

Editor: Donna Fisher

University of Cincinnati
College of Business



Special Interest Articles:

- Student Body
Election Information

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From The Director

Hi Everyone!

Spring Quarter and we're in the homestretch. These last few weeks are the real test. It's increasingly nice outside, many old friends at other colleges are out in mid-May while we're here until mid-June, and it's gut check time. Can you buckle down for a few more weeks? Make it to the end and finish strong? Stay motivated out there!

A couple of things for your attention: Greg is working on the Annual Report, and has requested bios from all of the students. I even followed up with an April Fools email encouraging you to get your bio in. Still, there are a few of you out there who STILL haven't gotten this done. If you're one of these people, get your bio in ASAP. I'm not going to be happy if I have to follow up with you personally, which will be our next step.

Other winter initiatives are wrapping up.

Freshman placements for summer internships have been made; we have 20 acceptances from the 25 offers we sent out for next year's class. Only one student has turned us down so far, because he decided to pursue a math degree....still waiting to hear from the other four! Our seniors are all set to graduate at the end of this quarter, and we are finishing the quarter strong!

Thanks to all of the employers who have hired our students while in school, and are hiring them now for permanent placements. Named Scholar awards will be made late this quarter or early this summer. Our thanks also to our donors who sponsor scholarships for these outstanding students. We truly appreciate everyone's

support and continue to believe that we have a unique program which produces the highest quality business graduates anywhere.

My best to everyone until next month.

Jeri Ricketts

Co-Op of the Month

Most of us have been asked by phone, mail, or in the mall to participate in a survey. Welcome to the world of marketing research, and although these questionnaires only take about fifteen minutes of your time, they provide in-depth data for companies to use when deciding to launch a product in the market. ACNielsen BASES is the world's leading provider of pre-market consumer insights for marketers of consumer package goods. BASES combines primary research with state-of-the-art forecasting techniques to estimate the sales potential of new product initiatives prior to market entry.

I began working for BASES in the summer of 2003 for my freshman internship. When deciding upon a major, marketing was my area of interest, but I never had been introduced to marketing research until my arrival at BASES. Not only have I been immersed in a field of constant innovation and drive, I have been shown my career.

BASES was founded in the mid-1970s as part of Booz, Allen & Hamilton, companies specializing in test marketing. Since BASES inception, the company has grown in every way, evaluating nearly 40,000 new product ideas in more than 60 countries and leading the simulated test marketing industry. BASES clients are fast-paced consumer goods companies that seek our help in identifying products to invest in, and obtain a reliable forecast to help increase their sales.

I am currently on my third co-op

AC Basies/Nielsen

rotation at BASES and have seen all sides of a project from start to finish. I started out in the Diagnostic Consulting department, which provides world class analytical support to clients by adding value to BASES' products through consulting, training, and the continual development of existing and new techniques. To sum up all the technical talk, we are able to predict what will happen to sales should a product be dropped, the price increased, the color changed, etc.

In the fall of 2004, I was moved to the client service side working with two of our clients, Campbells and Sara Lee. My responsibilities include executing research studies, ensuring data collected and reported followed the study design and analytical plan, fielding and data generation, serving as a liaison between PM&D and Analysts, and conducting any outside projects. I currently work as Project Manager for S. C. Johnson & Son Inc. (Working for these companies does have its perks, we get leftover product and are able to take things home and try them out ourselves.)

Working at BASES has not only opened my eyes to market research, but I am able to meet interesting. Typically clients ask "newbie's" if they graduated from Miami (since a lot of the company is from there), but UC is starting to make an impact more now than ever with Lindner Honors-PLUS program. The culture here is relaxed and comfortable, making the experience more enjoyable. I encourage anyone who

by: Nicole Meyer

has an interest in marketing research to find out more about BASES by visiting www.bases.com, or email me with any questions at meyerne@email.uc.edu.

Nicole Meyer
Class of 2007



(A picture of Nicole and one of her groups during a Halloween celebration. They were a bowling team. Nicole is first person on right, bottom row.)

6 Month Co-Op in Japan: Kombatte

by: Matt Lashway

Kombatte..... That means good luck. And let me say, that phrase never had more meaning for me than it does now. I have been studying Japanese for almost 8 months now and my first full day in Japan was still a huge shock. I figured once I got more and more used to the language, culture and people, things would just start happening naturally for me.

Well for the first two weeks of our six and a half month stay, we were taking a Japanese class taught through an International Language program. That was good preparation because the instructor spoke no English the entire time. So of course half, well most, of the time I just stared at him with a confused look.

We did our fair share of seeing the world's largest city. We were often dropped off in some big parts of Tokyo and told to wander around. Well let me just say wandering around in a part of town with 3 - 4 million people in the narrow space that they call shopping districts is a treat. We would have to go through the busiest train station in the world, Shinjuku, which has almost 3 million pass through it daily! And I can vouch for that because I think I bumped into about half of them everyday. But we also went to Akihabara, the electronic capital of the world, Shibuya and Roppongi, the American side of Tokyo.

