
Richard D. Hannan
Richard W. & Marcia E. Holmes
Myron L. Hughes
Patricia L. Klingbiel & Sean P. Connell
Carl & Edyth Lindner
John & Rae Ann Mang
Troy & Michele Neat
Jacki L. & Kirk L. Perry
Daniel A. Plau
Mr. & Mrs. David F. Price
Alan & Marla Robbins
Raymond D. & Dorothy J. Sheakley
Richard E. & Cornelia P. Thornburgh
Margaret K. & Michael D. Valentine
George & Rosamond Vredeveld
Elizabeth & Joseph Zirkelbach
Estate of Patricia Erman
Estate of George W. Schneider III

Bronze Level annual $1000-$2499

Estate of George W. Schneider III
Elizabeth & Joseph Zirkelbach
Mr. & Mrs. John D. Wayne
George & Rosamond Vredeveld
Mr. & Mrs. Marvin Abrinica
Mr. & Mrs. Jose Abirached Jr.
Rebecca A. Abel-Kennedy
Mr. & Mrs. T. J. Mangold
Prof. Samuel J. Mantel Jr.
Dr. & Mrs. Charles H. Matthews
Judith A. & H. Kent Mergler
Mr. & Mrs. Kenneth C. Meyer
Sean Miller
Tom & Pam Mischell
John N. Morris
Jacqueline C. Neumann
E. Owen Newell
Dan Neyer
Mr. & Mrs. William L. Neyer
Laura C. Nixon
Kenneth G. Oaks
Dr. & Mrs. Robert C. Ortner Jr.
Anthony Paolone
Mr. & Mrs. Michael J. Paxton
Joan G. Peck
Mr. & Mrs. James Pitzer
Drs. Amitabh & Anita Raturi
Carolyn S. & Dale D. Rayney
Margaret P. Reed, PhD
Mr. & Mrs. Jeff W. Rexhausen
Jeri B. Ricketts, PhD
Mr. & Mrs. William T. Robinson III
Mr. & Mrs. Daniel & Dr. Susan Sadlier
Ning Shao & Yan Yu
John Q. Sherman II
Mr. & Mrs. Timothy E. Stautberg
Mr. & Mrs. Joe Sunderman
Victoria Sunderman
Jennifer R. Taunton
Mr. & Mrs. David M. Tedman
Dr. Timothy Vizeer
Dr. William M. & Patricia D. Whitaker
Allen G. Zaring III
Billie J. Zirger, PhD
Rosemary F. Zureick

Donors annual $1 to $999

Mamdouh M. Abdallah
Rebecca A. Abel-Kennedy
Mr. & Mrs. Jose Abirached Jr.
Dr. Alan R. Abraham
Mr. & Mrs. Marvin Abrinica
Eric M. Abroms
Martin L. Ackerman
Robert M. Ackerman
James H. Acton Jr.
Edmund J. Adams
John C. Adams
Steven J. Adams, PhD
Sarah L. Adams
Mr. & Mrs. Satish R. Adige
Ronald W. Adkins, Sr.
Nabila Ahmad
Alfonso J. Ahuja

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 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, 2009, and June 30, 2010, and cumulative giving for donors at lifetime recognition levels.
In 1993, the Herman Schneider Legacy Society was founded to recognize University of Cincinnati donors whose legacies to educational excellence are realized through the planned gifts they commit to the university. These individuals listed contribute for the college’s future.

C. Kevin Armstrong
Charles L. Barrgrove, Ph.D.
John F. Carignage
Richard W. & Marcia E. Holmes
Thomas K. Hout
Mark A. Insetta
Dr. & Mrs. Bernard L. Jump, Jr.
Mr. & Mrs. Richard C. Kinstler
David M. Lance
Phillip P. Lantham
Louis H. Lauch, Jr.
Nancy M. Lorenzi, Ph.D. &
Robert T. Riley, Ph.D.
Gary D. Martin
Robert M. McClure
Mr. & Mrs. Edward J. McDonnell III
Ted Mendoza
Shirley M. Merke
Kenneth F. Meyer
Troy & Michele Neat

Robert H. Osborn
Marilyn Z. Ott
Douglas L. Pearn
Mr. & Mrs. Wesley R. Pelling
Jacki L. & Kirk L. Perry
Greg A. Power
Alan & Marla Robbins
Richard F. & Burton O. Roehr
Michael D. Rose
George R. Roy
Herbert H. Seilkop
Genevieve H. Smith
Ralph E. Spitzn
Mr. & Mrs. Everett F. Telljohann
W. Thomas & Marilyn Van Etten
Mr. & Mrs. F. Irving Walsh, Jr.
Marguerite R. Whitney
Walter D. Wood
Edward W. Wuest

Kathleen H. Baenerjee
Ira S. Barash
William E. Barber Jr.
Amy E. Barker
Daniel M. Barlow
Clifford T. Barnett & Julie Barnett
Ruth Barney
Charles L. Barrgrove, PhD
Thomas J. Bartlett
Robin D. Bartley
Alton B. Barton Jr.
Glennelynn J. Barty
Rodney E. Baskerville
William G. Bates
Tricia Bath
Gayle Baugh, PhD
Jeffrey Bayer
Mohamed E. Bayou, PhD
Bilby Beach
Celise D. Bealer
Nolan M. Bean
Jeffery H. Beauchamps
Andrew E. Becker
Dr. & Mrs. Michael W. Becker
Kevin J. Becker
Thomas J. Beckert
John C. Beiersdorfer
& Dianne L. Beiersdorfer
Joey C. Beischel
Mr. & Mrs. Joseph J. Bell Jr.
Michael R. Bell
Timothy L. Bell
Bryan M. Bender
Paul A. Bendik
Angelo G. Bendetti
Christine M. Benken
Mr. Lawrence F. Benken
Thomas R. Benken
John C. Benson
Mark S. Benya
Dominic M. Berardini
Joseph L. Berkemeyer
Ronald R. Bernt
Thomas B. Bernheimer

