

connection

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Newsletter of the Anderson University Falls School of Business

What's Inside:

FSB News, page 2

- ACBSP Accreditation
- INvision AU
- Volunteer Income Tax Assistance (VITA)

FSB Works with Flagship Enterprise Center, page 3

The Career Connection, pages 4 & 5

- Student Spotlight
- Professor Spotlight
- Graduate Spotlights

Alumni Announcement, Senior Plans, page 6

Staying Connected, page 7

Note from the Dean, page 8

SIFE Steps forward with Grant

Students in Free Enterprise (SIFE) at the Falls School of Business will be taking a big step forward this spring after receiving a percentage of the INvision AU grant from the Lilly Endowment (see FSB News pg. 2). SIFE will receive \$7,500 per year for the next three years.

Although SIFE has not finalized plans for the type of project they will undertake with the grant, some great ideas are being discussed.

"I'm enthused about the opportunities that this grant will offer for our SIFE team," says SIFE president John VanDrunen. "[The grant] allows us to offer more opportunities for students already in SIFE and other students on campus," he continues.

"We want to see SIFE go to the next level," says Dr. Terry Truitt, dean of the Falls School of Business. "This grant will allow the SIFE leadership team to add strength and breadth to the



John VanDrunen and Dr. Terry Truitt discuss INvision AU

experiences involved in SIFE."

The grant will be used by SIFE to either encourage the creation of businesses, which will create jobs and wealth in Indiana, or encourage graduates to take desirable positions in Indiana.

SIFE is an international organization found on more than 1,500 campuses in 37 countries. The organization exists to "change the world" by teaching important economical concepts relating to business and free enterprise. Students have been involved in SIFE at Anderson University for more than 20 years.

.FSB NEWS.

ACBSP Accreditation

The FSB's accreditation was recently reaffirmed by the Association of Collegiate Business Schools and Programs without any qualifications, conditions, or notes. A business school rarely receives such a clean bill of health. The ACBSP report provided a strong endorsement of the quality educational processes in place. "We could not be more pleased with the results of the report," comments FSB Dean Terry Truitt, who attributes the positive report to the strength and commitment of the faculty and staff at the Falls School of Business. The next accreditation visit is scheduled for 2013.

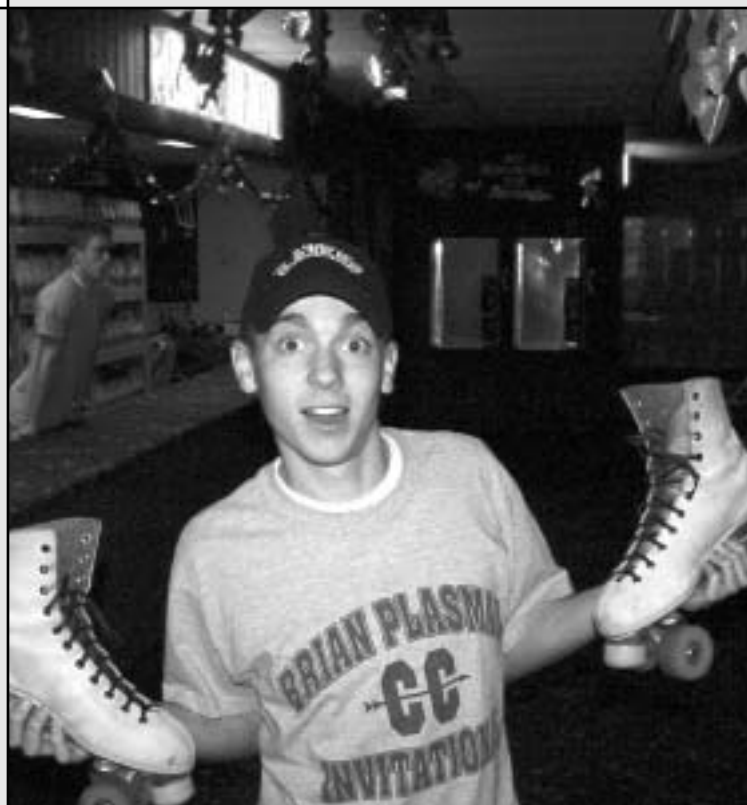
INvision AU

The FSB will work together with AU to create INvision AU after receiving a \$750,000 Lilly Endowment grant late in 2003. "This grant will allow the Falls School of Business and AU to pursue programs and initiatives that we would otherwise be incapable of pursuing," said FSB Dean Terry Truitt. Among other things INvision AU will endeavor to:

