

connection

Vol. II 2004

Newsletter of the Anderson University Falls School of Business

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Doctorate Students Come From Near and Far

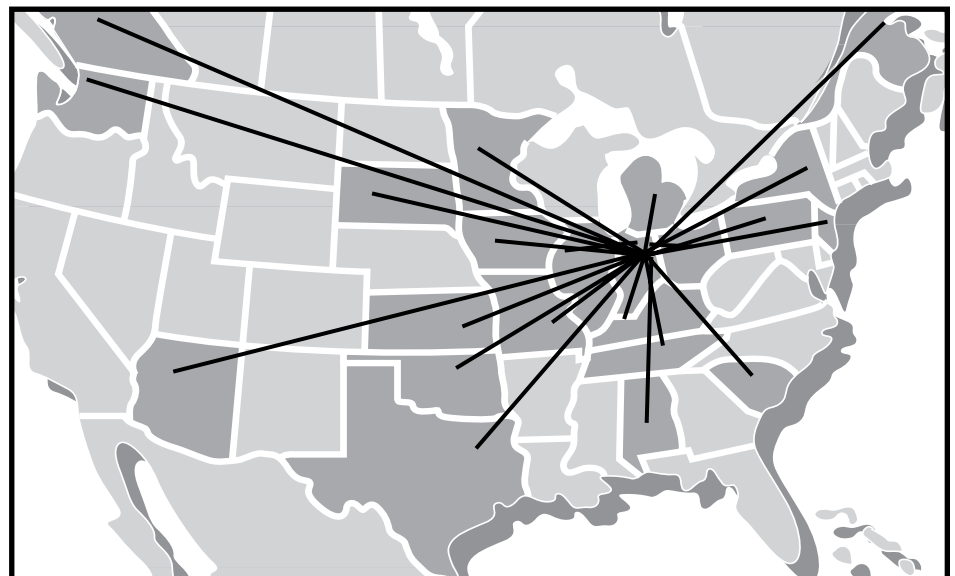
Three times a year, business professionals travel to the Falls School of Business from more than 20 states and two Canadian provinces to take their Doctorate of Business Administration classes. With the addition of this year's class, which begins in May, there will be 48 students in the program.

The reason these students are coming to AU from so far away is three-fold, explained Dr. Doyle Lucas, DBA program director. "[The AU DBA] is an option for people teaching or working full time, and is designed so they do not have to quit their jobs in order to begin a doctoral program," he said. "Also, the program offers an emphasis on teaching at the college level with the class Best Practices of College Teaching," Lucas continued. "Finally, and perhaps most importantly to some students, is the idea of earning a

DBA in an atmosphere where a Christian worldview is intentionally the basis of business discussion."

AU is one of only two universities affiliated with the Council for Christian Colleges and Universities (CCCU) that offer a doctorate degree in business. In addition, the on-campus residency requirement of two weeks in May, one week in August, and one week in January is very appealing to students working full time in education or industry.

The nature of the classroom discussion is greatly enhanced by the various backgrounds in culture and faith of the students. "When you bring together Wesleyan/Armenian, Calvinist, Reformed, Baptist, Mennonite, and Catholic theologies [among others], the discussion is really rich," said Lucas.



Map depicting DBA enrollment nationwide

.FSB NEWS.

MBA Students Hear from Conseco and Lilly Executives

Falls School of Business MBA students recently had the opportunity to hear from two local business people.

Senior vice president of Conseco Insurance Companies, Lowell Short Jr. spoke to first-year MBA students about the financial history of the company, its filing of Chapter 11 bankruptcy, and its subsequent emergence in September 2003.

Short also shared his personal testimony. "What had the most impact on me," said MBA student Peggy Bostelman, "was [Mr. Short's] testimony in the last seven minutes of the evening. It was something that I needed to hear, and it left me with a feeling of peace that I haven't felt in some time."

The following week, the executive director of corporate strategic planning at Eli Lilly, Peter Johnson, delivered a message on organizational strategy to second-year MBA students. Using Eli Lilly as an example, Johnson shared the issues that companies must consider when developing strategies.

