

• A WORD FROM THE DIRECTOR •

**QUALITY FACULTY MAKE A DIFFERENCE?**

Without a doubt, the continued growth and expansion of the MBA program is exciting news!

There are many reasons for the excitement, not the least of which is that this growth creates the opportunity for the university to expand its connection and influence within Central Indiana. It's also exciting to know that this growth has been done in a prudent and controlled manner, meaning we have been very intentional about maintaining our primary focus on the delivery of an exceptional learning experience.

One of the ways we have strived to maintain a quality learning environment is through the extensive use of full-time faculty. In fact, we only entertain growth opportunities when we are able to support expansion with full-time faculty.

We believe that our professional, full-time faculty members make a difference. Specifically, these individuals are able to make a difference because they are

trained teachers and they have common areas of commitment. With intent, all the faculty members in the Falls School of Business are committed to:

- providing relevant and practical learning experiences,
- teaching excellence,
- being accessible to students,
- fulfilling the Christian purpose of Anderson University, and
- developing an attitude of service among our students.

The AU MBA program emphasizes quality instruction and is extremely selective about the individuals who lead and facilitate the learning experiences. Just another important characteristic of the AU MBA, a *premier* program designed for the working professional.



Dr. Jeffrey M. Buck

**APPLICATION  
INFORMATION**

For application materials or more information, contact Sherri Fields, MBA recruiter and director of public relations.

TELEPHONE: (888) MBA-GRAD or  
(888) 622-4723  
(765) 641-4362

FAX: (765) 641-4356

E-MAIL: [mba@anderson.edu](mailto:mba@anderson.edu)

MAIL: **MBA Program Director  
Anderson University  
1303 East Fifth Street  
Anderson, IN 46012-3468**

**ACCREDITATION**

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

In addition, the undergraduate and MBA programs of the Falls School of Business are accredited by the Association of Collegiate Business Schools and Programs (ACBSP).

*A special thanks to our writers, Samantha Smith, Stacey Jaracz, Katharine Fulk, Jeffrey Buck, and Clark Simpson. Special thanks to Cara Miller for layout and Sherri Fields for coordinating the Communique.*

**AU LISTED AMONG TOP  
5 INDIANA GRADUATE  
BUSINESS PROGRAMS**

Anderson University's Falls School of Business appeared in the July 5 issue of *Indianapolis Business Journal* as one of Indiana's top five graduate business programs ranked by enrollment.

"While maintaining high quality as our top priority," explains Dean Terry Truitt of the Falls School of Business, "we are very pleased to see the growing interest in the Anderson University MBA program. [The enrollment] is a direct result of our commitment to high quality in the classroom."

Beginning its 15th year in August 2006, the AU MBA program, directed by Dr. Jeffrey Buck, has more than 250 active students and approximately 800 alumni. The majority of courses are taught by full-time AU professors with practical business experience and advanced degrees.

"It is very rewarding to see our faculty create high-quality, practical experiences in the classroom," says Truitt, "and then watch the market respond so favorably."

**FSB ADDS FIFTH MBA COHORT SITE  
AND FOUR NEW FACULTY MEMBERS**

The Anderson University MBA program is proud to announce a new cohort location and the addition of four new members to its full-time faculty.

The Falls School of Business continues to reach out to the Central Indiana community by adding a fifth site to support this growth. Four new full-time faculty will join the MBA faculty to ensure the continuation of "our mission of excellence in teaching," says Jeffrey Buck, director of the MBA program at Anderson University.

The five MBA cohort locations this fall will be in Carmel, Fishers, Indy-Keystone, Lawrence, and Anderson.

John Waters joins the faculty as an associate professor of accounting. He holds a BS in accounting from IU-Bloomington and graduated from the University of Tennessee with both a Masters of Accountancy and Doctorate of Philosophy. With several years teaching experience, Waters is looking forward to teaching full time at Anderson University.

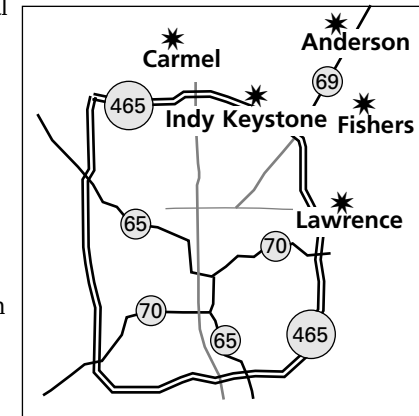
Joining the full-time faculty as an associate professor of finance and business is

Wendell Seaborne. A past adjunct professor at Anderson, Seaborne holds a degree in political science from IU-Bloomington, an MBA from Anderson University, and a Ph.D. from Regent University. "I love being in the classroom, watching each student learn, and knowing that I am contributing to his or her growth," says Seaborne. "I am most looking forward to having that feeling repeat itself over and over."

