

Editor: Donna Fisher

University of Cincinnati
College of Business



Special Interest Articles:

- *Finally, we are coming out of the stone-age!*

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From The Director

Hi Everyone,

I've got to brag – we have gotten an immense amount of work done this quarter, and I want to start by saying thank you to the Lindner Honors-PLUS team. Judy Magazine has worked hard to coordinate freshman internship placements and is making final placement decisions now. This year Judy was successful in recruiting additional positions for our students which put them in the enviable position of having more jobs than students....so at this point it looks like we will (once again) have 100% placement for them ...a perfect record.

Meanwhile Raj Mehta, Scott Gregory, Ryann Noble and I, along with lots of help from current students and some great alumni, interviewed about 75 students for next year's freshman class. These were all great students; our magic wand would have each and every one entering the College of Business next September. This year, Lindner Honors-PLUS had a record number of applications and a record number of interviews, and although I haven't run the numbers, I'm convinced that academic qualifications are up as well. It's been an honor to speak with so many promising young people, and we will be making offers for our next class of Business Scholars and Lindner Honors-PLUS students soon. A special thanks to alumni Paul Bessire (What If Sports), Clarissa Kin Niese (Procter & Gamble), Justin Shafer (Ernst & Young), Raqule Whited (Deloitte), Elizabeth Kramer Zirkelbach (Procter & Gamble), Tim Metzner

(SparkPeople), and Zach Logan (Seasongood & Mayer), for the time they spent helping us evaluate our candidates. Hopefully the vast majority of these interviewees will be joining us next September in our freshman class in the College of Business.

Meanwhile, Donna Fisher and Greg McElfresh have been working hard to get our new database up and running. (see the article inside) Of course it takes a great team to produce great results, and judging by the successes of our students we must be doing something right! I have spent countless hours this quarter writing recommendation letters for our students for the Presidential Leadership Medal of Excellence (five nominees that I know of from Lindner Honors-PLUS), the C-Ring Award (again – multiple nominees), the National Student Leader of the Year for Omicron Delta Kappa, the Kacher-Bloom Scholarship, and this week it's Mr. Bearcat, followed soon by the Spirit of Community and Just Community Awards. What a humbling experience to review the accomplishments of these incredible people....honestly. I'm going on record: The world's in good hands going forward if they are any indication of our next generation's integrity and character.

A few reminders for current students: Use priority registration this spring for both summer and fall classes! Not taking advantage of priority registration works against you in terms of getting the classes you want at the times you want, and it also messes up our headcounts and

our ability to add other honors students to the classes, so please use priority registration. If you are co-oping, remember to STAY IN TOUCH with your co-op advisor for any changes you need to make or check-ups that are required. And of course, REGISTER for co-op....that's required also. As you review your spring schedules and make plans for summer and fall, remember that many elective choices require approval; for instance, many classes offered through OCAS won't qualify for free elective treatment....so when in doubt, check with Judy or Raj.

This spring the freshmen will be preparing for their first summer work experience, the sophomores and juniors will be on co-op, the pre-juniors will be taking their study abroad trip to Europe(!), and the seniors will be trying to stay focused for 10 more weeks before they turn the page....and we wish them all the best !! As always, thank you to all of the many people who support our students: the generous individuals and organizations who have contributed their money for operating and scholarship support; the employers who hire and develop our students; the alumni who stay in touch and pitch in when asked; and the current students who begin giving back even before they leave! And, thanks to my Lindner Honors-PLUS teammates who make it a joy to come to work every day. It's all good!!!

Jeri Ricketts

Co-Op of the Month -

Last February, after completing all of my summer internship interviews and meticulously studying each and every job description, I confidently made my decision. It was all pins and needles as I waited to see if I got the job, until the day when Judy Magazines' email finally arrived. "This will act as confirmation of your Lindner Honors-PLUS internship placement for summer 2005 with the following company: **KEY BANK,**" it said. One long sigh of relief and nearly a year later, my co-op placement with **Key Bank** continues to develop into something of which I am very proud.

Being the first at anything can be tough, so as the first Lindner Honors-PLUS co-op at **Key Bank** I was more than anxious. My summer internship was spent entirely at *Gradison Financial Group*, a subsidiary of **Key Bank** based out of downtown Cincinnati and focusing on financial planning for high net worth clients. The first couple of weeks were unceremonious, with much of my daily effort spent combing through client files for a Securities and Exchange Commission audit. As my first experience working in the financial sector, the education I received just looking through all of those client files was invaluable during the first two or three weeks. As my niche began to form in the office, more responsibility came my way and two primary projects emerged that would consume the rest of my summer.

