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Lindner Honors-PLUS Newsletter

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University of Cincinnati
College of Business



Special Interest Articles:

-” The WTO visit gave us a bird’s eye view of how the world works. We gained an understanding of the relationship between America and the rest of the world by seeing how global politics come together. .”

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From The Director

Hi Everyone,

Where is the summer going? I know it’s supposed to be a little more leisurely in the summer, but that’s truly not the case this summer! The Lindner Honors-PLUS staff is busy welcoming the new freshmen for one thing. We hosted a welcome event for the freshmen and their parents at Coldstream. Thanks to all of the current students who helped out, and to the alumni who took the time to come to the event also. It was great to see you again! Alumni who came included David and Mindy Ross, Tashina Williams, Zach Osborne, Amy Steinmetz, Josh Kaufman, Maureen Mulcahy, and our newest alums, Brent Cengia and Ryann Noble. The following two days were freshman orientation – and hopefully we’re about done sorting out all of the advanced standing credit and getting students

signed up for classes in the fall!

Now it’s on to fall events. We’re planning two separate high school counselor/student breakfasts this year – we’ve outgrown having just one. Also, we will be hosting our annual Lindner Honors-PLUS Open House before one of the football games. We’re looking at the Miami game or the Akron game right now – and all current students, alumni and other external constituents will be invited to stop by – so mark your calendar. We’ll be firming up the date soon, and will let everyone know our plans!

We met yesterday with the students who will be taking their study abroad trip to Asia next year! This is our first trip to Asia, and we are extremely excited about the tremendous opportunity that this represents for our students. The schedule is still tentative at this point, but it looks like Korea,

China and Taiwan are the likely destinations. Raj Mehta has worked hard on the planning of this trip, along with three CoB professors; Larry Gales, Yong Kim and Roger Chiang. Thanks to everyone who is helping us make this trip a reality for our students.

We always love to hear from parents, alumni, employers and everyone else who helps us make Lindner Honors-PLUS the great program that it is. Enjoy the rest of your summer, and keep in touch!

Jeri Ricketts

Co-Op of the Month

Cintas Corporation

by: Andy Rahe



(l to r: Brian Macke, Greg Eling, VP, & Andy Rahe)

Until my freshman year of college, I saw Cintas Corporation merely as a company focused on uniform rental. Through my Management Skills class, with Cintas as our FastTrack group, I began to learn of the wide variety of industries in which Cintas is involved. When I learned I would have my first internship with Cintas, I was excited to gain a diverse experience with a growing company.

During the first week of my internship, I was able to encounter first-hand experience of Cintas by assisting on truck routes. From the First Aid and Safety Division, to the Document Management Division, to the Sanis UltraClean Route (Cintas's new bathroom cleaning product), I gained up-front contact with customers, enabling me to learn quickly how to fix problems and overcome complaints. This on-site work week enabled me to get a great feel for what goes on at the most-important level at Cintas, the employees who service the customer.

Since that first week, I have been working at the Corporate Headquarters of Cintas in Mason, OH. I am working right below Greg

Eling, VP of the Central District of Cintas. I have been working on most of my projects with third-year Honors-PLUS student, Brian Macke, who worked closely with Matt Zavodsky, recent Honors-PLUS graduate, when he was participating in his freshman internship.

Matt currently is enrolled in the Management Trainee program at Cintas.

During the past few weeks, I have had the privilege to travel to Arkansas and St. Louis with Cintas, visiting locations in Ft. Smith, Springdale, and St. Charles. Through this, I have seen the difference in locations in populous cities versus less populous cities. I have also been able to attend seminars on Facilities Service Sales (one of Cintas's main business divisions) and Catalog Sales. Currently, Brian and I have been working on preparing graphs on Customer Satisfaction for the Annual Meeting, as well as learning the AS400 computer system, which will allow us to fix pricing mistakes.