One of the most important aspects of strategic planning, Johnson explained, is to "know how your market works today." He later challenged the students to learn more about the business in which they work. "Can you explain your business?" he asked.

Carolyn Caldwell Creates Business Simulation

Accounting professor Carolyn Caldwell spent last summer creating a practice set that would perfectly suit her students.

In previous years, students paid \$50 for workbooks that would only be used two or three weeks.

Hoping to make the simulation set as realistic as possible, Caldwell created a local all-terrain vehicle company called Anderson ATV and made up financial transactions for the company.

Students then worked through the accounting process for the company.

"During the writing process, student cost was ever-present in my mind. So, I was trying to create a simulation that would be no more than a \$10 charge to the students," said Caldwell.

Feedback for the project has been positive. "[The practice set] was a great tool for pulling all the learned concepts together. I feel 100% more comfortable with this material now," said one student.

SIFE Competes in Cincinnati

The Students in Free Enterprise (SIFE) team recently finished first runner-up in the Regional SIFE Competition in Cincinnati.

"After winning regionals and going to nationals five years in a row, one would think that we should be disappointed that we are not going this year," said Dr. Mike Wiese, Sam Walton Fellow for AU SIFE. "We are not. The SIFE presentation team did a great job at regionals. A decision was made to use this year to position SIFE for the future. Because of our decision we are in a fantastic place to really serve our community and to give students an educational opportunity that is truly special."

Vice president of competition Beth Smith agreed. "The competition in Cincinnati was a great success," she said. "Although we didn't receive the ranking we hoped for, the whole team did a fantastic job!"

AU SIFE will receive \$7,500 for the next three years as part of a Lilly Endowment grant. The team will use the money to support efforts in the future. (See Building Toward the Future, pg. 8.)

"I'm really looking forward to next year with all of our new opportunities," said Smith. "I know we will shine at regionals and nationals, next year."

SIFE is an international organization found on more than 1,500 campuses in 37 countries. Students gather annually to present to a panel of judges with what they have accomplished throughout the year. Approximately 450 teams compete each year at the regional level for a chance to travel to Kansas City for the national competition.

• Announcements •

- **The Falls School of Business annual Honors Banquet** will take place on April 21 in the Kane Dining Room at 6 p.m. All undergraduate business students are invited to attend. RSVP immediately with Carol Whetsel at x4358.
- **Send Us Your Business Card** The Falls School of Business is collecting the business cards of each of its graduates. We would like to add yours to our collection. Please send your business card to the address on page 8.

Not-For-Profit Leadership Class Gets Experience

Students in the Falls School of Business Introduction to Not-For-Profit Leadership class at Anderson University are receiving an education outside of the classroom this semester. The class visited Alternatives, the Hopewell Center, and United Way over the past two months to learn firsthand how not-for-profit organizations function. Additionally, students are volunteering and job-shadowing at other local not-for-profit agencies.

Classmates Erica Landey and Amanda Ramirez are enjoying the various opportunities that the class offers.

“The biggest thing that our class is teaching us is the other side of not-for profit business,” said Ramirez. “You see the sociological aspect in the community, but you don’t normally see the coordination and the administration.”

“You get experience in this class,” added Landey, who recently helped pass out food at Operation Love. “You learn, but you also get to see it applied.”

“[These types of experiences] allow the students to see what types of career opportunities there are within the not-for-profit organizations and how fulfilling

this type of work can be,” said Dr. Becky Haskett, associate professor of business and the instructor for the course.

Above all else, the class is paving the way for some students’ futures. “I want to open my own not-for-profit someday,” said Ramirez. “I volunteer at His Healing Hands Clinic. We had a patient who was domestically abused and was not going to leave the situation, and it sparked a fire in me.”

The Not-For-Profit Leadership class is offered at 8 a.m. MWF next semester.



Group photo at Hopewell



Class at Hopewell

The Healthcare Connection

Spotlight: *Hospital Corporation of America*
Victor Campbell

When he graduated from Anderson University in 1969, Victor Campbell went into a management training position at DuPont in Wilmington, Del., with 29 other graduates. It wasn't until a few months later that he realized the other 29 trainees were MBA grads! "I credit Anderson University for allowing me to have that opportunity," says Campbell.

