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University of Cincinnati  
College of Business



## Special Interest Articles:

- *Despite all that they had lost, their courageous and upbeat attitude was infectious and admirable to all who listened....*

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## From The Director

Hi Everyone,

It's really hard to write this note – since I'm looking out my window at blue skies and 70 degree weather! But, we're in the home stretch for this academic year. And here inside it's "nothing but blue skies" too. I have some great news to pass on about things here in the program.

Our recruiting for next year's freshman class is complete. We made 25 offers to high school seniors for next year's freshman class, and got 25 confirmations back! We're used to only losing a couple, but this is a first! Also, our freshman stats are the highest they've ever been; average class rank is 8%, and average SAT composite is 1360, both above previous years. I'm excited to welcome these outstanding students to campus next year!

Our sophomores and juniors are out on co-op this quarter, and the pre-juniors are preparing to leave on their trip to Europe in early May. They will start in Paris for a couple of days (just for fun), and then travel to Nantes, France to study for two weeks. After that they will travel to Geneva, Munich and Amsterdam. Along the way they will visit some great companies to learn about global business: Procter & Gamble, Nestle, BMW, Ernst & Young,

Heineken, Shell ... and about a dozen more. These visits are with top executives at the firms, for example, last year the students spent about 2 hours talking global strategy with the COO of Heineken in Amsterdam – what a great opportunity! We wish them a safe and fun trip!

The seniors are making their mark here on campus. Academic awards have yet to be announced, but 4 of the 11 senior's campus wide who were interviewed for the Presidential Leadership Medal of Excellence were Lindner Honors-PLUS students. We have 29 seniors - there are almost 4000 seniors on campus – you do the math...pretty impressive, huh? I'm so proud of our seniors. More awards to come, I'm sure, and the placement success of this year's class is great too – more to come on that as well.

This coming fall and winter we will be starting a seminar series which will include our freshmen, sophomores, and the upperclassmen that are on campus in that quarter. This seminar series will be lead by the upperclassmen, and will help build relationships between the classes, facilitate involvement in extracurricular activities on the part of our younger students, and help set the expectations for participation in the Lindner Honors-PLUS program. We also plan to include alumni in these

seminars, so for all of you alums out there – please let me know if you'd be willing to come down to campus for an hour or so a couple times next year (fall and winter quarters on Mondays from 3-4). I have high hopes that this seminar series will create a lot of synergy for our program.

Finally, I'd like to recognize the continued generosity of Mr. Carl Lindner, who recently made another sizable contribution to the endowment fund for our scholarships. This unsolicited contribution was both incredibly generous and totally unexpected, and it makes me proud to be associated with a program that bears his name, and has exceeded all of our expectations. As the university prepares for its next capital campaign, we are hoping to continue to build the endowment funds for our scholarships, so that eventually we will have them fully endowed, and be on solid ground financially as we move into our second decade. Thank you to all of our contributors over the year, large and small, for being willing to support these tremendous, talented young people who will make the world a better place for us all. Have a great spring!

*Jeri Ricketts*

## Co-Op of the Month - Procter & Gamble, Baby Care

by: Anna Godby

P&G has long been a partner of the Lindner Honors-PLUS program; however in January 2004 this relationship was strengthened with the addition of 2 marketing co-ops. Kirk Perry, dedicated supporter of UC and Lindner Honors-PLUS and a CoB alumni himself, had recently returned from an assignment in Asia when he proposed the addition of these co-ops. Fortunately for Nancy Gannon and me, we were selected as the two students who would rotate back and forth, covering projects year-round.

I remember leaving after my first day of work and calling one of my classmates to tell them about the position - at this point I already knew this was going to be an amazing experience. From day one, I was treated the same as everyone else in the brand management group; there have actually been times when our multi-functional partners did not even know that we were co-ops because of the projects we were working on and the level of responsibility we held.

During my first rotation, I had the fortunate opportunity to work on a new product launch for Pampers *Feel N Learn*. This product was launched in August 2004 and is a training pant that



(Superman, Anna & Dora at NYC Nat'l Launch)

allows children to feel when they are wet so they can learn to stay dry. Everyone on the brand was very excited for this launch and it's potential. I worked to create 2 new marketing programs that leveraged the potty

training experience that parents go through using a daycare program and grassroots program. My second rotation allowed me to continue my work on these projects as well as attend the National Launch event in NYC.

My 3<sup>rd</sup> and 4<sup>th</sup> rotations were a double section (March-September '05) on the Luvs Brand. One of the full time Assistant Brand Managers was going to be on maternity leave during this time and I was assigned to cover/assume all of her responsibilities. I was very excited to take on a much larger role and workload. I also looked forward to this assignment because it would give me an accurate taste of what working full time at P&G would be like. I got to work on some great projects including package design, concept development and lots of current business tracking. The best part of the assignment was my final presentation after which I was offered a full time position with P&G.

