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University of Cincinnati
College of Business



From The Director

"Everyone comes to a point in their life, whether they are in school, seeking a career, or developing relationships, where they become aware of the need for professional etiquette, or manners, in society." (article on page 3)

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Hi Everyone!

Another quarter draws to a close, and as always, winter quarter has been especially busy here in the Lindner Honors-PLUS office. Two major events take place during winter quarter: the summer placement process for our freshmen, and the selection of next year's Lindner Honors-PLUS freshman class.

As everyone connected with our program knows, Judy Magazine (Assistant Director) does a phenomenal job with freshman placements. All 25 students were placed in great jobs this coming summer, and the comments coming back from the recruiters who participated in the interview process were uniformly positive. To prepare for the interviews our freshmen are given classroom instruction in interviewing skills and professional presentation, feedback on their resumes, and as final preparation, they all participate in mock interviews with HR people from the Greater Cincinnati business community. All of their hard work (and Judy's!) pays off with great feedback from the employers and tremendous work experience opportunities for them in the summer following freshman year. No life guarding or flipping burgers for our freshmen – they're off to test themselves in jobs geared toward their future career interests.

Scott Gregory (Director of Enrollment for the College of Business) and I recently concluded our interviews of high school seniors who applied for the Lindner Honors-PLUS Program. Each year the pool of applicants gets larger and better qualified, and our job gets more difficult. This year we were assisted by several donors and recent alumni, and also by current students who spoke informally with the candidates, arranged a dorm tour, and took them to lunch at MarketPointe – one of the campus eating establishments. Feedback from donors, alumni and current students is weighed seriously in our acceptance decisions, and next year's freshman class looks very promising.

Everyone who attended the annual Business Achievement Awards Banquet on March 1 (sponsored by the College of Business Alumni Association) was impressed by the facilities at Great Hall in Tangeman University Center, and by Jay Hummel, a 2003 graduate of our program who was one of the speakers. Jay gave a heartfelt speech on the theme "Leadership is Local" encouraging everyone to give back to the Greater Cincinnati community, and tout the successes of UC and the College of Business to the people they meet. Jay's conviction and commitment to Cincinnati and the college set the bar for all of

us.

We are also anxiously awaiting the selection process for several college-wide and campus-wide awards that our students are vying for, including the college Spirit of Community Award, and university-wide awards including C-Ring (outstanding senior woman), Mr. Bearcat (outstanding senior man), and the Presidential Leadership Medal awardees. Good luck to all of our students who are nominees for these prestigious awards! I'm so proud of all of you.

Reviewing my most recent list, it looks like most of our seniors have accepted placements post-graduation, although there are some great students still interviewing and weighing their options. Our senior resume book will be mailed out in April showcasing the accomplishments of this year's senior class. Look for it in the mail, or if you're not on our mailing list and would like to receive one, just let us know and we'll be happy to send one to you.

As the sun hits your face and the warmth seeps in, let's all count our blessings and be thankful that we get another spring! Best wishes from all of us here in the Lindner Honors-PLUS office!

Jeri Ricketts

Freshman MSP Class – Graeters

by: Anna Geimeier & Stephanie



(Alex Glutz, Katie Jansen, Joe Vickery & Amy Dulle enjoying a sampling.)

Since the beginning of fall quarter, the freshman Lindner Honors-PLUS students have been working with business liaison, Chip Graeter, through their Management Skills Practicum (MSP) course taught by Professor Mary Gorman. Chip Graeter, the CEO of Graeters' Ice Cream, met with the students several times during fall and winter quarter to answer questions and give information about Graeter's to our students. To conclude the liaison sessions, Chip Graeter invited all of the students to visit the Graeters' factory on Reading Road to gain a better understanding of how his business is operated and to experience the family-owned atmosphere of Graeter's. Students arrived early in the day on Friday February 9th and Chip greeted them with coffee and pastries from the Graeter's bakery.

Next, Chip led everyone on a tour of the factory, complete with samples along the way—some students were able to assist in the production of ice cream and chocolate bunnies.

Students witnessed Graeter's famous French pot process and the hand making of all their candies, pastries, and baked goods. The morning was enjoyable for all and the students were extremely appreciative of

Chip's kindness.

Anna Geimeier
Class of 2011



(Anna Geimeier making chocolate bunnies)



(Nick Bikas making chocolate bunnies.)

Following this amazing tour the students went straight to work on the poster and apprentice projects. The Apprentice group came up with a company called Bearcat Gaming. Bearcat Gaming was a service provided to all students on campus. These services included video games for the PS2, Xbox 360, and the Nintendo WI, as well as provided opportunities for campus tournaments with cash prizes. The apprentice group put quite a deal of work into this student run business. They took into consideration every aspect of the business and met with campus personnel to make sure their use

of areas such as resident's halls for the drop boxes were allowed. This well developed business earned the group very high marks and a very feasible business if they would ever want to start such a thing.

