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# Lindner Honors-PLUS Newsletter

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University of Cincinnati  
College of Business



## Special Interest Articles:

- Entrepreneurship: "I got my inspiration to generate income..."

## Individual Highlights

Co-op Lindner H+	2
Entrepreneurship	3
Volunteer Opport.	4
Volunteer Opport.	5
Items of Interest	6
Alumni News	6
March Birthdays	6

## From The Director

Hi Everyone,

Two more weeks until the end of the quarter! Spring Break is almost upon us, and winter quarter is winding down. It's been a busy winter. Raj Mehta, Scott Gregory and I, along with some assistance from our alumni, have personally interviewed almost 75 prospective students for next year's freshman class. We had a record number of applications for Lindner Honors-PLUS this year, and a record number of students applying for admission to the College who were qualified for the Cincinnatus scholarship competitions. Of course we hope every one of them will attend UC and the College of Business next year, and it looks to be a tremendous entering class for our program as well.

Our current freshmen have just finished interviewing for summer internships, and the feedback from the company recruiters who interviewed them is

consistently positive. The interview skills they learned from Judy Magazine, Lisa Marie Luccioni and Sharon McFarland must have paid off! Placements will be announced next month, and like last year, we had more jobs than students, which is a testament to the contribution that the students before them have made on the job, which has encouraged companies to return to campus to hire more students. We are tremendously proud of them. Our seniors are receiving great job offers, if they haven't already accepted positions. This year's senior resume book will be out in the next week or so – if you're not already on our mailing list and would like to receive one, just let Donna Fisher know (556-7099 or [donna.fisher@uc.edu](mailto:donna.fisher@uc.edu)).

Speaking of our seniors, I know of several in our senior class who have been nominated for the Presidential Leadership Medal of Excellence – the highest honor for leadership on campus –

and given our successful track record in past competitions, I am sure that our students will do well this year also. In reading over the recommendations, I am awed by the accomplishments of our senior nominees, and know that they are all deserving of this honor. We also have several senior women applying for the C-Ring Award (outstanding woman on campus) and the call for nominations just came out for Mr. Bearcat (outstanding man on campus). Good luck seniors!

Best wishes for a wonderful spring as the days lengthen and become warmer.....Go Bearcats!!!

*Jeri Ricketts*

## Co-Op of the Month - General Electric

by: Kevin Perkins

I once heard that what “GE” really stands for is “Get Everything.” After working here for nearly eight months, I have come to the conclusion that this is the correct acronym. No other organization in the world has a more diverse business portfolio than GE. Aircraft engines, ultrasound machines, wind turbines, financial services, home appliances, Universal Studios, NBC, and of course light bulbs are just a few of the components that make General Electric one of the largest and most profitable companies in the world.

I work at the GE Aviation headquarters in Evendale, OH along with other Lindner Honors-PLUS students, including Brian Meyers, Sarah Harvey, Jessica Kinnemeyer, and Christine Benken. The size of the Evendale plant is absolutely remarkable. The plant is a maze of interconnected buildings that stretch from exit 15 to exit 13 along I-75. In this plant we assemble the CFM56-7, which is the most popular aircraft engine line in the world. There are more than 14,000 of these engines in service on Boeing 737 and Airbus 320 aircraft.



(Kevin in front of a CFM56-7 engine)

In addition to assembling engines and machining component parts, the Evendale headquarters is responsible for all the business operations that are required to run the largest aircraft engine manufacturer in the world. I work within the Central Lean Manufacturing department within the Supply Chain division. “Lean” is definitely the new buzzword within the

manufacturing community. The goal of lean is to identify value-added functions, remove wasteful ones, and streamline the manufacturing or assembly process. Doing this reduces the cycle time of the build process, which equates to reduced cost and greater capacity for growth.

There are a variety of tools to incorporate lean into an organization, but one of the most interesting is through a Shingijutsu (“Shingi”) event. Shingijutsu is a Japanese based consulting firm that teaches other companies how to incorporate lean concepts based on the Toyota production model. I had the opportunity to participate in one of these events last August. For one week a Shingi consultant and Japanese interpreter came to our plant and worked with different teams to solve an assigned problem. My team worked on reducing the core engine assembly build for the CFM56-7 by 1 day, or 40%. At the end of the week our teams had to present our findings and recommendations to the CEO and other Aviation executives.