While at these cities, we went to see an authentic Japanese tea ceremony, a Japanese beer factory, the official Japanese money printing plant, one of the biggest Buddhist Shrines in Japan, and the Tokyo-Edo Museum. These were really great to see, but the only problem was that all of the tour guides spoke Japanese, not helpful for students who have only been studying for several months; however, we got the basics of what was going on.



(Matt Lashway waiting in the rain for the bus)

Then came time for me to board an over-night highway bus from Tokyo to Himeji, about 4 hours south of Tokyo, by Shinkansen, the bullet train. My ride was a little over 10 hours. Once I arrived on Saturday morning, I was greeted by my fellow colleagues. They spoke broken English so that was a relief and they were really helpful to me.

They took me out to dinner several nights and would not even think of having me pay for it, surprising since the bill came to a little over 12,000 yen, equivalent to 120 USD.

Then came time for the first day at my new job. I was very nervous but who isn't their first day? Well after meeting the department head for about 5 minutes, he told me that I have to give a

speech in front of everyone, in Japanese! Talk about on the spot. The speech went ok I think, and so did the rest of my day.

So far all is going well here, minus the most outrageous uniform you can imagine. Plus with my size and physical attributes, basically nothing fits me. So they had to special order a uniform for me, and that made me feel all the more special.

Well that is it for now. I will be sure to send along another update in a few months or so. Hope all is well in Cincinnati.



(Top row 2nd from left, Brock Fortman, 4th from left Matt Lashway. All UC students in International Co-Op program, except bottom row left, host family at youth hostel.)

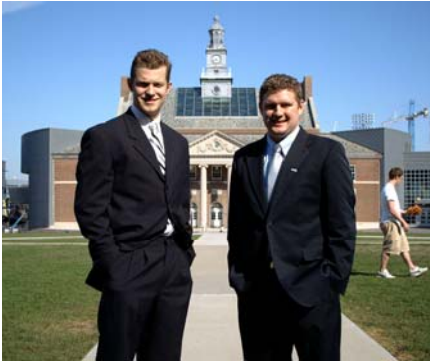
Matt Lashway
Class of 2006



(One of the largest Buddhist Temples in Japan)

Lindner Honors-PLUS Puts It's Best Foot Forward

By: Dominic Berardi



(from left, candidates Berardi & Burke)

First of all let me say I am honored to have the opportunity to write this to fellow Lindner Honors-PLUS students and program supporters. My experience thus far in this program has been nothing short of incredible and I certainly appreciate the opportunity to share a little bit with you.

Three years ago, when I interviewed with Dr. Ricketts and Scott Gregory, it was clearly conveyed that campus involvement was not only recommended, but an expectation and responsibility of Lindner Honors-PLUS students. It was the context of these conversations that differentiated Lindner Honors-PLUS from all other schools to which I applied. After hearing about the recruitment focus on leadership experience and the unique curriculum of the program my decision to attend UC wasn't that tough after all.

Fortunately for me I took these comments from Dr. Ricketts very seriously. Since the beginning of my academic career I have immersed myself in extra-curricular activities and service to our campus community. As a result, my organizational endeavors have afforded amazing opportunities to grow as a student, as a leader, and as a person. During this time I have built

constructive working relationships with students and faculty alike. It is these relationships that fostered an understanding of the role of student advocacy, administrative policy, and how the two can be aligned to improve student life. From concert programming to Greek Life, I firmly believe it is these experiences, gained outside the classroom, that compliment academic pursuits and build the caliber of student for which Lindner Honors-PLUS has come to be known.

I am currently in the midst of a political campaign for Student Body Vice President. From public speaking to debates this has probably been the most exciting few weeks of my life. The adrenaline level is high and, well aware failure only comes to those who never try, our campaign team is giving this effort everything they have.



(Campaign Team)

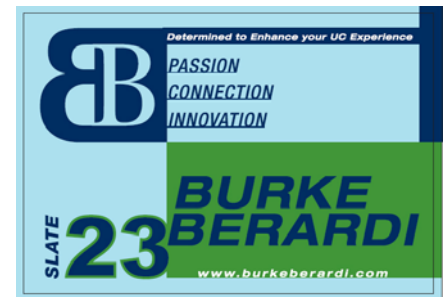
Inspired by campus leaders before me, many of which are in the Lindner Honors PLUS program, I strive to uphold the precedent of a solid and impacting student government. My running mate, Andrew Burke, and I are determined to enhance the experience of UC students and this position is yet another remarkable opportunity to do just that. Our experiences have taught us to place service at the very core of

leadership. It is precisely this perspective that has made our college experience so rewarding. Whether elected to this position or not, I will continue to measure the world by the positive mark that I make in the lives of my peers.

