

Editor: Donna Fisher

University of Cincinnati
College of Business



Special Interest Articles:

- "... I knew I was embarking upon the experience of a lifetime, but couldn't imagine how life-changing it would be."

Individual Highlights

Co-Op of the Mth	2
Co-Op, cont.	3
Class of 2011	4
Thailand	5
Thailand, cont.	6
Items of Interest	7
Alumni News	7
Aug. Birthdays	7

From The Director

Hi Everyone –

For those of you arriving on campus, welcome back! (We never left!) For those of you coping this quarter, enjoy having your evenings relatively free! The first few days of fall quarter are always exciting and hectic....especially when it comes to parking. The urban-university legend here is that former UC President Joe Steger used to say "UC doesn't have a parking problem, it has a walking problem". We veterans can attest to the fact that the parking situation is much better than 10 years ago. Be that as it may, parking always improves markedly after the first week of classes. Go figure. I'm not sure which students stop showing up, but I'm sure ours aren't the ones vacating those parking spaces!

The big news in the Lindner Honors-PLUS Program is that Dr. Raj Mehta has accepted a one-year appointment as Interim Director of the University Honors Scholars program. We certainly wish him luck in his new position. I've told him that once you move "up the hill" there's only one avenue left to you...."over the hill". Please help me give him a really hard time about abandoning us. Thank goodness he's agreed to continue coordinating our international trips (and

NOBODY could do that as well as he does) so he's not burning all of his bridges! Practically speaking, Judy, Donna and I will be splitting up Raj's academic director duties. So, juniors and seniors, that means you will have me as your academic advisor again. Donna will be setting up advising appointments for the juniors soon, and seniors will need to start thinking about graduation contracting! Is that really possible?

Please join us for the annual Lindner Honors-PLUS Open House on Saturday, September 30, from 1:00 – 3:30, before the UC vs. Miami football game. We will have a tent set up on Sigma Sigma Commons, next to the Alumni Center, and are piggy-backing off of the Alumni Association's Bearcat Blitz before the game. All current students, alumni, staff, friends, parents, supporters Heck, bring your cousins..... we'd love to see everyone! Invitations have been sent, but if you didn't receive one, let us know and we'll supply details! Reduced price game tickets are available on the web (GO CATS!!!). Again, contact us if you need detailed information about accessing the ticket web-site. We have posted information on InCircle on the Lindner Honors-PLUS group site about the event

and obtaining game tickets also. If you're a UC Alum and you haven't joined InCircle yet, you should! The web address is <https://cincinnati.affinityengine.s.net>. It's free and available to all UC alumni, so join today, and be sure to sign up for the Lindner Honors-PLUS group site.

One more heads up: later this quarter the Lindner Honors-PLUS offices will be moving next door, into what is now the MBA Programs suite. Susan Sadlier and Lee Armstrong (International Programs) will be coming with us! The target date for this is the middle of October, so keep that in mind when you're looking for Donna's candy jar! Take care, and I hope the beginning of your quarter goes well!

Jeri Ricketts

Co-Op of the Month – Ballou Public Relations: Paris, France by: Jessica Young



(View of the tower from the work place)

Through a fellow Lindner Honors-PLUS student, Ashley Vissing, I found out about a co-op position at **Ballou PR**. Upon accepting the job, I flew to France with my life in an over packed suitcase containing *two* season's worth of professional and casual attire, *rusty* French (an understatement at best), no idea where I would stay, and not knowing a single soul in the country. I had no idea what was in store for me... I knew I was embarking upon the experience of a lifetime, but couldn't imagine how life-changing it would be. At 21, living and working as an expat in Paris, among some of the most brilliant minds in the business, who would become both my colleagues and my friends, would leave a permanent mark on my personal and professional life.

Ballou PR, a public relations firm centered in Paris, France, develops and executes international PR plans for clients in technology and biotechnology. In a broad sense, the firm's work can range from educating the public and industry leaders about new, innovative technologies, to strategically positioning a company as a market leader to increase valuation before

an IPO. Whether increasing sales or raising valuations, the PR activities are designed to help clients reach their underlying business plan goals, but the company's niche lies in execution: a diverse team representing the US, France, UK, Germany, and Spain works to help clients break into new foreign markets in a manner catered to the unique business style, current market environment, relevant local issues, cultural ideals and communication styles and nuances of the countries at hand.

