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Volume 3, Issue 8

# Lindner Honors-PLUS Newsletter

Editor: Donna Fisher

University of Cincinnati  
College of Business



## From The Director

### Special Interest Articles:

• ... we realized our talents complemented each other. Brian excels in finance and budgeting. Tyler has a knack for marketing and design, and I develop our promotion and public relations. We knew our different talents were a formula for success.

*(article on page 5)*

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Hi Everyone!

Fall classes are back in session, and for the first time in years the parking garage here isn't overflowing, so I guess some of the new parking facilities are up and operating now! The change in appearance of campus just in the last few weeks is phenomenal, so come down and check it out if you haven't seen it lately. The perfect opportunity would be Homecoming on October 15<sup>th</sup>, which is always so much fun on campus, so I hope to see everyone there! We hear that we have a record number of freshmen on campus this year, and a higher percentage from out-of-state. Add to that good news the fact that we've just been notified that Dr. Will McIntosh is going to be recommended for the deanship in our college this Tuesday at the Board of Trustees meeting, and it looks to be a fine autumn! I was in Europe when Dr. McIntosh interviewed here, so I haven't had a chance to meet him personally, but everything I hear is positive, and we have every reason to believe that, if approved, his leadership in the college will mark the beginning of a productive and successful new era for the College of Business. Please welcome Dr. McIntosh to the CoB if you have the pleasure of meeting him in person!

Speaking of Europe, the trip

was wonderful. I traveled with the students, who are juniors this fall, for 3 1/2 of the 4 1/2 week trip, and had a truly exhilarating time. The company visits were outstanding as usual in Finland, the Netherlands, Geneva and Munich. For instance, while in the Netherlands, we met with the CEO of NS-Dutch Railways, the CEO of Aalsmeer (The Dutch flower auction – the largest in the world), and the COO of Heineken, thanks to the contacts that Joel and Danny Wyler have through Granaria Holdings. These experiences, talking with top European executives, are unparalleled in virtually any other international study abroad trip, regardless of how highly ranked the business programs are. Our next newsletter will have an article from the students who traveled summing up their trip, so look for that next month.

Welcome to campus, Freshmen! I heard your chant and poster at Welcome Day were great! I also know you had the wonderful experience of meeting LisaMarie Luccioni on Friday, so now you know what true enthusiasm is! Have a great time at Camp Bearcat! I'll also be meeting with you soon, but can't promise to match LisaMarie's act!

Sophomores, Raj and I will be coming to talk to you this Wednesday at the end of your Leadership class, and pre-

juniors, Raj and I will be meeting with you to talk about your upcoming international trip this spring during your Marketing class.

Seniors – if you haven't already done so, you need to make an appointment with Raj to contract for graduation this spring. I know it seems early, but the university wants to start actually handing you your diploma at graduation (!) so this necessitates moving the contracting process forward.

Freshmen, sophomores, and juniors, priority registration for winter quarter begins October 20<sup>th</sup> so if you have any issues or questions, be sure to touch base with Judy Magazine (freshmen, sophomore and pre-junior advising) or Raj Mehta (junior and senior advising) before then to spare them the rush!

And my last reminder: don't forget to vote for Homecoming King and Queen! Voting started today and runs through Thursday, September 29.

*Jeri Ricketts*

## Co-Op of the Month -

## eidea

by: Patrick Fluegeman

The information technology industry is rapidly changing and growing in a number of ways that were never thought possible. Within this industry lies a complex world driven by high growth and competition. In such a hyper-competitive environment, companies need all the help they can get in order to get their product to market and develop the right relationships that will optimize their business' success.

Since 1999, *eidea, LLC* has been a leading provider of growth and business services to high growth technology companies. For the past summer, I have worked with *eidea* and have been involved in leading their marketing efforts as well as supporting our wide array of client efforts. *eidea* focuses a majority of their attention on delivering channel development and strategic partnership consulting to their clients. Today, they are expanding their business by forging ahead and getting involved in other business service opportunities that include application outsourcing, business process management, and financial systems.



