Welcome to the second newsletter of 2012!

We hope everyone is enjoying the warm weather and looking forward to a great summer ahead. The pre-juniors just got back from their international trip and we’ll look forward to a lot of articles for the next newsletter from them.

Throughout the newsletter you’re going to see articles featuring one of our professors who was one of the top 300 in the country, an alumni perspective from Latvia and a lot of items of interest as we wish the senior class of 2012 farewell. We will be sending the newsletter out quarterly (March, June, September & December) and all material should be sent to lindnerhonorsplus@gmail.com for submission.
International Trip: Connecting with Alumni in Latvia

BY: MATT MEZINSKAS

The class of 2014 has been traveling around Europe through most of May and part of June.

Time flies. Eight years ago, my Lindner Honors-PLUS class and I were studying and frequenting the student canteen at J. Kepler University in Linz, visiting companies and museums in Geneva, and yes, even singing and dancing on the tables at Hofbräuhaus in Munich. It was a fantastic experience, one that we would never forget. The international trip itself was coming into its own during our time, developing its own character. I think all the alumni have continued to hear how the trip has grown and progressed each year, with expanded corporate networks and visits, trips to Far East Asia, and so on. This spring, for the first time in a long time, I had the opportunity to see the development of the program, the international trip, and the students (younger and smarter?!) with my own eyes.

I had the pleasure of hosting the third-year students in Riga, Latvia, where I currently live. Prior classes had made it close geographically, studying in Finland and taking the ferry across the Baltic Sea to visit Estonia, but I’m happy to report this visit was a first for our program. After some time discussing with Jeri, Susan and Raj about getting the program to come here, I could not have been more excited when the tickets were finally booked. And the students’ enthusiasm, energy and curiosity did not disappoint. I was interested to hear how they would react to my presentation (property investment, European debt crisis, etc.), as well as those of my colleagues (hotel and property management, corporate and real estate law, etc.). Their questions were balanced, they were engaged, and they were sharp.

One usually doesn’t know what to expect when coming to Eastern Europe, especially to a small capital city such as Riga. I think their experiences visiting the thirteenth century old town (home to their hotel), the churches, the museums, the central market (paradoxically one of the largest in Europe), the beer gardens, the riverboat rides, and even the (aptly timed) local beer festival were positive. I was very happy about that. It was also of personal interest for me to relay some of my family history, as well as the complexities and tragedies that Eastern Europe suffered under the thumb of communism and the Soviet Union. An important lesson even during today’s rough economic times—free markets and entrepreneurship are always the answer! (At least I’m convinced).

Luckily for me it didn’t stop there. When the group found themselves in need of another chaperone for the Geneva portion of their trip, and I got the call, it was pretty much a no-brainer to take a few days and fly to Switzerland. Outrageous prices aside, it is one of my favorite spots. Of the 30 or so countries I’ve traveled to, I
think Switzerland’s scenery has to be near the top. The towering mountain peaks, which slope down into rolling green vineyards, which then slide into the clearest blue lakes—it's a landscape that pretty much guarantees a good iPhone pic. The company visits didn't disappoint either. Some repeats from my trip were Nestle and P&G, and we also visited Honeywell (where we heard from UC grad and Euro friend Anthony Florian), LPK, and Givaudan. The strong marketing focus was fascinating, and at least for myself (who tends to be buried in spreadsheets all day), a nice change of pace. Again I was impressed by the students’ ability to ask relevant questions—and not too many at that. I think all of the alumni can recall that it could be challenging at times to maintain focus during each and every company visit, whether due to their volume, the heat, not enough Nespresso, or whatever. But on the whole, this group continued to bounce great questions off each other as well as the presenters—a good sign. After noticing this, and individually getting feedback from many students after various visits, I’m confident that each of them will be able to draw on this trip for the rest of their lives. That is a great sign for the program.

As for me, I knew that interacting with Lindner Honors-PLUS students after all these years would be a treat. Having lived abroad since graduation, you find it's the little things that you tend to miss from back home. Whether it was playing cards in the lounge, chatting about campus life and organizations, or even jumping in frigid Lake Geneva (!!!), the students allowed me to reconnect with Cincinnati in a special way. It was a pleasure hosting them and guiding them during part of their tour through Europe. I look forward to making it happen again for future groups.
Advisory Board Update
BY ASHLEY MCFARLAND
COORDINATOR, SPECIAL PROJECTS & PROGRAMS
CARL H. LINDNER HONORS-PLUS

The advisory board met at the end of April with Stephen Lett ('02) as the chair and Justin Shafer ('05) as the vice-chair. The advisory board is divided into several different sub-committees that each put time against different aspects of the program - each committee has a chair and dedicated team.

