

February 24, 2005

Volume 3, Issue 2

Lindner Honors-PLUS Newsletter

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University of Cincinnati
College of Business



Special Interest Articles:

- Stratford Heights

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From The Director

Hi Everyone

Winter Quarter is flying by fast. We've almost completed interviews for next year's freshman class and will be making decisions in the next few weeks. Thanks to all of the current students who helped us out with this process. Make sure you get your feedback forms in to us if you haven't already – we value your feedback.

We held an information session for this summer's international trip last Friday evening. Thanks to all of the upperclassmen who came and talked about their experiences on the trip in the past. It was very informative for the pre-juniors.

Seniors – if you haven't contracted to graduate yet, be sure to see me before the end of the quarter. I think there are just 3 or 4 of you left at this point, but we need to get this done. Also, be sure to reply to Greg's recent email about your graduation party. Just to clarify: UC's all university graduation is Friday morning, June 10; the College of Business graduation is Friday evening, June 10, and your graduation party is tentatively set for noon on Saturday, June 11. Traditionally, we've hosted a riverboat luncheon cruise from 12 – 2, but if your class would like to change the time or the venue we're open to that. We need to make arrangements soon though, so if you have any other ideas let Greg know as soon as possible.

Juniors – I know it seems early, but you need to be thinking about the permanent placement process for next year, especially if you think you won't be taking a permanent placement with your co-op employer for whatever reason. Many companies come to campus to hire June grads in early fall, so don't let the late summer deadlines for submitting resumes and signing up for interviews pass you by. You should have taken the placement class (PD 502) by now; if you haven't, you should sign up this spring so you know how the placement process works here on campus. The market is especially soft in Marketing and is somewhat soft in Finance, so especially in these areas you need to be taking advantage of every opportunity.

All **seniors** should be registered for Business Ethics and the Contemporary Business seminar this spring. All **juniors** should be registered for the Science and Technology seminar. All **sophomores** should be registered for Finance I and QA, and all **freshmen** should be registered for Accounting, IS, and the 1 hour Business Etiquette seminar. Also, Math 227 is required for all **freshmen** who did not have AP calculus credit. Ask Judy or Raj if you have any problems or questions concerning spring scheduling.

Judy's wrapping up the freshman summer internship placement process. The employers have been very

favorably impressed by the talent in our freshman class, and placement decisions will be finalized soon. Thanks to all of the employers who participate in these internships – it's a great source of talent for you, and a great source of experience for our students, and we appreciate your support.

Stratford Heights applications are due by March 15, so get your applications in. There is a \$25 application fee, but that doesn't commit you. The commitment process comes later, so if you think you want Stratford as an option, consider applying. You can stipulate roommates, and they may be non-Honors-PLUS students. Please read the email about this that I forwarded, and ask Don or me if you have any questions.

Deloitte is looking for students who might be interested in attending their Leadership Conference in Scottsdale, Arizona this summer from July 19 – 23. This is an all expenses paid trip, and is open to accounting students who want to explore working for Deloitte – no commitment, just the opportunity for a free trip, a great learning experience, and a glimpse into the world of public accounting. The trip is open to current sophomores, pre-juniors and juniors. Let me know if you're interested as soon as possible.

Best wishes for the rest of the quarter. Go Bearcats!

Jeri Ricketts

Co-Op of the Month - Johnson Investment Counsel, Inc. by: Zach Logan

“When it's a question of money, everybody is of the same religion.” ~ Voltaire

“BUY BUY BUY!” – or in my case, “SELL SELL SELL!!!” That’s probably what most people think of when they try to imagine what I do every day at Johnson Investment Counsel, Inc. Quite the contrary. Although I am constantly inundated with financial slapstick and the occasional derogatory comment concerning my alias as a Day-Trading Trust Fund Kid, my experience with Wall Street has been anything but Silicon Valley-ish (at least that’s what my lawyers have instructed me to say).

I began working at Johnson Investment Counsel (www.johnsoninv.com) in the summer of 2001 for my introductory Honors-PLUS freshman internship. At the time, most of my knowledge on the topic of investments involved a simple phrase that any Wal-Mart shopper could rattle off: buy low, sell high. After being in the business for close to four years now, I can’t tell you how true those words are, and more importantly, how much more there is to that story! My experience at Johnson Investment Counsel has been absolutely amazing and a great insight into the financial investment world.