The poster group, soon after began work on the Graeter's themed poster. The poster was to provide information on the company from products to history, as well as competitors, target markets, menu items, changes in technology and challenges in the company. Also unlike past poster projects nothing could be done on poster-sized paper and transferred onto the poster, for example things printed at Kinko's, or DAAP. This provided a new challenge for the group who had to be a little more creative than what is normally required. After a lot of hard work and one very long night the poster turned out great. The poster took 2nd place in the competition and reception held on Wednesday, March 7th. All in all the freshman students gained a lot of valuable experience from these projects. They were a great ending to the Management Skills Practicum series.

Stephanie Wenning
Class of 2011



(l to r: Rose Meyer, Austin Francis, Katie Jansen, Jennifer Hacker, Joe Vickery, Amy Englert, Stephanie Wenning, Tom Baudendistel, Ben Roemer & Brian Sand)

Manners Please.....

by: Michelle Matthews



(Sophomore class with LisaMarie Luccioni & Donna Fisher at the Cincinnatian)

“Manners are of more importance than laws. Manners are what vex or soothe, corrupt or purify, exalt or debase, barbarize or refine us, by a constant, steady, uniform, insensible operation, like that of the air we breathe in,” as once stated by the 18th century philosopher Edmund Burke. Everyone comes to a point in their life, whether they are in school, seeking a career, or developing relationships, where they become aware of the need for professional etiquette, or manners, in society. We must learn how to “present a more polished image of ourselves,” whether we are “being interviewed during a meal, hosting a dinner ourselves, or networking at a business cocktail event,” according to LisaMarie Luccioni, Professor of Communications in Arts & Sciences.

As a student in the College of Business, one of the many challenges I am beginning to face, along with my colleagues, is the social concept of professional etiquette. Fortunately, there is a class provided by Prof. LisaMarie Luccioni that addresses this topic. On Friday, January 30th, my sophomore class and I were privileged to take this class in a seminar form. The class lasted

about three hours in Lindner Hall. Everyone brought food to share; salads, fruit, brownies, cookies, and even Ramundo’s pizza compliments of Neil Black and Andy Rahe. It was an informal and highly enjoyable afternoon with our class and LisaMarie.



(In classroom)

The topics covered included the proper way to set a knife on a plate at the dinner table, to the proper way to introduce associates and colleagues. We started off with the basics, learning the proper way to take a seat, place the napkin on your lap, and begin eating. We continued learning about how to politely leave the table, how to place your silverware on your plate to signal that you are finished, and how to properly pay for the meal should you be the host. After an afternoon of delicious food and a full discussion of etiquette, we were ready for a weekend to digest the information and then put it into practice.

On Monday evening, our class was privileged to attend The Palace Restaurant at the Cincinnatian, a renowned restaurant in downtown Cincinnati, owned by Carl Lindner. We arrived in our business attire, dressed warmly for such a chilly night, and were formally greeted by LisaMarie. We also had the pleasure of sharing the evening’s festivities

with LisaMarie’s good friend and colleague, Kris Tabor, along with Donna Fisher, who was a tremendous help in organizing the dinner.

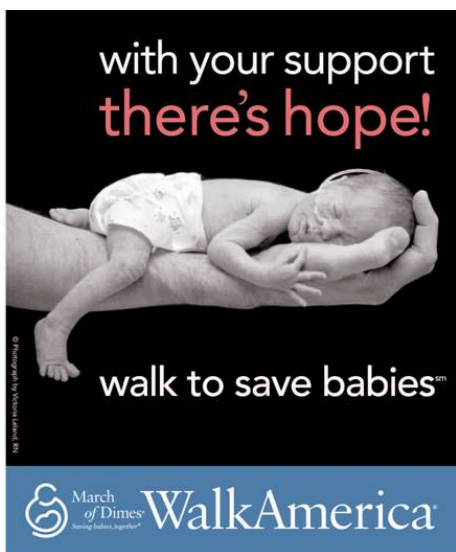
Our meal was spectacular. We started off with amuse bouche, a small appetizer, followed by a salad with warm bread and butter. After this, we were given an “intermezzo,” which is a sorbet meant to cleanse the palette between courses. The entrée was next on the menu, consisting of a delicious stuffed chicken breast with potatoes and vegetables. For this course, I had the pleasure of conversing with LisaMarie at our table, as she moved from table to table between courses. She told me that, “from a personal perspective, it’s always a pleasure to speak with the students outside of our normal college “classroom” environment. I discover even more about your personal lives and I am always charmed by that. Besides, when you are all dressed in your business finery, I feel like I’m in the presence of our future American leaders. And certainly, I’m all about eating good food!”

Finally, dessert arrived, which was a beautiful crème brulee. Last but not least, we were offered a choice of coffee or tea with our dessert. It was a delightful evening with our classmates, LisaMarie, Ms. Tabor, and Donna Fisher. I am certain that all of us are prepared for our future endeavors in the professional business world.

