



Falls School of Business
1303 East Fifth Street
Anderson, IN 46012

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What's Inside:

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- FSB Updates
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- Staying connected

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• **NOTE FROM THE DEAN** •

Action Outside the Classroom

Students in the FSB don't have to wait until graduation to take on real-world assignments. Many students combine their classroom knowledge with practical experience while still in school. A few of the "outside the classroom" learning opportunities are:

- The **Micro Incubator**, which loans money to students who want to start their own businesses while still in school. These entrepreneurs get a first-hand sense of risk-taking, cash flow, and the fun of managing a business.
- The **International Business Institute (IBI)**, which gives AU students each summer a chance to tour Europe while taking college courses. Joined by students from colleges all over the country, they travel with their professor across the continent.
- **Anderson Media Group (AMG)**, a student-run organization that acts like a real business. AMG provides marketing design, marketing advice, press releases, and other services to their clients. AMG publishes a top business magazine for the region.
- **Students in Free Enterprise (SIFE)**, a student organization that develops leadership skills. Students hone their ability to manage a team, to hit deadlines, to finish strong, to enjoy the thrill of nailing a presentation, and the reward of a job well done.



Dr. Terry Truitt

Seize the day.

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

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ACCREDITATION

The Falls School of Business is accredited by the Association of Collegiate Business Schools and Programs (ACBSP).

Anderson University is accredited by the Higher Learning Commission of North Central Association of Colleges and Schools (30 North LaSalle Street, Suite 2400, Chicago, IL 60602-2504).

A special thanks to:
Carol Whetsel, *Newsletter Coordinator*
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THE FALLS

connection

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SINCE WE'VE BEEN FRESHMEN

By Josh Michael

Change happens fast. In the past four years, I have witnessed the development of myself, my classmates, and also an unlikely colleague — the Falls School of Business. The FSB, although seemingly constant throughout our stay, has grown and matured over the past four years, much like our senior class.

Experiences. College for me, and I think most students, revolves around a wide range of experiences. We focus on what we can experience rather than what we are missing. I believe just the same, the most significant change in the FSB environment over the past four years is the growth of experiential learning.

I hardly knew what Students in Free Enterprise (SIFE) was as a freshman, but now students have the opportunity to teach children business principles, help community members with their checking accounts, offer consulting services to real businesses, as well as travel to other countries to turn their education into experiences. I believe this application of our educational principles better prepares us for a career in business.

Entering our junior and senior years of school, we were finally getting into upper division courses for our majors, where we honed our skills and grew in expertise. Just the same, the FSB honed its skills and offered for the first time an experiential learning environment similar to that of a real company.

The student run marketing and public relations firm Anderson Media Group (AMG) gives students that chance to gain experience learning in a unique and applicable way. AMG publishes the *Falls Report* magazine once a semester with more than 25,000 copies distributed throughout Madison County.

Networking. The importance of networking was drilled into our heads as business students. The FSB has been given the unique opportunity to work closely with INvision AU, which fosters networking in the state of Indiana and also abroad. INvision AU started from a \$750,000 grant from the Lilly Endowment and has become a means of financial backing for several networking programs.

One of the most important means of networking that INvision AU funds is its internship program, which started in 2004. This program allows students to earn money by interning for various Indiana businesses that meet certain criteria. Similarly the fellowship program funds students who work with approved growing Indiana businesses to execute their plans for growth.

More networking is done through the SIFE Consulting competition. Every year, 25 students work with five local start-up

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• AWARD CONNECTION •

BANQUET HONORS AND ENTERTAINS

The 2007 banquet was a fitting way for business students to end the year and for some to begin their careers. Many previous banquets brought in speakers from outside the university. This year, three seniors recalled memories and experiences from the past four years. This year's speakers were Claire Beckett, Patricia Jongkind, and Aaron Smith. Beckett commented on why she finally decided on an accounting major. "I wanted to belong to a department that cared," she said.

