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SIFE Claims Victory in Cincinatti
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• NOTE FROM THE DEAN •

Learning by Doing

Experience can be one of the best educations, but it can also be very expensive; usually in more ways than one.

The FSB is working toward building a learning environment that takes the best of classroom education and bundles it closely with hands-on learning experiences.

It has been said that, "To hear is to forget...To see is to remember...And to do is to learn."

We don't want our students to wait until after their four years of college before they get a taste of what it is they are training themselves to do. We want them to have the best learning experience now by providing them opportunities to hear, to see, and to learn.



Dr. Terry Truitt

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

CONTACT INFORMATION

Dean: Terry Truitt
MBA Director: Jeff Buck
DBA Director: Doyle Lucas
Internship Director: Jerry Fox

PHONE: (888) 622-4723
(765) 641-4358

FAX: (765) 641-4356

E-MAIL: buschool@anderson.edu

MAIL: Falls School of Business
Anderson University
1303 East Fifth Street
Anderson, IN 46012-3468

ACCREDITATION

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Carol Whetsel, *Newsletter Coordinator*
Samantha Smith, *Manager*
Ben Hayhurst, *Executive Director*

THE FALLS

connection

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FSB OFFERS TWO NEW MAJORS

By Ben Hayhurst and Samantha Smith

Business students will have more options next fall with the creation of two majors: entrepreneurship (55 hours) and global business (65 hours).

The entrepreneurship major will include classes such as law for entrepreneurs and feasibility studies. Students will also be required to participate in business competitions such as the I-69 Challenge, take a practicum, and work on business incubator projects.

The FSB has offered entrepreneurship classes for the past several years, and interest has been high. "Over the last two years, enrollment in our entrepreneurship classes has more than doubled," said Dr. Terry Truitt, dean of the Falls School of Business.

Students have also participated in outside competitions and business incubator projects focusing on entrepreneurship. Professor Greg Heberling, the entrepreneurship advisor, explained, "Students have been really interested in entrepreneurship. This major is a great way for these students to graduate and enter the real world with a lot of experience in starting and running a business."

For those looking for a worldwide focus, the global business major will combine international experience and language learning with a traditional business major. Unlike any other major in the FSB, global business requires students to take additional hours of a foreign language. Students must also enroll in at least six hours of international experience. Current programs like the International Business Institute already offer students this opportunity, but international internships or trips that are business-oriented may qualify.

"As Thomas Friedman said, the world is flat. This major gives our students the opportunity to focus their studies," said Truitt. "Even what was once considered a domestic firm now has international partners and customers. Global students will be able to apply their broad-based skills to help their firm adapt to the new world."

Global business majors must focus on one of five concentrations. Dr. Ken Armstrong, endowed professor of management, said that by taking upper-division courses in the area of their choice, students gain a practical expertise in a specific facet of business. "Even if a person goes into a global organization, initially what employers are looking for is a strong skill set. Those skills involve functional expertise as well as global expertise and this major is designed to give strong training in both," he said.

"Anderson University, by tradition, is internationally focused," said Truitt. "Strong programs like Tri-S, our foreign language department, and AU-East Africa show the university's broad reach.... The global mindset isn't something new; we are just building on our strengths."

• F S B NEWS •

PORTFOLIO MANAGEMENT CLASS TAKES TRIP TO R.I.S.E. CONFERENCE

Six Falls School of Business students in the portfolio management class were among 1,700 participants from 58 countries in attendance at the eighth annual Redefining Investment Strategy Education (R.I.S.E.) conference. The conference took place March 27-29 on the campus of the University of Dayton in Dayton, Ohio. R.I.S.E. brought together some of the leading minds of Wall Street to provide a wide range of perspectives concerning a host of financial topics, including ethics, international markets, and portfolio management.

In class, the students have been performing their own security analysis and gaining hands-on experience by managing the \$100,000 Raven Investment Fund. The trip complemented the classroom learning by connecting them with many other students who have undertaken similar endeavors.

"This conference allows them to compare notes with how other students managed funds," said Dr. Kent Saunders. "They also have the opportunity to conduct business and learn how industry professionals conduct business."

Junior Isaac Feeney attended the conference and was able to discover a wealth of new information on the subject. "The mass knowledge of CEOs, economists, and other directors allowed us to get the perspective of experienced professionals in the world of investments," commented Feeney.