Three years later, Campbell relocated to Nashville, Tenn., and joined a small corporation, Hospital Corporation of America. At the time, the company managed about 10 hospitals, and Campbell knew each employee at HCA by name. After 32 years with HCA, he is now the senior vice president, and the company manages nearly 200 hospitals and receives annual revenues of about 23 billion dollars.

Growth like that sounds like a lot of hard work, but Campbell doesn't work at all. "To me it's not a job," says Campbell. "I'm here with a bunch of people I consider brothers and sisters," he continues. "My dad always told me, 'Don't ever have a job. Find something that you love to do and do it.'"

When asked what affected him at Anderson University and continues to do so today, Campbell replied immediately, "Glenn Falls. He was a great, great professor. I remember not only his classes, but him personally. He really helped a great deal."

Campbell urges students to take it upon themselves to learn. "I'm a big believer in mentoring," he says. "It's the individual's responsibility to ask the question, 'Who can I learn from?' [Spend] a lot of time just listening," he continues. "You can never be too old to learn. I may be 57, but I'm still learning."

Professor
Spotlight:
Dr. Cindy Gibson

"Sales is education," says Dr. Cindy Gibson, associate professor of marketing. Thus after serving Mead Johnson Pharmaceuticals as a sales representative from 1983-1985, Gibson had plenty of teaching experience when she became an instructor of marketing at Southwest Texas State University.



Dr. Cindy Gibson

"My clients, the doctors, were too

See Gibson, page 6

Student
Spotlight:
Kari Kistler

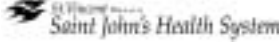
Senior marketing major, Kari Kistler, is hoping to combine her experiences from two different areas into one career in the next few years. After working as a dental assistant throughout her first summer after high school, Kistler decided that she wanted to be a dental sales representative. Since then, she has tailored



Kari Kistler

See Kistler, page 6

Spotlight:
St. John's Health System
Kyle DeFur

 "Everyone knows that debits must equal credits, but at AU I learned the things that go beyond the mechanics – like the importance of integrating my faith into every aspect of my life," says Kyle DeFur, who has taken this principle to heart as the president of St. John's Health System (SJHS).

"Saint John's is a unique organization, in that it is 110 years old," says DeFur. "It was founded as a ministry of the Sisters of the Holy Cross [and] clearly states in its mission that it is 'rooted in the loving ministry of Jesus as healer.'"

"Saint John's also clearly articulates its core values of service to the poor, reverence, integrity, wisdom, creativity, and dedication," he continues. "My role is to ensure we carry out our work in a way that fulfills the mission and is done in a way that is consistent with our core values."

DeFur was promoted to president of SJHS last June after serving the business in many different roles over the past nine years, including his most recent position as chief operating officer.

"Hospitals are fairly complex organizations due to all the different constituents and stakeholders involved," says DeFur. "I spend a great deal of time listening so I can best understand how we best meet the needs of those who come to us for care."

"I genuinely love what I do," he continues. "I have a real passion for living out our mission and helping others to do the same."

DeFur graduated from AU in 1985 and later continued his education at Xavier University. He has been married to Dana for 17 years. Their two sons are Cameron, 13, and Clay, 10.

• The Healthcare Connection •

Spotlight:

Blaine Pharmaceuticals

Rich Razgaitis



Since graduating from Anderson University in 1996, Rich Razgaitis has held many different positions throughout the country. He worked at Eli Lilly as well as Johnson & Johnson. Raz, as he likes to be called, also served as the vice president of sales and marketing at Healthology, a start-up company headquartered in New York City.

However, 18 months ago, Raz landed his dream job as the president of Blaine Pharmaceuticals in Cincinnati. Blaine is a privately held specialty pharmaceutical company, and Raz loves every minute with the organization. "I am totally fortunate to have this position," he says. "There is simply nothing else that I would rather be doing with my career than at Blaine Pharmaceuticals."

"The biggest thrills for me are the diversity of responsibilities, and the challenges of restarting a company, as well as the energy level of the team," Raz continues. "I genuinely enjoy working with every single person within the team we've built."

