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Lindner Honors-PLUS Newsletter

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University of Cincinnati
College of Business



From The Director

Hi Everyone

2007 is off to a great start! Scott Gregory and I are busy sifting through applications, starting the process of choosing next year's freshman class. Interviews for our prospective students will be scheduled all during the month of February. We could use some help – especially from alumni and donors who would be able to come in to school for about 3 hours some morning or afternoon to help do our individual interviews – so please let me know if you'd be willing and able to assist us.

Judy Magazine has scheduled summer internship interviews for all of our freshmen as well, and they will be interviewing for those positions in mid-February, with placements being made by the end of February or beginning of March. The interest from employers this year was

strong, as usual, and thanks to Judy's expert handling of this process, we continue to get good feedback from the employers who participate.

Speaking of jobs, our seniors are receiving some outstanding job offers, and recruiting is in full swing. Some have accepted permanent positions with their co-op employers; some are exploring other opportunities. Watch for our senior resume book, due out late this quarter, which illustrates the accomplishments of our seniors and makes it clear why they are so highly recruited.

And all of you local alumni – I'm hoping you'll be able to attend one or both of our inter-class seminars, scheduled for February 12 and February 26, from 3 – 4:30. These two seminars will allow the alumni to meet and talk to the students who are currently on campus (all classes except the juniors, who are

on co-op). We hope this gives our current students some good mentoring, and gives them a chance to be better prepared for their lives beyond graduation. Please check your calendars and let me know if you will be able to attend one or both seminars. We'd appreciate the help, and would love to have the chance to see you again!

Take care, keep in touch, and make 2007 a great year!

Jeri Ricketts

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Co-Op of the Month – Somatic Digital, LLC

by: Jeff Brawand

Somatic Digital, LLC bridges the gap between technology and tradition. The innovative Cincinnati company produces a revolutionary interface that enhances print media, such as children's textbooks, without losing the visual and tactile essence of books.

Imagine the possibility of an interactive sports periodical. Somatic Digital's technology could one day offer you the opportunity to read an article and receive additional information, if it peaks your interest, simply through the touch of paper. If all print media were enhanced with TUI (Touch User Interface), a strategically placed finger on a page would direct readers instantly to additional information through their email address that would be kept on file by the publisher.

Somatic Digital, LLC brings print to the 21st century and my three years of work experience at the company affirms the inevitable positive influence its primary technology will have on future generations. The organization's proud President and Founder is Jason Barkeloo, who not only has influenced my professional career, but also my scholastic.

As my Princeton High School biology teacher prior to my Somatic Digital employer, he exudes limitless passion and dedication for his goals. Originally, Somatic Digital was founded to help children with disabilities through the linking of paper and digital content located on electronic media, such as the internet, DVDs, and CDs. The platform is open so that teachers can change the digital content associated with the print media on the fly, as well as vice versa.

However, textbooks are not the only applicable use for this innovative technology.

"With our development tools and integration support, publishers and content providers can easily create a new genre of interactive, technology-based texts and supplements," said Barkeloo. "The TouchBook™, with its TUI technology, integrates easily into current product development systems and applications." The company is not restricted to the education realm, but instead it is open to the entire publishing arena.



(Book with TUI technology)

As for me, my role as a founding employee for Somatic has inspired additional development of my professional skills. Working closely with Jason, I helped enhance our product technology features. I presented our technology at the National Federation of the Blind Annual Convention in Dallas, Texas where blind children and adults perceived the Earth's biomes, as they never had before through the TUI technology interfaced with the NASA endorsed textbook called "Touch the Earth." The looks on their faces revealed their enthusiasm as they read the Braille and heard the correlating sound bite that brought an added dimension to the traditional one-dimensional experience. The enhancement of special needs

individuals' lives is a realization of Somatic Digital's goals.

As Somatic Digital's President and employee's looks to the company's future, they foresee a gapless world between print and electronic media. However, in order to further enhance the connection, investors are required to transition to a company capable of mass producing its technology. The next level is within reach and the benefit is only a paper depression away.

Just recently, I accepted a full-time position with Somatic Digital and will take on the role of Operations Manager. I hope that I can provide additional experience, energy, and passion as the TUI technology is further developed and is eventually available for the enrichment's of everyone's lives.

