If you haven’t taken advantage of a spot on NTV or KGFW to promote your program, event, students, or awards, please pick among the times available and let me know. Please provide me with information on your topic for NTV to upload on their website a week prior to your presentation. I will need a topic for KGFW’s Talk of the Town. Get it on your calendar and read the directions regarding time of arrival etc. See the attachment.

Mark your Calendar to attend Kirk Stinson’s presentation Thursday, September 20, 2012 at 11:00 a.m. in the Ockinga Auditorium. Grow or Die: A Survival Guide to Professional and Personal Development. Stinson has experienced positive development and failed business initiatives. Kirk Stinson is a UNK Alum, President, Mechanical Access Solutions Commercial Division, Stanley Security Solutions, Inc. Stanley Black & Decker. The schedule is attached. Please consider attending any of the sessions scheduled in the Ockinga on Thursday by simply notifying the instructor and/or Yeagley. If you would like to attend Friday sessions contact Yeagley so that the session can be moved to Ockinga.

The Department of Industrial Technology’s Industrial Distribution program was recently awarded a $27,000 product donation from GE Energy. The products will be placed as inventory for students to practice with in the Industrial Distribution Simulation Laboratory.

Administration, Faculty and Staff:
Dr. Janet Lear, Economics, is the NSBEA University Teacher of the Year for 2012 as well as the recipient of the BEST Award. Fifty-nine BEST Awards were given this year for excellence in Business Education. The award is sponsored by Speaking Solutions. http://www.nsbea.org/awards.html. The recipients of the NSBEA Teacher of the Year Award are nominated by a member of NSBEA, teaching business at the secondary, post-secondary, or collegiate/university level (including business teacher education). Bonnie Sibert from the NE Dept. of Ed., Business, Marketing, and Information Technology Division nominated Dr. Lear. Take a look at the attached photo.

Dr. Heather Schulz, Marketing, has the following publication: “Exploring dramaturgy in consumer research” in the Journal of Research for Consumers.

Dr. Kay Hodge, Management, presented “Service to Members or Conflict of Interest” at the SCR Workshop in Springfield, MO. The co-authors are Roy Cook, emeritus faculty from Fort Lewis College and Reed McKnight, faculty from University of New Mexico.
Bruce Elder J.D., Dr. Laurie Swinney, and Dr. Kathy Smith, Accounting/Finance, were co-authors of a paper “Good Moral Character – Who Needs It?” presented at the Society of Business, Industry, and Economics Annual Conference in Destin, Florida spring 2012.

Dr. Heather Schulz, Marketing, did an amazing job of promoting the quality of UNK business programs this past week on NTV. Take a look: http://www.nebraska.tv/category/222068/video-landing-page?autoStart=true&topVideoCatNo=default&clipId=7619864

Dr. Allan Jenkin’s, Economics, spoke on Channel 5 as well as having this article in the Hub.
article_9b0646fc-c46e-11e1-b258-001a4bcf887a.html
The technical sales program in Industrial Distribution and the Marketing/MIS Department’s business sales have been identified as among the 2012 Top Universities for Professional Sales Education by the Sales Education Foundation.

The following faculty were recognized at the fall retreat: Teaching – Tenured: Dr. Susan Jensen, Associate Dean, Teaching – Untenured: Dr. Jake Messersmith, Management, Scholarship – Tenured: Dr. Kay Hodge, Management, Dr. Jeanne Stolzer, FSID, Scholarship – Untenured: Dr. Brenda Eschenbrenner, Accounting/Finance, Service: Terry Gibbs, Aviation Program, Lifetime Achievement Award: Dr. Sylvia Asay, FSID, and Bob Young, retired faculty Accounting/Finance.

Dr. Jennifer Crosswhite, FSID, along with J. Kerpelman, had “Parenting and children’s self-control: concurrent and longitudinal relations” published in the 2012 Deviant Behavior. In addition, she presented “Understanding the impact parenting and youth self-control have on delinquent engagement: Programmatic implications” to the Nebraska Juvenile Justice Association in Kearney in May 2012.

