Dean’s List  
College of Business and Technology  
Monday, September 15, 2014

Think about doing an article for the Kearney Hub during the 2014-2015 academic year. Also, consider promoting your program, students, and/or event on NTV (first Wednesday of the month at 6:25 a.m.) and KGFW Talk of the Town (4th Wednesday of each month at 9:30 a.m.) The schedules are attached.

Criteria for the Hub article:
- 500 words or less
- Business tips/backed by your research if you so choose
- Long text or short bullet points
- Author picture and short bio
- Every other month to start

I will send it on to the Hub after the Dean’s approval.

Upcoming Events—Strongly Encourage Student Attendance

*Biological Psychiatry Versus Empathy and Human Connection: How Psychiatric drugs Do More Harm Than Good*” Dr. Breggin—
Monday, September 15, 2014, 7:00 p.m.

The Journey From Undisciplined Ability To Enduring Success and Happiness
2014-2015 Ron Landstrom Executive in Residence-Richard Salmen
Thursday, October 2, 11:00 A.M.

Both events are in the Ponderosa Room of the Nebraskan

Faculty, Administration, and Staff:

Dr. Michelle Fleig-Palmer, Management, presented, “*Business Knowledge Needed in Health Care to Support Good Stewardship and Effective Management,*” a co-authored paper with Dr. Janet Lear, Dr. Michelle Fleig-Palmer, Dr. Kay Hodge, Dr. Matthew Fleig, and Ariane Aten (UNK grad), at the Academy of Management Meeting in August.

Dr. Kay Hodge, Management, presented the following at the Society for Case Research Summer Workshop in Rock Hill, SC: “Too Big for His Britches,” co-authored with Donald A Carpenter, “Send Him with Todd,” co-authored with Donald A. Carpenter, and “Terminated,” co-authored with Bruce Elder J.D., Accounting/Finance.

The Center for Economic Education has been an educational partner with Kearney Federal Credit Union, Kearney Public Schools, and the Nebraska Council for Economic Education to provide students at Emerson Elementary with a unique learning experience (2705 Avenue E, Kearney, NE.) Students will serve as tellers and help with the daily operations of the branch under the supervision of Kearney Federal Credit Union.

Consider attending the Chamber ribbon cutting Thursday, October 16, 2014 at 8:30 a.m. The Emerson Elementary branch of the Kearney Credit Union will open that day.
Dr. Jeanne Stolzer, FSID, had her paper, “The maternal and pediatric risks associated with formula feeding: a meta-analysis and the other titled Breastfeeding education: A physician and patient assessment,” published in *Frontiers in Preventive Medicine and Population Health*. She also was interviewed about her breastfeeding research (toddler and psychiatric drug prescriptions which was published in *Child Development Research*) on the Joyce Kaufman Show, 850 AM, WFTL, Fort Lauderdale, Miami, West Palm Beach area June 24, 2014.

Dr. Greg Broekemier, Marketing/MIS, has an article published in [www.openforbusinessmagazine.com](http://www.openforbusinessmagazine.com) regarding Branding through Integrated Marketing Communications. Take a look at the attachment above.

The Center for Economic Education conducted a **New Teacher Economic Boot Camp** for new and pre-service teachers. They developed new strategies for introducing economics into their curriculum using *Virtual Economics*, an interactive tool containing a data base of over 1,400 lessons. The workshop was made possible through a grant from the Nebraska Council for Economic Education. See the photos above.


Dr. Tami Moore, FSID, & D. Mollenkopf had their paper, “A place in Piaget’s and Vygotsky’s worlds?,” published in the *Journal of Technologies in Education, 10*. 11-19. “*Who will swing the Hammer?*” was presented August 19, 2014 at a joint meeting of the Kearney Area Builders Association and Kearney Public High School. A collaborative effort between both entities to address the shortage of skilled building labor in the Kearney area through development of curriculum for the new KHS Vocational Program. She was also appointed by Mayor Stan Clouse to the Kearney City Planning Commission.

**Impact**

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

**Students:**

Listen to the Enactus students: [http://www.nebraska.tv/category/106635/good-morning-nebraska](http://www.nebraska.tv/category/106635/good-morning-nebraska)

Two teams won $15 gift cards at the bookstore in the new student orientation contest for their marshmallow and spaghetti sculptures. The student winners were: Alex Hayes, Tristan Reed, Satsuki Morimoto, Jennifer Wolfe, Keisuke Osuka, Thomas Bunner, Li Li, Alva Troyer. Devin Stuart, Teautle Zimmerman, Andrew Heine, Brooke Emmert, Andrianna Meyer, Aaron Doll, and Michael Doll.

Junior, senior, and **accounting** graduates visited KPMG in Omaha and BKD in Lincoln, large public accounting firms. In addition, along with Dr. Brenda Eschenbrenner, they
attended UNL's Meet the Firms night which is similar to UNK’s career fair but specifically focused on accounting internship and career opportunities.

Experiential Learning/Internship

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

Please only send information regarding papers and presentations after the fact.