The conference featured more than 20 keynote speakers.

Among the list of notable figures was Dr. Finn E. Kydland, professor of economics at the University of California, Santa Barbara. In 2004, Kydland was awarded the Nobel Prize for Economics for his research on the forces propelling business cycles and the time consistency of economic policy.

Also speaking was Christopher Gardner, whose unlikely rise to success inspired the acclaimed book and film *The Pursuit of Happyness*.

Feeney said, "Gardner gave the most motivational and entertaining speech I have ever had the privilege to not only hear, but experience."

In addition to these lectures, students participated in specialized breakout sessions and workshops that focused on practical applications and skill enhancement. The class was also able to participate in the closing bell ceremony for the NASDAQ stock market. Students Cory Stahl and Damian Etchison joined Christopher Gardner on stage as he performed the ceremony.

"It was exciting to be part of a historical and prestigious event like the closing of the NASDAQ," said Etchison. "I felt very honored to take part in it." The event was broadcast on CNBC and the Bloomberg Channel.

WRITTEN BY GRAHAM BROWN

FACULTY ROASTED, STUDENTS AWARDED

The annual Spring Honors banquet was held on Wed., April 23 in Kane Dining Room. A lovely dinner was served to approximately 100 business students, faculty, and their guests. Senior speakers were Jon Bausman, Andrea Hanstra, and Katie Capes. After sharing their memories of the past few years with the department, SIFE club officers expressed their appreciation to the

faculty and staff in the form of a "roast." Awards were given to outstanding students in the areas of accounting, economics, finance, management, and marketing. Students also received the Financial Executives Institute award, the Outstanding SIFE Leadership award, the Indiana CPA Society award and the Wall St. Journal award.

• F S B NEWS •

STUDENTS WORK WITH CAMPUS CONTRACT

Two students in Dr. Haskett's not-for-profit planning and fund development class, Hannah Adams and Kimberly Coon, are on a planning committee to use grant money devoted to the development of a Service-Engagement Center on Anderson University's campus.

"This grant will provide Anderson University with the opportunity to coordinate all of the service-learning activities currently being pursued across campus," said Dr. Haskett, professor of business administration. "We are hopeful to be able to support the United Way and the nonprofit community's effort of building a volunteer database. It's useful for Anderson University, the community, and all nonprofit organizations."

The Indiana Campus Compact, a nonprofit that advocates for civic engagement in higher education, awarded 10 Indiana schools \$22,500 each over the next three years. The money, plus a match of \$7,500 from Anderson University, will help teachers integrate service projects into their classes.

The Service-Engagement Center will serve as a reference and resource point for campus groups or individuals who desire to establish a service component to their current activities. The Service-Engagement Center, in collaboration with the United Way of Madison County will track and keep records of all service performed both within and outside of the classroom. Currently, only the Office of Campus Ministries provides service opportunities for people and groups on campus and service-learning tracking.

Indiana Campus Compact selected schools for the award based on evidence that service learning would continue beyond the three-year award period.

WRITTEN BY STACEY JARACZ

SIFE CLAIMS VICTORY IN CINCINNATI

Falls School of Business Students in Free Enterprise (SIFE) won the regional championship in Cincinnati on Friday, March 28. The team also received top awards for the individual competitions of business ethics, entrepreneurship, and sustainability by ranking in the top 20 in each topic.

This year's competition marked the best results in Anderson University SIFE history. In previous years, the teams have won two individual topics, at best. This year, the team added entrepreneurship to their tally.

The team has worked extremely hard over the past five months to create their presentation of SIFE: Full Throttle. Because of their hard work and good reputation, Anderson University's SIFE team has become the team to watch and beat.

"Other SIFE teams pack out our room at regionals to see what we have been up to over the past year," explained Stacey Jaracz, president of SIFE. "They view us as a model of how they should run their teams. We're proud of that."

Ben Hayhurst, vice president of SIFE Consulting explained, "My favorite part was when our team presented and there was standing room only in our presentation room. Students from many other SIFE teams crowded into our presentation room to watch our presentation and learn about our projects. I saw jaws drop and eyes open wide as our team presented our work for the past year. In short, those people were there to watch Anderson University because of the great work our SIFE students do."