For additional information on Somatic Digital, LLC, visit www.somaticdigital.com

Jeff Brawand
Class of 2007



(l to r: Jason Barkeloo, President and Jeff Brawand)

Items of Interest



(Top, L to R: Dominic Berardi, Matt Yung, Danny Larson, Brian Delany, Zach Gillerlain. Bottom, L to R: Tori Sunderman, & Jessica Vater)

Immediately after finals those of us pictured above, + Braden Bennie who was not pictured traveled to Steamboat, Colorado with the UC Ski trip. Many of us stayed together in the same slope-side lodges and we all had a great time. I am happy to report that despite the zealous and adventurous attitude characteristic of many HP students, there were no serious injuries. Although, it is worth mentioning that Danny Larson and Jessica Vater can get a little crazy jumping off rocks. In addition to the skiing we also participated in numerous "extra-curricular" activities at night. These included escapades through the local mountain towns, mountain top dance parties, and a trip to the geo-thermal Strawberry Hot Springs.

Braden Bennie, Class of 2007, was recently tapped into Sigma Sigma.

Alex Hotte, Class of 2010, was recently elected Treasure of Pi Kappa Alpha.

Matt Yung, Class of 2007, was one of 13 members nationwide who were inducted into the Sabre & Key Honor Society of Pi Kappa Alpha Fraternity this past year. Selection is based on academic and fraternal achievements.

Dan Larson, Class of 2010, was recently elected Vice President of Pi Kappa Alpha



Sarah Harvey, Class of 2008, got engaged New Year's Eve to Eric Penrod. They've set a wedding date for Sept. 1, 2007.



Greg McElfresh, Class of 2007, proposed to **Abby Hunter**, Class of 2007, last week in Snowshoe West Virginia during a family ski trip. They are planning on a fall, 2007 wedding.

(If my information is correct, this is our 5th couple to get engaged/married, in which both are from the Lindner Honors-PLUS program.)



Nicole Meyer, Class of 2007, recently got engaged to 1LT John Matheny. The wedding date has been set for June 29, 2007.

Jessica Carrier, Class of 2007, got engaged over Christmas to Chad Scott! Details to follow as I know them.

Brad Stephens, Class of 2010, was recently elected Senator at Large for UC Student Government.

The following Lindner Honors-PLUS students were initiated into Delta Sigma Pi, professional business fraternity, the first of January:

First Year Students

Lance Durbin
Amy Englert
Austin Francis
Jen Hacker
Brian Sand
Joe Vickery
Stephanie Wenning

Third Year Students

Jason Ballas
Stephen Porter
Annie Seitz

Alumni News



Kristen (Koch), Class of 2004, and her husband Michael Montgomery, are the proud parents of a baby boy, Michael Martin Montgomery III, born on November 14, 2006. He weighed in at 6lbs 14oz, and was 20.5" long. Everyone is doing well and Kristen is enjoying her time off work taking care of her son.

Kim Hais, Class of 2003, got transferred to Denver to manage the Denver office of Great American Insurance. She and her boyfriend, Ed, are enjoying snowboarding every weekend and loving the snow that just won't stop!



True Trainer, class of 2005, sent in a picture of his cute little daughter (her birth announcement was in our Aug/Sept newsletter), who was born on June 17, 2006. Her name is Praise Gwen Treanor.

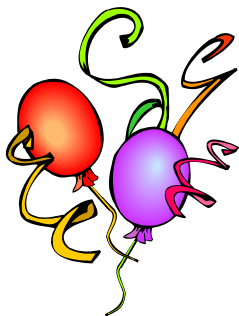
Kyle Bertke, Class of 2005, recently moved to Boston, Massachusetts and has been hired as an Associate at Silicon Valley Bank. Silicon Valley Bank, headquartered in Santa Clara, CA with 27 offices across the country, provides financial services to emerging growth and mature companies in the technology, life science, private equity and premium wine markets. Kyle's primary focus will be to

provide financial services to early-stage life science companies in the New England area. Kyle started on January 2, 2007 and was looking forward to kicking off the New Year in his new position.



Jay Hummel, Class of 2003, called to say hello the other day from beautiful Waikiki Beach, Hawaii. His company sent him there on business for the next 2 months. He sent me this beautiful picture taken from Diamond Head of Waikiki.

Jan. Birthdays



Joe Vickery	Jan. 12 th
Brian Delaney	Jan. 17 th
Jeff Brawand	Jan. 20 th
Sarah Kurtz	Jan. 21 st
Sarah Harvey	Jan. 28 th
Kathleen Paulin	Jan. 29 th
Jason Ballas	Jan. 30 th
Stephanie Wenning	Jan. 31 st

Feb. Birthdays

Abby Alford	Feb. 1 st
Braden Bennie	Feb. 3 rd
Dennis Furia	Feb. 5 th
Emily Taylor	Feb. 10 th
Nick Furtwengler	Feb. 10 th
Tom Baudendistel	Feb. 19 th
Brian Meyers	Feb. 21 st
Rose Meyer	Feb. 24 th
Kirby Huelsebusch	Feb. 27 th