Brian Berning
Monique Bernstein
Jack L. Berry
Mr. Greg Berting
Mr. & Mrs. Paul W. Bessire
Mr. & Mrs. Robert T. Betz
Jeffrey L. Bevan
I. Narayana Bhat
Richard N. Bialac, PhD
Daryl N. Bible & Marylee B. Bible
George J. Binder
Jonathan M. Binder
Christopher D. Binglegi
Kenneth J. Blakeley
& Cathy L. Blakeley, CPA
Joseph E. Blankenship II
Paul E. Blessing
Vincent G. Blessing
Jefferi A. Bley Jr.
Robert H. Blue
Mr. Robert Boas
Janette F. Bobot
Tamara A. Boddie
Stanley R. Boehmer
Dr. & Mrs. Raymond G. Bogart
John W. Bold
Ralph L. Bollino
Dr. Shaun A. Bond
Stephen Boord
Robert G. Borack
Jonathan D. Borman & Diane K. Borman
Kelly Borman
Theodore F. Bosnak
Mr. & Mrs. David F. Bosse
Brian G. Botos
Lori L. Bowden
Stephen R. Bowe
Earl R. Bowers Jr.
Charles W. Bowman
Dennis J. Bowman
Prof. Drew Boyd
Caroline K. Boyer, PhD
James T. Boyle
Jeanne L. Boyle
Mr. & Mrs. Jon F. Bradford
Elonda R. Bradley
George H. Bradner Jr.
Mr. & Mrs. James C. Brady
Millard F. Brady Jr.
Martin J. Braffman
Ronald J. Brandstetter
Frank Brandy
Walter J. Brangan Jr.
& Marcia E. Brangan
Daniel A. Brannon & Dain R. Brannon
Susan Branscombe
Richard P. Brant
Orvetta C. Branley
Lawrence H. Braun Jr.
Ralph J. Brefo
Cynthia D. Bregel
Jeffrey J. Brendle & Sherri T. Brendle
Melissa Brenner
John C. Bretttschneider
Todd A. Breuer
Lawrence Brayogle
Dan A. Bricker
Denise A. Brinkman
Herbert C. Brinkman III
Robin J. Brinkman
Joseph E. Brinkmeyer
Carlen R. Brinser
Sedgley Brockett
Mr. & Mrs. T. Brian Brockhoff
Agenes M. Brockman
Kenneth W. Brodbeck
Robert T. Brodbeck
Jenny A. Broh
Lawrence J. Brokamp

Elizabeth H. Bronson
Lora J. Brooks
Richard K. Brooks
David M. Brot
Mr. & Mrs. David P. Brothers
James L. Brothers
Mr. & Mrs. Edward L. Brown
James R. Brown
Jimmie L. Brown
Keith E. Brown
Sarah A. Brown
Stephen M. Brown
Kimberly S. Bruce
Margaret R. Brudnicki
Mark A. Brueggeman
Marlene J. Brueggeman
Joe G. Bruening
Alfred M. Brunner
Mr. Robert Q. Buckles Jr.
Melissa Budig Collins
Robert W. Buechner
Ann K. Buelde
James D. Buescher
Thelma S. Buettinger
David E. Baker
John Buhr & Leslie A. Buhr
David T. Buken
Allan K. Burgei
Margaret A. Burks
Joseph A. Burnett
Gail A. Burns
James J. Burns
Barbara Basse
Thomas V. Busse
Lorraine A. Butcher
Lee A. Butler
James H. Butz
Douglas P. Bybee
Timothy P. Bybee
Terri L. Byczkowski, PhD
Eric D. Calabrese
James M. Cagle Jr. & Barbara L. Cagle
Mr. David S. Cain & Becky A. Cain
Bill E. Calaway
Monica R. Calciano
Robert A. Cambruze
David A. Camiener
Hugh Campbell
John D. Campbell
Douglas J. Cannon
Timothy J. Cantor
Patrick M. Cappel
Richard W. Cappel & Diane M. Cappel
Edward S. Carl
Wayne E. Carlisle
Charles H. Carlson
Christopher A. Carlson
Thomas E. Carlson
Michael A. Carr
Kenneth W. Carroll
Kevin M. Carroll
Mr. & Mrs. Robert E. Carroll
Shirley J. Carroll

nerose A. Caruso
Christopher R. Carville & Jean Carville
M. Charlene Case
William E. Case
Kenton S. Cashell
Jason E. Cass
David R. Castrucci
Lawrence R. Catlett
Patricia A. Caudle
Andrew B. Cedda
Mr. & Mrs. Anthony Cerchio
Charles A. Cerino & Joan M. Cerino
Richard Chaney
Richard R. Chaney
Laura A. Chappell

ANNUAL DONORS (CONT'D)

Roselle D. Albert
Joseph Alderink
James L. Alex
Michael Alexander
Abigail K. Alfred
Cheryl G. Allari
Mary C. Allen
Ralph I. Allen
R. Bruce Anderson
Wayne C. Anderson
Catherine A. Andreas
Mark W. Aninai
LeAnne M. Ankland
Anonymous (6)
Vincent P. Antaki
Capt. Stephen F. Apple
John C. Applegate
Maj. John Arbino
David Arellano
David A. Arko
James Armentrout
Gerald L. Armstrong
Lee A. Armstrong
Ann E. Arnoff
Janet A. Aug
Catharine P. Austing
Lawrence R. Averbeck
Mr. & Mrs. Timothy G. Bachman
Mr. & Mrs. Michael Bachus
Kenneth R. Backus
Lawrence E. Backus
Harry D. Badanes
Ellen M. Baden
LaQuetta M. Baker
Norman R. Baker, PhD
Scott E. Baker
William J. Balbach
Bryan T. Baldasare
Jerome J. Bailey
Anne Balfour
Mr. & Mrs. James D. Ball
Craig J. Ballas & Judy L. Ballas
Jason M. Ballas
Carl A. Bamford & Michele L. Bamford