Alumni Connections (Tori Sunderman)
Development (Lou Lauch & Kyle Neumann)
Recruitment (Kyle Dragan)
Business Outreach (we are currently working on a lead for this committee)

The most recent event was coordinated by Tori Sunderman, chair of our alumni connections committee. On June 7th, 2012 a group of alumni, donors, current students & staff went to the Reds game vs the Pirates. They had a buffet dinner, and got to enjoy the game as a group. Here are a few pictures of the event - we're looking forward to doing the event again next year and hope even more alumni, donors & current students will join us! The next Alumni event will be this Fall at the Annual Homecoming Lindner Honors PLUS celebration. It will be held on the Friday evening before homecoming (October 5th) at the Kingsgate Marriot – additional details will follow this Fall and we hope to see you there!

Each class of Lindner Honors-PLUS graduates has representatives serving on the advisory board and will be helping out with development in the coming summer months. If you’re an alumni of the program, you should expect to hear from one of your class representatives talking about the need we have for the program - and any amount that you can give will be greatly appreciated! Development is a continuous work in progress and Lou & Kyle lead this committee and focus on different areas including the Parent Fund & raising enough for each class to endow their own class scholarship.

Business Outreach is an area that we are working on finding a chair for this committee in order to continue building a strong partnership with businesses. We will provide more information on this committee as it becomes available.

The Recruitment Committee will continue to attract new students and will develop relationships with high schools through a new High School Partnership program that is forthcoming. Please encourage any qualified high school students to learn more about the Lindner Honors-PLUS program.

The Recruitment Committee's role within the LH+ Advisory Board is to attract, screen, and welcome students. In January and February, about 25 alumni played a critical role in screening and selecting the Class of 2017. (Thanks to all the alumni who were contacted by the Recruitment Committee that volunteered.) The number and quality of applicants continue to be at record levels. Two high school breakfasts were held in the spring at the Metropolitan Club in Covington, KY to target and attract high school juniors. In addition to current Lindner Honors-PLUS students and the Lindner Honors-PLUS staff, Dean Symanski attended both days and talked about the importance our program plays within the College of Business. In early Fall, we will host our annual breakfast Information Seminar to help target additional high school seniors.

Luke Henke & Annie Seitz enjoying the game
I have spent the last few months working on a new department of XBMD Designs. It’s a media department and my first project is a passion project that I have partnered with Josh Gilstrap, a budding videographer in our area to work on.

Our project is a web series called Noshable Notes. It is a user driven cooking series where foodies like myself can learn how to cook their favorite dishes from their favorite locally owned and operated restaurants. Our first couple episodes is a look at how you can make Jean Robert’s popular “Wrapped Salmon” dish from his flagship restaurant Jean Robert’s Table here in Cincinnati. From here out we open our doors to the public to submit suggestions of their favorite dishes so that we can track them down and find out, from the Chef’s themselves, how to “MAKE THAT DISH!”

We expect to learn and grow as we follow this process and evolve our product into your go to site for all your “cook like a pro” needs!

Our hope is to provide those with a hunger to learn new types of cooking and experiment with fine dining cuisine with a resource that brings the experts kitchen straight into your home and breaks down the cooking process into steps that self proclaimed Chefs can follow!

Please take a look at the site and feel free to share it with other’s! Thank you for your support and I hope you enjoy our show!

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Items of Interest

Professor LisaMarie Luccioni (adjunct professor of communication) was chosen as one of the 300 “Best Professors” by The Princeton Review.

With a $250 budget from Google, a group of undergraduate students in the Carl H. Lindner College of Business are developing an online advertising strategy for a local business in hopes of winning Google’s Online Marketing Challenge. Lindner Honors-PLUS students Sean Cox, BBA ’15 (marketing); Bhavik Modi, BBA ’15 (finance); Stephanie Neiheisel, BBA ’15 (marketing); Peter Schmidt, BBA ’15 (finance); and Jack Wells, BBA ’15 (accounting); along with advisor Dong-Gil Ko, associate professor of information systems in the Lindner College of Business, are among 50,000 students from more than 100 countries participating in the contest. The three-week campaign measures the success of Google AdWords, which are ads that surfers would use to search for information. When Internet users click the ad, a link connects them to a business that can potentially translate into a new customer.