Michelle Matthews
Class of 2010

Walk America – March of Dimes Event

By: Jennifer Schuster



Every year, half a million babies in the U.S. are born prematurely. Premature birth is the leading cause of newborn death and many life long disabilities. The *March of Dimes* mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality.

Over the years The University of Cincinnati has been a strong supporter of **WalkAmerica** through the various teams and organizations that register for the walk. Last year, UC was recognized as a Top 10 walk team!

As the youth member of our local Board of Directors it's my goal to increase awareness of the *March of Dimes* and our cause to youth

across the city. As such, I encourage all of you to register with an existing team or get a group of family and friends together and create your own.

This year the Cincinnati/N. Ky **WalkAmerica** is on **Sunday, April 29th** at **Sawyer Point**. Registration opens at 8:00am and the walk begins at 9:00am.

The funds we raise in **WalkAmerica** support research that saves babies' lives. Join me in the fight against prematurity by registering for your local **WalkAmerica** or donating to the cause by sponsoring the walk.

For more information go to www.walkamerica.org or www.marchofdimes.com

If you have any questions feel free to contact me.

Thanks!
Jen Schuster

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Alumni News

Raqule White, Class of 2003, recently got engaged to Scott Crawley. They have set a wedding date for September 1, 2007.



Brent Sterling, Class of 2006, and his wife Erin, just had a baby boy on January 3, 2007. Meet Colton Robert Sterling! He weighed in at 6lbs, 7oz, and was 19.5 inches long. Brent, Erin & Colton are all doing great.

Bethanie Butcher, Class of 2003, has been working the last 3 years for Procter & Gamble in Moscow, Russia. She was recently transferred to P&G in Geneva, Switzerland.

Items of Interest

Jay Radley, Class of 2009, was tapped and initiated into Omicron Delta Kappa Leadership Honorary.

Ryan Rosensweig, Class of 2009, was tapped and initiated into Omicron Delta Kappa Leadership Honorary.

Kristy Welch, Class of 2008, was tapped and initiated into Omicron Delta Kappa Leadership Honorary.

Jen Schuster, Class of 2008, was tapped and initiated into Omicron Delta Kappa Leadership Honorary.

Evan Clinkenbeard, Class of 2010, was nominated and elected for two positions on campus in relation to his college major, Finance. He now occupies an "at-large seat" in SACUB (Student Advisory Committee on the University Budget). The committee determines how to allocate the general fee and works out that budget. He is also the new VP of Finance for the Interfraternity Council and Campus Relations Chairman for Sigma Chi Fraternity.

Jason Ballas, Class of 2009, was recently elected VP of Sigma Chi Fraternity.

Nicole Murphy, Class of 2010, was

elected Treasurer for Kappa Kappa Gamma.

Ben Hoyer, Class of 2010, was recently elected Public Relations Chairman for Sigma Chi Fraternity.

Kyle Snider, Class of 2010, was elected Fundraising Chair for Sigma Chi Fraternity.

Newly initiated Sigma Chi's are:

Todd Mayberry, Class of 2011 was initiated at the end of spring quarter.

Nick Bikas, Class of 2011, and **Mike Cullum**, Class of 2011, will be initiated into Sigma Chi at the end of spring quarter.

Danny Larsen, Class of 2010, was elected VP of programming for the Inter-Fraternity Council.

Tom Baudendistel, Class of 2011, was recently elected VP of Communications for the Inter-Fraternity Council.

Tori Sunderman, Class of 2010, was elected VP of Organization for Kappa Kappa Gamma.

Mark Wood & **Alex Glutz**, Class of

2011, were accepted onto SAB (**Student Activities Board**)

Brad Stephens, Class of 2010, was elected to Student Body Senate.

Jay Radley, Class of 2009, is running for Student Body President (don't forget to vote for him!)



Team "**Boozie Chuggins**" won the co-ed basketball intramural championship last week. The team included Lindner Honors-PLUS students: Jeff Brawand, Katie Paulin, Neil Black & Tony DeBlasio.

Jordan Brewer, Class of 2010, **Alex Huang**, and **Ryan Rosensweig**, class of 2009, placed third in the Men of METRO & Women of CWEST Talent Show with their A Cappella group DIY.

March Birthdays

Jaime Meyer
Carolyn Hoffman
Michelle Matthews
Jennifer Schuster
Amy Dulle
Kristy Welch
Ashley Vissing

March 1st
March 5th
March 5th
March 10th
March 21st
March 22nd
March 31st

April Birthdays

Kyle Dragan
Abby Hunter
Sarah Kurtz
Chris Frericks
Alex Petre
Katie Jansen
Carl H. Lindner
Ben Hoyer
Jay Radley
Khalia Jenkins
Kelly Collins

April 1st
April 12th
April 12th
April 13th
April 19th
April 20th
April 22nd
April 23rd
April 24th
April 26th
April 30th