This past winter I finished up my 5<sup>th</sup> co-op rotation and had the fortunate opportunity to complete the assignment in Boston. I was working on a customer team. P&G has multi-functional teams located around the country in cities where our top customers are located (Fayetteville, Minneapolis, Chicago, San Francisco, Boston, etc.) In my past rotations I had interacted with people on many of these teams and was very excited to have the opportunity to work on one and learn more about their roles. During this assignment I was able to design a marketing comprehensive program for the Baby Care category at BJ's Wholesale Club. I also had the unique opportunity to interact with some Gillette employees who were joining the BJ team. This was a great experience to learn about their corporate culture and some of the similarities and differences between the two companies.

Boston was also a great experience

because it was my first experience living away from Cincinnati. I really enjoyed the city and was able to take some time to explore the region on the weekends.



(Anna out on Cape Cod)

As a graduating senior, I look back on co-op as a challenging experience that has allowed me to be a better student and leader on campus. I am very thankful for the relationships that UC and Lindner Honors-PLUS have with our corporate partners that allow us to have these very unique experiences. I am also very excited that P&G Baby Care is looking to expand their co-op program as the current co-ops graduate and assume full time roles.

There are two lessons that I want to share with those reading this newsletter. For employers, I encourage you to challenge your co-op students with well defined work plans. I was able to achieve success on very challenging projects because I had the support and managers that were willing to point me in the right direction if I needed help. For students- take advantage of the opportunities you are given, if you aren't being challenged ask for more. Also, be open to applying the lessons you have learned on co-op to your campus involvement and vice versa.

Anna Godby  
Class of 2006

## Spring Break 2006

by: Brad Stephens

When most students hear the words “spring break,” they likely think of tanning on a beach or swimming in a tropical body of water. For me and eight other Lindner Honors-PLUS students, this past spring break meant cleaning severely damaged houses and sorting through the remains of a hurricane-devastated region.

Through the University Honors Program and the National Relief Network, a diverse group of 46 University of Cincinnati students traveled by chartered bus to help aid in the Hurricane Katrina recovery this past spring break.

While I certainly could have traded in my work gloves and protective goggles for a pair of swimming trunks and sunglasses, I can confidently say that I wouldn't have traded my relief trip experience for any other spring break vacation.

Along with University Honors Advisors Amberly Miller and Debbie Brawn, the 46 volunteers endured a 13-hour bus trip to the New Orleans region to join the recovery effort. Until you have seen the devastation for yourself, it's hard to believe how bad it really is.

Many students sat in shock as we drove through our assigned township, St. Bernard Parish, for the very first time. The St. Bernard Parish was one of the hardest hit areas, both by the hurricane and consequential flood, and the enormous amount of destruction will require a recovery effort that could last for years.

Our group stayed in a relief camp that looked more like a military base than a spring break resort. Volunteers were assigned a tent inside, each which held about 20 cots and enough space for a small suitcase. There were restroom

and shower trailers, as well as a mess hall where buffet-style breakfast and dinner were served (which, surprisingly, didn't taste too bad).

The first morning we were briefed on our relief trip tasks. For three weeks after the hurricane, houses in St. Bernard were flooded with 12-foot high water. As a result, the houses have to be gutted of everything but the main structure, including all windows, furniture, appliances and drywall.

The 46 students were split into four smaller groups and assigned a separate house to work on. The goal was to make as much progress as possible – some groups get homes that are almost finished while others receive houses that haven't been touched since the hurricane. Each group is strongly encouraged to work at their own pace since physical exhaustion is all too common for volunteers – it's extremely hard work!



(Michelle Matthews hard at work)



(l. to r: Brad Stephens and Michelle Matthews.)

Our group worked from approximately 10:00 a.m. to 4:30 p.m. minus a short lunch break each day for three consecutive days.

My group spent two days finishing a house before starting a new home. The damage on the inside of the home was stunning – soggy drywall littered the floor along with destroyed furniture and appliances. Inside the garage, a washing machine sat on top of a couch flipped over on its top. In the backyard, a large crate of lumber had floated from a Home Depot half a mile away. The refrigerator in the kitchen was open and had to be closed before being moved – with the rotting food inside; any disturbance would produce a stench that would surely clear out a whole street block!



(Debris from one of the homes)

Together, our group worked hard to remove as much of the interior as we could. Inside, we found a host of unique treasures that were saved over the years. We created a pile for salvageable valuables, which included several preserved religious items, pictures of family, and even valuable artifacts including war badges and an authentic newspaper from the day of the Pearl Harbor bombings.