The students in SIFE do much more than compete, however. Throughout the year, SIFE gives back to the economic community. "I'm proud of what AU SIFE is accomplishing in our community," Jaracz said. "We're a group of hard working students who take what we do seriously. Whether dealing with students or business professionals, AU SIFE is fully committed to servant leadership. I couldn't have chosen a better way to spend the last four years in college than the time I spent with SIFE. Students who get involved are truly making a difference, not just in our community, but across the globe."

WRITTEN BY SAMANTHA SMITH

• SPOTLIGHTS •

PROFESSORS WHO GO ABOVE AND BEYOND

As I sat down to write this article on the ridiculous night before SIFE Consulting competition, an amazing thing occurred to me. I was told to write about the peculiar quirks which many of our professors have — from Professor Motluck, who must run a business law bookstore because he is always trying to sell his books, to Professor Heberling, who always has a song to sing and a place to go.

What occurred to me that night was that many professors have weird traits, but they all have one thing in common. Their quirks are a good thing. They all care about students and go out of their way to help us in times of need. As I was frantically running around the FSB that day, I always had a professor or staff member whom I could turn to for help. I can personally say that when a professor's door is open, I always feel welcome. Not just welcome to ask a question about a class or plan my schedule, but welcome to sit down and talk about life.

I've had discussions with professors about simple things like where to eat in Anderson. We have talked about when they

were in college and what bands they listened to "back then." If I've got a free minute, I always enjoy sitting down in Carol's office and listening to professors strike up a Church of God hymn or moan about the presidential candidates.

Every professor is here because he or she wants to be. The FSB isn't a last resort for a failed career; it is a place where many choose to come as part of a successful career. They want to be around students and to make a difference in students' lives.

The point I make is to thank the faculty and staff and caution the students. As we are nearing the end of the year, don't miss out on the opportunities we have — not internships, clubs, or extracurriculars, but relationships. Get to know the FSB and get to know the people. While we have many Ph.D.s and experts, we also have some really good people who are here because they love AU and they love students. Visit a professor and talk about music, literature, or life.

WRITTEN BY BEN HAYHURST

ADAM WIESE ACCEPTED INTO LEADING MARKETING PROGRAM



Adam Wiese

Senior Adam Wiese was recently accepted into the Virginia Commonwealth University Brandcenter, one of the premier marketing graduate programs in the country. Located in Richmond, Va., Brandcenter has been featured in publications, including *Fast Company* and the *Wall Street Journal*. In January, *Advertising Age* magazine labeled it "the industry's leading institution for graduate studies."

Shake and Goodwill Industries. "My internship at Young & Laramore was an incredible opportunity," says Wiese, "and my first experience working at an advertising agency. The people there were very supportive and allowed me to dive right in with them on major campaigns."

Deidra Colvin, assistant professor of marketing, has frequently taught Wiese in class and served as mentor to him. "What really stands out about Adam is the amount of practical work he has done in his tenure at AU," says Colvin. "He took what he was learning in class and found ways to practice the theories in real life."

Wiese will begin the Brandcenter's two-year graduate program in August. The program was founded in 1996 under the moniker Adcenter and has since become a globally recognized leader for marketing education at the graduate level. In October 2007, *BusinessWeek* magazine named the VCU Adcenter one of the top 60 design schools in the world. In January, the university

CONTINUED ON PAGE 7

• SPOTLIGHTS •

A HEART FOR SERVICE

Opportunity for world travel is definitely one of the benefits of attending Anderson University. Through Tri-S, students get the chance to travel to places across the globe, learning and serving the surrounding communities. Casey Jo Snyder is a prime example of the experiences the program has to offer.

Snyder is on the verge of graduation, but she started traveling abroad spring break of her freshman year. Her first experience was a good one, but she learned a little about the cultural gap. "I went on a Tri-S trip to Honduras and *loved* it...but the only things I knew how to say in Spanish were 'hola' and 'where's the bathroom.' I used my hands a lot," she says laughing.