Five Lindner Honors-PLUS students were inducted into Sigma Sigma: Josh Kramer (’12), Jay Lame (’13), Rohan Hemani (’13), Kyle Neyer (’13) & Aaron Ponstler (’14).

Andrea Ruckriegel (’12) & Nate Rosenthal (’12) were recipients of the outstanding senior award within their respective majors in the University’s cooperative education program. This annual award is one of the most significant recognitions the University offers in the co-op colleges and is primarily based on outstanding professional performance.

Michael Monnette (’12) was awarded the Greek Male Outstanding Achievement Award at the Greek Awards Celebration.

Jordan Hamons was recently awarded the Theta Phi Alpha Senior Service Award. This award is given annually from the national fraternity to a collegiate senior whose scholarship, leadership, character, and service to fraternity and school have been outstanding.

Congratulations to Sammy Geroulis (’12) for receiving the 2012 Lindner College of Business Spirit of Community Award as well as the 2012 Outstanding Undergraduate student in Marketing Award!

The first weekend in May we had two Lindner Honors PLUS students compete at the Big East Championship - Kyle Neyer ’13 (4x800 Meter Relay) and Chase Beckman ’14 (3000 Meter Steeplechase). Chase competed Friday night and was able to record his second best time of the season, 9:14.36, for a 10th place finish. Kyle Neyer led off the 4x800 meter relay Sunday afternoon which placed 3rd with a time of 7:30.09. This time is the
second fastest in UC History and is the fastest time run since 1962. This 3rd place finish was also the highest the program has ever recorded for the event. Both Chase and Kyle will be returning to lead their team next season! Congrats to both of them! (Photo Courtesy of Big East Photographers)

Jessica Welsch got engaged to her fiancé, Erik Grey over the May 12-13 weekend. The big day will be August 17, 2013 and the wedding will be held in Coldwater.

Sarah Stenger was selected as the Senior Class Orator at Commencement this year.

The inaugural members of the Marketing LeadershipCircle from the Lindner Honors-PLUS program are: Cassie Christy (’15), Andre Elkins (’16), Jordan Hamons (’13), Andrew Koesterman (’13), Stephanie Neiheisel (’15) Christina Whitaker (’16) & Janelle Wichmann (’13). The Marketing LeadershipCircle is a new program and these students have an average GPA of 3.713, this stellar group of marketing majors comprises 45 of our best and brightest students who show great potential for success and achievement.

Congratulations to Josh Kramer (’12) for being recognized as the 2012 Outstanding Undergraduate Student Overall for the Lindner College of Business.

We have two current students working in the Lindner Honors-PLUS office with us this summer. Jordan Hamons (’13) is our full-time co-op student and Ryan Ruffing (’15) will be working part time while he attends classes on campus. We are thrilled to have both of them back in the office. They will be answering the lindnerhonorsplus@gmail.com account through the summer.

Jessica Welsch with fiancé Erik Grey
Kyle Quinn, BBA ’13, received the 2012 Boren Scholar award for $20,000 to study abroad at Fundação Getúlia Vargas (FGV) in São Paulo, Brazil for the 2012-2013 school year. Kyle was nominated for the Boren Scholarship by UC International Programs and supported by the newly established Office of Nationally Competitive Awards. The Boren Awards are established through the US Federal Government to fund collegiate studies in areas of the world that are deemed critical to US national security, as the student defines it. It also requires that the student become fluent in the host country language as well. As a result of accepting the scholarship, scholars agree to a service requirement of one year working for the Federal government in a national security role. Primary agencies include the Department of Defense, Homeland Security, State, and Intelligence. As an accounting student, Kyle’s essays focused on US financial security and the SEC’s proposal to shift US Generally Accepted Accounting Principles to International Financial Reporting Standards. Furthermore, he detailed why Brazil is such a critical piece to world economics and how studying Portuguese would help develop his career. At FGV, Kyle will complete a one-year diploma in International Management by taking classes in international trade law and finance. Kyle’s intentions are to fulfill the service requirement by pursuing a position at the State Department in economic diplomacy or in financial intelligence.