At Cintas, I have been treated as a valuable member of the company, and it has been a privilege to learn so much about a company, setting me up for future co-ops with Cintas Corp. Brian and I have been given freedom to travel to any location in an attempt to gain a diverse and enjoyable experience. While being excited to be working, I have also been surprised at my internship, mainly because of my proximity to

high-level managers. With my workplace being a few feet from many of Cintas's District VP's, I am able to have any question answered at any time. I was lucky enough to have CEO Scott Farmer hold the elevator for me as I went to lunch.

I look forward to the rest of my internship with Cintas, and hope to continue my employment into my co-op experience. Cintas has been a great fit for me, and with 37 years of consecutive growth and a growing industry, the possibilities are amazing. It has been a thrill working in the professional business environment, and I look forward to continually gaining skills through my internship/co-op experience.

Andy Rahe
raheaj@email.uc.edu
 Class of 2010



(Cintas Mason Corporate Headquarters)

International Trip Highlights, Spring 2006

by: Various Students

I asked for volunteers to write about the different aspects of their International Trip this year upon their return. As always, they were ready, willing, able, and I should add, eager to share their experiences with you. Thanks to those of you who so willingly gave extra time to share with us.

Donna Fisher

Paris

By: Jen Schuster & Brian Meyers

We arrived in Paris after our 8 hour flight, excited to be in Europe and explore our first city. Within moments of dropping our bags at the hotel we were off to find food before getting our first experience on the city's metro system. Quickly becoming experts at the metro we were left at the Arc de Triomphe to discover the city and eventually find our way back to the hotel. As we split off into small groups we wandered down the Champs Elysées where we planned a meeting with one of the French exchange students who studied at UC in the fall. Also joining us for this French crash course were Jen's high school friends studying at the Sorbonne. Guiding us through the tourist travails of Champs Elysées, we experienced real French culture in the form of delicious food and quiet side streets.

The following morning, our first full day in Paris, we jumped on a bus tour that hit the requisite sights of the Louvre, the Eiffel Tower, Sacré Coeur, Napoleon's Tomb, Jardin de Luxembourg, Arc de Triomphe, and Notre Dame. An excellent introduction to the city, our newly

oriented class split into smaller groups to attack the long list of sites more thoroughly. With only two days to see as much as possible, we maximized our time by planning efficient routes and making use of the helpful metro system. In addition to the historical points of Paris, we made time for the renowned French pastimes of people watching, espresso sipping, and shopping as well.



When evening came around, we took the advice of our French friends and soaked in the City of Lights at its prime on a pedestrian bridge – the Pont des Arts. A popular meeting place for students, there we met authentic Parisians and reveled in the experience of true French culture with whimsical conversations illuminated by a twinkling Eiffel Tower.

Paris was truly a wonderful city, allowing us to spend a few days absorbing European culture before our whirlwind of cities and company visits began.

Nantes

By: Chris Frericks & Jaime Lindemann

After spending our first European weekend in Paris, we moved onto Nantes, the sixth largest city in France. While in Nantes, we stayed with host families from the area, and this was quite the experience. As we came to find out, the living conditions between the host families varied a great deal. Some of us were living in large houses, others in small houses; some of us were eating steak and seafood, others barely eating enough to get full; some of us had our own bedrooms, others had to share. But looking back, staying with host families taught us a lot about the French culture and it was a great experience.



(Krista Detmer & Jaime Lindeman with host family)

While in Nantes we also took classes at Audencia, a well known school of management. We heard lectures about everything from conducting business in the European Union to European monetary policy from a variety of international professors, and got a better feeling for how the European Union has changed the face of European business. These lectures helped us understand the business (cont.)

Int'l Trip, cont.

environment of the area and prepared us for the company visits we took throughout the region. While in Nantes we visited Bénéteau, the port, Cointreau, and heard from the American Consulate in the region. Bénéteau is a well known sailboat manufacturer, and was the best company visit we did while in Nantes. It was fascinating to see custom manufacturing in action and see how attention to detail can really affect the quality and value of the end-product.