For the past eight months I have been primarily involved in two projects that have a significant impact for Aviation as a whole. One project called “pull,” focuses on implementing a just-in-time system for high dollar parts. Since many of the parts within an aircraft engine are unique and use exotic metals, the cost of some parts can be over \$25,000. Keeping millions of dollars of raw inventory on hand carries significant risk and reduces the amount of working capital that can be spent on other things. The pull process keeps raw inventory out of the business until just before it is needed. For 2005, the pull initiative saved the business millions of dollars. My other main project is called “response time.” While pull is aimed at reducing inventory costs, response time’s goal is to increase schedule stability. With over 20,000 parts in the

supply chain and demand forecasts being changed daily for a 3-year horizon, it would be impossible to individually manage all these parts. Therefore, a lot of this work is done systematically. The downside to this is that the schedules are always changing, making our true demand not known to the supplier. Response Time increases schedule stability by more than 300% and thus improves delivery performance from our suppliers.

One of the best things about GE is the amount of responsibility they give co-ops. I started working the pull and response time projects last June and quickly developed an understanding of their purpose. Last December my assignment manager moved to a new position within GE and I was named Project Leader for both the pull and response time initiatives. Today I lead a 15 person cross-functional, international team to ensure the projects’ success. Having these responsibilities at times can be stressful, but the amount of visibility to upper management and just knowing that I am making a lasting impact makes it all worth it.

Overall, GE is a great company in which to learn and grow professionally. Co-ops are treated as if they are full-time employees and are expected to perform similarly. Furthermore, being a co-op for GE truly prepares you for a fulltime opportunity after graduation. In fact, Zach Osborne (Class of 2003), Matt Howe (Class of 2005), and now Jessica Kinnemeyer (Class of 2006) have been accepted into GE’s prestigious *Operations Management Leadership Program*. Their acceptance reflects not only on the UC co-op program, but also the quality of education and leadership emphasized in the Carl H. Lindner Honors-PLUS program.

Kevin Perkins  
Class of 2009

## Entrepreneurship

by: Dan Larsen



eBay.com is a global marketplace that operates websites in 24 countries. It has over 100 million users with millions of auctions ending each day. The internet auction webpage connects buyers and sellers across the globe. eBay has provide me with the means to capitalize on my entrepreneurial spirit.

I have been a registered user on eBay since December of 1997. I dabbled with buying and selling items for a few years until I seriously started selling in June of 2004. Since, June 2004 I have amassed a sales total upwards of \$20,000 by selling items on commission for clients, as well as selling my own items. Today, I am a Bronze Power Seller maintaining a minimum of \$1,000 in sales each month and a feedback rating over 98%.



(Dan in his home office)

I got my inspiration to generate income through eBay while cleaning out my grandparents' house during the summer of 2004. While cleaning the house we came across many vintage collectibles, sports cards, board games, and a number of other items that had been piling up since the 1950's. So, instead of simply throwing it away, my grandparents gave it to me. I began thinking what I could do with all this

stuff and soon realized eBay offered the ideal marketplace to sell this "junk". Shortly thereafter I began to sell the items on eBay and quickly found out they were quite valuable. The "junk" we had uncovered ended up grossing nearly \$5000 in sales and included a 1963 Topps Mickey Mantle card (\$293.07), a 1964 Kahn's Jim Brown card (\$305.00), a 1963 French Bauer Pete Rose milk cap (\$282.00), and a collection of four Cleveland Indians Kahn's cards (\$367.58). My experience of selling these items propelled my future in selling on eBay.

Friends and family caught wind of my success selling my grandparents' items and soon were searching their own homes for anything of value. In a short time I had established five solid customers whose items I was selling on 20% commission. The items included railroad memorabilia, home furniture, electronics, event tickets, and numerous other items. Today I have sold items for over twenty different clients and have began to branch outside my friends and family through word of mouth networking. I have sold items ranging anywhere from \$0.99 up to \$2,000.00 that have included kitchen appliances, railroad lanterns, personal electronics, designer handbags, and student textbooks to name a few. My operation has seen great success of late totaling \$12,514 in gross sales from June, 2005 to December, 2005.

You may be wondering how the whole process works. So let me tell you: The process begins when I pick up the item from a client. From there I take pictures of the items and effectively market the items on eBay. During the auction's run I actively follow the auction and answer any questions a potential buyer may have. Upon auction's end I package and ship. Finally, I prepare an invoice for the client and mail them a check. Ideally, this entire process takes

14 days at the very most.

My brief time in the Lindner Honors-PLUS program has allowed me to acquire knowledge that has enhanced my eBay business. My professionalism class with Lisa Marie Luccioni has taught me invaluable methods for increasing customer satisfaction.

Additionally, my business communications class with Sharon McFarland has taught me the art of business writing. I have used these business writing skills to prepare estimates and proposals for prospective clients. Also, I have learned how valuable my experience on eBay is while interviewing with potential employers. The Lindner Honors-PLUS program has provided me with tools to grow and enhance my eBay business in just two brief quarters.