FALL 2010 | PORTFOLIO 41
Mr. & Mrs. Theodore W. Groene
Donald C. Grome
Luke Gronen
Michael R. Groselose
Lola-Jean Gross
Nancy S. Grossman
Bradley S. Grubbs
& Kimberly K. Lamping
Kyle R. Grubbs & Kristi Grubbs
William R. Gruber Jr.
Deborah Grauinger
John C. Grunkemeyer III
Lawrence L. Grypp
Sonia V. Guerceguieva
Gregory F. Gugger
Daniel Gugui
Daniel Gunyon
Karen R. Gurr
Todd J. Gutekunst
Kristine M. Guzik
Peter J. Hacunda
Dave Hadley
Kenneth W. Hagemeier
& Emily F. Hagemeier
Mr. & Mrs. J. Matthew Hager
August W. Hahn Jr.
Ralph M. Hail
Justin R. Haines
Fred D. Hall
Richard A. Hall, PhD
Thomas Hall
Lori A. Halldow
Teresa M. Halsell
William E. Hamant
William J. Hamilton
& Dr. Mrs. Neil S. Hammerman
Virginia A. Hammond
Jordan Hamons
Douglas L. Hanauer
Roger C. Handeland Jr.
Farid Hanna
Robert W. Hanna, PhD
Steven C. Hansen
Wren M. Hanson
James E. Hansz, PhD
Holly L. Happensack
& Thomas J. Happensack
Elaine V. Harris
Philip Harrison
Steven S. Harrison, PhD
Lauren S. Hart
Laurette D. Hart
Matthew Hart
Jeffrey T. Hassman
Brian C. Hatch
Christopher N. Hatcher
Steven W. Hater
Andrew S. Hathaway
Anita N. Hartungady
Paul C. Hauser
Craig A. Hayden & Linda E. Hayden
Heather Haynes
Timothy L. Huys
Karen Heck
Albert A. Heckmann Jr.
Michael D. Heim
Bob & Sandy Heimann
Richard D. Heimbrock
Mr. & Mrs. Daniel C. Heinenman Jr.
Heidi T. Heinrich
James P. Heinze & Deborah H. Heintz
Charles A. Heis
Robert F. Heitkamp
Gary K. Hellmann
& Donna M. Hellmann
Glenn D. Helmes
Marsha J. Helton
Mr. & Mrs. Kenneth J. Hemmelgarn
Jon J. Hemmer
Jennifer Henderson
Robert J. Hendy
Pamela Henke
Daniel P. Henning
Larry J. Henry
Sherry E. Henry
Barbara B. Hemshaw

John E. Hefpinger
Jay P. Herbert
Daniel D. Hering
William A. Herrig
Julia A. Herrmann
Kiana L. Herron
Richard D. Hershner
Ronald E. Hertel, Jr.
William C. Herweh Jr.
Stephen M. Hester & Joan Bold Hester
Sherry Hetzer
Rudolph E. Heydel Jr.
Teresa M. Hicks
Christine M. Hiernaux
Susan K. Higgins Branch
Robert A. Higgins Jr.
Jack M. Higgs
Adam L. Hildebrand
Richard A. Hildebrand
Helen L. Hildebrand
Leslie J. Hiles
David G. & Susan G. Hill
Scott T. Hill
R. Edward Hines
Mr. & Mrs. Gene Hinterscher
Dr. & Mrs. Robert D. Hirshirch
John P. Hoban
Mr. & Mrs. James R. Hochwalt
Ruey F. Hodapp Jr., Esq.
Randall L. Hoehne
E. William Hoehscher
Nancy J. Hoeting
Chris Hoffman
Lori Hoffman
Mr. & Mrs. Kevin C. Hogan
Mark & Dr. Sonya Hoge
Denis P. Hogya
Telitha A. Holewski
Bryan W. Holland
Jeffrey L. Holland
Jonathan N. Hollandar
Elaine Hollensbe
Edward F. Holman
John H. Holmes, PhD
Cyndy H. Holt
Jeffrey J. Holman
Karen G. Holman
Thomas E. Homan
Corinne Honkomp
Mr. & Mrs. John E. Hopper Jr.
Edward D. Horgan IV
Bryan Horne & Kathryn L. Horn
Susan C. Horter
William A. Horwarth
Gretchen D. Horwitz
Alex J. Howell
Mark L. Hoyt
John Hubbard
Michael J. Huber
Gerald D. Huculak
Lisa A. Hudak & Brian J. Hudak
Mr. & Mrs. Brian G. Hudock
Martin J. Huesmann
John A. Huesing & Carol L. Huesing
Chris L. Huff
Jeffrey L. Hughes
William B. Humo Jr.
Tom & Marta Humes
Mr. & Mrs. Jay W. Hummel
James L. Hummelford II
Mr. & Mrs. David A. Hunt
Karol E. Hunt
Mr. & Mrs. Stephen J. Hunt
Wendy J. Hunt
Norbert B. Hunter Jr.
Alex Huron
Stephen Hutzel
Kenneth W. Iding
Rachel L. Idrakovich
David A. Igel
Richard M. Blended
William C. Blended
Lisa M. Imhoff
Catherine D. Ingram
Dr. & Mrs. C. Thomas Innis
Mark S. Inzetta

