

May 10, 2004

Volume 2, Issue 5

Lindner Honors-PLUS Newsletter

Special Interest Articles:

- Leaving for Europe!

Individual Highlights

Leaving for Europe	2
Speaker Event	2
Co-Op of the Month	3
Items of Interest	4
Alumni Corner	4
June Birthdays	4

University of Cincinnati
College of Business



From The Director

Hi Everyone!

What a busy and exciting time of year this is for the College of Business and Lindner Honors-PLUS. Plans are underway to welcome next year's freshman H+ class of 25 students to campus in July for orientation. Our current freshmen will be beginning their summer internships next month. Our sophomores and juniors will be back on campus with the cicadas this summer, our pre-juniors just left on their international trip, and our seniors will graduate on June 11th.

In the midst of all of this activity, Norm Baker and Lou Lauch have been leading a fund-raising campaign for us, to ensure that we will continue to be able to attract and educate these talented young men and women. Thank you for your support as we struggle to keep up with tuition increases for our scholarship support! Numerous individuals and companies have committed to funding future scholarships, and Mr. Carl Lindner has generously

provided a matching gift to aid our campaign. His continuing support, along with the generosity of all of our donors, is a tremendous investment in the academic, professional and personal development of our students. Perhaps most gratifying is the support we have received from alumni (already!), and from the parents of our former and current students. This is perhaps the greatest testament to the excellence of Lindner Honors-PLUS. I can tell you, from my personal knowledge of each student in our program, that there is no better investment in our future.

If you've been to campus recently, you're aware of the improvements to our facilities at UC. One area of major improvement is student housing. Along with the new Jefferson Complex that our freshmen live in, the Rec Center, coming on line in fall, 2005, will have some Honors housing. The new Stratford Heights development across Clifton Avenue from UC's main gate will also have some Honors housing for upperclassmen. I'm pleased to announce that

Lindner Honors-PLUS will have their own house in this complex. The complex is owned and managed by independent companies, so this has all of the advantages of owning our own house, without the financial commitment. I'm excited that this housing will be available to 26 of our upperclassmen beginning in fall of 2005.

I hope you enjoy reading this newsletter, and best wishes for a great spring.

Jeri Ricketts

Students Leave for European Trip by: Donna Fisher

And they are off.....no its not the Kentucky Derby, just 30 of our Carl H. Lindner Honors-PLUS students getting ready to board Air France at the Greater Cincinnati Airport for a 4:30pm flight, bound for Europe. They will be accompanied by Dr. Norm Baker, Dr. Raj Mehta and Dr. Susan Sadlier from the College of Business at UC.

They will be gone for 5 to 6 weeks, depending on how long they have decided to stay after the formal trip to spend more time sightseeing while in Europe.



A week before the trip, students, parents, faculty and staff met for one final briefing about the trip and to answer any questions the parents had. A full itinerary was passed out to parents so they would know where their child would be at all times, along with emergency contact phone numbers.

Parents are naturally concerned about their child traveling overseas, but overall there was great excitement at all the things planned for our students and the real world knowledge they would gain while in Europe.

The students will start off in Paris, traveling onto Vienna and then transferring to Linz, Austria by bus. They will spend 3 days in Linz in the classroom and then travel to Prague for four days where they will visit the Pilsner Urquell Brewery, the Ruckl Glass Factory, and the Krystal Palace.

Next it's back to Linz for the next 4

days for more time in the classroom.

This will be followed by a trip to Munich for a week, where they will enjoy a city tour followed by company visits at Raathaus, Baerlocher, Ernst & Young, Audi at Inglestast and Siemens.

Next, it is off to Geneva for four days. In Geneva they will have company visits with Procter & Gamble and the WTO (World Trade Organization).

Their final destination will be in Amsterdam where they will spend 5 days. While there, they will be meeting with the Chairman of the Congress (lower house of the parliament) followed by a company visit to Shell. That evening they will be the guests of the Wylers for drinks, followed by dinner at the Impero Romano. The next day they will be off on more company visits to Dutch Railways, and the Dutch Bank. This will be the final leg of the program, with a few students and staff returning to the US the next day.

However, given the opportunity to travel in Europe, most of our students have decided to stay an additional 7-10 days and do some sight seeing on their own. I can't say that I blame them considering they are already in Europe. What an awesome opportunity!

