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# Lindner Honors-PLUS Newsletter

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University of Cincinnati  
College of Business



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- International Trip

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## From The Director

Hi Everyone!

Finally, the cicadas are gone. It seems like summer is really here now, and the pools and golf courses are safe again, as is campus. Let's see....how old will I be next time....oh never mind, let's not go there.

Earlier this month we had our freshman welcome party at Coldstream. It rained again this year, reaffirming the wisdom of our decision to move the event inside. Thanks to all of the upper-classmen who came and helped us welcome the students and their parents, and spoke about various aspects of the program. It reminded me that whenever possible I should shut up and let you guys do the talking! You did a wonderful job, and I was impressed by how poised and articulate you were....again, as usual.

Scott will be sending letters to all current students asking you to confirm the scholarship records and give him an advance heads up if you know of any exceptions (double-sectioning, etc.). Please be responsive and get those back to him as soon as

possible. Also, for those of you in our most recent graduating class, please touch base with Judy to be sure that she has your updated contact and employment information. We're also collecting starting salary data for our records, which will be kept in strict confidence and only referred to in aggregate, I promise! We thought about publishing a list of all students and how much they were making....no, not really. But the average starting salaries, etc. do come in handy for recruiting and fund-raising purposes, and we'd appreciate your help in collecting reliable information.

We've admitted three transfer students into the program this year as sophomores. We had a record number of applicants this year, all of whom were eminently qualified, and the decisions were extremely difficult. I honestly wish we had three times as many spots available. Please welcome Nick Furtwengler, Derek Brown and Sean Kiamy to our sophomore class. I'm sure they will be positive additions to our

program.

Thanks to all of the parents who have responded to our fundraising request for the Parent Fund. Because of their contributions and future pledges we hope to be able to offer a Parent Fund Scholarship to an incoming freshman in our 2005 entering class. If you haven't responded yet, please consider joining the other parents who have stepped up to support our students. Remember that our scholarship support comes from private donations, and we rely on them to continue offering our program to promising young people. I hope you feel that your son/daughter benefited from the experience of being in Lindner Honors-PLUS, and you are willing to give back now to help other deserving students. Thank you in advance for any support you can provide.

Have a peaceful and prosperous July....don't forget to enjoy your summer before this one flies by also!

*Jeri Ricketts*

**Co-Op Job of the Month:****Deloitte & Touche****by: Jay Hummel**

"Jay, you are young. No matter what you choose, you can't make a wrong decision." I was sitting in the office of one of Cincinnati's top business leaders discussing the companies which had offered me a co-op position. That day I decided that I was joining the team at **Deloitte & Touche**. It was the right decision at the time and it remains the right decision today.



Throughout my co-op time at **Deloitte & Touche** everyone treated me like a full-time staff member. The people surrounding me challenged me to achieve tasks that were above my level and then supported my development to make sure these once unattainable goals were accomplished. I had such a good experience in my four co-op quarters that I didn't even entertain other post-graduation job opportunities and joined the firm full time in 2003.

**Deloitte & Touche** is one of the world's largest professional

services firms and is one of the four remaining "Big Four" public accounting firms. **Deloitte & Touche** serves clients in over 144 countries, employs 119,770, and saw revenues of just over \$15.1 billion in 2003. The firm is not a publicly traded company. If the firm was public it would rank as the 135<sup>th</sup> largest company in the world (yes, I'm an accountant).

The business community is still dealing with the intricacies created by Enron and other high profile bankruptcies. America is still transitioning to a new economy: one where training and retaining top talent is more important than ever. Our economy today is one where ethical behavior is paramount and diversity is not a differentiation strategy, but an expectation. I am proud to say I work at an institution that leads in all of these areas. The United States Chamber of Commerce awarded **Deloitte & Touche** its "Citizen Award" for leading the way in ethics education for young people in the junior achievement program. *Diversity Inc.* named **Deloitte & Touche** one of the world's top companies for diversity awareness. *Training Magazine* named the firm one of the top ten companies in the world for training its people and for the last decade

*Working Mother Magazine* named **Deloitte & Touche** one of the best companies for working mothers.

Everyday I go to work and I get to serve the best clients in the business and am surrounded by the best minds in the industry. In our business we sell reputation and I would not go to work everyday if I did not feel we have the best. I am proud to be a part of this reputation and would encourage anyone who is thinking about it, to join our team.