Wesley A. Inradell III
David A. Isaac
Vinod Iyengar
Christopher A. Izer
David A. Jackson & Cynthia M. Jackson
Karen L. Jackson
Ralph Jackson
Richard W. Jackson Jr.
Franklin C. Jacob
David Jacobson
Irvin L. Jaffe
Anna Jaim
Andrew M. Jamison IV
Lori Anne Jander
Paul T. Jenennan
Barry A. Jenkins
Kenneth J. Jenkins & Mindy R. Jenkins
Thomas P. Jennings
Robert H. Jergen
Timothy Jiang, PhD
Xiaowei Jiaang
Barbara M. Johnson
Bruce A. Johnson
Christine Goodman Johnson
Christopher Johnson
Eric Johnson
Lawrence J. Johnson, PhD
Murray E. Johnson Jr.
Susanne K. Johnson
James E. Johnston
Jay R. Johnston
John A. Johnston III
Francesca E. Jones
James M. Jones
Jason G. Jones
Justin N. Jones
Kevin P. Jones
Kyle L. Jones
Marque V. Jones
Robert G. Jones
Mr. & Mrs. Walter G. Jones
Cornelius V. Jordan
Derek M. Joseph
Douglas A. Joseph
Mansi Joshi
Jennifer A. Jostworth
Steven R. Jung
William E. Jung
Dorothy J. Jaracek
Phillip Kabakoff
Mark G. Kadnar
Edwin P. Kaegi
Kelly M. Kaine
Col. James G. Kalanges
Darlene M. Kamine, Esq.
Stephanie K. Kaniostros
Robert Kanter
Harley B. Kaplan
Shannon M. Karpe
William M. Kasch
Capt. Robert D. Kaser Jr., USN
John R. Katenkamp
Ralph Katerberg, PhD
Mr. & Mrs. Orlando E. Katter Jr.
Patricia S. Kautz
Lawrence D. Keiner
Mr. & Mrs. Donald R. Keller
Megan M. Kelley
Scott N. Kelley
Ross Kelly
Robert Kelsey
Christine H. Kelso
Christina M. Kelton
J. Keith Kemper & Darryl E. Ward
Andrew M. Kencil
Mr. & Mrs. James C. Kennedy
James C. Kennedy
Vernita S. Kennedy
Jeffrey G. Kenney
Stephanie Kenning
William E. Kent
Mark Kepf
Dean J. Keriaikes, MD
Roger L. Kerlin
Thomas A. Kessinger, PhD
Rebecca C. Kester

Marlene D. Khoury
William G. Kief
Trenicia M. Kilburn
Timothy M. Kifol
Danielle King
Gregory A. King & Maxine King
Dennis M. Kinne
Rashid Kian
Jack M. Kirby
Mitchell L. Kirby
Turner E. Kirby Jr.
Brad Kirschen
Kenneth R. Kirsch
Harold Kirzner
Kent A. Klebeberger
Robert G. Klein
Mark V. Kleinhenz
Susan B. Kleiser, PhD
Todd E. Klosterman
Stephen G. Klumb
Thomas R. Klumb
Stephen A. Klump
Gregory W. Knapp & Carol L. Knapp
Jeffrey B. Knapp
John C. Knecht
Elaine M. Knock
John A. Knock
Harvey E. Knowerls III
David G. Knust
William F. Koebel
Mr. & Mrs. John S. Koehler
Li Li (Jo) Paul V. Koehly
Nancy S. Koenig
Mary A. Koester
Andrew M. Koesterman
Susan X. Koesterman
Joseph G. Kohler
Barbara A. Kohmescher
Richard H. Kolbe, PhD
Danielle Konrad
Mr. & Mrs. Jeffrey C. Kopp
Walter C. Korn
Christian G. Kostrau
William D. Kovach
Adriana G. Kovatsch
Frank J. Kozel Jr.
Elmer J. Krabacher
& Jean Lee C. Krabacher
Jeffrey Kramer
Dean P. Kratter & Teresa C. Kratter
JASON C. Kraus
Nicole L. Krause
Jerome D. Kregel
James W. Kreider
Robert M. Kennenghen
David A. Krieg, Sr.
Pisharath U. Krishnan
James E. Krogger
Mr. & Mrs. Dean J. Kregro
Dr. Valerie & Kent Krugh
Eric M. Krulcik
Nicholas J. Krummen
Mr. & Mrs. James Kenneth Kuethe
Gordon E. Kuhn
Arthur F. Kuperman
Robert Kushei
Patricia Laber
Daniel P. LaChance
Timothy P. Lahey
William H. Lammert
Robert A. Lamontagne
Mr. & Mrs. James R. Lance
Margaret W. Landen
Gregory J. Landsman
Phillip & Sonya Landman
Dononna G. Lanham
Roger M. Lanham
Edward D. Lantz
Michael P. Lapham
Melvin E. Larson
Brenda Lastinger
Mr. & Mrs. Thomas J. Laubenthal
Lee K. Laws
Lic. Ronald A. Lauer
Jean B. Laueterbach
John N. Lawler Jr.
### CORPORATE DONORS

**Corporate Council**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Company/Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>cumulative $1 million+</td>
<td></td>
</tr>
<tr>
<td>Oracle Corporation</td>
<td>SAS North America</td>
</tr>
<tr>
<td>The Procter &amp; Gamble Company</td>
<td></td>
</tr>
<tr>
<td>American Financial Group, Inc.</td>
<td></td>
</tr>
<tr>
<td>Arthur Andersen Foundation</td>
<td></td>
</tr>
<tr>
<td>Bluespring Solutions, Inc.</td>
<td></td>
</tr>
<tr>
<td>Cincinnati Bell</td>
<td></td>
</tr>
<tr>
<td>Ernst &amp; Young, LLP</td>
<td></td>
</tr>
<tr>
<td>General Electric Company</td>
<td></td>
</tr>
<tr>
<td>IBM Corporate Technology</td>
<td></td>
</tr>
<tr>
<td>The Kroger Company</td>
<td></td>
</tr>
<tr>
<td>Milacron Geier Foundation</td>
<td></td>
</tr>
<tr>
<td>PNC Bank</td>
<td></td>
</tr>
<tr>
<td>Rockwell Automation</td>
<td></td>
</tr>
<tr>
<td>Western &amp; Southern Financial Group</td>
<td></td>
</tr>
</tbody>
</table>