Rohan Hemani (Class of ’13) and the UC Dhadak International Dance Team were the exhibition team at the Midwest Dhamaka at the Cincinnati School for Creative & Performing Arts Center. They also went to NYC to compete in Bollywood America and Best of the Best Dance Competition. There is a great piece on the dance team here: http://www.ucjournalism.org/archives/1898. The national routine in which the team placed 4th is featured here: http://www.youtube.com/watch?v=HTRPkjWN09w.
Alumni Spotlight
BYRAQUEL WHITED-JACKSON

Profile of job experience and what has it taught me -
I started at one of the big four public accounting firms (then big five) during my first co-op period. I remained there while at UC and began at Deloitte & Touche full-time after graduation. Working in public accounting was one of the most difficult, but rewarding work experiences I’ve had. I learned a tremendous amount and met a host of great people.

After spending 5 years with D&T, I accepted a position with Proctor & Gamble in the Corporate Accounting department. Three years later, I am still with P&G, which provides me a variety of experiences. My primary responsibilities have been consulting on acquisition and divestitures, evaluating our goodwill and intangibles, and producing the cash flow statement.

How UC and the Linder Honors-PLUS Program have been valuable to me -
While in high school, even though I did not know anyone that worked in a business related career, I knew that being a professional was what I wanted to do. I credit UC and specifically the Linder Honors-PLUS program with helping me achieve that goal. I was provided experiences that taught me what it actually means to be a successful business professional and how to become a leader in the workplace. The relationships developed while in the Program, both work and personal, have taught me a tremendous amount. When thinking back about the person I was when I moved to Cincinnati it is amazing how much I grew during my five years at UC. One example was my reluctance to travel on my own and especially to leave the country. Since the Honors-PLUS international trip, I have traveled abroad 5 times and we are constantly thinking of our next destination. I deeply value the relationships that I have developed and without the lessons learned being part of Honors-PLUS I’m not sure I would have had the courage to overcome many of the obstacles that I’ve encountered both personally and professionally.

Where I am going from here –
Today, like most others I strive to find the right balance between work and home. My husband, Scott, and I are approaching our fifth anniversary and have a little girl, Hailey (2 years old), and two little boys, Dominic and Lucas (2 months). We spend most of our free time playing with our wonderful babies and spending time with our family and friends. It’s amazing to watch them grow and learn new things each and every day and it seems like we too are experiencing life for the first time watching them. Additionally, we enjoy traveling and experiencing new places and new cultures.
Alumni Corner

Michelle Matthews (’10) and Brian Rapien (’10) met in 2005 - their freshman year in the Lindner Honors-PLUS Program. Competitions last just one day. (ChicagoTribune.com)

Susan Winterberg (’02) is now working as a Research Associate at Harvard Business School, studying ethics and social responsibility in corporate restructuring practices worldwide.

Almost 6 years later and over 5.5 years dating, Brian popped the question on Halloween last year (10/31/11) at his Farm in Indiana. Of course, Michelle said “yes” and the two of them are planning to get married June 2013!

This past April, Brian and Michelle enjoyed celebrating Neil (‘10) and Adrienne Black’s wedding day along with recently engaged couple Andy Rahe (’10) and Trisha McNeill. Neil, Andy and Brian were all roommates during their college days and all have gotten engaged within the last year!

Alex Huang (’09) - has a startup company that he is a partner of (they launched last Sept) just announced our fund raise with Lightbank -- the company that funded Groupon.. The funding represents the first outside investment for the six-month-old company, whose website operates fantasy competitions for the National Football League, the National Basketball Association, Major League Baseball and the National Hockey League. Unlike fantasy leagues that run for an entire season, DraftDay

Kristy and Tim Metzner were blessed with the arrival of Nolan Timothy Metzner on May 9, 2012 at 9:48 pm. He weighed 7 lbs 12 oz and was 22 inches long. In a word, perfect! Other than not letting mom and dad get much sleep, Nolan is doing great!

Grant Miller (’06) has a startup (Look.io) that just got acquired by LivePerson!

Neil Black and his wife Adrienne were married in April.

As you know - we love hearing from alumni! Email lindnerhonorsplus@gmail.com with any exciting news you’d like to share! We love hearing from you, what’s going on in your life & would love to have even more alumni news to share in our September issue!

Upcoming Events & Key Dates:

July
8: Coldstream Event to welcome our incoming freshman class and their parents
9-10: Freshman orientation

August
27: Fall Semester Classes Start

October
5: Lindner Honors-PLUS Homecoming event at The Kingsgate Marriott
6: UC Homecoming Game vs Miami