My 6 month term at the newly founded **Ballou** was one of exciting growth and change: I witnessed the office triple in size, the client roster multiply, and the agency's influence spread like wildfire among the French entrepreneurial company. New business opportunities were pouring in from all sides and any hope of seeing my first tranquil and uneventful workday disappeared as the office broke into shouts of hysteria, and champagne bottles popped, on April 7th: the agency had just been named the only French nominee for the **2005 Silver Saber Award**, one of the most prestigious in the PR industry.



(Eyeka party, celebrating a new company start-up..Jessica Young on the right)

Needless to say, at such a time of immense growth, there was a great deal of work to be done, and when I joined the team in January, I was one of only six in the office. I immediately became entrusted with incredible work responsibility and was given the opportunity to take on projects that would be reserved for more senior staff in larger firms. As an Assistant Account Coordinator, I helped develop and execute PR strategies for my clients in the US, France, and UK: determining target media, recommending conference strategies (with the aid of the Parisian Chamber of Commerce & Industry), distributing press releases, pitching to journalists, setting up journalist and analyst interviews with clients, briefing the CEOs and CTOs in preparation for their appointments, and compiling status reports to keep them abreast of all PR activities. And this was just the work for my clients! With a new office up and running, I was immediately plunged into everyday French exchange and given the opportunity to familiarize myself with the formalities of conversation and business, as I helped run herd on office administration. With growing HR needs, I helped the office solicit new hires, conduct interviews, and was given the awesome responsibility of managing and training new intern hires— in a foreign language (making for some great lost-in-translation moments!) and bearing in mind cultural differences and engrained learning styles. My final projects allowed me to serve as the liaison between the French and American entities of the company to aid US bookkeeping

Ballou Public Relations: Paris, France, cont.

by: Jessica Young

efforts, and to run head over the first project to present BPR clients with ROI figures for the PR services they receive.

Everyday I was working in a bilingual office, reporting to the management team, and attending team meetings in French where I had a front row seat into the mind of the President as she considered company expansion, new hires, and client strategy... but more than that, I was encouraged to share my input! For added excitement, I was invited to sit in on meetings and conference calls with CEOs and General Partners, and to converse with them one-on-one at networking events.

However, just as rewarding as the work assignments I received, was the company culture I was blessed to work within. I realize what a unique opportunity I had, working in an office with an all-female management team... and an 85% ratio of female to male colleagues. Not only was I guaranteed to have a slew of chocolate available any given day of the week, but it was incredibly empowering to work side-by-side with female directors reporting to a female President. I was able to observe their aggressive work styles in fields predominantly dominated by men (technology and biotechnology), and their adaptation to cultural differences in conducting business, even occasional client preference to interact with men.

Beyond the surface of the team composition was a deeper camaraderie and positive attitude of support prevalent in all interactions between staff members - in and out of the office. I cannot imagine



(quarterly "after work" event, with clients and friends of the company. Jessica in right half of the picture, dressed in brown sweater & boots)

many office environments where staff members connect on such a close and personal level: I was able to spend time with each and every one of my colleague's outside of the office, including weekend trips to Normandy and Geneva with my Directors, castle sight-seeing and the Cannes Film Festival with fellow interns, and lunch and shopping with the President. Every employee birthday was a cause for celebration, and the President even hosted an intern "Going away" dinner at her home on the 7th - on a terrace overlooking the Eiffel Tower.



(l to r: Lucie-Anne Radimsky, co-founder of Ballou PR, and Jessica at dinner in Geneva)

My co-op at **Ballou PR** provided invaluable work experience, an introduction to amazing people, and the opportunity to witness incredible events as I lived everyday life in

Paris: from the routine strikes and protests, to the storming of the Champs-Élysées after the World Cup Semi-Finals. I got a taste for life as an expat, was fully immersed in an incredible culture, and had the experience of a lifetime.

Jessica Young
Class of 2007

Welcome, Class of 2011

by: Donna Fisher

Wednesday, September 20, 2006, will see 25 new Lindner Honors-PLUS students on campus. We are so excited to be able to add this newest class to our current group of outstanding Lindner Honors-PLUS students. Joining us in 2006 will be:

Alex Arroyo
 Thomas Baudentistel
 Nicholas Bikas
 Michael Cullum
 Amy Dulle
 Lance Durbin
 Amy Englert
 Austin Francis
 Dennis Furia
 Anna Geimeier
 Zachary Glutz
 Jennifer Hacker
 Katherine Jansen
 Khalia Jenkins
 Todd Mayberry
 Bridget McDermott
 Rose Meyer
 Benjamin Roemer
 Christine Roof
 Brian Sand
 Max Schneider
 Andrew Smith
 Joseph Vickery
 Stephanie Wenning
 Mark Wood

Upper classmen, please take time to seek out our newest students and welcome them to the program. Remember your freshman year, and what you have learned since then. There is a lot you can do to help ease the transition into University life, by sharing information you have gained over the past year or more.