Much of Raz's success thus far depended on preparation. He credits the FSB for encouraging entrepreneurship, creativity, and integrity. "Not a week goes by where I don't wish I spent more time studying during my undergrad program," he says. "Building up a key knowledge base is absolutely crucial, because if you don't have a rock-solid base, it's nearly impossible to build upwards."

Raz is married to Erica, and the couple has two daughters: Zoe, 7, and Royce, 2. He also received his MBA from the Falls School of Business.

Spotlight:

Foundation Surgery Affiliates

Dana Byers



Dana (McCallian) Byers was hired by Foundation Surgery Affiliates in Oklahoma City on an as-needed basis to implement the employee's training seminar in December 2002. Within two months she began working for FSA full time, and shortly thereafter, she became the marketing/public relations manager for the management company.

In her current position, Byers still employs motivational training programs, but she also plans employee events and oversees employee recognition programs.

"My favorite aspect of this job is that my direct customers are our employees – nurses, surgeon partners, healthcare administrators, and corporate staff," says Byers.

"They excel in providing excellent customer service to patients every day, and in return I get to thank them in various ways – public recognition, FSA shirts, cash, and all-expenses-paid vacations – to keep them inspired as healthcare providers so our patients continue receiving supreme care," she continues.

In her managerial role, Byers gives presentations on a regular basis. "The management and marketing courses I took, as well as my participation in the Students in Free Enterprise annual competitions, helped me gain confidence in public speaking," she says. Byers also mentioned that she developed necessary teamwork skills during her time at AU.

Byers graduated from AU in December 2000. She is married to Chris (BA '00), and the couple has an 8-month-old son named Blake.

Spotlight:

Eli Lilly and Company

Amber Peters

Upon graduating in December 2002, Amber Peters accepted a one-year contract position with a company in order to gain experience. However, during the year, Peters kept in contact with a member of FSB's Marketing Advisory Board. When the board member heard of jobs opening up at Eli Lilly, she gave Peters notice and helped her post her resume online. After an eight-hour interview process, Peters became an e-marketing associate at Eli Lilly and Company in Indianapolis.

"My overall job is to provide effective integrated marketing campaigns to meet the 'e' (electronic and Internet) information needs of our customers for the three brands and physician portals that I work with," says Peters.

"I deal with tasks such as strategy development of where our product may have a place on the Internet, who we should be targeting, and how we will most effectively reach them," she continued.

As a recent graduate, Peters urges business students to take advantage of the time they have at AU. "Take advantage of the knowledge base that is at your fingertips in the faculty and staff," she says. "They can provide insights you never could imagine. Go to all the speaking events, Marketing Advisory Board meetings, and special events that you can and network! Also, soak up everything and take good notes. You will want to refer back to them."

Peters lives in Greenwood, Ind., and enjoys volunteering, traveling, exercising, spending time with friends, being involved with her church, and experiencing Indianapolis.

• BEST OF BUSINESS •

Alumni share their favorite FSB experiences



“Dr. Lucas is wonderful. He’s fair, caring, compassionate, and you can tell he has a love for God. Also, Dr. ElNaggar goes the extra mile to make sure that you understand what you are doing.”
Christee O’Neal — junior



“My favorite part of being a business student is the people: whether they are friends, professors, or prospective employers.” John VanDrunen – junior



“I like the comfortable chairs in the business classrooms.” Kyle Hiatt — sophomore



“My most exciting experience was Dr. Ritchey’s Econ class. I enjoyed it so much the first time that I decided to take it again.” Lindy Miller — senior



“My favorite experience occurs regularly at 11:00 a.m. in econ when I get to listen to Dr. Ritchey’s bad humor.”
Natalie Chabot — sophomore



“Getting to know all the students in the business program has been a great thing.”
Jim Johnson—Junior

Gibson Continued from page 4

busy to keep up on every new drug,” says Gibson. “They depended on pharmaceutical sales reps to bring them new information. This prepared me quite well to be a teacher because I always need to understand my subject matter well enough to be able to explain it to others,” she continues.