Johnson Investment Counsel was established in 1965 by my President and Boss, Mr. Tim Johnson. Since that time, the company has grown to be Greater Cincinnati’s largest independent investment advisory firm, managing over three billion in assets. With over thirty-five years experience in fee-only investment advisory, financial counseling, and estate planning services, Johnson Investment Counsel has carved itself a very distinct and profitable niche in the business community.

I have performed various diverse tasks during my tenure at Johnson. Originally, I was hired to work on Wealth Management Reviews for Portfolio Managers to use in client meetings. A great deal of my work in this arena involved portfolio assessment, asset allocation, and account diversification. It was also during this time that I began a Non-Model Project wherein I analyzed, evaluated and recommended various stocks that were not currently held in Johnson’s Core Portfolio. I had the opportunity to work hand in hand with the Research Department while performing these reviews. This analysis was very interesting and diverse across the various sectors.

Recently, I’ve also had the opportunity to work on one of the Johnson Equity Model Teams, specifically the Johnson Equity Income Portfolio (JEIP) Model. My duties here involved running company wide performance and attribution analysis, stock recommendations, the daily portfolio updates, and buy/sell run programs. I have greatly enjoyed the opportunity to work on this team and it’s very exciting to have “your own” model to concentrate on for day-to-day financial operations.



(from left: Tim Johnson, Steve Simendinger & Zach Logan)

Finally, this past fall quarter I was privileged to work with Tim Johnson,

the Portfolio Management Department, and Information Systems on the company’s incentive compensation plan (based on the net flow of investment assets). This was an incredible opportunity to really get involved with Johnson’s revenue process and determine how best to account for the various transactions and accounts we hold. This was a totally different look at the business compared to the Wall Street mind frame I was used to. However, I took great pleasure in this assignment and learned an enormous amount about managing a financial institution while working with Tim and the various other department heads.

Overall, my experience at Johnson Investment Counsel has been remarkably beneficial. I’ve learned an enormous amount about financial markets and the operations of an investment institution. If I take nothing else from there, I’ll never forget that “Buying Low & Selling High” isn’t as easy as it sounds!

Zach Logan
Class of 2005

P.S. – If you’re looking for hot stock tips, I won’t be held accountable for giving out any specific companies. But lest you think you’re all being short changed, I have one word for you: Nanotechnology. The future is now...

Zach Logan
Class of 2005



Stratford Heights Development

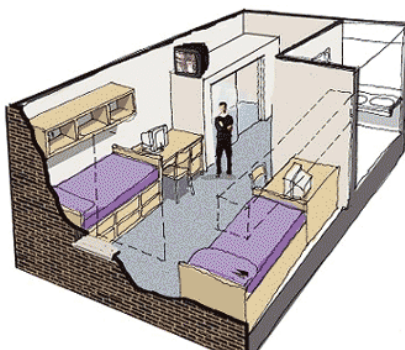
by: Donna Fisher

If you've had the opportunity to drive down Clifton Avenue lately, you have probably noticed all the construction across the street from the University. Big signs will inform you that this is the Stratford Heights Development. From the street it looks impressive. From inside it is even more so.

Stratford Heights is a new housing project for students, and it is also much more than that. It is an entire living community, complete with a fitness center, game room, small food court and a convenience store for its residents.



The exciting news is that the Lindner Honors-PLUS program will be a participant in this community, and has sponsored a house with 26 beds, ready to be filled this upcoming fall! Our house includes single and double bedrooms that are furnished with a bed and desk, and each bed has a refrigerator tucked neatly beneath it. There is a shelf over the bed for you to bring a TV if you want one.



Double

There is a bathroom with shower in between two rooms, so your bathroom will be shared by four people. (Breathe easy, guys and gals do not share a bathroom!) Other amenities in the house consist of a fully furnished living room with a big screen TV, a study lounge, large kitchen, laundry facilities, and an outdoor patio with a gas grill. There is also a microwave on the bedroom floors so you don't have to run to the kitchen just to heat a cup of soup or make some popcorn. The entire house and surrounding community areas boasts wireless internet capabilities.

I had an opportunity to tour one of the completed buildings a couple of weeks ago, and from the stand point of a UC employee I was impressed. As a mom, I was not only impressed but delighted. I wish this had been available when my daughter lived in Clifton.