For our new incoming class, remember that the Lindner Honors-PLUS staff is here to help ease your transition into college life. If there is anything we can do, just stop by and visit us in suite 102 on the first floor. If there is no one seated at the front desk to direct you,

just come directly back to our offices. When you come into the suite, go straight back and turn left. Judy Magazine's office will be on your right, #102D (the first office with a door). My office is directly across from Judy's office on your left (it's the desk with the big candy bucket), and Jeri Rickett's office is right next to my office, #102H.

Judy Magazine is here Monday through Friday from 8:00am until 4:00pm. Since she is your freshman advisor, you will probably meet most with her. You can reach her at judy.magazine@uc.edu or 556-7187.

Since Jeri Ricketts teaches, as well as directs the Lindner Honors-PLUS program, her office hours change a lot. It's easiest to email her at jeri.ricketts@uc.edu or call her at 556-7046 and set up an appointment to see her.

My office hours are: Monday, Wednesday, Thursday & Friday, 7:00am till 6:00pm. I am off on Tuesdays, but check my voice mail from home twice a day, as well as my email. If you have a problem that can't wait until Wednesday, don't hesitate to leave a message and I will get back to you ASAP. You can reach me at donna.fisher@uc.edu or 556-7099.

Scott Gregory's office is in the Undergraduate Programs Office on the first floor, suite 105. You can reach him at scott.gregory@uc.edu or 556-7037.

Scott asked me to give you a couple of reminders at this point: If you have questions about housing, call the Housing office direct at 556-6461. For problems with your **Cincinnatus Scholarships**, call Amy Fontaine at 556-6993. For problems with **Lindner Honors-PLUS Scholarships**, contact Scott at 556-7037.

If you have problems with your class

schedules, call me and see if I can help before you stand in long lines at the One Stop Office. I can't fix everything, but I usually know someone who can! If you don't know where to go or who to ask about anything, stop and see me. I am willing and eager to help in any way I can, and I can direct you to the right person to see. (PLUS, I always have candy on my desk to encourage you to stop and visit with me!) Once again, my direct line is 556-7099.

Please don't hesitate to stop in when you have any problems or if you just need to talk. We really mean it when we say we have an open door policy. We're here to help in any way that we can. We want your college experience to be the best that it can be!

Donna Fisher

Some interesting stats put together about this class by Dan Holthaus, Class of 2010, co-op with the Lindner Honors-PLUS program.

ACT Average: 29
 SAT Average: 1310

20 scored at least a 28 on their ACT
 19 were employed during their Sr. year of HS
 18 had a 3.6 GPA or above
 17 range of high schools from 20M N of Columbus, OH to 20M S of Ohio River
 16 from a graduating class of 250 or more
 15 attended public school & 10 private
 14 held at least one leadership role in one of Their HS activities
 13 in top 5% of their graduating class
 12 scored at least a 1300 on their SAT
 11 Captains of at least one athletic team in HS career.
 10 attended the Counselor Breakfast last year
 9 did not know any of their fellow classmates Until "New Student Orientation"
 8 had over 60 hours community service in HS
 7 were in top ten of their graduating class
 6 scored at least a 1400 on their SAT
 5 are 1st students from their HS in Lindner Honors-PLUS
 4 live more than 100 miles from UC
 3 were in top five of their graduating class
 2 states are represented
 1 was Valedictorian

Tales from Thailand

by: Sarah Harvey

What did you do this summer? Go to the beach? Go shopping? Ride some rollercoaster's at King's Island?

Can you say that you went to the Thai island paradise of Ko Samui? Bargained with a street vendor to get a silk tie down from 200 baht to 80 baht? Or rode an elephant through the jungle?



(Dom Berardi & Lisa Morris take an elephant ride.)

This is how twenty fortunate College of Business students can describe their summers—including myself and fellow Lindner Honors PLUSers Dominic Berardi, Braden Martini, Lisa Morris, Mike Rosier, and Matt Yung. The trip allowed us to complete courses for the International Business integral and taught us about business practices and culture in Thailand. The trip is sponsored annually by the college and includes classes at Chulalongkorn University in Bangkok and visits with local companies and agencies.