- Create 25 local undergraduate internship opportunities
- Develop an Indiana-based FSB alumni network
- Provide start-up business funding to an undergraduate student for a local business plan

Volunteer Income Tax Assistance (VITA)

FSB students are currently working with the IRS for the 26th consecutive year to help local residents fill out their tax returns in a program called Volunteer Income Tax Assistance (VITA). "More than 2,000 tax returns have been prepared in the last eight years alone," says Dr. Osh ElNaggar, associate professor of accounting and the director of VITA at AU. VITA is a free service to the community, offered on Thursdays from 6:30 p.m. to 8:30 p.m. through April 15, by appointment only. For appointments please call Carol Whetsel at (765) 641-4358.



Brian Roberson prepares to skate (see page 6 for story.)

FSB Works with Flagship Enterprise Center

The Flagship Enterprise Center of Anderson will open in spring of 2005 and immediately offer local businesses, entrepreneurs, and students alike a place to learn and practice the intricacies of starting and maintaining a business.

Much of what Flagship Enterprise Center hopes to accomplish will be made possible because of its relationship with the Falls School of Business. The FSB faculty will have an ongoing relationship with the center and its clients.

“What we envision is the ability for our students to gain hands-on experience with

firms that are just getting started,” says Dr. Terry Truitt, Dean of the FSB. “This will be beneficial for both the businesses and the students,” he continues.

Flagship Enterprise Center Interim Executive Director Judy Nagengast agrees. “The Falls School of Business will be integral [in] supplying us with interns,” she said, mentioning that their first FSB intern, Troy Jones, began recently.

One of the Flagship Enterprise Center’s initial projects is the Business Plan Contest that was open to any

residents who had a business idea that would benefit Central Indiana via the creation of jobs or wealth. FSB faculty led training sessions on how to start a business for the local entrepreneurs that are participating in the contest.

Truitt sees a bright future for FSB students in conjunction with Flagship Enterprise Center. “We hope this will be a type of business laboratory,” he says, “a place where students can experiment and learn firsthand the basics of business.”



Artist rendering of the Flagship Enterprise Center of Anderson

The Career Connection

Student Spotlight



Junior Randy Adcock got an early start on

what may be his future career. He will be returning for his third summer internship with the Indianapolis Colts this summer.

As the football operations intern, Adcock does a multitude of tasks. "Running training camp is our main goal," he says. He also drives players to practice, hands out paychecks for camp, weighs the players in and out, and makes sure the players always know what they need to do.

"At first it's kind of intimidating [being around the players]," Adcock admits, but "once you're there, they want you to come back as many

Randy Adcock

times as you can," he says.

Adcock also mentions that he has gotten to know a few of the players, but never knows if they will return, due to free agency.

A management major, Adcock hopes to work in football as a career. "I would love to have a job with the Colts," he says. "I'd like to be the director of either player development or football operations somewhere in the NFL."



Randy Adcock

Spotlight: the Pacers

Thorpe Miller



Thorpe Miller graduated from AU in 1991 with a double major in marketing and manage-

ment. Miller began a six-month internship with the Pacers that turned into what has been a twelve-year career, thus far.

Miller spent a total of 10 years in the ticket department before moving into his current position as the sponsorship sales account executive.

In this position, Miller's objective is to sell the advertising inventory for the Pacers, Fever, and Conseco Fieldhouse. Although he does get to attend most of the Pacers' home games, it only means more work.

"Game days are long days as we work the normal daytime hours and then roll right into the game that night," says Miller.

Nevertheless, the positive aspects of the job more than make up for the extra hours. "I enjoy working with a client or potential client to see what their marketing goals are and how I can utilize or create inventory that helps them reach those goals," says Miller.

"I get to meet and interact with a broad spectrum of people, which is also a lot of fun," he continues.

Miller is married to Gina (see Gina Miller pg. 5), who also graduated from AU in 1993. The couple has two boys: Gavin, 6, and Owen, 3.