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Richard Salmen
Ron Landstrom Executive-in-Residence

Senior Vice President, Senior Advisor, and Manager, Financial Planning Services at BOK Financial-Overland Park, KS - a firm that manages $600 million in assets for 350 clients

Thursday, October 2
8:00 a.m. - 9:15 a.m. NSU 310; Marsha Yeagley-Professional Selling; Dr. Kathy Smith-Accounting Portal

9:30 a.m. - 10:45 a.m. NSU 310 or Ponderosa; Bruce Elder, J.D., Business Law; Dr. Brenda Eschenbrenner, Accounting Information Systems; Dr. Kathy Smith-Accounting Portal

11:00 a.m. – 12:15 p.m. Ponderosa Room, The Journey from Undisciplined Ability to Enduring Success and Happiness

12:30 p.m. – 1:45 p.m. NSU 310; Student Advisory Group/ Marsha Yeagley (Food Served)

2:00 p.m. – 3:15 p.m. NSU 310 or OO 131; Terry Gibbs - ITEC 416

4:00 p.m. – 5:30 p.m. Frank House, Networking Reception (by invitation)
Business Advisory Board, Kearney Area Chamber members, faculty, campus administrators, Mr. Salmen’s family/friends

Friday, October 3
8:00 a.m. – 9:00 a.m. WSTC 120E; Aaron Estes, Dustin Favinger, Janice Woods, and Brenda Jochum - Internships/Career Opportunities,

9:05 a.m. - 9:55 a.m. WSTC 203N, Dr. Jake Messersmith - Administrative Strategy and Policy

10:10 a.m. - 11:00 a.m. WSTC 103N, Dr. Suzanne Hayes-Investments

11:30 – 1:00 p.m. Lunch, off campus, Steve Amundson, Dr. Suzanne Hayes, Shawn Kaskie, Dr. Richard Lebsack, Terry Gibbs, Dr. Tim Burkink

1:00 p.m. Interview in Dean’s Office

1:30 p.m. - Campus Tour

Creighton, NE native Richard Salmen came to Kearney State College as an Army private in 1985 where CBT’s emeriti faculty Richard Lebsack served as his advisor and provided him flight instruction. In 1988, he graduated with a Business Administration and Airway Science degree. Today he is the Senior VP and Senior Advisor at GTrust in Overland Park, Kansas, a firm that manages $600 million in assets for 350 clients. In 2009, as president of the 26,000 member Financial Planning Association, Salmen traveled between Kansas City and Washington, D.C., helping lawmakers draft new financial regulations after the 2008 banking crisis. He not only has an extensive background in finance but is a former air traffic controller with a military background.
2014-2015
Talk of the Town KGFW 9:30 a.m.
Fourth Wednesday of the month
Arrive 10 minutes early for this 10 minute interview
Tuesday, September 9 Jeanne Stolzer
September 24, Aaron Estes-Career Services
October 22 Shawn Kaskie-CRRD idea contest
November 26 Dr. Michelle Fleig-Palmer
December none Break

January 28 Dr. Suzanne Hayes-new student managed investment fund
February 25 Dr. Sri Seshadri-MBA
March 25 Aaron Estes-Career Services
April 22

Sign up for your NTV Morning Show Interview Today. Below you will see some suggestions from the interviewer, Marylyn Barnett. She has requested that your interviews be more interactive and engaging to the public.

Sept 3rd –Enactus Student Group- Maggie Fennessy (fennessymr@lopers.unk.edu) Topic: Sam’s Club & New Venture Adventure
Oct 1 – UNK Center for Rural Research & Development-Shawn Kaskie kaskiesc@unk.edu Topic: Business Idea Contest
Nov 5
Dec 3
Jan 7
Feb 4
Mar 4
Apr 1

Some ideas for you to think about...

- students sharing some projects they work on...
- what makes a good business plan...
- what are some common mistakes small business owners make...
- some people may think they don’t need to go to school to start a business—why should they?
- Marketing vs promotion... (some people think marketing is just promotion/advertising... how does someone come up with marketing strategies
- How can a business work with UNK Students? (I think we have done this one before—it was a good one)
- How business students benefit the community of Kearney
- With the Technology side... anything you can show or demonstrate?—any projects students can bring on and show
- A preview of a few tips that you teach students that out audience can take away from (remember our audience is a lot of parents and grandparents... let’s get their attention in a way that may encourage them to tell their kids what is available to them)
- Personal stories, pictures, videos...

The kicker to all of this is – we need to know what the plan is a week in advance. (names, titles, and outline) There are new FCC guidelines, so we need to have an outline of what you want viewers to know so we can put it in closed captioning. Just the basics is fine. We will also use this to post information to our website—so it does benefit everyone involved.
What I need one week before the interview:

- The names of who will all be on set: first, last and title -- if you add more people be sure to tell us in advance, that way we know we have the room and mics available that you need.
- Information you would want viewers to know: if it's an event... the who, what where etc... and a link or phone number or where you want viewers to go for more information. A press release works too.
- Some people like to send me an outline of what they want to discuss... or send me 3-4 questions you want me to ask... I want you to be comfortable—so send me what works for you. I will help you along in the interview with the information you give me.
- Time will seem to fly by, so if we don’t get to everything... remember to send me information you want on our website www.nebraska.tv

Other Interview Information: - you are down for 

- Be at the studio around 6:00am
- Your interview is at 6:25am
- The interview is about 3 minutes long
- It will be in studio, 15 miles south along hwy 44 of Kearney (I allow 20 minutes to get here from Kearney)
- The front door will be open, the second door will be locked. There are instructions by the door(pick up the phone there by the door and dial 149 or 120 and someone will come up and get you)
- We are a visual media so we LOVE Visuals... so posters, pictures, statistics, video ...You can get creative!—
- The interview will be as conversational as possible. You do not have to look at the camera at all, just look at me and have a conversation.