I wish you all great success in the times to come...Go Bearcats!

Jay Hummel  
Class of 2003

## Global Business Program

by: Dr. Norm Baker

One of the features that establishes Carl H. Lindner Honors-PLUS as a premier undergraduate business honors program is its unique Global Business Program. To the best of our knowledge no other honors program offers the educational and cultural opportunities inherent to the Lindner Honors-PLUS Global Program.

The program is designed so that each student has the opportunity to:

- Experience first-hand the global nature of today's business world in a specific geographical region.
- Study, with faculty native to the region being visited, the following topics:
  - 1) doing business in that region
  - 2) history and culture of the region,
  - 3) cross-cultural negotiations,
  - 4) basic survival language skills.
- Visit with US firms operating in the region and examine how their way of doing business has been influenced by operating in the region.
- Visit with firms that are native to the region being visited and operate within the US. Examine how these firms operate both within their native region and within the US.
- Discuss with US citizens working in the region what it means to be a US citizen working abroad and learn about the positive and difficult aspects of working and living abroad.
- Experience some of the history and culture of the region through visits to historical sites, museums, etc. When possible, reside with families the region.
- Become more comfortable with traveling and living abroad.

The highlights of this year's program include:

The opportunity to discuss global business with European faculty at Johannes Kepler University and to contrast their views of global business with the perspectives of the U.S. faculty at the University of Cincinnati.

Seminars with faculty from the Prague School of Economics. The seminars explained how the Czech Republic moved from a public to a private economy. The process by which ownership was transferred from the government to private ownership was discussed. The students visited with two companies – one new, entrepreneurial company (Papirus) and one that predated the change (Pilsner Urquell Brewery).

Visits with three companies in the transportation industry, all of which were showcasing vehicles of the future (KTM Motorcycles, Audi, and NS Dutch Railways. At NS Dutch Railways, the students were invited to ride on an historic train with the NS management team who were on their way to a 200-year commemoration event.

Discussion of U.S., EU, and Dutch economic policy with the Executive Director of De Nederlandsche Bank NV. The Executive Director explained the importance of two World Wars on European policy and the establishment of the EU and WTO. He also discussed the role the Great Depression continues to play in the formation of U.S. monetary policy.

Discussion with the Chairman of the Dutch House of Representatives concerning the impact the EU has had on the authority and responsibility of national governments.

A presentation by the U.S. Ambassador

to The Netherlands on the current and historic relations of the two countries.

Visits with 15 diverse companies. Top management representatives discussed strategic positioning in the global marketplace, the effect of culture on management and market practices, and the effect of EU and the EU expansion of future plans. Ex-patriots at the companies discussed their experiences working abroad. Students were able to probe issues of interest.

A visit to the Mautausen Concentration Camp.

We've included a brief summary of our itinerary to familiarize you with this year's trip. Each trip differs, including different academic and company visits, but the goals remain the same. The Lindner Honors-PLUS Global Program is a life-changing trip for many of our students, and we are committed to ensuring that it remains relevant and challenging.

See itinerary for global trip on page 4.

## Global Business Program, cont.

by: Dr. Norm Baker

Itinerary of 2004 Global Business Program:

**Weeks 1-5:** Classes at the College of Business, University of Cincinnati.

- Global Business Environment: Global perspective and strategy for The multinational corporation
- Management Integration: An Integrating framework for understanding the roles of managers, the Functions of business and the Context of organizations.
- Seminar: Language, history and Culture of the region to be visited During the study abroad experience.

**Days 1 - 17:** Global Business Program At Johannes Kepler University, Linz, Austria. Classes at Johannes Kepler:

- Leadership in Europe
- Cross-Cultural Negotiation
- Austria and the EU
- EU Enlargement
- German Language
- Modern Austria History

Company Visits in Austria:

- Rosenbauer
- KTM Motorcycles

Visit to Mautausen Concentration Camp  
Visit to Prague, Check Republic:

- Transition to a Free Economy, Faculty from Prague School of Economics.