Professor Spotlight

Dr. Doyle Lucas

FSB professor of management and DBA program director Dr. Doyle Lucas also serves Anderson University in another capacity. He is currently in his fifth year as the AU faculty athletic representative for the NCAA. Each college or university has one faculty member that represents the school's interests at national NCAA meetings each year. Lucas was asked to serve AU in this role after being involved with athletic programs for many years. He filmed the football games for the team during a 10-year span, and has also started and timed track meets for the last 18 years. Lucas has a wife, Susan, and a daughter, Maggie. He received his B.A. in marketing and business administration from AU in 1980, before furthering his education elsewhere. He is currently concluding his 20th year of teaching at the Falls School of Business.



Dr. Doyle Lucas

The Career Connection

Spotlight:
USA Track & Field

Gina Miller



Gina Miller received a call from the CFO of USA Track and Field out of the blue in

September 1998. Although the two had never met, the CFO asked her if she would be interested in a part-time position with the organization.

Miller, now in her sixth year with USATF, serves as their director of finance and human resources. Her tasks include tax filing, financial reporting, and analysis, as well as hiring employees and developing policies. She also oversees an intern program.

"I enjoy a lot of flexibility only working three days per week. The variety of tasks I perform each day between financial and human resources is very interesting and challenging," says Miller.

"I work with a great team of people, not only the handful in my department, but the office as a whole," she continues. "It is just icing on the cake that I get to work for the sport that I grew up participating in and loving so much."

Miller still tries to run as much as possible. In fact, in 2002 she participated in the NYC Marathon, but "never again!" she says.

Miller graduated from AU in 1993 with a math and accounting major. Married to Thorpe since 1993 (see Thorpe Miller pg. 4), Gina is the mother of two boys, Gavin, 6, and Owen, 3.

Spotlight: the Colts
Ryan Bertschman



Ryan Bertschman was always a big sports fan growing up, but he rarely went to live events. Now he goes to games all the time. And he should, considering that he works in the ticket sales department of the Indianapolis Colts.

Upon graduation from AU last spring, Bertschman chose the Colts after sending resumes to many professional teams and hearing back from several employers. "The Colts were intrigued by my sales experience from my previous internship with the Indiana Pacers," he says.

Now Bertschman does everything from selling season tickets to organizing promotional events for the team and its fans. "The one thing I enjoy most about my job is pleasing people," he says.

"I have learned that when it comes to professional sports, there is a lot more to it than just the game itself. It is an experience! Everything from pre-game shows and tailgating, to the "National Anthem" and time-out activities! It is all a part of the experience that the fans get to enjoy," says Bertschman.

Originally from DeGraff, Ohio, Bertschman, 22, is engaged to be married in July, and is looking forward to the plans that God has for him.

Spotlight: the Indians
Randy Lewandowski



Randy Lewandowski has worked with the Indianapolis Indians baseball organization since receiving his degree in management from AU in 1993. After beginning as an intern in the ticket office, Lewandowski progressed through a variety of positions before being promoted to assistant general manager of operations in 2001.

Lewandowski's current position finds him managing the business, facility, grounds, maintenance, and stadium operations departments.

Lewandowski was an integral part of the Indians' move from Bush Stadium to their new home at Victory Field in downtown Indianapolis. *Sports Illustrated* and *Baseball America* have named Victory Field the "best minor league ballpark in America".

Lewandowski and his wife of eight years, Christina, have two children: Alyssa, 5, and Sam, 3.

Senior Plans

Seniors tell us their plans after graduation



“I hope to work in an investment banking firm or in financial planning.”
 Danny Gould — finance major



“I’m looking at working in North Carolina at DCI Advertising. I job-shadowed there last summer.” Jeremy Meerstra — marketing major



“I’d like to work in a bank as a loan officer sometime in the near future.”
 Sarah VanDeKeere — finance major



“I’m working as the teen coordinator for Casitas Del Rey, a not-for-profit short-term mission organization in Juarez, Mexico.” Gayla Roberts — management major



“I have internship opportunities in Chicago, Texas, and Arizona. I’m evaluating which possibility is the most concrete.” Jason White — marketing and Christian ministries double major

Announcements

Lessons From Leaders

The next Lessons From Leaders breakfast is Thursday, March 25, at the Anderson Holiday Inn. Our speaker will be Steve Walker, president and CEO of Walker Information. Contact Carol Whetsel for more information.

FSB Alumni Chapter

The Falls School of Business would like to invite all alumni to join the Falls School of Business chapter of the Anderson University Alumni Association. Stay tuned for more information about this exciting new opportunity for FSB graduates to stay connected with each other and current students.