Marsha Yeagley, Marketing, trained by the Sales Education Foundation, the Covey Institute, and Mahan Khalsa techniques in Professional Sales, received Chally certification for Sales Career Development.

Welcome to the following new faculty:
CHAU, NGAN N., Assistant Professor, Department of Marketing and Management
Information Systems
BS, Information Technology – Vietnam National University
BBA – Posts and Telecommunications Institute of Technology (Vietnam)
Ph.D. – University of Central Florida
Dr. Chau’s research interests focus on durable goods, product introductions and
supply chain design.

**LAM, EDDERY**, Assistant Professor, Department of Economics
BA; MA – Boston University
MA – University of Massachusetts at Amherst
Ph.D. – Kansas State University
Prior to his appointment to UNK Dr. Lam was a Visiting Assistant Professor at the University of Colorado in Denver.

**BARTHOLOW, RUSSELL** (Captain), Assistant Professor and Director of Military Science
BA – University of California-Santa Barbara
Cpt. Bartholow is a member of the Nebraska Army National Guard where he served as a Logistics Officer. He previously served in Operation Enduring Freedom in Afghanistan.

**McATEE, JOSHUA** (Staff Sergeant), Instructor, Military Science
Staff Sergeant McAtee serves as the ROTC Senior Non-Commissioned Office Mentor for the Military Science Program. He is a member of the Nebraska Army National Guard.

**McGREER, WILLIAM** (Captain), Instructor, Military Science
BS – University of Nebraska-Lincoln
In addition to his appointment at UNK, Cpt. McGreer is an Army Aviator and is the Company Commander of Delta Company (Air Ambulance) 1-376th Aviation Battalion in Grand Island, NE. He previously served in Operation Iraqi Freedom and supported NATO operations in Kosovo.

**Students:**

**Amanda Fike**, a freshman advertising and public relations major, marketing/management minor from Deweese, NE and **Gavin Schneider**, a sophomore exercise science major, health science and business administration minor from Edgar, NE will be serving the State PBL organization as officers during the coming academic year. Amanda Fike has been selected to serve as Vice President of Membership and Gavin will serve as the Vice President of Communication. The two also represented UNK and the Nebraska Phi Beta Lambda at the National Leadership Conference in San Antonio, Texas June 24-27.

**Jordan Rehnstrom**, a sophomore from Hartington, NE, presented “IFRS and Its Effect on Reported Working Capital” at the Society of Business, Industry, and Economics Annual Conference in Florida during the spring of 2012. This was the result of findings through the 2011 Summer Student Research Program where he
was mentored by Dr. Laurie Swinney, Accounting.

AMA officers for the 2012-2013 academic year are: President: Rebecca Swenseth, VP: Miranda Kluthe, Programs: Amanda Thee, Communications: Katie Clavin, Membership and Treasurer: Joe Manneschreck.

Internships and Experiential Learning Highlight
Samantha Seina, Senior in Marketing / minor in MIS, advisor Greg Broekemier
Samantha had the honor of completing a summer internship with the Transentric Group, a subsidiary of Union Pacific. The Transentric Group is located on the 8th floor of the famous Union Pacific building in downtown Omaha. Transentric is a technology company that builds and manages software for ERP and messaging of information throughout the transportation and other industries. Besides learning how this company develops these products, Samantha was able to utilize her marketing major to design and implement a new website for the company. She then presented the new website design to an executive team, who ultimately approved the improved product. Samantha was also able to interact with 39 other information technology interns throughout the UP companies as well as the 35 full-time Transentric Group employees. The highlight of Samantha’s summer internship was the landmark 150th anniversary of Union Pacific that took place over the summer and the festivities around the celebration. Samantha was glad to have the experience at this internship, which will help her decide on the right path for her career when she graduates this spring!

Please note the following:
What are your students doing that is noteworthy? Please let me know: yeagleym@unk.edu. Please include their hometowns so that a press release can be sent for recognition and potential recruitment.