To view our platform please visit www.burkeberardi.com and feel free to post questions. Vote Slate 23 this week April 18th-20th.

Passion * Connection * Innovation

Dominic Berardi
Class of 2007



Miles for Kids 5K Walk

The first annual Miles for Kids 5K Walk to benefit Lighthouse Youth Services Project Safe Place was held on Saturday, April 9th at the College of Business. The proceeds of Miles for Kids benefit Project Safe Place, a program that assists troubled teens in the Cincinnati area.

Nancy Gannon, Lisa Morris, Zachary Gillerlain, and Drew Jandes worked diligently for the past seven months with Lighthouse coordinator Tynisha Worthy to ensure the success of the walk. Not only did they personally recruit registrants and volunteers, they also garnered community support through sponsorships and donations. Panera Bread kindly donated thirty pounds of bread, bagels and danishes for the walkers! University Plaza Kroger contributed 120 bottles of water for the warm spring day. Area businesses also supported the walk by displaying Miles for Kids posters and having brochures on hand for those interested. And generous donations were received from individuals all over the city.

The weather couldn't have been better for the 100 registrants and 20 volunteers. The walkers started at the College of Business, circled around Burnett Woods, passed by the Lighthouse Youth Crisis Center on Jefferson Avenue, continued to the Zoo and finally walked through East Campus. Even though the route was hilly, walkers knew that their donations were sponsoring a good cause.

Nancy, Lisa, Zach, and Drew would like to thank everyone who supported the walk! We look forward to making next year's walk bigger and better!

Lisa Morris
Nancy Gannon
Class of 2007

Giving Back.....A Tradition Continues

It's a tradition, you go back, you give back, that's what we know. I am a former Fed Challenge student from Walnut Hills, and this year was no different. I was there serving in the capacity of advisor and judge. Susan Kayser is a Fed Challenge contestant this year, and will be a Lindner Honors-PLUS inductee this fall, class of 2010. These are her words:

Mr. Martin stood in front of my class at 7:30 in the morning, and attempted to recruit five students for the 2005 "Fed Challenge": "Do any of you want to spend your spring breaks learning about the Federal Reserve?" A resounding silence reverberated against the chalkboards. In a remotely interested tone of voice, I ventured to ask why any of us would ever want to do that. So, Mr. Martin went on to explain that the "Fed Challenge" is a competition for groups of five high school economics students. Participants create a fifteen-minute presentation surveying economic indicators and making a recommendation to the FOMC (Federal Open Market Committee) as to what course monetary policy should follow. Intrigued by the prospect of learning to make sense of monetary policy, and the Federal Reserve, I prepared myself for a hectic spring break.

The following day Mr. Martin presented the team members with approximately two hundred pages of reading material, and told us each to research one of the twelve districts. From there we were on our own. I entered our next meeting as Ms. Sandra Pianalto, President of the Federal Reserve Bank of Cleveland. Armed with CPI (consumer price index) and unemployment figures for the Midwest, I was confident that my research was done. I was wrong. I was going to need to study monetarism, and find

trends in manufacturing and trucking—two major industries in the Midwest. At a meeting lasting past midnight we finally composed an argument for the FOMC, while hyped on Diet Coke and Mountain Dew. We determined that each region was either already facing inflationary pressures, or predicting them in the near future. In order to curb this pending inflation, we recommended raising the targeted federal funds rate by 25 bases points.

For the thirty minutes that we sat before two economists, I was Ms. Sandra Pianalto. The presentation ran smoothly: just as we had practiced it. A question/answer session, based on what we had said, followed the presentation. Though, due to some stumbling on the questions our team did not qualify to compete in the next round. However, the understanding that I now have of monetary policy, and the Federal Reserve made it well worth the lack of free time over spring break.

Susan Kayser
Incoming Class of 2010

LaVandez Trammel Jones
Class of 2008

Delta Airlines Pre-Junior Field Study

by: Jeff Brawand & Nancy Gannon

During the winter quarter the pre-juniors participated in a unique and enlightened experience together with industrial design majors out of DAAP. The "Pre-Junior Honors-PLUS Field Study" was led by Professors Ann Welsh (COB) and Dale Murray (DAAP) along with some marketing feedback from Professor Andrea Dixon (COB). The overall objective of the class was to introduce the students to the new product development process and to learn how to be a fully contributing and effective member of a creative team. The students were challenged to create a branded experience for Delta Airlines.