Company Visits in Prague area:

- Papirus
- Pilsner Urquel Brewery

**Days 18-24:** Munich, Germany

- Historic Tour of Munich
- Greetings and lunch with the Mayor of Munich

- Presentation by Director, of Economic Development

Company visits in Munich Area:

- Baerlocher
- Ernst & Young LLP
- Audi
- Siemens
- Hofbrauhaus

**Days 25-28:** Geneva, Switzerland

Company visits in Geneva Area:

- Procter & Gamble, European Headquarters
- Nestle, World Headquarters
- World Trade Organization



(Christy Benken & Sandy Galvin @ Nestle Company visit)

**Days 29-34:** Amsterdam, The Netherlands

Company Visits in Amsterdam Area

- Shell at Head Office in The Hague
- Granaria Holdings in The Hague With presentations by:
  - Chairman & CEO, Granaria Holdings
  - US Ambassador to the Netherlands
  - Managing Director, Heineken Brewery
  - Managing Director (retired), KLM
- NS Dutch Railways

- Buhrmann

Chairman of the House of Representatives of the States General

Executive Director, De Nederlandsche Bank NV

**Day 35:** Return to Cincinnati

Several pictures submitted from the trip:



(Jessica Bauer, Amanda Miller, Adhruca Apana, Anne Marie Peet, Sandy Galvin, Charlie Kishman in Austria)



(Brent Cengia, Guard, and Matt Mezinskis in Prague)



(Bomb Shelter in Linz – Amanda Miller & Sandy Galvin)

## A Fun Recap of Europe

by: Ashley Dugan and Ryann Noble

As you hopefully remember from our previous article, we went over all the various things we did in order to be prepared for our very long trip abroad. Well, we've decided that no matter how long your list of things to do and supplies to bring – there will always be something that catches you off guard. Don't get us wrong - it's not a bad thing - it sort of makes the trip a little more fun!

The first surprise we encountered was the really fun, freezing weather in Austria. When we were in our seminar in Cincinnati, they kept telling us about the nice warm weather, and then we got there and it was about 45 degrees the whole time! You have two options: you can ignore your silly roommate (aka Ashley Dugan) and pack an extra sweatshirt or you can pull a Jessica Bauer and buy a jacket in every city we visit. ☺



(Touring the Ice Cave)

Our next exciting surprise happened during our city tour of

Prague. The professors had mentioned that it would probably rain one day, but it was fine weather when we left the hotel. We got all the way through our very informative tour ending at the Prague Castle when dark gray clouds came overhead. We started back to our hotel, and not a few steps later it was pouring on us like we had never seen before! Everyone took off running to our hotel hoping we could beat the storm but it was too late. Everyone was drenched but we had a great time! The morale of the story is – for heaven's sake – bring an umbrella and/or rain jacket wherever you go!

The third lesson we learned was about the horribly complicated phone card usage. Every country you go to will have a different rate so you may have 150 minutes in Munich, but when you get to Amsterdam you will only have 75 minutes. We suggest getting an AT&T card from Sam's Club before you go and writing down all the access codes for the different countries. We had the best luck with our cards because they worked in every country except the Czech Republic and that was only because our hotel would only accept their phone cards in our rooms. (We could have used our card from the lobby – but if you

need to make a personal call, that might not be the best place to do it!) If you decide to buy your phone card in Europe – good luck to you!

The final tip we have for you is one of the most important, so read slowly! If you are relaxing at The Hard Rock Café in Amsterdam enjoying a cold beer with a few classmates and you happen to see Dr. Raj Mehta walking down the street – don't yell over to say hi! He will come over with a smirk on his face and say he is docking your grade for eating at an American based restaurant. So, the less he sees – the better!

We hope this little re-cap helps you prepare for your trip but we didn't want to give it all away! (We hope to hear about all of your surprises one day too!) Oh – and a cheese-burger meal at McDonalds in Geneva really does cost \$13!

Ashley Dugan  
Ryann Noble  
Class of 2006

## Prague Visit on 2004 International Trip

by: Jessica Sharts

Prague, located in the Czech Republic, is a beautiful city rich in history. We spent four amazing days there in the beginning of our trip. Prague boasts some of the most beautiful architecture I have ever seen. Whether walking around the statue-lined St. Charles Bridge, or exploring the ancient alleys and streets, Prague was by far my favorite city.