(Patrick on the job at eideas)

My experiences over the summer at *eidea* have been tremendous. I have learned the importance of responsibility, professionalism, and integrity. I have also gained a wide breadth of knowledge about the way a business operates, and I have gained a healthy feel for how corporate America works. I have also learned about a number of industries which each, in its own way, has a unique effect on the

economy of our country. First, I have learned a great amount about the ever important information technology industry that seems to control the lives of all Americans. Through my marketing research, I have also had the opportunity to learn about the retail industry, the hospitality industry, the employee retention industry and the digital photography industry among a number of other industries.

Through my co-op, I have had the opportunity to work on a number of different projects that were essential to our success and required a mature level of responsibility. I was also exposed to a number of different aspects of the business. In the marketing efforts I led, I was responsible for redesigning the company website as well as developing company collateral for *eidea* principles to utilize when developing client relationships. I am also in charge of a marketing campaign that tries to find synergy between *eidea* and venture capital funds and their portfolio companies. Currently, my marketing efforts have been directed toward planning a three day conference this winter in Orlando, Florida that *eidea* will be hosting.

In regard to our clients, I have substantially participated in our growth development efforts, as well. I have been involved in client branding including developing company logos and client deliverables including creating company collateral. I have also been involved in researching a clients industry as well as their target market. In one of the most rewarding projects I worked on, I developed a competitive analysis for our new client in the employee retention space. Finally, I participated in developing deals for our clients and forming partnerships with other major corporations.

I have also grown a lot as a person, and

become very motivated and focused to work toward my career. I've realized the importance – and the advantage – of becoming knowledgeable in all aspects of life including business, the world and issues surrounding us. As a result, I frequently read the Wall Street Journal, the New York Times, Fortune, and the Harvard Business Review. I have also learned the value of leading with integrity. I have learned about the value of being honest, loyal and most importantly, the value of giving back to your community.

Finally, some of the most important things I have learned have been through the mentoring of my boss, CEO Tony Ragio. Through his experience in the information technology industry with a Fortune 500 company, *MicroAge*, and the venture capital industry with *Virgin Venture Funds*, I have learned the importance of being knowledgeable, professional, and reliable. I have also learned the power of effective communication through my marketing efforts, and the value of hard work and determination when hitting a deadline or coming through for your colleagues.

Overall, I have thoroughly enjoyed my time at *eidea*, and I will continue to work three to four times a week for them during the school year. If anyone is interested in becoming involved with our organization, please contact me. We are currently looking for young, innovative co-ops to support our own growth.

Patrick Fluegeman  
[pfluegeman@gotidea.com](mailto:pfluegeman@gotidea.com)  
 Class of 2009

## Welcome Class of 2010

by: Donna Fisher

September 21, 2005, will see 23 new Lindner Honors-PLUS students on campus. We are so excited to be able to add this newest class to our current group of outstanding Lindner Honors-PLUS students. Joining us in 2005 will be:

Neil Black  
 Jordan Brewer  
 Evan Clinkenbeard  
 Kathryn Crumley  
 David Dewitt  
 Neil Drake  
 Zachary Franke  
 Daniel Holthaus  
 Alexander Hotte  
 Benjamin Hoyer  
 Susan Kayser  
 Diane Korte  
 Daniel Larsen  
 Vladimir Leytus  
 Michelle Matthews  
 Nicole Murphy  
 Kathleen Paulin  
 Andrew Rahe  
 Brian Rapien  
 Kyle Snider  
 Bradley Stephens  
 Victoria Sunderman  
 Emily Taylor

Upper classmen, please take time to seek out our newest students and welcome them to the program. Remember your freshman year, and what you have learned since then. There is a lot you can do to help ease the transition into University life, by sharing information you have gained over the past year or more.

For our new incoming class,

remember that the Lindner Honors-PLUS staff is here to help ease your transition into college life. If there is anything we can do, just stop by and visit us in suite 102 on the first floor. If there is no one seated at the front desk to direct you, just come directly back to our offices. When you come into the suite, go straight back and turn left. Judy Magazine's office will be on your right, #102D (the first office with a door). Donna Fisher's office is directly across from Judy's office on your left (it's the desk with the big candy bucket), and Jeri Rickett's office is right next to Donna's office, #102H.

