Each semester business students compete in the Kay Payne Case Competition to determine which student group/s has developed the most effective and professional project. Although the students can be from any business discipline, thus far the winners have been from the Marketing Department. Typically the entrants are students developing advertising campaigns, marketing research projects, and/or marketing plans for real clients in the Kearney area. The case studies are judged by professionals in the region.

1st

the New Age Industrial Case
Sarah Ahrens, Nick Lee, Moe Takenaka, Tyler Zoellner

2nd

The International Builders show case study
Tianyang Liu, Jillian Davidson, Dylan Plihal, Yifan He

All of the students were from Dr. Heather Schulz’ Advertising Management class.

The 2015 National Conference on Undergraduate

Jeffrey Olson, North Platte, presented a paper "Goodwill Industries of Greater Nebraska: The Findings of a Marketing Research Study in The Tri-City Area."

Matthew Sich
MIS student from Omaha

Dr. Heather Schulz-Meyer was recognized with the CBT Faculty Mentor Award for Undergraduate Research at Student Research Day.

Dr. Heather Schulz-Meyer
Marketing

My experience at UNK has opened my eyes to what the true college experience is. I chose UNK solely for athletics, with academics as a secondary thought. It turns out that I am leaving with a better education than I could have imagined. The people surrounding you on a daily basis are why this is such a great place. UNK has a variety of surprises up its sleeve, where you just have to be here to figure them out.
SCM student, has been selected by the Material Handling Education Foundation Inc. (MHEFI) selection committee to receive a $5,000 Howard Bernstein Scholarship for the 2015-2016 academic year. The Scholarship was established in 2012 to provide funds to students who have committed to the material handling, industrial distribution, engineering, logistics and supply chain industries. The program goal is to attract talented students to an exciting, diversified future in material handling. Since 2012, twenty-four $5,000 scholarships have been awarded to students at fifteen different universities for a total of $115,000.

Greg Benson
Assistant Professor and Supply Chain Management Coordinator, taught in the Industrial Distribution program prior to moving to SCM. Benson has a B.S. in Business Administration from the University of Nebraska-Lincoln, MPA, Public Administration from the University of Nebraska at Omaha, and an Ed.D., in Educational Administration from the University of Nebraska-Lincoln. Dr. Benson’s professional career has included 28 years in the field of Supply Chain Management. Under his leadership the SCM program has grown from 17 to 43 students since August of 2014.

Victoria (Tori) Crook,
SCM student, has been selected by the Material Handling Education Foundation Inc. (MHEFI) selection committee to receive a $5,000 Howard Bernstein Scholarship for the 2015-2016 academic year. The Scholarship was established in 2012 to provide funds to students who have committed to the material handling, industrial distribution, engineering, logistics and supply chain industries. The program goal is to attract talented students to an exciting, diversified future in material handling. Since 2012, twenty-four $5,000 scholarships have been awarded to students at fifteen different universities for a total of $115,000.

Lorena Ortetga,
Marketing Emphasis student from Lexington, has taken full advantage of the opportunities and resources at UNK. Due to her financial aid taking care of the expenses, she had the opportunity to study in the Czech Republic, visiting over eight countries.

Maurice (Dave) Moffett
Moffett grew up on a farm close to Gibbon and became the VP of Monarch Industries, worked at Kearney’s West Company, and a printing company in Cheyenne, Wyoming before becoming a lecturer at KSC/UNK where he has taught MIS and Marketing classes for the past 28 years. Dave has served the institution well and was an active member on many committees. In addition, for many years he advised CBT students during the summer for the NSE (new student enrollment) process.

Ortega
2015 Spring Graduate

Cook Earns Scholarship

Marketing/MIS Faculty Retires August 2015