Deidra Colvin will be joining the faculty as an assistant professor of marketing. Colvin is a graduate of Pepperdine University with

a BA in advertising and recently received her MBA from Anderson University. She has previously been employed by the National Collegiate Athletic Association where she was the associate director for brand management.

Emmett Dulaney is looking forward to coming on board as an assistant professor of marketing. "I am amazed at the school, faculty, and the students," says Dulaney, who holds a BS in economics from Ball State University and completed his MBA at Anderson University. He is currently pursuing his Doctorate of Business Administration through the Falls School of Business.



All Five MBA Cohort Sites

## YOUR MBA AT WORK — JOE FORESTAL

The Falls School of Business MBA program is designed to give individuals the necessary skills that will enable them to dive into their new endeavors with a sense of comfort and confidence. Joe Forestal is a success story of the MBA program and credits the program for making his transition into the business world so smooth.

After completing his MBA degree with the Indy-Keystone Cohort in 2005, Joe Forestal accepted the position of chief information officer of Salin Bank and Trust in Indianapolis. During his first week of employment, Forestal had the opportunity to be a part of the company's annual executive management strategic planning off-site event. After only three days with the company, Forestal joined the team in mapping out a strategic direction for

the bank. To Forestal, this meeting closely coincided with his experiences in the strategic planning class, easing his nerves and enabling him to be a key part in the process.

"I feel that without the insight of what I learned in class, I would have been swimming and wouldn't have had the knowledge of even the most basic framework," says Forestal. "Not only did the attainment of an MBA allow me to land this position, I'm certain that the Anderson program, in particular, did a great deal to prepare me for this role, specifically in the languages and concepts of financial business. Because I was so well prepared, I was able to go into my job with increased confidence."

## STAYING IN TOUCH

A special part of the AU MBA program is the personal touch. Here are some updates from MBA students and graduates.

**99 Chris Caldwell** was married over Labor Day weekend 2005 and was recently promoted to regional business banking manager for Mutual Federal Savings Bank.

**Troy Miller** was recognized as one of the "Forty Under Forty" rising business leaders in Central Indiana by the *Indianapolis Business Journal*.

**00 Ken Martin** has recently taken on a new role heading up R&D for Delta Faucet Company's global commercial faucet business.

**Veronica Minnefield** has been recalled to active duty for a second time since 9/11. She will be serving as executive officer of force protection for U.S. Central Command. She is responsible for all administrative issues for a joint service staff and for assisting in the security of detainees in Afghanistan and Iraq.

**Colin Thielmann** has accepted the opportunity to move from R&D into business development at Channel Solutions.

**Chris Williams** and his wife welcomed baby Lucy Williams into their family on June 13.

**03 Eric L. Chitwood** reported for active duty June 23. He was deployed to Kuwait in support of Operation Enduring Freedom. He is a naval liaison

officer for Customs Inspections Battalion.

**Mark Gentry** and his wife welcomed Mallory Brooke, their second baby daughter, to the world on January 10, 2006.

**Joel Nichols** welcomed baby boy Elijah Parker Nichols on April 29, 2006.

**04 Tom Carney** finished 2005 ranked in the Top 15 percent in the nation for JP Morgan Chase, based on his investment sales production.

**Jane Gehlhausen** is the chairperson of the second annual Fishers Renaissance Faire, held on Sept. 30 and Oct. 1.

**LeAnne Hester** has been promoted to program director of operations and integration strategy for Anthem National Accounts and WellPoint, Inc.

**Dan Killion** traveled with his marketing-communications team from Roche Applied Science, Indianapolis, to their affiliate offices in Mannheim, Germany, this past February. There they worked with their global counterparts to develop a database-driven catalog production workflow.

**Holly L. Koch** was recognized as a finalist for the 2005 Women & Hi-Tech Leading Lights Award in the Outstanding Contribution to the Manufacturing Industry category.

**Dan Miller** has been promot-

ed to senior vice president at General Physics Corporation.

**Eric Oemler** has moved from the Internet Investigative Unit to the Counterterrorism Unit, still within the Drug Enforcement Administration.

**Sarrena Williams-Bennett** and her husband are expecting their first child in December 2006.

**05 Jeff Bostelman** has been promoted to director of enterprise application architecture and services at Sallie Mae.

**Peggy Bostelman** has left Sallie Mae and is preparing to take the CPA exam in the fall.

**Wendy Crosby** was promoted to senior operations manager.

**Ken Dodson** announced that his companies, Fishers Firestone and Fishers Towing & Recovery, completed successful grand openings during the month of May.