(Beneteau Shipyard)

While in Nantes we did not spend all of our time at the university, we also got to go out and explore the city as well. One area of town we became very familiar with was Bouffay, the old medieval area of Nantes, which had old cobblestone streets that survived the bombings in 1943 by the Americans and British. Aside from being very nostalgic and interesting to see, the area is filled with restaurants, cafes, and bars. We all made sure to spend plenty of time here, grabbing a baguette or panini from a street stand, shopping for a variety of things at the small street side stores, and re-hydrating ourselves in the evenings at local establishments. It was a great place for all of us to meet up and hang out

because it is so close to the tram stop and easy for everyone to find. We stopped by a bar for the night during the Champion's League final, only to find that it was impossible to even get inside the bar because it was so crowded. Over the weeks we found that it was extremely common for Europeans to pack the bars and go crazy over futbol (soccer), something that would never happen in the US.



(front row l to r: Jaime Lindemann, Krista Detmer, Brian Macke, Abby Alford, Sarah Harvey. Back row l to r: Derek Brown, Tyler Drake, Nick Furtwengler, Don Hunter, Kyle Dearduff)

Most importantly for everyone in our class however, Nantes was the city where we discovered Kababs, little street side food service carryouts located wherever bars could be found, serving some of the best, cheap late night food around. No night was complete without one, and kebabs became a staple food in the diets of all of us for the rest of our time in Europe.

Geneva

By: Nick Furtwengler

The City of Geneva is a pristine city that combines cultures from all over the world. Geneva is heavily

populated but only 60 percent of the people are actually citizens of Switzerland. The rest of the population consists of visitors, expatriots, or government officials. This creates a true "melting pot" society, even more so than in America. On the Honors-PLUS trip we visited the World Trade Organization, [Procter & Gamble](#), and Nestle, which is just outside of Geneva.

The WTO visit gave us a bird's eye view of how the world works. We gained an understanding of the relationship between America and the rest of the world by seeing how global politics come together. At Procter & Gamble we learned about how important it is to work abroad. Jim Lafferty shared with us his experience at P&G and how he drove his career from Cincinnati to Switzerland. The visit to Nestle was fascinating because of the breadth of products and research offered by the company. Paul Polman spoke to us about business ethics. He illustrated the importance of maintaining a clear conscience no matter what type of business we choose to practice. Most importantly Mr. Polman insisted on the importance of loving what we do with our lives.

The city of Geneva is a remarkable place full of culture, diverse groups of people, and a thriving economy. We are fortunate to have visited the city and participated in the enlightening visits to the WTO, P&G, and Nestle.

Int'l Trip, cont.

Interlaken - May 26-28

By: Kristy Welch

During our free weekend in Geneva, Switzerland a group of about 13 ventured over to Interlaken for some extreme sports and hanging out at the base of the Alps. With all its outdoor activities, and breathtaking scenery, there was fun for everyone.

We stayed at the Balmer's Tent Village in Tent 9 and the famous Tent 10, where we were showered with customer service from the second we arrived. On Saturday, we decided to try our luck with rafting. With a South African guide we made our way down the Lutschine River. The views were gorgeous and the water was cold. Don Hunter was a particularly good rafter as he kept his boat straight the entire way.



On Sunday, a group decided to go a little more extreme and try canyoning, which is climbing up a canyon and then jumping and swimming down it. Everyone said it was a blast and one of the most fun times of the trip.

Tired from our extreme weekend, we headed back to Geneva on Sunday taking the beautiful scenery in one last time.

Munich

By: Sarah Madrigal

After a few weeks of traveling through France and Switzerland we arrived in Munich, just in time for a record cold spell. If I remember correctly it was cold and rainy up until the day we left for Amsterdam. I was even forced to buy a heavier coat to keep warm! Fortunately for us the beauty of Munich transcended the gloomy weather and we had a great experience anyway. During our short four day stay we visited many great companies and visited a large part of the city.