We started our adventure with a week in Bangkok. Bangkok is an interesting mix of tall modern buildings, hundreds of cars, street vendors, Buddhist temples and Thai tradition. Our city tour took us to the Grand Palace, the Floating Market, past the Temple of Dawn and into a typical city neighborhood to see local craftsmen. The Grand Palace certainly lives up to its name. The 60 acre complex includes a number of temples and religious structures as well as royal residences. It is also the

home of the famed Emerald Buddha which was much smaller than I had expected and is actually made from jade. Chulalongkorn (Chula) University was also very picturesque and on our campus tour we learned that the university was founded in 1917 by King Rama V and is the largest university in Thailand. The classes that we took at Chula ranged from "How to Market in Thailand" to anti-globalization views from a NGO known as Focus on the Global South. Though we were being introduced to views and topics very unfamiliar to us, we really felt that we were truly broadening our perspectives, learning, and realizing how other people might think differently from us.



(Group of students outside the Grand Palace.)

In addition to lectures on campus, we visited a number of companies and agencies in the city. On our visit to the US Embassy we learned the significance of the Free Trade Agreement currently being negotiated between Thailand and the US. We visited a non-profit organization that serves the slum area near Bangkok's port and were shocked and humbled to see the conditions residents live in yet amazed that they would rather improve the area than move out of it.

Our second destination in Thailand was Chiang Mai, considered to be the cultural center of the country. The city is beautifully nestled in the mountains. Our hotel was conveniently located on the edge of the city's night market giving us all ample opportunity to

perfect our bargaining techniques. At our company visits we gained an appreciation for the relationship between companies and employees. For instance, at the Orchid Jade Company we learned that the company owners accepted lower profits in order to not have to lay off any employees during the 1997 crisis. We also talked with local business owners about the difficulties and advantages of starting a business in Thailand. A visit to the Thailand Board of Investment showed us what incentives and aides are available from the government to entrepreneurs.

We also were able to study the "Eco-tourism Industry in Thailand" while we were in Chiang Mai. During our day at the Maentang Elephant Park, we first saw an elephant show. I don't know who knows who first decided to train elephants, but they can do some amazing things. One was playing basketball and two of them painted pictures (yes painted... one was flowers with a heart and the word "love" and another one was just flowers.) We rode in ox-carts through the mountains up to where we started our elephant ride. We were probably riding on them through the Thai jungle for a good hour or so. After lunch we had a raft ride down the river. The raft was made out of bamboo and not water tight! My raft was light enough but the raft with 5 of the guys on it sat just a little bit under the water in the middle so they got their feet wet!



(Mike Rosier steers the river raft)

Tales from Thailand

by: Sarah Harvey

The third city we visited was Chiang Rai. Chiang Rai is in northern Thailand near the border with Laos and Myanmar. We were able to visit Laos for a few hours and learned about the impact a new highway connecting the area to China will have on the Thai economy. We also learned about the “Sufficiency Economy” promoted by the king of Thailand which advocates earning enough money to be comfortable but not more than needed. We talked to the owners of The Fruit House, a family run dried fruit company. They were particularly fascinating because they kept saying how they have so many more people that want to buy from them than they have capacity, but they don't want to expand because they feel they already have enough money. They even stopped advertising because it was too effective. Completely different mentality than the US, I can tell you that much!



(Sarah Harvey and village woman in traditional tribal dress.)

The final destination of the trip was Ko Samui, an island on the Gulf side of the country which used to be a coconut plantation. We all worked to get our final journals and presentations done so we could enjoy lying on the beach and sitting by the pool. Our resort was amazing, with little bungalows literally right on the beach. It was the perfect way to end any school trip!

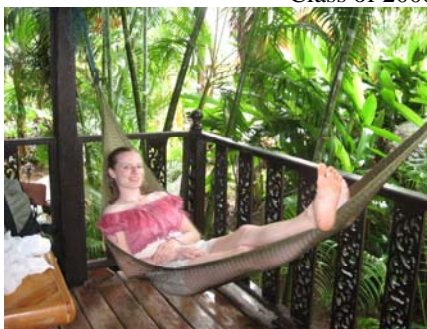


(Sarah Harvey having breakfast at Ko Samui)

Our trip to Thailand was unquestionably life changing for all of us. We were able to learn so much more than we would have just as tourists because we had the opportunity to talk with Thai people and learn not only about the business environment but the culture that affects it. We learned not only that there are different viewpoints out there but we learned to understand why those views were different. It is such a beautiful country and it is fascinating because it is still on the road to being developed. I actually hope that it never gets to be like the West, it would lose part of its charm, I think.