Selling items on eBay has given me a great experience in the business world. I have been able to learn how to most effectively market an item. I have developed a business logo and actively distribute business cards. I have been able to compose a detailed invoice that is simple to follow. And, most importantly, I have been able to pursue my entrepreneurial itch while generating income.



Daniel Larsen  
 Class of 2010

## Volunteer Opportunities - Support a Fellow Student

In September of 1996, my brother, Joe, was diagnosed with acute lymphocytic leukemia, commonly called ALL. He was only five and a half years old. Most people do not know what it is like being nine years old and having a brother who is constantly in and out of the hospital and always in a great amount of pain. Believe me, it is not fun. I could never have the typical brotherly wrestling matches and could never go outside and beat him in a game of basketball.

A few months into his treatment we were contacted by the Leukemia and Lymphoma Society, and were asked to participate in the *Team in Training* program. Not knowing what we were getting into, we said yes, and soon realized that it was the best possible thing we could do.

For those of you who are not familiar with the *Team in Training* program, it is made up of thousands of people nationwide who run marathons; participate in triathlons, and cycle centuries to help raise money for blood-related cancers. They are given a Hero, a cancer patient who may be very sick, in remission, or cured. They are inspired to complete their training and fundraising by their Hero. Thanks to research funded by *Team in Training* and The Leukemia and Lymphoma Society, my brother was cured in September of 2001. I was finally able to wrestle and beat him in a game of basketball.

Because our family received so much from *Team in Training*, Joe and I decided to run the half-marathon in the **Cincinnati Flying Pig Marathon**. Our goal is \$2,400, and we know with the support of all of our friends and family that we can reach this goal. We, along with the many patients, families, and survivors of this atrocious disease appreciate every penny you donate to

the cause. If you can only give one dollar, then consider it a dollar very well spent.



(Dan, left and brother Joe on right)

Running 13.1 miles is going to be extremely tough, but the truth is, Joe and I will be thinking of the thousands of kids who have been diagnosed with a blood-related cancer. This includes our Hero, Trinity Guthrie, who was diagnosed with ALL on October 27<sup>th</sup>, 2002, a month after her third birthday. Trinity just recently went through a bone marrow transplant and is doing well but is still very sick. I personally think running 13.1 miles is going to be a piece of cake compared to the treatment and pain Trinity and thousands of other kids have gone through and will continue to go through. Hopefully, with your contributions, we will make it so that no children have to go through this in the future.

In the 1960s, the survival rate was a meager 4%. With the help of research, it is now 80%, where we hope it will continue to rise to 100%. If you would like to make a donation, you may drop a check, made out to the Leukemia and Lymphoma Society, in the mail to:  
**Dan Holthaus, 1128 Omena Place,  
Cincinnati, Ohio 45238**

If you have any questions feel free to call me at (513) 207-4527 or email me at [holthade@email.uc.edu](mailto:holthade@email.uc.edu). Thank you in advance for your contributions and support.

Daniel Holthaus  
Class of 2010

Hello everyone!

**Collegiate Ministry** is organizing help for an inner-city school third grade girl named Lakita who recently lost her mother.

When Lakita's teacher (who knows Collegiate Ministry through her church) told us Lakita's story – that she came home from school one day last fall to find her mother murdered – we wanted to help her.

Lakita's mother was a big advocate of higher education so we are helping to start a college fund for Lakita. This is a girl who may not otherwise have an opportunity to attend college and reach her fullest potential. Your donation will make a world of difference for this little girl, so when she grows up she can make a difference in the world!

Our goal is to raise \$1000 by finding people to "sponsor" us to run in the **American Heart Association Mini-Heart Marathon**, which we are training for together on weekends. If every student who reads this donates just \$1, we'll have raised \$130.00. You can leave donations with Donna Fisher, or mail them to the office, or however is most convenient for you. Checks can be made out to **Collegiate Ministry**. Thank you so much for your help!

Kelly Collins  
Class of 2009

## Volunteer Opportunity

Hello Everyone!

It is time for the Friends of the Public Library's annual Harrison Branch Book Sale, taking place March 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup>, (Thursday through Saturday). The shifts are outlined below:

Set up shift:

10 am-1 pm on Thursday, March 2  
2 pm-5 pm for teachers & members  
5-8 pm for Preview sale  
Friday & Saturday Sale:  
9:30-12:30; noon-3, 2:30-5:30

The Harrison Branch is at 10398 New Haven Road. (West on I-74 to exit 1. Turn right at end of the ramp. About half-mile from the exit on left. At corner of New Haven Rd & Carolina Trace.)