Judy Magazine is here Monday through Friday from 8:00am until 4:00pm. Since she is your freshman advisor, you will probably meet most with her. You can reach her at [judy.magazine@uc.edu](mailto:judy.magazine@uc.edu) or 556-7187.

Donna Fisher's office hours are: Monday, Wednesday, Thursday & Friday, 7:00am until 6:00pm. I am off on Tuesdays, but check my voice mail from home once in the morning and once in the afternoon, as well as my email. If you have a problem that can't wait until Wednesday, don't hesitate to leave a message and I will get back to you ASAP. You can reach me at [donna.fisher@uc.edu](mailto:donna.fisher@uc.edu) or 556-7099.

Since Jeri Ricketts teaches, as well as directs the Lindner Honors-PLUS program her office hours change a lot. It's easiest to email her at [jeri.ricketts@uc.edu](mailto:jeri.ricketts@uc.edu) or call her at 556-7046 and set up an appointment to see her.

Raj Mehta's office is on the 4<sup>th</sup> floor, #431. You can reach him at [raj.mehta@uc.edu](mailto:raj.mehta@uc.edu) or 556-7116.

Scott Gregory's office is in the Undergraduate Programs Office on the first floor, suite 105. You can reach him at [scott.gregory@uc.edu](mailto:scott.gregory@uc.edu) or 556-7037.

Scott asked me to give you a couple of reminders at this point: If you have questions about housing, call the housing office direct at 556-6461. For problems with your **Cincinnatus Scholarships**, call Amy Fontaine at 556-6993. For problems with **Lindner Honors-PLUS Scholarships**, contact Scott at 556-7037.

If you have any problems with your class schedules, call me (Donna Fisher) and see if I can help before you stand in long lines at the One Stop Office. I can't fix everything, but I usually know someone who can! If you don't know where to go or who to ask about anything, stop and see me. I am willing and eager to help in any way I can, and I can direct you to the right person to see. (PLUS, I always have candy on my desk to encourage you to stop and visit with me!) Once again, my direct line is 556-7099.

Please don't hesitate to stop in when you have any problems or if you just need to talk. We really mean it when we say we have an open door policy. We're here to help in any way that we can. We want your college experience to be the best that it can be!

## Useful Information for Freshman on Campus

by: Donna Fisher

Below is some information that I wanted to share with you about the Clifton area. With so much construction around campus, it can be daunting trying to find your way around. I hope our incoming freshman will find this useful, but I won't be surprised if our upper classmen find it useful as well.

### BANKS

Cinci Federal Credit Union  
Auburn & William Howard Taft  
821-9988

Fifth Third Bank - 30 E. Corry  
861-5100

Provident Bank - 31 Wm Howard Taft  
281-1662

US Bank - 425 Ludlow - 475-6060

### BOOKSTORES

DuBois Bookstore: 321 Calhoun St.  
281-4120

Student Bookstore: 335 Calhoun St.  
221-7771

UC Bookstore: On-campus, TUC  
556-1700

### GROCERIES

Clifton Nat. Foods: 169 W. McMillan  
961-6111

Krogers: University Plaza @ Corry &  
Vine - 281-4500

### MOVIES

Esquire Theatre: 320 Ludlow 281-8750

Blockbuster Video: University Plaza @  
Corry & Vine - 861-9216

### PHARMACIES

CVS: 101 Wm Howard Taft  
569-4300 (Open 24 hrs.)

Walgreens: University Plaza at Corry &  
Jefferson - 751-1147 (Open 24 hrs.)