**Annual Corporate**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Company/Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual $10,000+</td>
<td></td>
</tr>
<tr>
<td>Alpaugh Foundation</td>
<td></td>
</tr>
<tr>
<td>American Financial Group, Inc.</td>
<td></td>
</tr>
<tr>
<td>The Cambridge Charitable Foundation</td>
<td></td>
</tr>
<tr>
<td>Citygig</td>
<td></td>
</tr>
<tr>
<td>Clark, Schaefer, Hackett &amp; Co.</td>
<td></td>
</tr>
<tr>
<td>Connell + Associates, LLC</td>
<td></td>
</tr>
<tr>
<td>Council for Economic Education</td>
<td></td>
</tr>
<tr>
<td>Charles H. Dater Foundation, Inc.</td>
<td></td>
</tr>
<tr>
<td>Deloitte</td>
<td></td>
</tr>
<tr>
<td>Duke Realty</td>
<td></td>
</tr>
<tr>
<td>Ernst &amp; Young, LLP</td>
<td></td>
</tr>
<tr>
<td>Fifth Third Bankcorp</td>
<td></td>
</tr>
<tr>
<td>Richard D. Hannan Family Foundation Impact 100, Inc.</td>
<td></td>
</tr>
<tr>
<td>Martha Holden Jennings Foundation</td>
<td></td>
</tr>
<tr>
<td>Katz, Teller, Brand &amp; Hild</td>
<td></td>
</tr>
<tr>
<td>KeyBank</td>
<td></td>
</tr>
<tr>
<td>LPK</td>
<td></td>
</tr>
<tr>
<td>Ohio National Financial Services Inc.</td>
<td></td>
</tr>
<tr>
<td>Oracle Corporation</td>
<td></td>
</tr>
<tr>
<td>Daniel &amp; Susan Pflau Foundation</td>
<td></td>
</tr>
<tr>
<td>PNC Bank</td>
<td></td>
</tr>
<tr>
<td>The Kroger Company</td>
<td></td>
</tr>
</tbody>
</table>

**bases Group**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Company/Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>cumulative $100,000-$249,999</td>
<td></td>
</tr>
<tr>
<td>The Beerman Foundation, Inc.</td>
<td></td>
</tr>
<tr>
<td>Cincinnati Business Courier</td>
<td></td>
</tr>
<tr>
<td>Cintras Corporation</td>
<td></td>
</tr>
<tr>
<td>Deloitte</td>
<td></td>
</tr>
<tr>
<td>Duke Energy</td>
<td></td>
</tr>
<tr>
<td>Great Traditions Development Group</td>
<td></td>
</tr>
<tr>
<td>Grubb &amp; Ellis/West Shell Commercial Impact 100, Inc.</td>
<td></td>
</tr>
</tbody>
</table>