One of my favorite memories was of the glockenspiel located in the center of the city. Although it is over 100 years old, three times a day someone goes into the clock tower to turn it on. For about five minutes the city center is crowded as tourists gather in the square to watch different characters dance and spin around to traditional music. Equally charming were the beautiful buildings and festive beer gardens scattered around the city. I will forever be in awe of the intricacy and beauty of European architecture.

Luckily this particular year Germany was a bit more alive than normal. People brought out their German flags that had long since been buried in the back of the closet, the city was alive, and the air had almost an electric feel. What could be the cause of such a dynamic change from the Germany even native Germans consider lacking in

pride? The World Cup of course! This year Munich was the proud host of the opening game of the World Cup with six other cities around the country chosen to host the other games. From June 9th until July 9th Germany was abuzz with visitors from every part of they world vying for tickets to the most popular sporting event in the world. 32 teams from six continents gathered in Germany to determine who would be the next world champion.

Unfortunately we were not still staying in Munich when the games began but I made sure to watch as many as time would allow. My personal favorite team, Mexico, did not make it to the finals but put up a valiant fight. German fans everywhere were pleasantly surprised to find their young team made it to the semi-final round where they lost to Italy. Overall the games went smoothly and Germany was able to present a positive face to the world. I had a great time in Munich, and so much fun watching the World Cup that I have plans to visit South Africa for the next one in 2010...maybe Lindner Honors-PLUS will want to do an alumni trip....

Amsterdam

By: Sarah Harvey

Rembrandt, Roses, and Red Lights
Amsterdam was a fitting end to our European Adventure. One could even describe it as a grand finale; we had one day of cultural

Int'l Trip, cont.

learning and then eleven company visits in the last four days. I think that we really felt we received the royal treatment in this city more than any other. Our weather was beautiful, if not just a little hot and everyone enjoyed that (since the city is so far North) daylight lasted forever. And luckily, despite some close calls, no one got hit by a bike (they really don't stop for you).

Monday June 5

We arrived in Amsterdam late last night. Today we visited the Polish-Jewish Synagogue and took a walking tour through the Jewish sector of the city, learning about Jewish life in Amsterdam before, during, and after WWII. We were then supposed to take a canal tour of the city ending, but we literally missed the boat! Our tickets were good until we left though, so we could find time to do it on our own later. We finished the official part of our day with a visit to the Anne Frank House.



(Stanley Wells in front of the Polish-Jewish Synagogue)

Tuesday June 6

Our first company visit was Royal Dutch Shell Oil Company. The visit was a little unorthodox with a majority of the time spent doing team brain teasers and challenges, but everyone enjoyed a little competition. We then visited the Ministry of Economic Affairs. There the Secretary General and Director for Economic Policy led us in a very interesting discussion of the relative advantages and disadvantages of Europe and the United States in terms of economy and social issues.



(Carly Weiler, Mr. Eitan Margalit, the Israeli Ambassador to the Netherlands, Sarah Harvey, Joel Wyler, LaVandez Jones, Rob Haverkamp, at the Wyler Dinner.)

Tuesday night was a special treat. Joel and Danny Wyler hosted the class for dinner. Also invited were an assortment of the Wylers' friends and acquaintances, knowledgeable about Global and European Business and factors affecting it. Each guest stood and made a short speech throughout the evening. We left feeling very well fed and even better informed about the state of business in Europe.

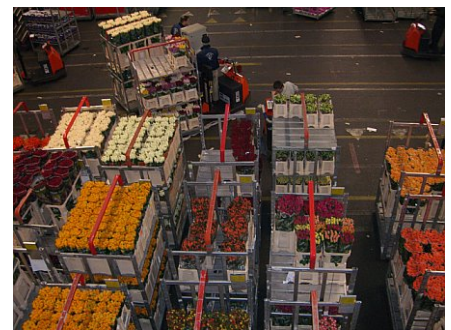
Wednesday June 7

Today we visited Ajax Soccer Club

and Damen Shipyards. All the guys, and avid supporter of Mexico in the World Cup—Sarah Madrigal, really enjoyed the Ajax visit and the rest of us had to admit that the business behind the game was pretty fascinating. Damen Shipyards taught us a little about the ship building business and a little about the protectionist measures the US has which prevent other countries from entering the US market. That evening, about 10 of us decided to tag along with Raj for dinner and feasted on Indonesian cuisine.