### POST OFFICE

Burnet Woods Station: 3408 Ormond (off  
Ludlow) 861-1367

### PUBLIC LIBRARIES

(for campus libraries, see  
[www.libraries.uc.edu](http://www.libraries.uc.edu))

Clifton Branch: 351 Ludlow 369-4447

Corryville Branch: 2802 Vine 369-6034

### CLIFTON AREA RESTAURANTS

#### On Campus:

MarketPointe at Siddall

Steger Student Life Center: Subway &  
Starbucks

TUC: Freshens Smoothies, Gold Star,  
Mick & Mack's, Pizza Hut, Tortilla  
Fresca, & Wendys & Subway

#### Off-Campus:

#### Asian Food

China Kitchen - 221-5333

Happy Wok - 221-8999

Red Pepper - 559-9229

King Wok - 723-1999

Thai Express - 651-9000

Thai Café - 961-5678

#### Bagels/Deli/Wraps/Subs

Bruegger's Bagels - 871-2114

Jersey Mike's - 421-6453

Jimmy John's - 751-9555

Penn Station - 961-7366

#### Burritos

Chipotle - 281-8600

Habanero - 961-6800

#### Chili & Coneys

Gold Star Chili - On campus, TUC

Skyline Chili - 221-2142

#### Buffet/Salad Bar

Kroger's (salad bar) - 281-4500

Kingsgate Marriott, Bistro - 487-3800

MarketPointe @ Siddall - On-Campus

#### Coffee

Baba Budan's 221-1911

Highland Coffeehouse - 861-4151

Sitwell's - 281-7487

Starbucks - (student life center-campus)

#### General Table Service

Frisch's - 559-0555

### German

Lindhart's - 281-3600

Mecklenburg Gardens - 221-5353

### Greek/Mediterranean

Corinthian - 961-0013

Chicago Gyros - 621-3828

Floyd's - 221-2434

Mediterranean House - 784-0144

### Ice Cream/Smoothies

Cold Stone Creamery - 281-2532

Freshens Smoothies - TUC On-campus

Graeters - 281-4749

United Dairy Farmers - 751-5132

### Indian

Ambar - 281-7000

Amol - 961-3600

India Palace - 221-8111

Krishna - 961-2878

Mayura - 221-7125

Sitar Express - 421-1601

### Mexican

Cactus Pear - 961-7400

Tortilla Fresca - TUC On-campus

### Pizza/Pasta/Italian

Adriatico's - 281-4344

Biagio's Bistro - 861-4777

Dewey's Pizza - 221-0400

Domino's - 751-6262

LaRosa's - 347-1111

Papa Dino's Pizzeria - 221-4747

Papa John's - 961-7272

Pizza Hut - TUC On-campus

Pomodori's - 861-0080

Uno's - 281-8667

### Vietnamese

Cilantro - 281-1732

### Eclectic/Vegetarian

Clifton Natural Foods - 961-6111

Myra's Dionysus - 961-1578

## Building a Solid Foundation

by: Derek Brown, Edited by: Tyler Drake & Brian Macke

The most important aspect when constructing a new home is ensuring you have a good, solid foundation. Tyler, Brian, and I are literally using this approach as we build our real estate career from the ground up, one brick at a time. Fortunately, the Lindner Honors-PLUS program has served as the basis of our foundation.

Tyler and I, childhood friends, met Brian through the Lindner Honors-PLUS program, which planted a seed for our partnership. After taking several Lindner Honors-PLUS courses together, we realized our talents complemented each other. Brian excels in finance and budgeting. Tyler has a knack for marketing and design, and I develop our promotion and public relations. We knew our different talents were a formula for success.



(From Left: Tyler Drake, Brian Macke, Derek Brown)

Our entrepreneurial quest began almost a year ago, brainstorming various ideas over burgers and Diet Coke at Max & Erma's restaurant. With what started out as an idea to buy distressed houses and renovate them, quickly evolved into building new homes from the ground up.

The idea seemed a bit ludicrous to most people; three twenty year-olds wanting to oversee construction of a brand new house while in college, having only part-time jobs, and little credit. However, when we presented the idea to Dr. Jeri Ricketts, Director of the Lindner Honors-PLUS program, she was very supportive of our idea. She saw our dedication and passion

to our long-term vision. We were determined to overcome all obstacles and do something extraordinary – something we could be proud of.

Next, we had to pitch our idea to Brian's dad, Mr. Mike Macke, who is a well respected developer on the West Side and in Eastern Indiana. Surprisingly, this was not as difficult as you may think. From the start of the project he has been incredibly helpful, offering his knowledge and expertise along the way.