The class was divided into seven multidisciplinary teams. The students took a field trip to the airport led by Teri Hicks (Delta) and conducted intensive research on the airline industry. Each group was then able to begin their process of reinventing the airline industry and forming a branded experience for Delta. Along the way there arose various hurdles to overcome, such as group disagreements, lack of direction (or so they thought) and inexperience. The ideas that the students came up with included a PDA, an information system/electronic boarding pass, a Song store (airport retail), an air cruise, an office sky box, an elite travel experience, identification/credit

card, and a baggage delivery system. It was interesting, because all the groups were faced with the same problems, but approached them in different ways.

At the end of ten weeks each team had the opportunity to present their branded experience, complete with marketing plan, power point presentations, movies, skits and process books, to the Delta staff from both Cincinnati and Atlanta. The students were all relieved when the presentations were finally over and had gone so well.

Little did the students know that Delta was extremely impressed with their creativity and inventiveness. Delta felt that the ideas were extremely inspirational and actionable. Representatives from the class were invited down to Atlanta to share their ideas with Song, the low cost carrier of Delta.



(Attendant Flight Simulators)

After condensing the wide range of ideas from the class from six hours of presentation into an hour and a half session, the student group headed down to Atlanta. Once they arrived in Atlanta the group

received a tour headed up by Dave Paule and Teri Hicks to understand the Delta training process. After lunch the group presented their ideas to Tim Mapes, Brooke Thornton, Dale Brosch, Amy Harry, Pete Ross, Jennifer Jumbelic and Dana Bartel of Song.



(Attendant Flight Simulators)

The students' successful collaboration with Delta will lead to future alliances with the airline and possibly a center for service innovation within the University. Great work!

Jeff Brawand
Nancy Gannon
Class of 2007

Items of Interest

On April 24th, **Ashley Dugan**, Class of 2006, will be walking in the *March of Dimes/Walk America* again! (4 years running. This year she is the team leader for her sorority, Kappa Alpha Theta and she hopes to raise a lot of money to support the cause of saving premature babies. This is her one big fundraiser a year and a cause she is really passionate about! The website for her fundraising is listed below and she would appreciate any help you can give her! She wants to thank everyone in advance for their help! See her website: <http://www.walkamerica.org/AshleyDugan>

I inadvertently left out **Kelly Collins**, (Class of 2009) April birthday in the March newsletter. Her birthday is April 30th, so make a point of saying "Happy Birthday" to her on the 30th! Better yet, everybody sing to her when you see her in class!

Adam Curley & Matt Yung, Class of 2007, won the Intramural Badminton Tournament this spring.

Matt Yung also was elected as the Student Activities Board (SAB) Senator in Student Government.

He was also nominated to be the 2005 Homecoming King by Kappa Alpha Theta Sorority.

Ashley Dugan, Class of 2006, got engaged during spring break, while at Myrtle Beach, to Richard McFarland. They plan to be married sometime in the Spring of 2006.

Dominic Berardi, Class of 2007, is running for the UC Student Body Vice President. Make sure to come out and vote the week of April 18th.

Kristen Schroeder, Jessica Vater, Class of 2007, & **Anna Godby**, Class of 2006, ran in the 15K Mini Heart Marathon on April 3rd. They successfully ran the entire 15K without having to walk any of it. Way to go girls!

Tony DeBlasio, Class of 2008, was recently elected Vice President of Finance for Sigma Phi Epsilon.

Ryann Noble, Class of 2006, was nominated and selected to be included in the 2005 published edition of the National Dean's List and will have her biography and picture listed in the book that will be sent out to companies all over the United States

Alumni Corner

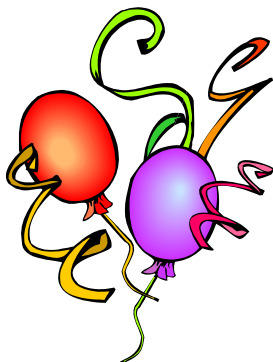
Calling all alums! We'd really like to hear what has been happening in your life since graduation. I've been contemplating doing a feature on each of our alumni, individually. I'd like to try to run one a month. I've talked to a couple of alumni about this and initially their reaction was, "who wants to read about me.....I haven't done anything exciting!" Then they start telling me what they've been up to and I find it all very interesting. I know your fellow classmates would as well. It would also be a great networking opportunity for students currently in the program.

However, this will only be successful if you are willing to send me an article. Where do you work; have you recently been promoted; bought your first home; got married; had a baby; traveled the country.....you get the idea. Tell us about your life since graduation.

Please send me a one page (if it's longer, I'll work it in!) short story about your life since graduation. Don't wait, do it now. If I get a bunch of them, I'll post them alphabetically or something.

I hope to hear from you soon! I'd also like your suggestions for this column!

Donna Fisher



May Birthdays

Allison Stallo	May 8
Braden Martini	May 9
Lisa Holtel	May 13
Anthony DeBlasio	May 20
LaVandez Jones	May 21
Jessica Vater	May 25
Stephen Porter	May 30