Over Christmas break her sophomore year, she traveled to Guatemala, where she made a realization about her future. "On this trip, I realized missions were going to be part of the rest of my life and that I needed to learn Spanish," says Snyder. The next year, Snyder actually organized a trip to Guatemala over the summer. She recruited leaders and got the trip approved with Dr. Kant. Realizing her need to learn the language if she was going to continue in her missions with Spanish-speaking countries, she spent two months in 2007 in Guatemala immersing herself in the language.

"I loved every second of it," she reflects. "It was very hard to leave when it was over and re-enforced long-term missions for my future. I spent a lot of time with Church of God churches there and the Young Life."

She has since traveled to England, Ireland, and Scotland with the AU Soccer team in which she was a member for three years. On that trip, the team was able to attend an opening game for Manchester United in England. The next trip was to Peru with Tri-S during Christmas break of 2007. She had a great experience on this trip because of a personal touch. Snyder is a Young Life leader in New Castle, Ind., and she was able to meet with the



Casey Jo Snyder in Guatemala

Young Life leader in Peru. This year Snyder was the vice president of SIFE International. She organized a trip to Guatemala where the team worked with two local businesses and a couple of local Church of God churches. Her latest travel was just last week — she was able to travel to Argentina with her home church. This was a trip close to her heart.

"My grandpa was a Church of God pastor for more than 35 years and had a

great relationship with the churches in Argentina. I got to go meet the people he had relationships with. We did some construction and worked with the young people there in the church. It was an amazing trip. I even got to translate for some of the sermons — what an experience!"

When asked about her favorite trip, Snyder could not pick a favorite. "They each were different and very significant." However, she says that she loved spending time in Guatemala learning Spanish. "Learning Spanish has made the following trips much different as I was able to share my life stories and hear from others. And it is much easier as now I can communicate."

Snyder is a finance/math major and when asked how her travels pertained to her major, she replies, "The world is a global economy. I think travel and knowledge of other countries and their cultures is essential for many businesses.... Each organization, whether it is a church or a for-profit business, needs at least basic financial skills to be successful."

Snyder is definitely not a minority at Anderson University. It is easy to see how no matter what their major, AU students can gain quite an experience by traveling to other countries. Snyder says that she will travel after graduation. She claims, "It is in my blood! I think I will always be planning or thinking about the next trip. I have such a heart for Latin America, and I see myself living there someday."

WRITTEN BY AMANDA BRONNENBERG

**PROFESSOR IN THE HOT SEAT:
PROFESSOR CAROLYN CALDWELL**

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

Salt!

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

Told my parents I was going to stay all night with my friend so I could go to the school dance. I didn't really start misbehaving until I was a young adult!



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

Back to the Cotswolds of England.

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

Pop — although I did call it soda while we were living in Virginia to blend in.

Q: What is your favorite movie/tv show?

I love family movies of any kind.

Q: What did you do right after graduation?

I moved to Denver, Colo., my birthplace, and worked for the University of Colorado as an administrative assistant to the general services director for the medical school.

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

A variety of cheeses.

Q: What was your first car?

A 1960 Chevy Impala that would put your head in the backseat if you weren't careful with the accelerator. Very sporty engine!

Q: On yellow do you brake or accelerate?

It depends on what I know about that light and the traffic. Some lights stay red so long, I am likely to see if I can make it through and gun it.

Q: What super hero would you want to be?

I've never thought of being a hero. I just want to make the world a better place.

• STUDENTS RESPOND •

What activities, projects, or assignments have you been a part of that were exciting or unique?

"I enjoyed developing a business plan in Professor Colvin's class. It was a great opportunity to learn how to take a raw idea and sell it to the community."
— Josh Gaskill, sophomore finance major



"Professor Motluck's Who Wants to Pass? game in Business Law class makes an otherwise dull subject interesting. It got us all competing for our grades."
— Robert Bates, junior marketing major

"Job shadowing for a semester was more helpful than a class could ever be for showing me what's going on inside organizations I'm interested in."
— Janelle Oppe, junior nonprofit major



"In Business Law, we reenacted a case to demonstrate the inner workings of the judicial system. We were able to be creative which was amazing."
— Joe Ness, senior music business major

"Doing the Anderson ATV QuickBooks project in Professor Caldwell's accounting class was thoroughly enjoyable. I felt like I really owned a business."
— Josh MacInnes, sophomore management major



"In Professor Pianki's International Management Class, we watched videos of Asian businessmen dealing with Americans. It was extraordinarily awkward watching the two cultures interact and gave us all a chance to discuss cultural differences that we take for granted."
— Victor Roberts, junior marketing major

• STAYING CONNECTED •

Here are some recent updates from FSB graduates

92 Jeff Deyo — "I am starting a six-day worship school/'mini university' this summer in Nashville, Tenn., from July 20-25 called Pure Worship Institute."

to hear from anyone interested in managing or owning a Chick-fil-A. His e-mail address is Plainfield.FSU@chick-fil-a.com.