Jongkind stated her hopes for the future, "I want to mimic the passion for learning that our professors have."

And Smith recalled experiences from the past. "I've been challenged immensely to step out of my comfort zone." He also urged fellow students to listen to their professors when they say, "Find something that you really love and go after it."

Following dinner, members of Delta Mu Delta, AMG, VITA, and SIFE were honored for their work during the year. Awards were presented to the following outstanding students in the area of their major: Sarah Warner, accounting; Ryan Mason, economics; Luke Denton, finance; Nick Cochran, management; and Colin Wiens, marketing. Alisa Beisner received the award for outstanding junior by Financial Executives International. The Indiana CPA award was given to Patricia Jongkind. Katherine Hinkley won the SIFE Leadership Award, and the most prestigious award within the Falls School of Business, the Wall Street Journal Award. Dean Terry Truitt described her as someone who is "known as a person of integrity among her peers." He also commented, "If she says it, I'll believe it."

The night was filled with laughter and fellowship. Professors showed their skills as American Idols, and the night ended with the traditional doxology. Good food and good times were had by all.

WRITTEN BY AMANDA TRYON

Student Spotlight

KATHERINE HINKLEY



Senior Katherine Hinkley is graduating with a 4.0 GPA and summa cum laude honors — a feat few achieve within the Falls School of Business. She is originally from Daytona, Fla., and was recently awarded the SIFE Leadership Award and the Wall Street Journal Award from the Falls School of Business. "What means more to me than an award is the relationships that I have with them." While at AU, she majored in business management and psychology with a Spanish minor. She has also been a part of SIFE, serving as president this year. Katherine was the recipient of the Delta Mu Delta top national scholarship as well as the top SIFE national scholarship. Following graduation, she will move back to the city where she was born, Cincinnati, Ohio, where she will take a position with Procter & Gamble as a purchasing manager. She plans to work toward earning an MBA and a doctorate. "I'm excited to start the next phase of my life and see where God's going to take me in it and the relationships that are going to develop," she says. Katherine looks forward to getting involved with a church and ministering to the Hispanic community of Cincinnati.

WRITTEN BY AMANDA TRYON

Student Spotlight

PATRICIA JONGKIND



Senior Patricia Jongkind grew up in La Porte, Ind. While at AU, she majored in accounting and minored in Spanish. "I do not intend on doing Spanish taxes," she joked. She recently won the Indiana CPA Award and the Outstanding Accounting Graduate Award. "I was very honored to get the awards. It's really exciting because I'm going to have a chance to work in public accounting and use that to work with not-for-profits. So it's an honor to receive an award that says, 'We think you're well prepared and well equipped to do this,'" she said. Following graduation, Patricia will move to Greenwood, Ind., where she will work as a staff accountant at Capin Crouse, an audit firm that works with not-for-profits. She interned with this company last summer and was able to apply the service and skills she has learned as a student to real-life situations. While at AU, she also served as a resident assistant for two years.

WRITTEN BY AMANDA TRYON

• AWARD CONNECTION •

Alumni Spotlights

ERIN COFFMAN:

NATIONAL YOUTH LEADERS STATE CONFERENCE

When Erin Coffman graduated, her eyes were set on teaching. But a summer job as a faculty adviser with a different company landed her current position with National Young Leaders State Conference (NYLSC). Her job focuses on individual growth and self-awareness at the crucial transition time of middle school to high school.

Coffman works with current eighth- and ninth-graders. She organizes four-day regional conferences, held in 29 locations, which represent 39 states. NYLSC hosted more than 6,500 scholars this past school year. During the conferences, students participate in activities to focus on their leadership skills.

"The most rewarding part of my job is helping the future leaders of tomorrow and the people I work with. They are smart, funny, dynamic, adaptable, and dedicated. It's an environment where people continuously challenge each other to grow and become not just better employees, but better people," said Coffman.