“I also dealt with a number of different learning styles as in teaching. Some doctors prefer to take in information by reading it, some like to be told, and some like visual charts and graphs.”

As a sales rep for Mead Johnson, Gibson attempted to make face-to-face contact with approximately 300 doctors each month to explain the products to them so that they, in turn, would prescribe the products to applicable patients.

Gibson came to Anderson University in 2001, after working at a small liberal arts college in New York.

“Throughout my sales, management, and teaching career, I have learned that no matter what anyone else does or how a situation goes,” says Gibson, “it is my responsibility to do the right thing and to do things right.”

Kistler Continued from page 4

her work experiences so that they will appropriately prepare her for her future career.

Kistler spent three summers working as a dental assistant, before working in sales with Vector Marketing Corporation last summer. She will return to Vector after graduation this May as a sales manager assistant in the Cleveland area. “However, within the next 3 to 5 years, I would like to secure a job in dental sales,” she says.

“[With] my experience as a dental assistant,” says Kistler, “I learned how crucial it is for the office to have a dependable and knowledgeable sales rep that works closely with them so they can order the needed supplies in a timely manner,” she continues.

As a dental assistant Kistler’s work included clerical work, preparing patient rooms, and her least favorite task, “giving little kids shots.” Additionally, her experience with Vector allowed her to see that sales can be “fun, motivating, and rewarding.”

“Right now, I am in contact with a few companies of peak interest to me,” says Kistler. “I am heavily considering if the cities these companies are hiring in would be a good match with my long-term goals.”

Staying Connected.

A special part of the AU Falls School of Business is the personal touch. Here are some recent updates from FSB graduates.

88 **Craig Caldwell** recently completed his Ph.D. from the Katz Graduate School of Business at the University of Pittsburgh. He is now a professor at Butler University's College of Business Administration.

90 In September 2003, **George Kahaleh** moved to Clermont Ferrand, France, a town 4 hours south of Paris. He was relocated with Michelin Tire Corp on a 2- to 3-year assignment as the Worldwide Marketing Segment Manager for earth mover tires. He graduated from the MBA program in 1997. He and his wife, **Tasha Kahaleh BA '94**, have two children, Antoine George, 5 and Carl Reid, 3.

91 **Michael Grant** graduated from Anderson University's MBA program in June 1997. He and his wife, **Tracy (Buck) BA '91**, have three "beautiful children:" Payton, 7; Preston, 5; and Paige, 3. In December 2003, Michael accepted the position of controller with Americare Communities, a Muncie-based facility that owns and operates several skilled-nursing and assisted-living facilities in central Indiana, Michigan, Florida, and Ohio.

Jim Kelly and his wife **Tonya BA '91**, live in Grand Rapids, Mich. and love it. "We have been here since January 1998," Jim writes. "I am the senior pastor at a church here and my wife is my part-time associate. We have 3 children now: Ashley, 11; Chandler, 6; and Jared, 2.

92 **Lisa Stout Bennett** and her husband, **Greg BA '93**, reside in Dallas, Texas. Their second son, Cole Alan, was born on June 24, 2003. "We welcomed Cole with open arms after the death of our first son, Tyler Brenton [August 9, 2001 - March

27, 2002]," Lisa writes. "Tyler brought such joy to us and we are so glad we were able to share our lives with him. He passed away in his sleep of unknown causes." Greg is in sales with TruSeal Technologies, working within an eight-state region. Lisa has worked for Simon Property Group since 1993 and is director of business development nationwide. "Since attending AU, God has richly blessed us and we hope the same is true for you," she says.

David Troutman and his wife, **Cara (Santeusanio) BA '93**, live in Crawfordsville, Ind where he works in development for Wabash College. Cara teaches music at Sugar Creek Elementary School. On Oct. 17, 2003, Cara gave birth to our first child, a daughter named Justine Ashley.

99 **Heather Ranck Bowman** resigned from Protocol Marketing Group in February and joined Digitas in Boston. She is a senior associate in marketing. Both she and her husband live and work in downtown Boston.

Hank Meeker is finishing his Master of Divinity at the AUSOT and works in the Events Planning Office at Church of God Ministries.