If you would like to volunteer for any of the shifts, please email me back, at [dresslsm@email.uc.edu](mailto:dresslsm@email.uc.edu) and I will sign you up!

Thanks for all of your help!

Stefanie Dressler  
Class of 2007

## What's new in CoB?

**Java City** – New Opening!



Java City is now open on the 2<sup>nd</sup> floor of Lindner Hall, back where the vending machines used to be! They are open Monday through Thursday, am until 7pm, and Friday, 7am until 2:30pm.

Besides the large assortment of coffees, they have juice, bagels, muffins, coffee cake & cookies.

They have sandwiches and salads for lunch or dinner, along with an assortment of side salads, (like pasta salad) up to Chef's Salad.

They accept cash, credit cards and Bearcat cards. They are reasonably priced, so make sure to stop by!

## CoB Career Fair '06

On Wednesday, February 15<sup>th</sup>, 27 companies from the Cincinnati area came to Lindner Hall for the 12<sup>th</sup> Annual College of Business Career Fair.

The Career Fair is, hosted by the CoB Student Government Association. The annual event is a great way for local companies to show support for the University of Cincinnati and also a great recruiting method. Lindner Honors-PLUS students were part of the planning committee to put on this year's event. Pre-Junior Kristy Welch was the Chair of the Career Fair. Pre-junior Chris Frericks and sophomore Kirby Hueselbusch were both on the planning committee.

In attendance were Dean Will McIntosh and Assistant Dean, Marianne Lewis, as well as many other UC faculty and staff. The event was a huge success!

Kristin Welch  
Class of 2008

## Items of Interest

**Sigma Chi** recently held elections and three of our own were elected to office:

**Jason Ballas** Secretary  
(Class of 2009)

**Austin Flint** Public Relations Chair  
(Class of 2009)

**Kyle Snider** Campus Relations Chair  
(Class of 2010)

**Tyler Berke**, Class of 2008, was recently elected president of the UC Homebrewers Guild. Anyone who would like more information about how to join the group, can contact Tyler at [tjberty@gmail.com](mailto:tjberty@gmail.com)

### **Panhellenic Council & IFC**

(Interfraternity Council) held elections a few weeks ago. The following Lindner Honors-PLUS students were elected:

**Carly Weiler**, Panhellenic President  
(Class of 2008 – Chi Omega)

**Ryan Rosensweig**, IFC VP Risk Mgmt.  
(Class of 2009 – Alpha Epsilon Pi)

**Chris Simendinger**, IFC VP of Finance  
(Class of 2007 – Pike)

(Panhellenic Council is the governing council of the sororities, and IFC is the governing council for the fraternities on UC's campus.

**Ryan Rosensweig**, Class of 2009, reports that some great things have happened with Alpha Epsilon Pi since he started the fraternity last year.

- In the last year they have: been accepted into the IFC (fastest in AEPi history)
- Are being chartered as a chapter (fastest in AEPi history)
- Have doubled their numbers in just under 1 year.

The interesting thing to note here is that Ryan was just voted VP of Risk Management for the IFC, and **Alpha Epsilon Pi** has only been a part of the council for 2 weeks. Ryan is now one of 6 executives on the council.

UC's co-op office recently held a campus and community contest to pick UC's coolest co-ops in an online competition. This was part of co-op's centennial celebration. The winners were recognized at the Feb. 17<sup>th</sup> men's basketball game, and enjoyed dinner at the faculty club before the game. There were 100 co-op's picked campus wide, and out of the 100, there were 5 Lindner Honors-PLUS students named.

**Brock Fortman**, Class of 2006, was chosen for Marketing "cool project". He was also the top vote getter.

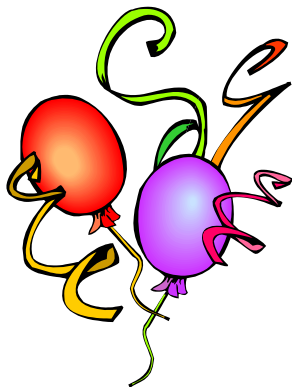
**Jeff Brawand & Braden Bennie**, Class of 2007, were chosen for Finance, for "cool place".

**Rebecca Cook**, Class of 2007, was chosen for Marketing, for "cool perks".

**Adam Hildebrand**, Class of 2006, was chosen for Marketing, for "cool place".

## Alumni News

**Jennifer (Yale) Kidd**, Class of 2003, Just got a new job. In January, she joined Interbrand, a brand consulting firm. She says things are going very well and while there is a lot to learn, she feels up for the challenge. The company just moved across from Rookwood Commons the beginning of February.



## 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