**ANNUAL DONORS (CONT'D)**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brian Lawrence</td>
<td></td>
</tr>
<tr>
<td>Robert S. LeBlond</td>
<td></td>
</tr>
<tr>
<td>Arnold G. Lebov</td>
<td></td>
</tr>
<tr>
<td>David M. Lee</td>
<td></td>
</tr>
<tr>
<td>Margaret A. Lecch</td>
<td></td>
</tr>
<tr>
<td>Dr. Gary E. Leinkram</td>
<td></td>
</tr>
<tr>
<td>Margaret J. Lemen</td>
<td></td>
</tr>
<tr>
<td>Edwin L. Lenz</td>
<td></td>
</tr>
<tr>
<td>Kenneth P. Leon</td>
<td></td>
</tr>
<tr>
<td>Ana S. Leonard, PhD</td>
<td></td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Daniel C. Leonhardt</td>
<td></td>
</tr>
<tr>
<td>Larry A. Leow, C.P.A.</td>
<td></td>
</tr>
<tr>
<td>Charles S. Leverone</td>
<td></td>
</tr>
<tr>
<td>Starkey Levine</td>
<td></td>
</tr>
<tr>
<td>Daniel Levy</td>
<td></td>
</tr>
<tr>
<td>Jane Lewin</td>
<td></td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Robert K. Lewin</td>
<td></td>
</tr>
<tr>
<td>Craig S. Lewis</td>
<td></td>
</tr>
<tr>
<td>Peter H. Lewis</td>
<td></td>
</tr>
<tr>
<td>Teresa A. Lewis</td>
<td></td>
</tr>
<tr>
<td>William F. Lewis, PhD</td>
<td></td>
</tr>
<tr>
<td>Thomas E. Lewnard</td>
<td></td>
</tr>
<tr>
<td>Charles E. Lex III</td>
<td></td>
</tr>
<tr>
<td>Paul Leyderman</td>
<td></td>
</tr>
<tr>
<td>James W. Leyerle</td>
<td></td>
</tr>
<tr>
<td>David Leyerer</td>
<td></td>
</tr>
<tr>
<td>Min Li, PhD &amp; Junying Wu</td>
<td></td>
</tr>
<tr>
<td>Richard D. Lichtig</td>
<td></td>
</tr>
<tr>
<td>Robert C. Lindsay</td>
<td></td>
</tr>
<tr>
<td>Annette L. Liebling</td>
<td></td>
</tr>
<tr>
<td>John R. Lindell &amp; Karen E. Lindell</td>
<td></td>
</tr>
<tr>
<td>Mark F. Lindner</td>
<td></td>
</tr>
<tr>
<td>Michael E. Lindsey &amp; Patricia J. Lindsey</td>
<td></td>
</tr>
<tr>
<td>Janal L. Linkinheimer</td>
<td></td>
</tr>
<tr>
<td>William N. Linkous</td>
<td></td>
</tr>
<tr>
<td>Laurie S. Linenmann</td>
<td></td>
</tr>
<tr>
<td>John A. Linton</td>
<td></td>
</tr>
<tr>
<td>Robert C. Lintz</td>
<td></td>
</tr>
<tr>
<td>Manuel E. Liriano</td>
<td></td>
</tr>
<tr>
<td>Francis H. Liu</td>
<td></td>
</tr>
<tr>
<td>MaryLu Lodwick &amp; Thomas S. Lodwick</td>
<td></td>
</tr>
<tr>
<td>Aldora F. Loepke</td>
<td></td>
</tr>
<tr>
<td>Douglas M. Lofts</td>
<td></td>
</tr>
<tr>
<td>Michael Lofts</td>
<td></td>
</tr>
<tr>
<td>Robert P. Loftus &amp; Jo Ann Loftus</td>
<td></td>
</tr>
<tr>
<td>Xavier M. Logue</td>
<td></td>
</tr>
<tr>
<td>Jeanine M. Lohman</td>
<td></td>
</tr>
<tr>
<td>Bruce A. Long</td>
<td></td>
</tr>
<tr>
<td>Robert E. Long</td>
<td></td>
</tr>
<tr>
<td>William J. Long</td>
<td></td>
</tr>
<tr>
<td>Brian Longbottom</td>
<td></td>
</tr>
<tr>
<td>Alexandre B. Lopes, PhD</td>
<td></td>
</tr>
<tr>
<td>Glenn J. Lovell</td>
<td></td>
</tr>
<tr>
<td>Richard E. Ludwig</td>
<td></td>
</tr>
<tr>
<td>Steven R. Ludwig &amp; Tamara M. Ludwig</td>
<td></td>
</tr>
<tr>
<td>Keith J. Lukon</td>
<td></td>
</tr>
<tr>
<td>Peter J. Lukon &amp; Pamela S. Lukon</td>
<td></td>
</tr>
<tr>
<td>Gregory A. Lunac &amp; Joann H. Lunac</td>
<td></td>
</tr>
<tr>
<td>Lt. Col. &amp; Mrs. Peter Luker</td>
<td></td>
</tr>
<tr>
<td>Howard L. Lutich</td>
<td></td>
</tr>
<tr>
<td>Michael S. Lykens</td>
<td></td>
</tr>
<tr>
<td>Ronald P. Lynch</td>
<td></td>
</tr>
<tr>
<td>Thomas A. Mack</td>
<td></td>
</tr>
<tr>
<td>John MacKnight</td>
<td></td>
</tr>
<tr>
<td>Susanne S. Mader</td>
<td></td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Michael J. Magazine</td>
<td></td>
</tr>
<tr>
<td>Robert L. Maher</td>
<td></td>
</tr>
<tr>
<td>Hemsata R. Majjigi</td>
<td></td>
</tr>
<tr>
<td>Robert B. Malhotra</td>
<td></td>
</tr>
<tr>
<td>Benjamin D. Mallin Jr.</td>
<td></td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Robert D. Malloy</td>
<td></td>
</tr>
<tr>
<td>Scott J. Malof, CPA PFS</td>
<td></td>
</tr>
<tr>
<td>Dana L. Manfredi</td>
<td></td>
</tr>
<tr>
<td>&amp; Michael S. Manfredi</td>
<td></td>
</tr>
<tr>
<td>Brian S. Mangold</td>
<td></td>
</tr>
<tr>
<td>Julie A. Manley</td>
<td></td>
</tr>
<tr>
<td>Husain Mansoor</td>
<td></td>
</tr>
<tr>
<td>Daniel J. Marazzi</td>
<td></td>
</tr>
<tr>
<td>Julie E. Markey</td>
<td></td>
</tr>
<tr>
<td>Joann B. Marksberry</td>
<td></td>
</tr>
<tr>
<td>Linwood R. Marshall</td>
<td></td>
</tr>
<tr>
<td>&amp; Kimberly J. Marshall</td>
<td></td>
</tr>
<tr>
<td>Katherine L. Martens</td>
<td></td>
</tr>
<tr>
<td>Lisa A. Martin</td>
<td></td>
</tr>
<tr>
<td>Richard K. Martin, PhD</td>
<td></td>
</tr>
<tr>
<td>Braden J. Martini</td>
<td></td>
</tr>
<tr>
<td>Richard W. Martz</td>
<td></td>
</tr>
<tr>
<td>Kyle Mason</td>
<td></td>
</tr>
<tr>
<td>J. Steven Massie</td>
<td></td>
</tr>
<tr>
<td>Scott A. Massner</td>
<td></td>
</tr>
<tr>
<td>Suzanne S. Masterson, PhD</td>
<td></td>
</tr>
<tr>
<td>Helen Mattheis</td>
<td></td>
</tr>
<tr>
<td>Rev. Elbert E. Matthews Jr.</td>
<td></td>
</tr>
<tr>
<td>Lynn E. Matthews</td>
<td></td>
</tr>
<tr>
<td>Michelle E. Matthews</td>
<td></td>
</tr>
<tr>
<td>Julie A. Mattlin</td>