98 Jevon Ritchey — Clinton (Clint) Williamson Ritchey was born Feb. 15 to parents Jevon and Valerie (Hyle) BA '98 Ritchey and big sister Olivia. He weighed in at 10 lbs 2 oz. and was 21 3/4 inches long. Everyone is doing very well and enjoying time together.

02 Jeff McLaughlin and Sarah (Scharbrough) McLaughlin BA '02 had their first baby on Nov. 16, 2007. They had a little girl, Soren Michelle, weighing 8 lbs and 22 inches. Sarah is a worship leader at Grace Community Church in Noblesville and continues her songwriting and performing (www.sarahscharbrough.com), and Jeff teaches music, drums, and percussion privately at Anderson University and Marian College and continues to play freelance with various artists and bands.

Chris Spires and Julie (Rosenberg) Spires BA '01 — Chris Spires is a 2006 and 2007 Symbol of Success award winner for Chick-fil-A. Since January 2005, he has increased sales by 75 percent at Chick-fil-A in Plainfield, Ind. Chick-fil-A, Inc. has honored him with the keys and title to a 2008 Ford Escape Hybrid. He would love

03 Kristin (Giesler) Hovestol — "My husband, Dan, and I are excited to announce that we are expect-

ing our first child in mid-September! I will be transitioning to working from home for a small group of clients, doing marketing, accounting, and business strategy for two to three small trades companies in the area. My husband continues to have success in his contracting business, which I also manage; we are going on three years in business. We will also be moving into a new home in Lake Geneva, Wisc., in mid-summer!"

05 Jordan Seegert — "I have been working the last two years at 1st Source Bank, which is based out of South Bend, Ind. I spent my last few months there with their Registered Investment Adviser group. Following a merger of banks, I'm now looking for a new job. I am still considering the field of investments but am also open to new

opportunities such as humanitarian work or travel overseas with my wife, **Angelique (Wilson) BA '04.**"

07 Amy Wanaselja — "My most recent update is that I have just taken a job with Nestle as a retail sales representative in the Indianapolis area. I'm looking forward to working with a wonderful company and moving up in the company!"

We want to stay in touch with you!

Submit updates to Carol Whetsel at:

**Falls School of Business
Anderson University
1303 E. Fifth St.
Anderson, IN 46012-3468
or by e-mail to
cawhetsel@anderson.edu**

ADAM WIESE CONTINUED FROM PAGE 5

unveiled a new \$9-million facility to house the program, along with officially changing its name to Brandcenter. Wiese will be pursuing a focus in communications strategy, a division of the program that admits only 25 students a year. "This school seems to be a great fit for what I love to do and what I am good at, so I am excited about taking the entire curriculum," says Wiese. "I believe this master's degree will really open up doors for me and give me the chance to work at a variety of places."

Reflecting on his time at AU, Wiese recalls the opportunities for growth and learning the past four years have offered. "The Falls School of Business has provided a place for me to discover my strengths and what I am passionate about in business," says Wiese. "The professors and staff have been instrumental in my development not only as a marketing student, but as a person."

Wiese's father, Dr. Michael Wiese, is a professor of marketing at AU. "This is an additional accomplishment for a marketing communication program that has won national awards and has placed a good number of AU alums in the advertising business," says Dr. Wiese. "Adam's getting into this prestigious graduate program in advertising is a first for AU. It speaks well for our current program. Of course, we are very proud of Adam."

FSB Dean Terry Truitt sees Wiese's achievement as not only a personal accomplishment, but a success for the entire program. "It is exciting to receive this kind of acknowledgment from a prestigious program," remarks Truitt, "and is a credit not only to our bright capable students, but also to the marketing program in the Falls School of Business."

WRITTEN BY GRAHAM BROWN