**Douglas Durbin** was promoted in March 2006 from a credit specialist to a credit financial analyst. He and his wife are expecting a baby boy in August.

**Eric A. Heuck** has been promoted to the position of supplier business executive for Rolls-Royce North America, and is responsible for new product introduction and delivery.

**06 Carrie Black** welcomed baby boy Ryan Lee Black on Jan. 24, 2006.

**current Diane Eaton** was recognized as an outstanding citizen volunteer by the Fishers Chamber of Commerce.

**Pam Fugate** welcomed her son, Xavier Clifton, born March 20.

**Jill Seeley** has been named the event coordinator for the Office of Admissions at Anderson University.

**Bev Travis** has just been awarded a \$2,500 scholarship from the Madison County Chapter of the Oncology Nursing Society.

We want to stay in touch with you! Send an e-mail to Sherri Fields with your news at [sfields@anderson.edu](mailto:sfields@anderson.edu) or call (765) 641-4362.

## FROM CLASS PROJECT TO START-UP BUSINESS

Applying classroom theories, while making a difference at work, is an invaluable experience and a unique feature of the Anderson University MBA program. Four 2005 MBA grads recently took advantage of the opportunity to do just that.

Brandon Roger, Dan Monnin, Javier Ramirez, and Kevin Tretter joined forces in their 2005 business development class. Brandon suggested they work with Art and Texture, a business recently bought by his brother, Mark Roger. The group agreed, primarily because it was a real business that promised real-world application.

"There was a general feeling by the members of our team that if we were going to put forth the effort required of the project, the opportunity to build a plan for an actual start-up company would enable greater investment by the team coupled with a more challenging project," explains Brandon.

The team initially established simple, yet specific, goals. "We set out to evolve the product line, create staffing, and overcome the issue of setting aside sufficient marketing resources when you are owner, artist, and chief bottle washer," states Roger.

The project turned out to be a success to all. Art and Texture

expanded and opened in the Village of West Clay in March 2006. The business is making a stir in the community and was recently spotlighted in the *Indianapolis Star*. With the team digging into all parts of Roger's business, Mark was able to step back and take a look at all his assumptions and key success factors for his business. From there, the team created a business plan that became a "roadmap for his business," states Roger.

The team of MBA students completed the project with a feeling of accomplishment. The motivation came from working with a real business and real people, Brandon explains. "I believe our team was able to complete a classroom assignment with zeal and fervor that could not have been achieved with a case study or 'created' business," he says. "We were making decisions and asking questions that impact an individual's life and livelihood. We were invested in the business' success. In fact, our team remains in contact, and the first question asked when we're together is, 'How is the business?'"

**ART & TEXTURE**  
FINISH STUDIO @ WESTCLAY

## MBA ALUMNI CHAPTER UPDATE

Greetings and congratulations from the MBA Alumni Chapter Board to the **2006 Falls School of Business MBA graduates!** We know that it has felt like a long time coming, but the day that you, your family, and your friends have sacrificed for has finally arrived. Representing nearly 800 MBA alumni, we are privileged to welcome you into the Falls School of Business MBA Alumni Chapter.

Our mission is to advance the interests and add significant value to the stakeholders of the MBA program. Goals of the chapter are to:

- Provide a strong resource for alums, prospective and current students, and faculty.
- Continue to strengthen the MBA program and its image.

The Alumni Chapter Board launched an MBA Alumni Portal in Yahoo at the beginning of 2006. About ten percent of alumni are currently registered. Beginning this summer and fall, the communication portal will have information posted on it concerning upcoming events and updates on current FSB activities. This portal has the potential to be the networking and communication hub of the Alumni Chapter. But you have to be in the game to play. Take a minute to log on to [http://groups.yahoo.com/group/FSB\\_MBAAlumni](http://groups.yahoo.com/group/FSB_MBAAlumni), and register. If you have any problems, please do not hesitate to contact me or the MBA office. This will provide you with many communication and networking opportunities, including career openings and advance-

ment, business networking, sales opportunities, and social networking.

### FSB MBA Alumni Event Updates:

- Six Sigma Training – A training seminar to qualify for certification at a white-belt level. Nicole Duperon and her committee are considering a fall/winter session.
- Down Home on the Farm party at the farm of Clark & Lynn Simpson. (The fall date and details to be announced.)
- Organizational Leadership Seminar – Winter 2006.

Details for events will be on the portal as they become available.

**Clark E. Simpson**

MBA '02

President, MBA Alumni Chapter Board

Upcoming MBA information sessions  
in July and August.

Call (888) MBA-GRAD or visit our Web site at [www.anderson.edu/mba](http://www.anderson.edu/mba) for dates and locations.