WRITTEN BY ABBEY TRUEBLOOD

TYLER CLARK: EMI LABEL GROUP

In the last three years, Tyler Clark BA '04 has worked with some well-known people. An artist development manager for EMI Label Group, Clark has worked with well-known Christian artists such as Switchfoot, tobyMac, Delirious?, Edison Glass, and Sanctus Real. As an artist developer, Clark plans and manages all online marketing for his artists. This includes building Web sites, managing MySpace pages, and working with a third-party Web site to create online promotions and contests.

Working in the music industry is not something that Clark planned. During his previous employment with Relevant Media Group and *RELEVANT* magazine, Clark met many people in the music world. When EMI launched Credential Recordings, a new record label, he was one of the first brought on board. "Credential is a very cool label that is focused on supporting artists who make killer rock n roll. It's certainly not a traditional Christian record label. It was a great opportunity for me," explained Clark.

He is quick to explain that working with famous artists is not the most rewarding part about his job. "As trite as it sounds, I love the people I work with," he said. "I feel very supported and challenged. If you're working with competent people whose company you genuinely like, you can get through anything." Being able to see the fruits of his labor is also one of the things he values most. "It's always great to meet people who've been positively impacted by the projects that I'm working on. As a writer, it's been extremely rewarding to hear from people who gained something positive from something that I wrote. As someone working in the record business, it's rewarding to see people impacted by the artists that I'm privileged to partner with."

WRITTEN BY SAMANTHA SMITH

Professor Spotlight: **EMMETT DULANEY**

Emmett Dulaney, assistant professor of marketing, is enjoying his first year as a full-time professor. Prior to this school year, Dulaney served two years as an adjunct professor. While Dulaney's career in the past three years has been relatively stable, he has tackled many different areas of study. "That's one thing about me, I get bored very easily, and I like the challenge of learning something completely different," he said.

Dulaney earned a degree in economics from Ball State, but has since been involved in communication, marketing, and computers.

Before working at AU, Dulaney was an avid writer and authored 30-40 books. "I've been doing writing since about 1990, so I've done more books and magazines, and a little bit of everything. One of my challenges is to try to get in print in as many different types of magazines and formats as possible," he said.

Dulaney currently writes a monthly column for two magazines, though he admits it's not the most entertaining writing. Most of his books are about computer operating systems, certifications, and networking.

Dulaney's least favorite book was a textbook about computer programming. "It still sells today. It's a horrible book. It's called *Visual Basic Complete*. When it was page set they pulled all the quotation marks out

of it, because they thought they were proofreader marks, and so all the code throughout the whole book is wrong. For seven years now, I keep getting e-mails from people who adopt this book telling me, as if I don't know seven years into it, that it's all wrong," he commented.

So why would a successful writer decide to teach business? "I like business; business is where it's at. Communications is really just marketing. This is my second career and this is what I love to do. This is what I have been wanting to do pretty much since the beginning," he said.

Dulaney has lived in Indiana for the majority of his life. He has been married for 17 years, and has three beautiful, talented, and wonderful children. He is a Cub Scout leader and is involved at Chesterfield Community Church of God where he is responsible for changing the sign every week. "The most adventurous thing I ever did was I took a Greyhound bus out to Yellowstone, and I lived out there for about five months by myself, just to get away," he recalled. Now Dulaney teaches Business as a Profession, Principles of Marketing, eCommerce, Entrepreneurship, eBusiness, and economics. He is currently pursuing his DBA in marketing from Anderson University.

WRITTEN BY AMANDA TRYON

• FSB UPDATES •

AMG: THE DEFINITION OF EXPERIENTIAL

Many students have walked past the offices of Dr. Haskett, Dr. Saunders, and Professor Dulaney only to notice a group of students working hard at three desks. Some passersby assume that these are student secretaries, not realizing that this is actually a student company functioning within the Falls School of Business. AMG is even listed in the local phone book. Though we sometimes wish we could be as big as the university, we're not... but we are growing.