(Day view of Prague)

We visited several fascinating companies while there, yet one strongly stands out in my mind. Pilsner Urquell, created by master brewer Josef Groll, was the world's first lager. As we entered into the Pilsner Urquell headquarters, we passed through the gates that appear on the label. The company was very hospitable and lectured on many topics including the implications of the Czech Republic recently joining the European Union. After our lecture, we toured the facility. My favorite part was going down into the old, chilly, storage rooms 10 meters below the surface where beer is kept before refrigeration. While in

the cellars, we tasted beer that was being stored in a gigantic wooden barrel. It was a very memorable experience!

Prague had much to offer for sightseeing and the city is divided into different sections. For example, several of us visited the old Jewish quarter called the Jewish Ghetto. In the Jewish Ghetto, many crystal stores line the narrow, winding streets. Also interesting was an old synagogue. The temple had a tiny cemetery that was crowded with tightly packed headstones shooting out from the ground arbitrarily. In fact, the graveyard had as many as nine layers of bodies at any given spot. Another must see is the St. Charles Bridge. The medieval bridge is quite impressive to view with its massive stone slabs and gothic archways. The bridge, as mentioned before, is lined with statues of saints that have turned black with the passage of time. One statue in particular, St. John Nepomuk, is known to bring travelers back to Prague if they rub the right hand part of the base. There are a number of explanations as to why Nepomuk was executed in the late 1300's by King Wenceslas IV. One is that he heard the Queen's confessions, which he would not reveal to the King; the other is that he was tortured to death for heresy. At

night, the St. Charles Bridge is a lively area with street performers dancing and juggling fire to entertain those walking by.



(View of the St. Charles Bridge)

Finally, a memory I will always treasure from Prague occurred one night while walking through the oldest quarter. Several of us were in search for a restaurant when we passed by a quaint gourmet eatery. Upon entering, we knew we had made the right decision because of the intimate ambience, live musicians, and frescos on the wall. Half way through our meal, a bottle of wine was sent over to our table from an American IBM consultant who was in Prague on business. We then invited him to dine with us, and the evening was filled with wonderful conversation and food. It will forever be a special night that I will look back on warmly.

For those traveling to Europe in the future, please visit this amazing historical city; Prague will not disappoint!

Jessica Sharts  
Class of 2006

## Items of Interest

Meet your new HPSA Officers for the fall of 2004:

**Matt Yung – President**  
[yungmj@email.uc.edu](mailto:yungmj@email.uc.edu)



**Don Hunter – Vice President**  
[hunterdl@email.uc.edu](mailto:hunterdl@email.uc.edu)



**Braden Martini – Secretary**  
[martinb0@email.uc.edu](mailto:martinb0@email.uc.edu)



**Jaime Meyer – Treasurer**  
[Meyerj7@email.uc.edu](mailto:Meyerj7@email.uc.edu)



**Sarah Madrigal**, (Freshman) is busy studying this summer in Costa Rica. Besides busy days in class, she has gotten to see a lot of things that prior to her trip she had only seen on the Discovery Channel: monkeys, sloths, parrots, frogs, lizards, snakes, and a volcano. She'll be back in the states and ready to join her classmates for fall quarter.

**Ashley Cannon**, (Senior) has accepted a full time position with Deloitte & Touche, starting in September 2005. Graduating early from the Lindner Honors-PLUS program this August, Ashley will start her MS Accounting program in the College of Business, September 2004.

## Alumni Corner

**Todd Barnes**, Class of 2004, recently got engaged to Ms. Christin Tucker. The wedding is being planned for May 14, 2005. Congratulations to the happy couple!

**Robyn Jeter**, Class of 2002, was recently accepted into MBA program at UC's College of Business. She will be starting the program this fall. Along with being accepted into the program, she also received a graduate assistance-ship which covers full tuition and offers a monthly stipend. We're extremely excited to have one of our own alum back in COB. Congratulations Robyn, we look forward to seeing you back on campus!

If you would like to contact Robyn you can do so at [Robyn\\_Jeter@CinFin.com](mailto:Robyn_Jeter@CinFin.com), or Wk#513-603-5538

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

## August Birthdays

Mary Ellen Young	August 3
Tyler Drake	August 11
Harry Steinkamp	August 13
Cynthia Huang	August 15
James Olds	August 17
Kristen Koch	August 17
Andrew Laskey	August 18