Once I got my feet wet with the filing project, I began meeting with Gradison's Institutional Sales Manager Keith Lum, regarding the creation of new marketing material for our two primary investment products: *the disciplined equity and traditional equity approaches*. A great deal of effort was invested to make these brochures technical enough to sell to well versed

Key Bank

brokers, while simple enough for those outside the financial world to understand.

As the shape and design of the materials began to form, I also met with the directors of each product. They further educated me on what the goals and objectives of each product were, really opening my eyes to what aspects of each were most in need of attention. After passing through I don't know how many rounds of review from all parties involved, my marketing material finally hit the printing press. I was fortunate enough to see the final product, fully bound and under the Gradison cover, when I returned to work part-time in the fall.

The second project that I took on was somewhat more comprehensive and actually continues to consume my part-time work today. When I met with Bob Moore, Gradison's branch manager, during the interview last February, he had expressed a desire to rank the clients of individual financial advisors and groups by the revenue they create for the firm. For instance, Client A may have several million dollars with us, but for any number of reasons only pays a very small fee every year. Client B could have less money under management, but pays a significant fee every year because of those same reasons that kept Client A's fees down. With approximately \$2.7 billion in assets managed by Gradison, knowing that Client B requires more attention than Client A is imperative to maximize revenue as well as client satisfaction.

That said, my quest began to create a database in Microsoft Access that would pull five different streams of revenue data into one. Using this accumulated revenue pool sorted by account number, I worked with Bob and individual financial advisors to

by: Stephen Porter

"household" the different accounts for sorting purposes. With most families having several accounts, grouping these together in a coherent fashion made for much simpler and more defined ranking results. This is all, of course, a very simple explanation of what turned out to be a summer long attempt to not only create a functioning database but also track down all of the relevant revenue from across **Key Bank**.

By the end of my summer tenure I had done exactly that, really shining a light on the inner workings of several financial advisors and groups. When I returned to work part-time in the fall, my efforts began focusing on updating the database and continuing to work with new advisors across the firm. It has certainly been an eye opening experience.

As spring quarter begins, my co-op placement will take me to a different part of **Key Bank**: the retail sector. Our goal over the coming few years is for me to gain a real working knowledge of the entire bank, ideally resulting from co-op placement in a different segment every quarter. Only time will tell exactly where in the company I will best fit, but if my time spent at Gradison was any indication, I don't have anything to worry about.

Stephen Porter
Class of 2009

Database Project

by: Donna Fisher

In this era of computer-generated data, you may find it hard to believe that the Lindner Honors-PLUS staff have been dependent upon numerous excel spreadsheets to maintain updated information on our current students and alumni. When you are dealing with more than one spreadsheet and several people inputting data, there is always room for error.

Enter.....Greg McElfresh! He's been our Lindner Honors-PLUS co-op from spring 2003 to the spring of 2006 when he will leave us to co-op at **paycor** (our loss is certainly their gain!) Greg has steadfastly overseen the creation and implementation of developing our database. Finally, we are coming out of the stone-age!



(Greg on the job as usual)

If you know Greg at all, you know he can be tenacious when it comes to starting a project and seeing it through to completion. The Lindner Honors-PLUS database was his project from day one and he was determined it would be in place (and fully functional) before the end of

his last co-op quarter with us. Greg persevered and finally teamed up with UC's IT department who agreed to build our database. Greg's sheer determination finally paid off and as of the beginning of January, we have a working database. There are still a few 'bugs' he has promised to get fixed before he moves on to Paycor (if we could find a way to keep him here forever, we would!)

Now, comes the arduous task of inputting all the data into the system. Most of the student records were transferred directly from the University's main student data system, which was a huge help.

The Alumni and VIP sections of the database need a lot of work, and that is where you come in! ***We can't keep the information up-to-date, if you don't notify us of changes.*** I know once you graduate and start living your lives apart from UC, it's easy to forget to keep us informed. However, you also know that we really want to keep in touch and don't intend to let you simply walk away after graduation! I know I speak for all of us in the program when I say we were lucky to have you here for 5 years, and just like watching our own kids grow, we've enjoyed all your achievements. Please remember to email me at donna.fisher@uc.edu whenever you move, change jobs, change emails, or have any news.