Thursday June 8

Yawn. Today we had to get up extra early and go to Almeer, the Dutch Flower Auction. We have to admit that the few hours less of sleep was well worth it. Almeer is a logistical masterpiece—22 million plants and flowers and between 4,000 and 7,000 pass into and out of it each day within just hours.



(Flower Market)

We visited Buhrmann afterwards which does business to business sales in office products. Aside from explaining their business, Buhrmann also gave us a very thorough look at expatriate assignments and gave us a better understanding of what it truly involves for both the company

Int'l Trip, cont.

and employee.

That evening we visited NS Dutch Railways. We began the visit by riding a train built in 1924 to the Railway museum. After touring the museum and learning a little about the history of the railway system in Europe, our host put out appetizers and told us a little more about the company. Particularly fascinating was hearing the process the company went through as it stopped getting government subsidies and became self-sufficient. Following the presentation, the company hosted us for dinner in the train station which was renovated to look as it had in the 1800s.



(Abby Alford, Chris Frericks, Christy Welsh and Jaime Meyers. On the 1924 train we road to the NS Dutch Railways visit)

Friday June 9...

the last day of the program.

Everyone was a little sad to realize that this was our last day all together and people would be catching trains and dispersing that evening. We visited De Nederlandsche Bank in the morning and everyone enjoyed seeing the vaults and learning a little more about how the bank works to make sure the euro retains its value and to catch counterfeiters. We then headed for the company everyone had been anxious to visit...

Heineken. A tour of the old distillery was followed by lunch and then a presentation on Heineken's positioning against competitors and marketing throughout the world.



(Heineken Processing Plant)



(photo by Brian Meyers)

Our thanks to each of you who took the time to write an article for our newsletters and for giving us a glimpse into your International Trip. I wish I could have added all the pictures I've seen, but I would have a time hard choosing between the thousands that you have on the web. We have some really great eyes in this class when it comes to taking photos. There are many photos that would look wonderful hanging on any of our walls, and would make wonderful post cards. My hope is that through the years you will all be able to look back at those photos and remember an amazing time in your lives, with some pretty great friends.

I am including one extra photo which happens to be my personal favorite this year. It was taken by Brian Meyers. Fascinating shot!

Donna Fisher

Items of Interest

Meet the Senior Class Officers for the University of Cincinnati for 2006-2007:



President:
Rebecca Cook
Lindner Honors-PLUS



VP Programming:
Adam Curley
Lindner Honors-PLUS



Treasurer:
Braden Martini
Lindner Honors-PLUS

We just held our ColdStream event for incoming freshmen the first of July. We have another great class starting in the fall, and I hope you will take every opportunity to get to know those newest additions to the Lindner Honors-PLUS program.

Read more about the Class of 2011 in the August edition of the newsletter!

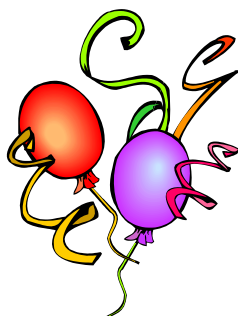
Alumni News

Erica Drinnen, Class of 2004, passed her CPA Exam this past June. Erica works at Deloitte & Touche.

Ashley Cannon, Class of 2005, passed her CPA this past June. Ashley works at Deloitte & Touche.

Maureen Mulcahy, Class of 2005, is being transferred to Rochester, NY where she will continue working with Ethicon Endosurgery.

Monica Espel, Class of 2004, got engaged to Ed Putnick on July 1st, during the Purple People Bridge Climb. Talk about exciting!



August Birthdays

- Tyler Drake August 11
- Nicole Murphy August 25
- Kevin Perkins August 26
- Brad Stephens August 30