At this point, the students are on their own without supervision of any kind. However, as I've gotten to know these students over the past two years, I feel confident in saying that this is one group I really don't worry about. They are bright, confident and genuinely great people. I know they will have a wonderful time traveling, visiting, and learning to navigate on their own. Most speak at least two languages, and all have had five weeks worth of preparatory classes with the experts before they left for the trip. This group will be just fine anywhere they travel.

Donna Fisher

Speaker Event by TJ Murphy

“Global Capitalism: The Solution to the World’s Poverty and Oppression”

On May 19th at 5:00pm, Rm#112, the Ayn Rand Institute and Rob Ratterman will be sponsoring a speaker event featuring Dr. Andrew Bernstein, who will give the titled speech. This promises to be very stimulating and pertinent to all business students. Please come out and make this a successful event

Volunteer Opportunity

By: Zach Logan

I have an update from *The Friend's of The Public Library* concerning the downtown sale on Fountain Square that is quickly approaching. If you would like to volunteer for any of the shifts below, please contact **Ann Keller** at friendsofplch1@fuse.net or 369-6035.

- Sunday, June 6
 - SETUP: 12-3 PM (FREE PIZZA AND DRINKS!!!)
- Monday, June 7
 - 9-12:30 AM
 - 11-2 PM
 - 12-3:30 PM
 - 3-5:30 PM
 - 5-7:30 PM
- Tuesday, June 8
 - 9-12:30 AM
 - 11-2 PM
 - 12-3:30 PM
 - 3-5:30 PM
- Wednesday, June 9
 - 9-12:30 AM
 - 11-2 PM
 - 12-3:30 PM
 - 3-5:30 PM
- Thursday, June 10
 - 9-12:30 AM
 - 11-2 PM
 - 12-3:30 PM
 - 3-5:30 PM
- Friday, June 11 – BAG DAY!
 - 9-12:30 AM
 - 11-2 PM
 - 12-3:30 PM

Co-Op Job of the Month – SparkPeople

by: Zach Van Hart

We decided that a nice added touch to our newsletter would be to high-light a different co-op position at least every other month. In March we started the series with “Living the Dream” about co-oping at *Alpine Investors* in San Francisco by Tim Metzner. We thought this would not only help the students to understand the different co-op environments and opportunities to choose from, but also give us a chance to brag a little about the different companies who hire from Lindner Honors-PLUS. Watch for your company to be featured in future editions.

What’s it like to work at SparkPeople, an online health and fitness company? Probably unlike any other co-op out there.

Many of us are used to the shirt and tie approach to work, which around this time of year can become a bit stuffy. So I find it nice that I can roll into SparkPeople every day sporting shorts, a T-shirt, sneakers and my new Gonzaga hat.



Yes, it’s a laid-back atmosphere. We may play the occasional game of wiffle ball in the backyard or shelf ball in the office; Will Ferrell’s performance as Neil Diamond on an *SNL* skit may play once a week and other such events occur.

More importantly though, it’s a place where everyone, including the co-ops, are an important part of the company. Everyone has work to do all day, every day. Not just work, but enjoyable work. The employees of SparkPeople, all 25 of us, are all here because we enjoy what we do. For a few, (including

myself) that entails writing articles and other content for the Web site. For others, it’s involved with computer technology, keeping the site running and adding new features. For still others (including Honors-PLUS student Tim Metzner) this includes marketing SparkPeople to individuals and companies.

While I’m only in my third co-op at SparkPeople, I know I play an important role here. I produce and edit health and fitness content for 10’s of thousands of people around the world. But I am not the exception; a majority of the co-ops here shoulder major responsibility. A perfect example is SparkCincinnati, a three-year health and fitness campaign in the city. With more than 75 partnered companies and over 3,000 members, it’s become a major force for change in our lovely city. And by June, it will essentially be completely run by co-ops, in the marketing end, the editorial end, and the technological end.

This responsibility is not given lightly though; we’re expected to produce no matter the circumstances. If this calls for us to stay late and work on a project, then that’s what we do. But it doesn’t come with a boss breathing down our necks. It’s more an attitude of, “You know what you have to do, do a good job.”

Plus, co-ops at SparkPeople feel like part of the team. For the most part, we joke around with our bosses and co-workers as if they are our friends. We

are treated as equals, not inferior to full-time employees.