In closing, I have to mention we have been very blessed in the

Lindner Honors-PLUS office to have had outstanding co-ops work for our program including Beth Kramer (Zirkelbach) who is now working with P&G; Christy Benken (who was on the hiring committee when I applied for this jobthank goodness she liked me!) who is completing a co-op with GE and will be graduating in June; Greg McElfresh who is leaving shortly to begin co-oping for **paycor**; Kelly Collins who will be returning to co-op with us this spring and Ryann Noble, a senior whom we hired to co-op for us this winter. She will be graduating in June and going to work for Convergys. Each individual has left a piece of themselves behind....a lasting imprint on the program, *and* in our lives. We wish them every success in their new endeavors, especially those who are graduating, and thank them from the bottom of our hearts for being a part of our family, *and* for a job well-done.

Donna Fisher

New Cincinnatian Yearbook

by: Rebecca Cook



The Cincinnatian
the official yearbook of the University of Cincinnati

The Cincinnatian yearbook is resurfacing from over 20 years of hibernation! Cherished as a long lasting tradition for students, faculty, and staff alike, the Cincinnatian allows for memories to freeze in time and never be forgotten.

The work to bring back this long-standing tradition started one year ago as College of Business students James Marable II, and Rebecca Cook met with administration and campus organizations to gain support and interest in the project. They created a student organization (the Yearbook Club) and secured support through sponsorship from the Undergraduate Student Government and the Alumni Center's MasterCard fund. Thanks to a group of over 25 students who are committed to bringing back "tradition" to this campus, UC will now have a 2005-2006 Cincinnatian

yearbook (appropriately named the Big E.A.S.T. Edition).

With the help of Jostens INC., the Yearbook Club will be offering a \$46 book with over 250 all-color pages of organizations, colleges, and main events to remember from the 2005-2006 academic year. To ensure the Cincinnatian represents ALL students equally, students and organizations are asked to submit information and pictures to the Cincinnatian at cincinnatian_yearbook@yahoo.com. The deadline to submit is April 14th, 2006. So if you want you or your organization to be represented, submit NOW! (For more information on how or what to submit check out the Cincinnatian website at www.uc.edu/groups/yearbook).

The Cincinnatian (Big E.A.S.T Edition) yearbook is now on sale at www.uc.edu/groups/yearbook, and as an incentive anybody who purchases a yearbook by April 7th, 2006 will be entered into a raffle to win a NEW **DIGITAL CAMERA** to capture your own memories. So act now and get your own yearbook today!

REMINDER: Seniors, don't forget to get your FREE photo taken on June 8th and 9th in TUC to be included in this year's yearbook!

Rebecca Cook
Class of 2007

Items of Interest

Abby Hunter, Class of 2007, successfully completed her “climb the steps for lung cancer”, for the Ohio Lung Association, at the Crew Tower. The building consists of 45 stories, and 804 steps. The average time to climb the stairs was 20minutes. Abby made the climb in 9 ½ minutes. Way to go Abby!

Jeff Brawand, Class of 2007, was just named *Regional Collegiate of the Year* for Delta Sigma Pi.

Devon Steelman, Class of 2009, was just recently elected treasurer of his fraternity, *Sigma Alpha Epsilon*.

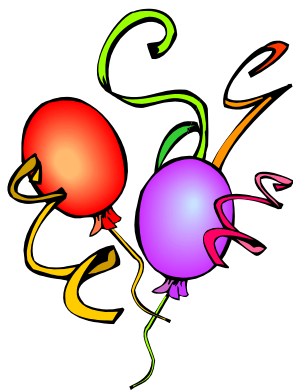
Ryann Noble, Class of 2006, has just accepted an offer from Convergys in Product Marketing after graduation in June.

Jessica Kinnemeyer, Class of 2006, was chosen as ODK (Omicron Delta Kappa) student *Leader of the Year* at UC. She will now go on to the national competition.

Alumni News

Gabrielle Grimaldi, Class of 2003, was recently engaged to Brad Hatfield. They are planning the wedding for sometime in 2007. After Hurricane Katrina affected their lives (Gabe taught in an inner city school in Louisiana), Brad was transferred with his company, Dow Chemical to Midland, Michigan. So, Gabe relocated with him and is now teaching at Midland County Middle School.

April Birthdays



Kyle Dragan	April 1
Brent Cengia	April 9
Phil DiCiero	April 11
Abby Hunter	April 12
Chris Frericks	April 13
Matt Lashway	April 18
Alex Petre	April 19
Adhruca Apana	April 22
Carl H. Lindner	April 22
Ben Hoyer	April 23
Jay Radley	April 24
Kelly Collins	April 30