01 **Adam Galema** married Leslie Black on Aug. 24, 2002. "We had our first baby, Cassity Blair, born on Jan. 17, 2004," Adam writes. "She is beautiful! I am a senior area accountant with Enterprise Rent-A-Car and will celebrate my 3-year anniversary with the company in May."

Julie (Rosenberg) Spires and her husband, **Chris BA '98**, had a beautiful baby girl, Noel Marie, on Jan. 6, 2004.

02 **Cathy Branson** is the marketing communications coordinator at The Bible League. Located in Crete, Ill. in the south suburbs of Chicago, the Bible League is an international ministry that trains church leaders worldwide in church planting and how to start and lead Bible studies. "We send millions of Bibles all around the world each year," Cathy writes. "I still live in Frankfort, Ill. with my family."

Trevor Davis was chosen as one of four co-managers of Marsh Supermarkets to open the new Marsh Lifestyle Food Market in Noblesville, Ind. "This grocery store is the first of its kind in America, and quite possibly the world," he says. "The layout is nothing like a grocery store. Each department has a separate room and the whole store has a 'shopping mall' feel to it." The store has been in several national magazines. It has been said that within the first six months of being open, every retailer in the United States will have been through it.

Jaimie Zajicek Zetterberg married Tony Zetterberg on June 14, 2003. He is from Pendleton, Ind. The couple moved to Louisville, Ky. where Tony attends Southern Seminary. Someday he hopes to be a professor. Jamie works at a real estate company.

03 **Audrey Elder** serves as an assistant to Jane Thompson, owner and saleswoman of Jane Thompson/Kerr Displays in Castleton, Ind. After a few months working for the tradeshow display company, Audrey will become a sales representative.

Kristin Giesler works for State Farm Insurance & Financial Services in Delavan, Wisc. as a marketing and sales specialist.

Jill (Leiter) Kramer and her husband, Michael welcomed their first child, Jacob Michael, on Feb. 28, 2004. "We are still adjusting but he's been a good baby so far!" she writes. "Currently, I am an independent Mary Kay beauty consultant - that way I can make my own schedule and stay home more with Jacob."

Monica Lephart works as an assistant promotion director for WGLD Gold 104.5 in Indianapolis.

Kendra Porter Magers has been married for 6 months. She and her husband just closed on their new house. She works for Multicon Fire Containment as the production assistant, working under a production manager and directing marketing efforts for the office.

Amber Peters is working at Eli Lilly and Company in downtown Indianapolis as an e-marketing associate. "I am responsible for the Internet promotional marketing for three of our products as well as the strategy behind our private physician Web sites," she writes. She lives in Greenwood, Ind.

04 **Ryan Sands** is the marketing and sales coordinator with Boss Hogg Catering/Jerky in Silver Lake, Ind.

We want to stay in touch with you!

Submit updates to Carol Whetsel at:

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or by email to cawhetsel@anderson.edu



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What's Inside:

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- SIFE Competes
- The Healthcare Connection
- Staying Connected

• **Note from the dean** •

Building Toward the Future: "Just wait 'til next year."

This year, they knew it would be tough to be named champions. Even after the team made one of the best presentations among all competitors, they knew they were still facing an uphill battle. As it turned out, the 2004 AU SIFE team finished as first runner-up in the Regional SIFE Competition in Cincinnati.

They knew it would be tough because they had decided to sacrifice possible achievement this year for potentially greater achievement next year and for several years beyond. Midway through the fall semester, the AU SIFE team was given an opportunity to submit a proposal seeking financial support from the Lilly Endowment. The decision to develop the proposal for future growth required the team to scale back on current projects. The scale-back hurt the team in competition this year, but the news that the Lilly Endowment approved the requested support has the team saying, "Just wait 'til next year."

Am I pleased with the team for earning first runner-up? Yes, I am. But I am most proud of the maturity and foresight that this group of young people has exhibited through the thoughtful decisions they have made.

Well, maybe next year they will be champions...or maybe they won't. Either way, they are already winners in my book.

Congratulations, SIFE, on a job well done!

Dr. Terry C. Truitt
Dean, Falls School of Business



Dr. Terry Truitt

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