Send Us Your Business Cards

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.

FSB is Rollin’ into Business



FSB faculty chicken dancing

More than 100 students, faculty, family, and friends attended the FSB “Rollin’ into Business” skate night at the Anderson Roll Arena on Sunday, Feb. 8. The event, promoted by Dr. Cindy Gibson’s principles of marketing class was a huge success.

“Skate night exceeded our expectations, and we were delighted with the efforts my principles of marketing students put into promoting this

event,” said Dr. Gibson. “The feedback that I received was all positive and reflected the fun that the students and faculty all had at the party.”

Highlights included a faculty chicken dance, the hokey pokey, limbo, and races. Although the students won the faculty vs. student race, the faculty members were good sports and participated in all of the events. Dr. Doyle Lucas emerged as the “Best Chicken Dancer,” after a student vote was held.

In addition to the entertaining events, more than \$100 in cash and gift certificates were given to some lucky students. Other students received FSB and AU clothes as rewards.

“Everybody said that it was fun, and we should do it again next year,” said Gibson.

Staying Connected.

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

94 Chip Inks is an assistant golf professional at The Country Club in Dublin, Ohio. He is working to obtain a Class A PGA card to become a director of golf instruction. He teaches more than 200 students and volunteers as assistant golf coach at Otterbein College. His wife, **Amy (Hyslip) BA '97** is a first grade teacher for Columbus Public Schools.

Tracy (Hawkins) Jones is the mother of a 7-year-old and works for Greg Couch in Anderson preparing taxes. "I love the job," she says. "It is a great opportunity for me to feel as if I am using what I learned at AU."

Jenny (Abee) Parsons' daughter, Koryn Rhean, was born Jan. 28, 2004. Koryn is welcomed by big brother Connor, 4.

96 Jennifer (Bontrager) Wall and her husband, Sean, had their first child, Taylor Rebecca, on May 5, 2003. Jennifer is staying at home with their daughter while Sean works in sales for North American Forest Products.

97 Keena (DeYoung) Antonelli finished her master's degree in education at Johns Hopkins University in Baltimore, Md., and relocated to New York City in September with her husband. She teaches math to 7th graders in Brooklyn, while her husband continues to pursue a music career. "We look forward to making a visit to Anderson soon," she says.

Bonnie Catlin moved to Amsterdam in August 2003 after living in Dusseldorf, Germany, for two years. She works for Pricewaterhouse Coopers as a manager in the Global Capital Markets Group. "It is exciting and challenging to work in an international business environment," she says. "I also have had the opportunity to travel for work and pleasure to places such as Helsinki, Prague, and Paris." Write her at bonnie.catlin@us.pwc.com.

98 Michelle (Hanna) Andres married Grant, a software architect, and lives in Chicago. She is currently on maternity leave from her job as vice president / account director at an ad agency to be at home with her new baby, Elijah Lee Andres.

Paula (Dieterlen) Hart married Harold on Nov. 9, 2002. He is a civil engineer and has his master's from Purdue. The couple met at Southeast Christian Church in Louisville, Ky. She is an administrative assistant and an accounts payables clerk at University Physicians Associates in Louisville.

99 Sarah (Roberts) Grobbelaar has worked for Individualized Care Management since graduation, first as the director of human resources, then as the director of operations. She married Gideon on July 18, 2003 and the couple moved into a new home in Lafayette, Ind., with their dog, Doogie. She graduated from the Krannert School of Management at Purdue University with her MBA in December 2003.

Carla (Warthan) Miller married Darrin, a Purdue engineering grad, on Aug. 16, 2003. She works for Easterseals Crossroads Rehabilitation Center as an employment services representative. Darrin is a hydraulic engineer for the Department of Natural Resources in Indianapolis.

Stephanie (Long) Scheele was married July 10, 1999, and has a son, Gavin Scheele, born Sept. 1, 2003. She is a customer service supervisor with Vera Bradley Designs in Fort Wayne, Ind.

Josh Winkler lives in Chicago. He resigned from his position at Starcom IP last summer to take a position in online media sales with Focus Interactive. He manages clients such as Dell, United Airlines, Home Depot, McDonald's, and Gatorade brands.

00 Chris and Dana (McCallian) Byers had their son, Blake, in June 2003. Chris is a financial advisor with AIG and Dana is a marketing/PR manager with Foundation Surgery Affiliates.