If you would like to read more detail about our trip, you can find portions of my journals from the trip on the College of Business website at <http://www.business.uc.edu/global/undergrad/thailand/journals>.

Sarah Harvey
Class of 2008



(Sarah , relaxing at Ko Samui)

Items of Interest

From Susan Kayser, Class of 2010:

As most of you know by now, ALS is a terrible disease. It has no cure and it is impossible to deal with on your own. My mom was diagnosed with ALS the summer after my sophomore year in high school. All of you were there for me when she passed away this last Fall Quarter, despite the fact that I barely knew some of you. I don't think I let any of you know how much your support helped me – thank you for everything.

However, there are still hundreds of families who are dealing with ALS that still need our help and support. For those people, the ALS Association is crucial. They get the help they need to carry on with their lives from support meetings and the loving people there. One woman in particular, Pinky, from ALSA, often came down to my house to check on mom, and make sure she had everything she needed. Pinky eventually became one of mom's good friends.

This is the third year Team Kayser & Co. will be fighting ALS together in the Walk to D'Feet ALS, but it is the first year we will be walking without my mom. Last year our team had about 50 members and rose over \$4,000, and I know we will be

able to raise at least \$6,000 this year. To join the team cut and past the following address into your browser: http://web.alsa.org/site/TR?pg=teamlst&fr_id=1530 and click Join Team, next to Team "Kayser & Co."

This year the walk will take place on Sunday, September 24th, which is the first Sunday after school starts. It's at Winton Woods, again, and registration begins at 9AM.

If you have any questions or can't walk yourself, but would like to sponsor us in the walk, just email me at kaysersa@email.uc.edu, or call my cell 582-9863.

Thanks,
Susan Kayser
Class of 2010

Did you know: Don Hunter, Class of 2008, recently won 3rd place in a photo contest in the Travel Section of the Enquirer? It was a night photo of the Eiffel Tower in Paris, looking up from the base of the tower. Great shot!

Alumni News

Jay Hummel, Class of 2003, was chosen in July to be one of the *Business Courier's* "40 under 40", for 2006. This award honors the most promising leaders in Cincinnati under the age of 40.

True Treanor, Class of 2005, announced that he and his wife, Stephanie, recently celebrated the birth of their daughter, *Praise Gwen Treanor*. She was born on June 17, 2006, weighing in at 7lbs 4 oz. The week after her birth, True started his new job as a Federal Investigator for the U.S. Department of Labor. He investigates reports of pension plan and health care plan fraud.

Nancy Gannon, Class of 2007, graduated early this August, and is going to enjoy spending some time traveling with her family for a few months. She has been offered full time employment with Procter & Gamble as an assistant brand manager with North American Baby Care. She'll start with them in January.

Beth Granger, Class of 2005, recently got engaged to Nick Woebkenberg, 2005 CoB graduate. No date has been chosen for the wedding to date.

Cynthia Huang, Class of 2005, recently got engaged to Matt Nesbitt, 2005 UC Engineering grad. No date has been chosen for the wedding to date.

Sept. Birthdays

Nick Bikas	Sept. 9th
Aaron Schmidt	Sept. 10th
Scott Gregory	Sept. 15 th
Dominic Berardi	Sept. 16 th
Allison Burns	Sept. 17 th
Doug Cushman	Sept. 21 st
Brian Macke	Sept. 22 nd
Austin Flint	Sept. 26 th
Stefanie Dressler	Sept. 26 th
Christina Roof	Sept. 27 th
Austin Francis	Sept. 30th
Alex Huang	Sept. 30th

Oct. Birthdays

Kristen Schroeder	Oct. 3rd
Ryan Rosensweig	Oct. 3 rd
Devon Steelman	Oct. 4 th
Kathryn Crumley	Oct. 4 th
Evan Clinkenbeard	Oct. 8 th
Stanley Wells, Jr.	Oct. 12 th
Dustin Alvey	Oct. 15 th
Chris Simendinger	Oct. 18 th
Lance Durbin	Oct. 18 th
TJ Murphy	Oct. 21 st
Rebecca Cook	Oct. 25 th
Anne Seitz	Oct. 26 th
Adam Curley	Oct. 27 th
Maxwell Bauer-Nilsen	Oct. 27 th
Jay Johnston	Oct. 28 th
Zach Chaney	Oct. 29 th
Kyle Snider	Oct. 30th