<td></td>
</tr>
<tr>
<td>Darrin McAninch</td>
<td></td>
</tr>
<tr>
<td>Jonathan D. McCann</td>
<td></td>
</tr>
<tr>
<td>Brendan McCarthy</td>
<td></td>
</tr>
<tr>
<td>Christopher McCarthy</td>
<td></td>
</tr>
<tr>
<td>William McCarthy</td>
<td></td>
</tr>
<tr>
<td>Carol K. McCarty</td>
<td></td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Michael S. McClure</td>
<td></td>
</tr>
<tr>
<td>William H. McClure</td>
<td></td>
</tr>
<tr>
<td>Theodore V. McConnell</td>
<td></td>
</tr>
<tr>
<td>Susan H. McCor</td>
<td></td>
</tr>
<tr>
<td>George S. McCracken</td>
<td></td>
</tr>
<tr>
<td>Michael D. McCudden</td>
<td></td>
</tr>
<tr>
<td>James G. McCuilough</td>
<td></td>
</tr>
<tr>
<td>Jessie McDaniel</td>
<td></td>
</tr>
<tr>
<td>Sherry McDarty</td>
<td></td>
</tr>
<tr>
<td>John K. McDonald</td>
<td></td>
</tr>
<tr>
<td>John K. McDonough</td>
<td></td>
</tr>
<tr>
<td>Mark McElroy</td>
<td></td>
</tr>
<tr>
<td>Sharon McFarland, PhD</td>
<td></td>
</tr>
<tr>
<td>Lorna J. McGinnis</td>
<td></td>
</tr>
<tr>
<td>Robert J. McGraw</td>
<td></td>
</tr>
<tr>
<td>&amp; Marabeth K. McGraw</td>
<td></td>
</tr>
<tr>
<td>Sean V. McGrory</td>
<td></td>
</tr>
<tr>
<td>George M. McIvney</td>
<td></td>
</tr>
<tr>
<td>Will McIntosh, PhD</td>
<td></td>
</tr>
<tr>
<td>Samuel K. Meck</td>
<td></td>
</tr>
<tr>
<td>Donald A. McManah</td>
<td></td>
</tr>
<tr>
<td>Lawrence T. McManon</td>
<td></td>
</tr>
<tr>
<td>Cheri McMaster</td>
<td></td>
</tr>
<tr>
<td>Dennis M. McIlhenny</td>
<td></td>
</tr>
<tr>
<td>Gregory C. McNaull</td>
<td></td>
</tr>
<tr>
<td>James S. McReynold</td>
<td></td>
</tr>
<tr>
<td>Kevin L. McWhorter</td>
<td></td>
</tr>
<tr>
<td>Robert R. Meeks</td>
<td></td>
</tr>
<tr>
<td>Martin M. Mecher</td>
<td></td>
</tr>
<tr>
<td>Robert C. Meccum</td>
<td></td>
</tr>
<tr>
<td>Jeffrey D. Mee</td>
<td></td>
</tr>
<tr>
<td>Sally N. Melcher</td>
<td></td>
</tr>
<tr>
<td>Garry G. Melish</td>
<td></td>
</tr>
<tr>
<td>David H. &amp; Julie A. Menchen</td>
<td></td>
</tr>
<tr>
<td>Katherine M. Menchen</td>
<td></td>
</tr>
<tr>
<td>Michael R. Mendenhall</td>
<td></td>
</tr>
<tr>
<td>Johanna B. Meng</td>
<td></td>
</tr>
<tr>
<td>Thomas Menke</td>
<td></td>
</tr>
<tr>
<td>Gary J. Menne</td>
<td></td>
</tr>
<tr>
<td>Paul B. Merkle</td>
<td></td>
</tr>
<tr>
<td>Gary J. Merkowits</td>
<td></td>
</tr>
<tr>
<td>James A. Merritt</td>
<td></td>
</tr>
<tr>
<td>Roger P. Mersch</td>
<td></td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Mark A. Merz</td>
<td></td>
</tr>
<tr>
<td>Stephen F. Mesler</td>
<td></td>
</tr>
<tr>
<td>John S. Messinger</td>
<td></td>
</tr>
<tr>
<td>Barbara S. Metzger</td>
<td></td>
</tr>
<tr>
<td>Lisa A. Meyer</td>
<td></td>
</tr>
<tr>
<td>Charles A. Meyer</td>
<td></td>
</tr>
<tr>
<td>Kathy M. Meyer</td>
<td></td>
</tr>
<tr>
<td>Stephen L. Meyer</td>
<td></td>
</tr>
<tr>
<td>Dr. &amp; Mrs. Juris P. Mezinskis</td>
<td></td>
</tr>
<tr>
<td>Kenneth L. Miedel &amp; Janet L. Miedel</td>
<td></td>
</tr>
<tr>
<td>Dr. Cynthia L. Miglietti</td>
<td></td>
</tr>
<tr>
<td>Melinda K. Miley</td>
<td></td>
</tr>
<tr>
<td>J. Stuart Mill II</td>
<td></td>
</tr>
<tr>
<td>Charles D. Miller &amp; Michelle N. Miller</td>
<td></td>
</tr>
<tr>
<td>Darrell E. Miller</td>
<td></td>
</tr>
<tr>
<td>Mark D. Miller</td>
<td></td>
</tr>
<tr>
<td>Grant L. Miller</td>
<td></td>
</tr>
<tr>
<td>Jeffrey D. Miller</td>
<td></td>
</tr>
<tr>
<td>Kenneth M. Miller</td>
<td></td>
</tr>
<tr>
<td>Michael B. Miller</td>
<td></td>
</tr>
<tr>
<td>Patricia Miller</td>
<td></td>
</tr>
<tr>
<td>Robert C. Miller</td>
<td></td>
</tr>
<tr>
<td>Robin S. Miller</td>
<td></td>
</tr>
<tr>
<td>Scott T. Miller</td>
<td></td>
</tr>
<tr>
<td>Matthew M. Milligan</td>
<td></td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Alex Mills</td>
<td></td>
</tr>
<tr>
<td>Daniel L. Mills</td>
<td></td>
</tr>
<tr>
<td>Dixie L. Mills, PhD</td>
<td></td>
</tr>
<tr>
<td>Ira R. Mills</td>
<td></td>
</tr>
<tr>
<td>Anupama R. Mirle</td>
<td></td>
</tr>
<tr>
<td>Mr. &amp; Mrs. Alkia J. Misali</td>
<td></td>
</tr>
<tr>
<td>Frederick F. Mischler</td>
<td></td>
</tr>
<tr>
<td>Pamela D. Mishler</td>
<td></td>
</tr>
<tr>
<td>Daniel T. Misler</td>
<td></td>
</tr>
<tr>
<td>Wendy L. Mitchell</td>
<td></td>
</tr>
<tr>
<td>David M. Moebel</td>
<td></td>
</tr>
<tr>
<td>Robert M. Moeddel</td>
<td></td>
</tr>
<tr>
<td>&amp; Renee M. Moeddel</td>
<td></td>
</tr>
<tr>
<td>Mark E. Moler</td>
<td></td>
</tr>
<tr>
<td>Eric C. Motts</td>
<td></td>
</tr>
<tr>
<td>John A. Monnet</td>
<td></td>
</tr>
<tr>
<td>Mark H. Montgomery</td>
<td></td>
</tr>
<tr>
<td>Michael W. Montgomery</td>
<td></td>
</tr>
<tr>
<td>Eugene P. Moody</td>
<td></td>
</tr>
<tr>
<td>Annndrea M. Moore</td>
<td></td>
</tr>
<tr>
<td>Cynthia C. Moore</td>
<td></td>
</tr>
</tbody>
</table>
The University of Cincinnati received more than $550,000 from corporate matching gift programs last year. Of that total, over $70,000 supported students, faculty and programs in the UC College of Business.