Later that afternoon, the homeowner stopped by the house with her son-in-law to see the progress. She is an 85-  
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## Spring Break, cont.

by: Brad Stephens

year old grandmother who just wanted one last look at the home. Together they shared their personal story with our group. Both had lost their home, had traveled around the New Orleans area looking for shelter on a week-by-week basis, and finally found somewhere nearby to permanently stay.

Despite all that they had lost, their courageous and upbeat attitude was infectious and admirable to all who listened – you could see how much they



(Homeowner talking with group)

appreciated the time that we had given up and the effort that we were making to help them rebuild their lives. It was at that moment when the purpose of our trip really hit us. When you can finally put a face to a house, and witness the way they are rebuilding their lives, it shows us how meaningful our small sacrifice truly is.

After the third day of work, we checked out of the camp and spent a day sight-seeing in downtown New Orleans. The French Quarter was not hit as hard as St. Bernard Parish, and much of the area seems to be close to being back to normal. It was a great experience to have a chance to spend free time with the individuals who we worked with so closely during the past three days. Naturally, through working together as a team to achieve the different goals on

each house, group members built a close bond and were able to appreciate going out together and visiting a great city.

Looking back, I realized that the relief trip was more than just “going somewhere for spring break.” I understood that there is a greater meaning to the task at hand. It’s not just a house that we were working on – it’s a home. Volunteers aren’t just clearing out a building – they are the connection between the past and the future, clearing out the memories of many years past so that residents can move on with the future of their home and their city.



(l.to r: Tori Sunderman, Brian Rapien, Emily Taylor, Brad Stephens & Michelle Matthews, in a café in New Orleans.)

On the third day, our group asked the homeowner if she would ever leave the St. Bernard Parish. She replied confidently, “I can’t. I will always be a St. Bernardian at heart.” After our Honors Spring Break Relief Trip, I think each group member shares a little bit of that sense of pride too. Together, we were a part of the rebuilding effort, and we share a piece of this life-changing experience that will stick with us for many years to come.

Brad Stephens  
Class of 2010

The following Lindner Honors-PLUS students spent Spring Break helping Hurricane Katrina efforts in New Orleans, with several different organizations from campus; University Honors, Collegiate Ministries, Campus Crusades:

Krista Detmer, Class of 2008  
Kelly Collins, Class of 2009  
Carolyn Hoffman, Class of 2009  
Mandi Martini, Class of 2009  
Annie Seitz, Class of 2009  
Kathryn Crumley, Class of 2010  
Michelle Matthews, Class of 2010  
Brian Rapien, Class of 2010  
Brad Stephens, Class of 2010  
Tori Sunderman, Class of 2010  
Emily Taylor, Class of 2010

## Items of Interest

**Sarah Harvey**, Class of 2008, won the **Scholarship Pillar Award** at the **Red Rose Banquet** on March 31<sup>st</sup>. The award is given out by **Cincinnati Women in Excellence and Spirit Together (CWEST)**. Awards are given for Scholarship, Spirit, Sincerity, and Leadership.

**Sarah Harvey**, Class of 2008, was tapped into CWEST later that week.

**Adam Hildebrand** and **Grant Miller**, Class of 2006, were tapped into the Sigma Sigma Honorary last week!

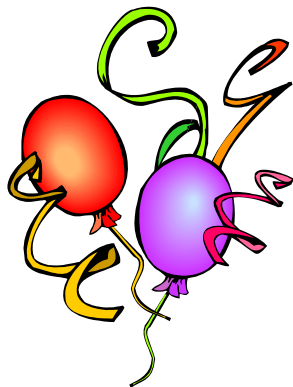
## Alumni News

**Wesley (Alex) Ernest**, Class of 2003, was just informed that he and his younger brother Eric were selected, after tryouts, to be members of the United States World Karate Team. They will be competing in the WTKA (World Traditional Karate Association) World Karate Championships in Viareggio, Italy during the week of September 19<sup>th</sup>, 2006. The team consists of 100 members chosen from around the country and will be competing against teams from over 50 countries around the world. (Alex is the only member from Colorado.) More information can be found at [www.wtkainternational.com](http://www.wtkainternational.com)

**Susan Winterberg**, Class of 2002, is

now working with a Canadian company called CPCS Transcom, which is an international development consulting firm that specializes in public-private partnerships for large infrastructure projects in developing countries. Her primary focus is on Africa, and she is currently posted in Nigeria where she serves as the Field Coordinator responsible for the planning and implementation of the Lagos Urban Rail system.

**Kim Jackson**, Class of 2002, was just accepted into the MBA program at Ohio State University. She will begin classes in September.



## May Birthdays

Susan Kayser	May 1
Allison Stallo	May 8
Braden Martini	May 9
Tony DeBlasio	May 20
LaVandez Jones	May 21
Jessica Vater	May 25
Stephen Porter	May 30