The building is not only spacious, but has an inviting atmosphere, and is elegantly designed. (This will look like no dorm you've visited on campus!) It has private entrances for our students, only. No one else can get into the building without a student granting them admittance. (As a mom, I like that)! Another reason we liked this community and wanted our students to be a part of it, is because safety was a major priority in the community's development. Once it is up and running this fall, students will be able to feel secure with a 24 hour emergency number and onsite security personnel available at all times. Parking facilities (behind the building) will also be constantly monitored and patrolled.

As mentioned earlier, there is a fitness center, including basketball and volleyball courts, as well as work out equipment. It will also have a game room and a music room. The large community center will offer many

dining options, as well as a banquet hall that can be rented out for any occasion.

We are encouraging all students (incoming freshman are required to live in the dorms on campus their freshman year by the University), to look into the incredible opportunities available to them with Stratford Heights. The price is comparable with any off campus housing when all services are considered. Rent includes all utilities, limited housekeeping, lawn care and maintenance.

For a cost comparison, we are showing you the cost of Turner housing on campus as compared with Stratford. Remember that along with housing on campus, a meal plan is included to get a fair representation.

Turner Hall	1 year	\$6,078.00
Stratford Heights	1 year	\$5,940.00
	(for a double room)	
Stratford Heights	1 year	\$6,900.00
	(for a single room)	

For more information on Stratford Heights, feel free to browse their website at: www.stratfordheightscommunity.org. There you can take an online tour, view pictures, floor plans, and other interesting information on Stratford Heights. This will also direct you to their on-line web registration.

If you are interested in being part of this new community, I would encourage you to move on this because I truly believe once we have students living here, it's going to become "the" place to be and once we are full, you'd have to be put on a waiting list in the hopes someone moves out or graduates!

Celebritrees

By: Jen Schuster

In late November and early December the Honors-PLUS Student Association joined together with the Student Alumni Council to decorate a UC themed Christmas tree for Tender Mercies. Tender Mercies is a non-profit organization that provides housing and individualized supportive services to homeless persons with histories of mental illness. It maintains permanent and transitional housing in seven buildings in Over-the Rhine, which promotes resident comfort and makes a positive contribution to the neighborhood.

In its second year, the "Celebritrees" event is aimed at raising money for the organization through a holiday celebration featuring trees decorated by greater Cincinnati celebrities. Each tree is seven feet tall and provided by the organization. Last year over 50 trees were decorated by the community and this year they had 65 trees. After the trees are on display for a week Tender Mercies raises money by holding an auction where the public can bid on the elaborately decorated trees.

The event began on October 21st, at the former Closson's space downtown, with a wine and cheese pre-view party where all

those doing trees could meet and share ideas. Over the next few weeks we decided on a design for our tree and went shopping to get all the ornaments, lights, beads, etc. During the last week of November three other students, Adam Eling, Adrian Defonte, Carly Weiler, and myself took all the supplies back down to Closson's and spent three hours decorating the tree and putting presents underneath it. We really had no idea what to expect from the other decorators. Some of these trees were incredible! The themes people came up with (construction, history of Cincinnati, wine lovers tree, etc.) were so creative.



Not only did we decorate the tree, but underneath we put over

\$100 worth of UC gifts. The UC Athletic Department was also very generous and donated two tickets to a men's basketball game to go along with the tree. When we were finished the total value of our tree was about \$450.

Throughout the entire process we were continuously complimented and thanked for donating our time to the event and helping Tender Mercies. In fact, they've already asked us to come back next year! We're thinking of new ideas and would love to have more people help. I'll be sending out more information in the fall, but if you're interested please feel free to contact me at schustjs@email.uc.edu.

Jennifer Schuster
Class of 2008

Volunteer Opportunity

Ohio Reads (formerly HOSTS – Helping One Student to Succeed) is a program at *Schiel Primary School for Arts Enrichment* on short Vine that helps children who do not currently read at grade level. The program has been incredibly successful in recent years thanks to all the mentors that volunteer their time to the Ohio Reads Program.