However, many eligible gifts from alumni and friends do not reach their full potential because employees are unaware of their company’s matching gift program. UC maintains a comprehensive reference guide of all companies with active matching gift programs.

To find out if your company offers this great benefit, please visit www.givetouc.edu/matchinggifts or call the UC Foundation at 888-556-8889.

UC COLLEGE OF BUSINESS TOP 10 MATCHING GIFT COMPANIES

Accenture Foundation, Inc.
Deloitte Foundation
Ernst & Young Foundation
First Tennessee
GE Foundation
Grant Thornton
IBM International Foundation
Pella Roloscreen Foundation
The Procter & Gamble Fund
Western-Southern Foundation, Inc.
IN MEMORIAM
THE COLLEGE REMEMBERS A VALUED COLLEAGUE

Joseph S. Stern Jr., former adjunct professor of business administration at the UC College of Business passed away on January 2, 2010. Stern was a man of great character and intellectual depth. Many students throughout the ‘70s and ‘80s took their senior capstone course, Business Policy, from Stern. Closely connected in the business community, he frequently brought corporate leaders to speak in the classroom—a rare occurrence in those days. Stern spent many years serving on the Dean’s Board of Advisors, now known as the Business Advisory Council. He also received honorary doctorate degrees from both the University of Cincinnati and Xavier University.

Stern held both bachelor’s and master’s degrees from Harvard University. A Lieutenant in the U.S. Navy (1943–46), he followed in his father’s footsteps and served as president, chairman of the board and director of the U.S. Shoe Corporation. Among his many business and civic activities, he served as a trustee and president of the board of the Cincinnati and Hamilton County Public Library for 42 years. In the 1990s, he also served as a moderator for UC’s Learning in Retirement program for senior citizens. In addition, he served as trustee to the Cincinnati Symphony Orchestra, Cincinnati Historical Society, Cincinnati Children’s Hospital Medical Center and Family Services of Cincinnati. He was president of the Cincinnati Musical Festival Association. He received the President’s Award for Excellence from UC in 1977. He was very proud to serve as chairman of both the Greater Cincinnati Bicentennial Commission and the Greater Cincinnati Tall Stacks Commission. A true history buff, he often wrote articles about Cincinnati for the “Bulletin of the Cincinnati Historical Society.” He was a director of both the Central Trust Company (now PNC) and Touchstone Securities, Western-Southern Life Insurance Company. He served as president of the Isaac M. Wise Temple, the Friends of the Plum Street Temple, and the Convalescent Hospital for Children. In 1989 he received the prestigious Great Living Cincinnati Award for his community service. And in 1992, he received the Distingishing Service Award from the UC College of Business.

Together with his wife, Mary, they established the Mary and Joseph S. Stern, Jr. Hematology and Oncology Research Center at Cincinnati Children’s Hospital Medical Center. The Sterns loved to travel and go fly-fishing together. He liked to eat ZZ’s Pizza and his favorite dessert was peach ice cream from Graeter’s.

In memory of their father, Joseph Jr. and brother Robert established the Joseph S. Stern Professorship for the College of Business, held by F. Robert Dwyer, PhD. Joseph S. Stern Jr. is survived by his wife, Mary; children Peter, William and Peggy; grandchildren Kimberly, Joseph, Lisa, Mary, John and Jamie; and two great grandchildren.
I am Proudly Cincinnati

“Through co-op, study abroad and other campus and community involvement, I am a walking testimonial of the endless opportunities offered at the University of Cincinnati. I am prepared for wherever my future takes me.”

Rohan Hemani, ’13
Accounting Co-op, Medpace, Inc.
Carl H. Lindner Honors-PLUS Scholar

Your gift shapes future business leaders. Learn how at proudlycincinnati.org.