For the past two years the AMG has been hard at work writing most of the literature coming out of the Falls School of Business. This includes everything from the *Falls Connection* that you are currently reading to the *MBA Communiqué*, *Falls Report*, and two one-inch binders stuffed with press releases. What is the purpose of all of this work? What can we, the students of the AMG, say that we've done? A job like this provides valuable experience that will help us not only obtain a job after graduation but also help us to be successful in that job.

The students of the AMG are obtaining real world experience, something that can't be read in a book. Executive Director Stacey Jaracz has worked to overcome HR issues. She has worked with faculty to ensure the sustainability of the AMG for the future. "It's the coolest on-campus job you could ever have," she explains. "The AMG stretches students into real-world experiences. It takes everything the

student could have learned in the classroom and adds a million things they couldn't." But AMG is more than just Stacey Jaracz and a tape recorder. There are 14 employees, comprised of business, art, PR, writing, and education majors, each one working countless hours for immeasurable experience.

Like the public relations arm of the AMG, the marketing and design students have been very busy and successful as well. They've designed logos and left behind materials for numerous companies. Their collective efforts have won an award at the 2007 BMA Circle Awards in Indy. Matt Blinco, one of the designers, agrees with the experience AMG offers. "It's like the best of both worlds being a student and getting a sweet taste of the business world." One of his biggest achievements with the AMG so far is the design and creation of the cover of the *Falls Report*. The next issue will be the first where a student has designed the cover.

Even with all the students and success stories, there is plenty of room for more students to join in and gain experience. If getting your hands in the business world and putting your skills to work sounds appealing to you, don't just walk past those three students in a makeshift office – pull up a chair and we'll tell you more.

WRITTEN BY BEN HAYHURST

VITA OFFERS TAX ASSISTANCE TO 150 PEOPLE

VITA (Volunteer Income Tax Assistance) provided free tax assistance for around 150 students and community members this year. One of hundreds throughout the country, the VITA program at AU has been available to Anderson students and community members for the past 15 years. The program is sponsored by the IRS to provide free federal and state tax assistance to residents across the country.

Anderson University students provided three to four hours of assistance once a week starting in February. Around 14 students volunteered their time this year. Students prepare the taxes using software provided by the IRS. "The IRS provides us the software. That's a big benefit of being linked with them. They provide the software

that's usually very expensive," explains Cindy Peck, coordinator of VITA. Before the program begins, students are required to pass a test provided by the IRS. Any student, regardless of major, can train to provide these services.

The benefits of VITA are two-fold, affecting students and the community. Students gain experience in working with people and inside knowledge of how taxes affect lower-income families. It is also a good opportunity for students to learn how to use tax software. Community members receive free, knowledgeable help and many return for services every year.

WRITTEN BY AMANDA TRYON

• FSB UPDATES •

SEABORNE COMPLETES SIX SIGMA BUSINESS PROGRAM

Dr. Wendell Seaborne, associate professor of finance and business, completed Villinova University's Six Sigma Black Belt business process management program. The Six Sigma Black Belt program is designed to help eliminate errors in business process management.

Seaborne taught at Anderson University for seven and a half years as an adjunct professor, but this year became part of Anderson's full-time faculty teaching finance and business courses. With the completion of Six Sigma, Seaborne is looking forward to taking the knowledge he learned and sharing it with his students. "Six Sigma addresses the concepts students will be facing after they graduate," says Seaborne.

Seaborne completed the 16-week Six Sigma Black Belt, an overall enterprise business process management improvement method, through Villinova University all via the internet. Lectures, assignments, and even a 12 step project were completed this way. "It uses data to monitor, control, and improve operational performance by eliminating and preventing defects in products and associated

processes," continues Seaborne.