When we work hard, we earn freedoms that many co-ops do not have. There is no set time schedule we have to follow, as long as we get at least 40 hours a week in. So if there’s somewhere important you have to be and can only work 6 hours Wednesday, that’s cool, just pick up the slack later in the week. Personally, this has been huge for me because of my responsibilities as sports editor at *The News Record*.

Bottom line, it’s hard not to learn from and enjoy your time while co-oping at SparkPeople. It’s hard work, it’s fun work and it’s a place where co-ops really are a part of the team.

Zach Van Hart
Class of 2005

Items of Interest

Stefanie Smith (Sr.) received the Ohio Realtors Charitable and Educational Foundation Scholarship in December. Last week she was notified that she is co-winner of the Real Estate Student of the Year Award. Both of these awards were due to her involvement and leadership in *Alpha Rho Epsilon*, the real estate organization at UC and for her academic achievement in the real estate courses she has taken. She is also President of *Alpha Rho Epsilon*.

Sarah Harvey (Fresh.) has been selected to receive the Resident Education & Development Leadership Award. She will be recognized for this at the UC Recognition Ceremony on Sunday May 16th.

Molly Parrett (Jr.) was recently elected President of Mortar Board.

Tim Metzner (Jr.) was recently elected Vice President of Programming for Mortar Board.

Justin Shafer (Jr.) was recently tapped into the Sigma Sigma Men's Honorary Fraternity.

Justin Shafer (Jr.) was elected President of the UC undergraduate student body.

Ben Hines (Pre-Jr.) was elected Vice President of the UC undergraduate student body.

Rob Reinerman (Sr.) was awarded "*The Presidential Leadership of Excellence*" Award. This is one of the top honors given out at UC. For more information about the award visit <http://www.honors.uc.edu/plme/> He will receive the award at the recognition ceremony on May 16th.

Rob Reinerman (Sr) was also nominated by the University to compete for a very prominent full-merit graduate scholarship awarded by the Jack Kent Cooke Foundation. Typical award winners include students from the nation's most prestigious schools.

Rob Reinerman (Sr.) has been selected to represent the College of Business as the Flag Bearer during President Zimpher's Inauguration Ceremony on May 21st.

Kyle Neumann (Jr.) was awarded "*The Mr. Bearcat*" Award. He will receive the award at the recognition ceremony on May 16th.

Ashley Dugan (Pre-Jr.) was elected student President of her Beta Gamma Sigma chapter.

Anna Godby (Pre-Jr.) was tapped into *CWEST*, (Cincinnati Women Excellence & Spirit Together)

Justin Shafer (Jr) was just named *Greek Outstanding Man of the Year*

Molly Parrett (Jr) was just named *Greek Outstanding Woman of the Year*.

Harry Steinkamp (Jr.), **Adam Hildebrand** (Pre-Jr.), **Brian Delany** (Soph.), **Josh Kaufman** (Jr.) & **Matt Mezinskis** (Pre-Jr.) were all initiated into Beta Gamma Sigma on May 9th.

Lisa Morris (Soph.) was selected to be one of five students from the Greater Cincinnati area to attend the Deloitte & Touche National Leadership Conference in Scottsdale, Arizona, from July 20-23.

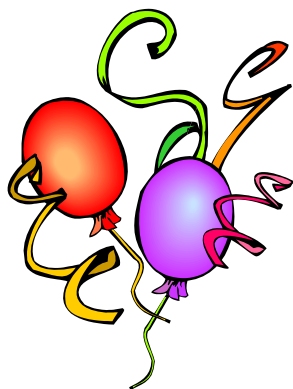
Dom Berardi (Soph.), **Brent Cengia** (Pre-Jr.), **Adam Hildebrand** (Pre-Jr.), were tapped into Phi Rho Chi, a recruitment based honorary fraternity.

Paul Bessire (Sr.) has been awarded the *COB Spirit of Community Award*. Each college selects a student from their college that exemplifies a high standard of contribution to student life both within their college and the campus community. Paul was also chosen to be the class speaker at the COB graduation.

Alumni Corner

Beth Kramer, Class of 2002, recently got engaged to Joe Zirkelbach. A July 2005 wedding is being planned.

Alums, we'd really like to hear from you!



June Birthdays

Regina Hoell	June 9
Sharlena McGowan	June 14
Todd Staley	June 14
Elizabeth Bronson	June 17
Jocelyn Esber	June 17
Tyler Bertke	June 19
Ashley Dugan	June 24
Molly Parrett	June 24
Jaime Lindemann	June 26