By November 2004, with the help of our lawyer, Mr. William Huddleson, we were officially BDM Holdings, LLC. From there, we set up a business account with Merchants Bank and Trust, and discussed different site locations and house plans.



(2400 square feet, 3 bedrooms, 2.5 bathrooms, study, 3 car garage, golf course views.)

We decided on a brick ranch on the second hole of Pebble Creek Golf Course. We leveraged ourselves to get financing and obtain a building permit. We were fortunate enough to have Tyler's parents, Mr. and Mrs. Steve and Carole Drake co-sign on the loan.

The excitement and anticipation was contagious at First National Bank of Lebanon on the day of closing. The feeling was indescribable, being so young and taking on such a large project. Who would have thought signing for hundreds of thousands of dollars worth of debt could be so much fun? Well it was!

We broke ground the same day we closed on the loan, May 10, 2005, and haven't looked back since. We have been involved in every design aspect of the project – everything from the brick and stone to the light fixtures and flooring. In order to reduce labor costs, Tyler, Brian, and I have spent countless hours doing manual labor: cleaning up, painting, landscaping, and laying sod. It has been a remarkable learning experience.

The house is projected to be completed by mid-September, four months since breaking ground. We plan to live in the house for at least two years, depending on the housing market, and then sell it. Two of the bedrooms will be rented out, one to a fellow Honors-PLUS student, helping reduce the mortgage payment. We are currently discussing our second speculative home, which will likely be built on Sugar Ridge Golf course.

It's hard to believe that within a year we have transformed our business idea into a tangible reality. This just goes to show that if you have the drive and passion for something, with enough persistence you can make your dreams a reality.

Honors-PLUS has been fundamental to our business success so far. We would never have formed our partnership, or friendship, if we hadn't met Brian through the program. Our project would not be financially feasible if we didn't have the Carl. H. Lindner Honors-PLUS program to subsidize our education. Honors-PLUS has equipped us with the leadership and relationship-building skills necessary to complete a project of this caliber at such a young age.

We are very fortunate to be surrounded by a support team that believes in us. We owe a very special thanks to Mr. Macke, Beth Hassel, Mr. and Mrs. Drake, as well as the entire Honors-PLUS staff. Without their encouragement and generous support, none of this would be possible. Thanks to all!

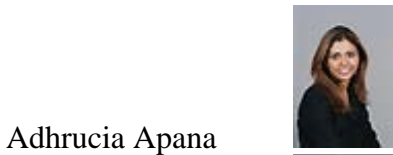
## UC Homecoming, 2005

by: Donna Fisher

Homecoming is always an exciting time on campus, and along with ushering in our new "Big East" era at UC this year, it promises to be bigger and better than ever. Don't miss all the fun and festivities. Homecoming is Saturday, October 15, 2005.

At the time of this writing, there are 32 students running for Homecoming Queen, and 35 students running for Homecoming King. There are 2 Lindner Honors-PLUS students running for Homecoming Queen, and 8 Lindner Honors-PLUS students running for Homecoming King. I firmly believe they will each make the final cut, and I can't imagine choosing between them! They are:

*Lindner Honors-PLUS Queen Candidates:*



Adhruca Apana



Jessica Kinnemeyer

*Lindner Honors-PLUS King Candidates:*



Dominic Berardi

Brent Cengia



Brian Delany



Braden Martini



Brian Meyers



Matt Mezinskis



Matt Yung



Ben Zimmerman



Voting for King & Queen will be on-line between **September 26<sup>th</sup> and 29<sup>th</sup>**. Don't forget to vote for your favorite candidates, and good luck to each of them!

Schedule of Homecoming Events:

**Saturday, October 15, 2005**

10am **Hospitality Tent Opens**  
McMicken Lawn.

- Complimentary mugs to the first 1,000 visitors.
- Free hot chocolate, coffee, and pastries.
- Giveaways and prizes from the Colleges!

12 noon, **Parade**  
Clifton Avenue to Martin Luther King Boulevard.