D. Ryan Mull is the operations manager for Verizon Communications in Wabash, Ind. He married Amanda Rose, and they had a son on Feb. 6, which was also Ryan's 26th birthday.

Colin Short and his wife, **Julie (Sebastian)** just moved into a new house in Maricopa, Ariz., and are enrolled at Fuller Theological Seminary in Phoenix, where they are both pursuing master of divinity

degrees. Colin is an associate pastor at Mountain Park Community Church in Children's Ministries.

01 Jason Alexander moved to Grand Rapids, Mich., following graduation and got married. He works at Fifth Third Bank where he is in retail management. The couple purchased their first home in July 2003 in Grand Rapids, and on Jan. 15, 2004, they welcomed their first child, Micah Nathaniel.

Stephen Branstutter married Ashley Blair Cornelius on July 19, 2003. Three of the 11 groomsmen in the wedding were AU alumni - **Chris Martin BA '01**, **Steve Miller BA '01**, and **Matt Nissen BA '01**. **Collin Moneymaker BA '01** also sang in the wedding. Stephen works at CitiFinancial as senior customer service representative. He also is employed part time as minister of music at Bethel Tabernacle Church of God.

Meghan Britton lives in Cardiff, Wales, doing marketing and graphic design for a Christian charity called Big Ideas.

Chris Martin accepted a position in August 2003 in HR communications at Cox Enterprises, a leader in the media industry. "I am excited about the challenges of the new position," he says. He and his wife, **Sarah (Vettrus) BA '01**, live near Atlanta, Ga.

02 Aurora (Speer) Doster and her husband, **Brent**, are expecting their first baby in August. She works full-time at Church of God Ministries in Global Missions.

Heather Mauer recently switched careers to office manager for International Equipment Trading Ltd., in Chicago selling analytical equipment.

Sarah (Scharbrough) McLaughlin and **Jeff McLaughlin BA '01** will celebrate their third anniversary this summer. They live in Anderson doing music ministry full time. She works with the worship ministry for Chapel at AU and Jeff teaches drum and percussion students at AU and other area schools.

Amanda Sheets works at Ohio Northern University Pettit College of Law as assistant director of law admissions.

Jon Walls married **Becky**

(King) BA '03 and bought a house in Edgewood, Ind. Jon works at John Hancock/Signator Financial Services in Indianapolis.

03 Leslie (Fischer) Dolby married Ethan Dolby on Oct. 18, 2003, in Anderson. She is an executive assistant at a stationery company in Nashville, Tenn. She also is enrolled in paralegal school at Southeastern Career College in Nashville.

Nicholas Liechty got a job with ATA as a crew reservationist. He begins flight attendant training in April.

Todd McKinney will go to North Carolina in March to Outward Bound, an outdoor leadership school where he will receive training in rock climbing, mountaineering, and white water rafting. "My main goal is to gain as much experience as possible and then in a couple of years open my own camp/outfitting company," he says.

Rachel Mehaffie is working at The Genesis Foundation, a local down-payment assistance company. She is the marketing assistant and enjoys it, having already traveled to Las Vegas for the International Builder Show as a sales rep.

Missy Mountz is working as a crew reservationist with ATA Airlines.

Dennis Wasonga interned for Delco Remy's finance department before being hired full time by the company's IT department. He is now a technical analyst providing support to Delco Remy's domestic and worldwide operation. He plans to re-enroll in the MBA program at AU this fall.

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 email to

cawhetsel@anderson.edu



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• Note from the dean •

Appeal to Alumni and Friends: We Need You!

Getting better requires developing strengths.

Here at the Falls School of Business, we are interested in getting better and in developing strengths. We want to strengthen the teaching-learning process strengthen student and community relations and strengthen the stature and reputation of our graduates.

We need the help of alumni and friends of Anderson University as we go about strengthening the Falls School of Business. You can help by:

- (1) Serving on an advisory council
- (2) Joining the FSB Chapter of the AU Alumni Association
- (3) Visiting our campus as a guest speaker
- (4) Allowing students to visit your organization for a field trip
- (5) Offering internships to our students

If you are interested in helping the students of the Falls School of Business, send us an e-mail, call us, or visit us in Hardacre Hall. Join us as we work to prepare our students for the future.

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



Dr. Terry Truitt

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