Upcoming Events:
September 17-21 Homecoming Week
September 20-21, 2012 Rescheduled Executive in Residence – Kirk Stinson
September 25-26, 2012 World Affairs Conference
October 10-12, 2012 Mountain Plains Conference
October 15-16, 2012 Fall Break
November 14 Business Idea Contest
November 21-23, 2012 Thanksgiving Break
December 7, 2012 CB Sprint Holiday Party
December 10-14, 2012 Finals Week
December 14, 2012 Winter Commencement
January 7, 2013 Spring Classes Begin
March 17-23, 2013 Spring Break
April 26, 2013 Beta Gamma Sigma Induction Ceremony & Annual & Endowed Scholarship Ceremony
April 29 – May 3, 2013 Finals Week
May 2, 2013 C B T Honors Night
May 3, 2013 Spring Commencement

Please remember to forward your news items to Marsha Yeagley so that proper coverage can be provided. Your news may be added to the next Dean's List, and/or posted on the "Notables" section of the website, or the Dean's page of the site. When appropriate, a news release will be sent to students' hometown newspapers and/or the Hub, as well as covering the item in the June publication of the College of B&T Annual Report. Remember that what you and your students do "makes a difference." In order to send the press release to the students' hometown newspaper, please provide the hometown. Help us in the recruitment and retention process by informing Marsha of your news.

Send to:
yeagleym@unk.edu.
Please only send information regarding papers and presentations after the fact.
Thank you!
Marsha K. Yeagley
Senior Lecturer, Marketing/MIS Department
Coordinator of College Communications
West Center Building W241
University of Nebraska at Kearney
Kearney, NE 68849
308-865-8345
Talk of the Town

9:30 KGFW

Arrive 10 minutes early for this roughly 10 minute interview

September 26 Brenda Jochum, Internships, three students as well or

October 24
Shawn Kaskie: Topic: Central NE Idea Contest and other Eship & SIFE Events

November 28 Dr. Janet Lear, Dr. Kathy Zuckweiler, and Dr. Michelle Fleig-Palmer on Talk of the Town. Dr. Lear will talk about the results of a study that examined Business Skills for Healthcare Professionals. Dr. Zuckweiler and Fleig-Palmer will then discuss new Healthcare Initiatives in the College of Business at UNK.

January 23 Dr. Suzanne Hayes, NBA Internships.

February 27 Ross Taylor, Korea, Experiential Learning

March 27

April 24
Schedule for Good Morning Nebraska Interviews with UNK — Let me know if these dates work for you!

It will be Thursday Mornings, 6:45am – be at the studio a little before 6:30am. Just send me an email with the names and titles of who will be on and their topic and outline of what they want to talk about at least one week before the interview. Thanks! - marylyn

Aug 16 Heather Schulz how consumers use brands as props in order to communicate their role to others.

Sept 13 Shawn Kaskie: Central NE Business Idea Contest (likely held in mid-November as part of Global E-ship Week) and other events related to Entrepreneurship.

Oct 11 Captain Russell L. Bartholow

Nov 8 Dena R. Beck, REAP Loan Specialist at the Center for Rural Affairs and myself for a spot on NTV. Talk about the value of "Town & Gown" partnerships and how our work together in the past has benefited both the Rural enterprise Assistance Project as well as the College of Business students.

Dec 20 MBA Sri Seshadri

Jan 3

Jan 31 Angela K. Hollman Information Networking & Telecommunications curriculum and name changes to adapt to business/industry demands.

Feb 28 MBA Sri Seshadri

Mar 21

April 18

May 16 MBA Sri Seshadri

**What I need one week before the interview:**

- The topic you want to cover
- Who will be in for the interview: first and last name and title of who will be on the set
- Information you would want viewers to know: if it’s an event... the who, what where etc..., and a link or phone number or where you want viewers to go for more information.
- Some people send an outline of what they want to talk about... feel free to do that, and I can make sure we stay on topic and get the info out that you want. I want is as easy for you as possible! 😊
- Time will seem to fly by, so if we don’t get to everything... remember to send me information you want on our website [www.nebraska.tv](http://www.nebraska.tv)