1pm **Bearcat Blitz**  
Myers Alumni Center

1pm **Homecoming Carnival**  
Tangeman University Center (re-opened in May of 2004)

- Free snacks, games and prizes

4pm **UC vs. UConn**  
Nippert Stadium

- Don't miss the halftime King and Queen Coronation!

## Items of Interest

**Jessica Kinnemeyer**, Class of 2006, has accepted a full time position which will start after her June graduation, with GE Aircraft Engines, in their Operations Management Leadership Program.

**Carly Weiler**, Class of 2008, is this years chair of the Homecoming King & Queen committee.

**Anna Godby**, Class of 2006, was recently offered a full-time position with P&G as an Assistant Brand Manager in Baby Care.

**Adam Curley**, Class of 2007, was elected the new President of Pi Kappa Alpha Fraternity.

**Matt Yung**, Class of 2007, was elected the new Treasurer of Pi Kappa Alpha Fraternity.

**Adam Hildebrand**, Class of 2006, has a part with the Ovation Theater Company in the revival of *Jeffrey*, which originally aired in the Winter of '04. Due to great reviews, the revival of *Jeffrey* will be held on Oct. 26-29<sup>th</sup> at the Fifth Third Bank Theater in the Aronoff Center downtown. Adam invites all interested to attend.

## Alumni Corner

**Abbie Lake**, Class of 2003, started a new job. She is still based in New York, but is now a Business Analyst in General and Administration for Showtime Networks.

**Bethanie Butcher**, Class of 2004, was promoted to Manager of Eastern Europe FemCare CMK and has moved to Moscow. She will be responsible for consumer understanding for all of P&G's Feminine Care brands as well as competition in Russia, Ukraine, and Belarus. Additionally, she'll be working on training development for her function for the CEEMEA region (Central & Eastern Europe, Middle East, & Africa.) Check out her webpage @ <http://FromRussiaWithLove2005.blogspot.com>

**Gabrielle Grimaldi**, Class of 2003, lives in Kenner, Louisiana, which is about 10 miles west of New Orleans. She is safe, but so far doesn't know if her house is still there or not. She's more concerned about the welfare of the kids she taught in the French Quarter at this point.



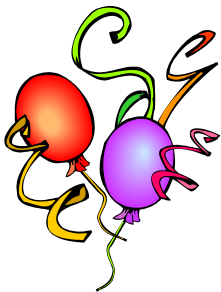
**Beth Kramer**, Class of 2004, married Joe Zirkelbach, on Saturday, July 2nd in Cincinnati. They honeymooned in Montego Bay, Jamaica



**Kristen Koch**, Class of 2004, married Michael Montgomery at St. Clare Church in Cincinnati on July 16<sup>th</sup>. They honeymooned in Punta Cana, Dominican Republic, and have bought a new house and are living in Delhi.

## September Birthdays

Sandy Galvin	Sept. 01
Christina Wagner	Sept. 08
Aaron Schmidt	Sept. 10
Dominic Berardi	Sept. 16
Allison Burns	Sept. 17
Doug Cushman	Sept. 21
Brian Macke	Sept. 22
Anna Godby	Sept. 26
Austin Flint	Sept. 26
Stefanie Dressler	Sept. 26
Adam Eling	Sept. 30
Adam Hildebrand	Sept. 30
Alex Huang	Sept. 30
Matt Zavodsky	Sept. 30



## October Birthdays

Kristen Schroeder	Oct. 03
Ryan Rosensweig	Oct. 03
Devon Steelman	Oct. 04
Kathryn Crumley	Oct. 04
Brent Sterling	Oct. 07
Evan Clinkenbeard	Oct. 08
Jessica Bauer	Oct. 12
Stanley Wells, Jr.	Oct. 12
Dustin Alvey	Oct. 15
Chris Simendinger	Oct. 18
Ryann Noble	Oct. 20
TJ Murphy	Oct. 21
Rebecca Cook	Oct. 25
Anne Seitz	Oct. 26
Adam Curley	Oct. 27
Maxwell Bauer-Nilsen	Oct. 27
Christy Benken	Oct. 28
Jay Johnston	Oct. 28
Zach Chaney	Oct. 29
Kyle Snider	Oct. 30