Six Sigma has two levels of training, the black belt and green belt and then a final level of master black belt. Seaborne completed the black belt version of Six Sigma and focused his 12-step project on manufacturing. His project focused on the problems for leveling plates for automotive manufacturers and focused on "how to correct the current problem and how to make certain the new process continued to produce acceptable parts," Seaborne commented.

The other level of training for the Six Sigma is the green belt level. "It is a lower level of training in terms of intensity and amount of statistics," Seaborne commented. Typically, people who earn green belts may be used on Six Sigma teams to produce results, while black belts are Six Sigma team leaders. "Master black belts may have several teams they lead, coordinate, and support," continued Seaborne.

FUNDRAISING CLASS PARTNERS WITH CLUB TO HELP COMMUNITY

It's not just all books and tests anymore. It's real-world experience. For the second year in a row, the Falls School of Business fundraising class received an Indiana Campus Compact mini-grant for community service. The class again partnered with Camarada, an AU women's service club, to raise funds for Praisefest, Camarada's annual free children's carnival. The event hosted booths dedicated to arts and crafts, along with an inflatable obstacle course and other activities for children. This year, students from the fundraising class designed a booth designated for "Healthy Choices" thanks to support from the mini-grant.

The class received an Indiana Campus Compact mini-grant for \$800 to sponsor a booth at Praisefest. The class also partnered with Indiana Healthy Choices, Riley Children's Hospital of Indianapolis, the Anderson YMCA, and corporate sponsor Prairie Farms to help fund the booth.

"Having the opportunity to write a grant for community service and Camarada really connected my coursework to my life outside of school," said student and member of Camarada Abby Trueblood.

As part of the curriculum for the class, students choose an area they are involved with in community service and attempted to write a grant for the organization or event. The class connects students to the Anderson community along with applying real world experience for careers later.

"The many challenges of non-profit organizations are related to funding issues and this class teaches students how to prepare and even prevent crisis money situations," said Dr. Becky Haskett, professor of the class.

WRITTEN BY ABBY TRUEBLOOD

**PROFESSOR IN THE
HOT SEAT:
PROFESSOR CINDY PECK**

Q: What is one thing you can't live without?

Through living in Africa and going on backpacking trips, I've learned there really isn't much we need to carry along. My answer: water.

Q: What was the worst thing you did when you were a kid?

I wasn't a bad kid, but I was known to tell a lie or two as a teenager.

Q: If you could travel anywhere in the world, where would you go?

I love Ireland. I've been there three times and would go back again any time.

Q: Is it "pop" or "soda"?

Any Hoosier or Buckeye knows it is pop.

Q: What is your favorite movie/tv show?

My favorite old movies: *Trading Places* and *Coming to America* (Eddie Murphy films) and *Sound of Music*.

Q: What did you do right after graduation?

I went overseas for two and a half years with a mission organization.

Q: What is the one thing that is always in your fridge?

Skim milk.

Q: What was your first car?

I learned to drive on my parent's VW bug, but my first car owned was a Chevy Corvair. It filled up with exhaust when we drove it.

Q: On yellow do you brake or accelerate?

Depends on my mood.

Q: What super hero would you want to be?

Is Cat Woman a super hero or a villain?



• GRADUATE PLANS •

Students share their future plans

"I will begin the management training program with Enterprise in May."

— Chris Lloyd, marketing

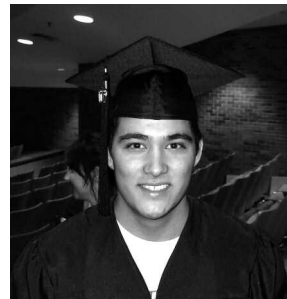


"I will be moving to Phoenix to work in sales and marketing for the Phoenix Coyotes NHL hockey team"

— Megan Whiting, marketing

"I received a job with an energy company in Oklahoma."

— Kent Benson, accounting



"I will be working at the Board of Pensions for the Church of God this summer."