Jeanette Bronson has just taken over the program and works with Mrs. Grace-Molony. Both of these women are incredible and would love to have any and all hours you can give to their program. The hours that students could tutor are Monday-Thursday from 9:15-12:45 and 1:45-3:15. Each session is one half hour and you work one on one with a student. Each week you come in at the same time and work with the same student(s). You can do as little or as much as you want and the hours count for Cincinnatus. The school is one block away from the new Jefferson Complex and is within walking distance to campus! The program is very flexible with class schedules and would welcome any time you have to give! Please contact Jeanette Bronson at 363-5200 and ask for the Ohio Reads Center or by email jbronson@cinci.rr.com to set up a time to come in and tutor. If you have any questions, you can contact me at ashley2213@yahoo.com and I would be happy to answer any questions you may have! I have been a HOSTS/Ohio Reads tutor for over three years now and it is an amazing opportunity to help students who love you for what you are doing. Each week you come in, the students are so happy to see you that it makes every half hour worth while. I hope everyone finds just a little bit of time to give to this program because you really are helping so many people!

Ashley Dugan
Class of 2006

Support A Fellow Student

Allison Stallo, Class of 2009, is participating in the American Cancer Society Relay For Life. I'm part of a team that is raising money to help in the fight against cancer.



Did you know that more than one million people will be diagnosed with cancer this year? It's alarming, isn't it? But the American Cancer Society is working hard to change this. With two million volunteers nationwide, the Society fights the disease on all fronts: research, education, advocacy, and service. I'm committed to being a part of this amazing work.

I know far too many people whose lives have been touched by cancer. I never even had the chance to meet my grandma before cancer claimed her life, and now, my uncle is in remission. The likelihood that cancer will someday touch someone close to you is high. In fact, this disease may already have affected a beloved family member ... a cherished friend ... or a valued co-worker. Because cancer has affected someone I care about too, I'm proud to be a member of an American Cancer Society Relay For Life team.

I support the Society because I know that no other organization is making such significant strides toward victory over cancer. I hope you'll help me make an even bigger impact by making a donation to my Relay team because I believe that there is no finish line until there's a cure!

Won't you join me and help me reach my goal? Any contribution you can make will make a real difference for cancer patients and survivors – and the people who love them – right here in our community.

You may mail your contribution to:

Allison Stallo
45 W University Ave
Turner Hall 511 A2
Cincinnati, OH 45219

Thank you for your time, and your generosity!

Allison Stallo
Class of 2008

Items of Interest

Ryann Noble, Class of 2006, got engaged on Christmas Eve to Keith Cunningham, her high school sweetheart. The wedding will be sometime after graduation in 2006.

Jessica Kinnemeyer & Adhruacia Apana, both from the Class of 2006, were tapped into Rho Lambda Panhellenic Honorary on February 9th!

Sandy Galvin & Adhruacia Apana, both from the Class of 2006, were tapped into the Sigma Phi Women's Honorary on January 20th!

Ryan Rosensweig, Class of 2008, was recently elected as Master (president) of the newly founded Alpha Epsilon Pi Fraternity!

Chris Frericks, Class of 2008, was named 2005 Intramural Fraternity Singles Racquetball Tournament Champion!

In February, Interfraternity Council (IFC) elections were held, and two of our Lindner Honors-PLUS students were elected into office: **Matt Yung**, Class of 2007, was named *Vice President of Inter-Greek Affairs*, and **Adam Curley**, Class of 2007, was named *Vice President of Communications*.

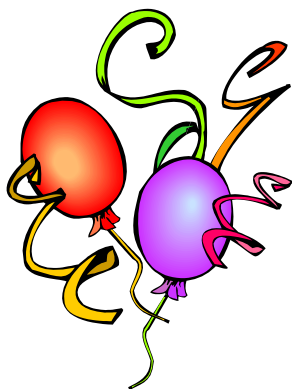
Alumni News

Shannon Deckard-Damen, Class of 2003, will be starting her MBA next fall at MIT.

Tim Schatz, Class of 2001, will be completing his MBA at the University of Michigan in June, and has accepted a full time position with Procter & Gamble.

Rob Reinerman, Class of 2004, will be co-oping at Procter & Gamble this summer, and then returning to the University of Rochester in the fall to start the final year of his MBA.

March Birthdays



Jaime Meyer	March 1
Carolyn Hoffman	March 5
Jennifer Schuster	March 10
Natalie Eshman	March 18
Brock Fortman	March 22
Kristin Welsh	March 22
Zach VanHart	March 23
Josh Rowley	March 24
Ashley Vissing	March 31