**Other Interview Information:**

- Your interview is at 6:45
- Be at the studio around 6:30am
- The interview is about 3 minutes long
• It will be in studio, 15 miles south along hwy 44 of Kearney (I allow 20 minutes to get here from Kearney)
• The front door will be open, the second door will be locked. There are instructions by the door (pick up the phone there by the door and dial 149 or 120 and someone will come up and get you)
• We are a visual media so we LOVE Visuals... so posters, pictures, statistics, video and any event information or details you email me a head of time may help in presenting the information and grabbing a viewer’s attention. You can get creative!—Demonstrations are awesome, we have a kitchen if you want to cook... if you have props to bring (like purses for the purse auction... etc... Just let me know what you want to do and we will work it out!!!
• The interview will be as conversational as possible. You do not have to look at the camera at all, just look at me and have a conversation.

Marylyn Barnett

NTV News Anchor

mbarnett@nebraska.tv  Follow @MarylynBarnett on Twitter

308-743-2494
Kirk Stinson Ron Landstrom Executive in Residence

Thursday, September 20, 2012

8:00 a.m. - 9:15 a.m. Professional Selling, M. Yeagley, Ockinga Auditorium

9:30 a.m. - 10:45 a.m. Consumer Behavior Dr. Heather Schulz Ockinga
11:00 a.m. – 12:15 p.m. “Grow or Die” A Survival Guide to Professional and Personal Development by one who has experienced positive development and failed business initiatives. Kirk Stinson, UNK Alumn, President, Mechanical Access Solutions Commercial Division, Stanley Security Solutions, Inc. Stanley Black & Decker/ Presentation to faculty, Business Advisory Council, and students in the Ockinga, Introduction/presentation by Dr. Burkink.

12:15 Sandwich and head to class in conference room

12:30 p.m. – 1:45 p.m. Principles of Management Michelle Fleig-Palmer Ockinga Conference room
Lunch during class. Students will brown bag.

Michelle escort to 120 E

2:00 p.m. – 3:15 p.m. Student Advisory Group 120 E (Yeagley)
Food served

4:00 p.m. – 5:30 p.m. Networking reception at Frank House/Business Advisory Board, select Chamber members, faculty, campus administrators, Stinson family/friends ( invitation)

Friday, September 21

9:05 a.m. - 9:55 a.m. Principles of Supply Chain Management Marketing Management, Ngan Chau, N 012 West Center Bldg.

10:10 a.m. - 11:00 a.m. Principles of Management, Dr. Kay Hodge C228

Burkink escort from class
11:30 – 1:00 p.m. Kearney Country Club Lunch, Tracy Lungrin, Dr. Tim Burkink, Dr. Tim Obermier, Angela Hollman, Dr. Greg Broekemier, Chancellor Kristensen

1:30 p.m. - Campus Tour/CBT Ambassador/s Abbie Davis
Kirk Stinson graduated from the University of Nebraska at Kearney in 1991 with a degree in Business Administration with an emphasis in Marketing. Stinson grew up in a retail family who owned and operated a local hardware store in Superior, Nebraska. Considering his family business background, it made sense that Stinson's first job out of college was a sales position with Black and Decker in the Kansas City region. Stinson was moved to the DEWALT/BLACK and DECKER Corporate Headquarters in Baltimore, MD to assume the Vice President of Sales and Marketing role. Recently, Stinson has been promoted within the company to assume the CEO role for the Stanley Security Division based in Indianapolis, IN. Stinson's brother, Mark, is also a Business Administration graduate from UNK and currently serves as the President of Exmark Manufacturing, Inc located in Beatrice, Nebraska.

The Ron Landstrom Executive in Residence program was created through the generosity of Jerry and Jeanne Taylor. Jerry Taylor is a KSC/UNK alumnus and former Senior Vice President and CFO for Applied Materials. Taylor chose to name the program after one of his favorite professor, Ron Landstrom, because of his profound respect and gratitude for the man who helped and inspired him as an undergraduate.