— Curtis Gaddis, management

"After graduation, I am going back to school through the Residential MBA program this summer."

— Kurt Smalley, management



"I will be entering the Residential MBA program this summer."

— Ryan Mason, economics

• STAYING CONNECTED •

Here are some recent updates from FSB graduates

94 Chip Inks played golf at AU from 1991-94.

After graduation, he worked in the golf industry in Indianapolis until moving to Columbus, Ohio, in 1997. Chip is married to Amy (Inks) BA '97. They have a daughter, Abby, who is 2 years old. He has been an assistant golf professional in Columbus since 2000, working as a golf professional at the Country Club at Muirfield Village for five years and at Heritage Golf Club since 2005.

In 2006, he was elected as a PGA golf professional with the PGA of America after graduating from the Professional Golf Management Program Business School in Port St. Lucie, Florida. He specializes in teaching the game of golf to golfers of all ages and abilities. He would love to hear from any AU graduates who live in Columbus and can be reached at chiphgcp@aol.com.

01 Chris Byers and Dana (McCallian) Byers BA '01 adopted Mackenzie Lyn from Guatemala in February at 16 months of age. She was welcomed home to Oklahoma City by her proud big brother, Blake, age 3.

02 Philip Peters recently celebrated his part in helping Christian artist Toby Mac hit the 500,000 records-sold mark and earn gold status.

For Peters, his part is merely a dream come to life. He is one of five people representing a handful of Christian artists, including Mac, DC Talk, and American Idol alum Mandisa, for True Artists, a professional management firm based in Franklin, Tenn. True Artists helped Peters be a part of the music he loves. "I learned early on, in this business it's all about relationships and doing things practically," he said. While working with

these artists has been a dream come to true, Peters said he is waiting for the opportunity to take on an artist of his own.

04 Erin Coffman has accepted a fellowship at Georgia State University in their economics Ph.D. program. She has received their Andrew Young Fellowship.

Dennis Wasonga registered an LLC called Technology Gems LLC that specializes in custom IT solutions for both home users and small businesses. His work involves everything from networking to building custom software solutions. Dennis attributes Professor Heberling and what he has done in private business since he came to AU as his inspiration.

05 Brian Baker graduated in December from Northeastern with an M.A. in applied economics, moved to

Dallas, Texas, and got a job with a quaint shop called MCube Investment Technologies (www.mcubeit.com) at the beginning of March.

06 Chuck Sterk has been working his way up with Menards since graduation in 2006. He is a first assistant department manager of the front end. He states that he should be a department manager by the end of 2007, if not an assistant store manager.

We want to stay in touch with you!

Submit updates to Carol Whetsel at:

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companies to help grow their businesses. Upon application, students are encouraged to develop and pursue relationships with these companies after graduation. Students benefit from a personal relationship with an alumni mentor. This and all INvision programs are available to all students, but due to its business partners and its location in the Falls School of Business, it appears to be unique to business students.

Appearance. Since my freshman year, I have lost 120 pounds and also witnessed the physical change of many other classmates. The FSB has gone through a transformation of appearance as well from the loss and acceptance of professors to the programs offered. Just recently, the building was renovated.

It was a hard time for all students and faculty when Dr. ElNaggar passed away in 2005, and it changed the look of the Falls School of Business. Since then, the Falls School of Business has grown and added additional faculty. Just this year,

the new professors Colvin, Dulaney, Seaborne, and Waters have also had an impact on the appearance of the school.

Another facelift for the FSB this year is the addition of the Residential MBA (RMBA) program located at the new Flagship Education Center. This building, along with the Flagship Enterprise Center, gives the FSB an appearance that I had no idea would take place in four short years.

Speaking for graduating seniors, I view the FSB as a growing institution that helped us develop into the adults we are today. I encourage current students to invest in the FSB. We are here to get an education and I can say from experience that learning is not automatic. We need to take some initiative and utilize the opportunities available.