

# NEBRASKA<sup>o</sup> Business

An Electronic Magazine for Alumni and Friends of the College of Business Administration

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Inspire, enable, train, facilitate, and connect describes the mission behind the Conference.

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Not a group that misses an opportunity, the Students in Free Enterprise (SIFE) heard laments by their classmates, faculty, and staff members at the College of Business Administration and responded.

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The winners of the Nebraska state competition of the Future Problem Solving Program had a problem and turned to Associate Dean, Gordon Karels, as the solution.

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# Reaching out to the State of Nebraska

## Economic Education

“We believe that students should develop economic ways of thinking and problem solving that they can use in their lives as consumers, savers, investors, members of the workforce, responsible citizens, and effective participants in a global economy.”

Roger Atwood  
President, Nebraska Council for  
Economic Education

William B. Walstad  
Director, National Center for Research  
in Economic Education

Tammie Fischer  
Director for the Center of Economic  
Education



Few programs at any university can claim to personally impact over 1600 primary and secondary active teachers per year. That is the number who takes advantage of the training provided by the Nebraska Council on Economic Education, according to Roger E. Atwood, President of the Nebraska Council on Economic Education. Atwood oversees the activities of the five regional Centers for Economic Education.

In 1963, university, civic, and business leaders saw a need to improve economic literacy in the state for all its citizens. To fill the need, the three groups worked together to form the Nebraska Council of Economic Education at the College of Business Administration, as well as five centers for Economic Education located at UNL, UNO, UNK, Wayne State College, and Chadron State College. The Nebraska Council is among the top five state councils in the nation. The major strength of the program is its comprehensive approach to economic education that provides teaching, research, and service at all levels of education.

By 1984, the UNL Center for Economic Education had developed such a strong research reputation nationally, that the National Center for Research in Economic Education was established here. The National

Center serves as the specialized center for research and evaluation for the economic education network of 48 state councils and 275 college and university centers for economic education. It also serves as the information clearing house and press relations center for the American Economics Association.

Bill Walstad is an internationally known expert in the field of economic education. He is the Associate Editor of the Journal of Economic Education, and the Chair of the Committee on Economic Education of the American Economics Association. Walstad is responsible for the development of the widely used "Test for Economic Literacy." The test has been translated into 20 languages. The National Center undertakes research projects that advance the understanding of economic literacy and conducts evaluations of the programs. The National Center also provides opportunities for graduate students who are pursuing a Ph.D. in economics to specialize in economic education.

Walstad is also active in researching the effects of economic education in the former Soviet Union, and is co-editing a book on the topic called Reforming Economics and Economics Teaching in the Transition Economies.

Roger Atwood directs the Nebraska Council for Economic Education. A Board of Directors selected from the three areas of business, state education, and the legislature governs the Council. Atwood coordinates the five centers within the state. His primary role is to direct programming that will strengthen economic education in the state.

Atwood coordinates the statewide effort to train kindergarten through twelfth grade teachers. The increased awareness of the value of teaching economic theory is evidenced in the Omaha Public School system, where economics is now a graduation requirement, and a new elementary magnet school has opened which focuses on math and economics.

Many of the businesses in the state provide scholarships for these teachers to attend the summer workshops. In 2002, Blue Cross Blue Shield pledged \$10,000 per year for ten years in memory of Richard Guffey, the company's long time chairman and CEO, to establish the Richard L. Guffey Memorial Scholarship Program.

As Director of the Southeast Nebraska Region for Economic Education, Dr. Tammie Fischer is in the forefront of curriculum development for the entire state. In 2001, the course of study was called "Nebraska and the World." In 2002, the study was "Nebraska's Entrepreneurs: Creating Your Own Careers." When preparing a curriculum, Fischer prepares study guides for social studies teachers for several grade levels, provides training for the teachers in the curriculum, and is available for support.

Fischer coordinates the statewide Economics Challenge for high school

Fischer coordinates the statewide Economics Challenge for high school juniors and seniors. The student teams compete in areas of microeconomics, macroeconomics, international economics, and current economic events. High schools can send one team to compete in each division, and the statewide winners advance to the regional level competition. In the fall of each year, over 250 students from 19 high schools attend the UNL "Economics Day for Students." The students spend the morning discussing economic theory with the economics faculty, then spend the remainder of the day touring the campus and getting a real introduction to the college experience. Fischer is a consultant for the State Department of Education and is instrumental in setting standards for social studies and history in the public school system. She is also a regional judge for the National Teacher Awards.



Who wouldn't be a smarter investor? For the last 20 years students from fourth to twelfth grades have been able to team up and play the Stock Market Game, sponsored by the Securities Industry Foundation for Economic Education. In Nebraska, Sue Crisper coordinates the statewide contest and several of our leading companies provide local sponsorship. Teams of four to six students team up and play the market. They are provided with hypothetical start-up capital of \$100,000 and over the course of ten weeks can invest in NASDAQ, AMEX, or NYSE. Last year over 1,000 teams played the game.



# InfoUSA Heartland Free Enterprise Conference

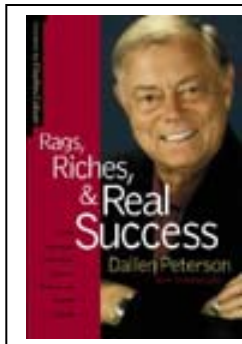
Windows of Entrepreneurial Opportunity

The 2003 *infoUSA* Heartland Free Enterprise Conference, “Windows of Entrepreneurial Opportunity,” was an unprecedented success. Five nationally known keynote speakers anchored the two-day event. Following the speeches, participants could then attend a variety of small seminars delving into the topic of the day.

“The Supporting Cast Makes all the Difference” was the topic of James A. Ricketts, Executive Vice President of Ameritrade Holding Company. Ameritrade is a pioneer in the online brokerage industry with a 27-year history of providing clients a self-directed approach to investment services. The Company, through its Private Client and Institutional Client divisions, provides tiered levels of brokerage products and services tailored to meet the varying investing, trading and execution needs of individual investors, financial institutions and corporations. Ameritrade's landmark merger with Datek Online Holdings Corp. combines the client service, technology, products and innovation of both companies to bring enhanced value to its clients and shareholders.



Seminars that followed Jim Ricketts covered many issues pertaining to human resource issues, communications, and ESOPs, as well as topics relevant to business start-ups in the state of Nebraska. Ricketts monitored a panel presentation by Ameritrade top executives on “Product Life Cycle, Taking an Idea from Inception Through Implementation.” Anne L. Nelson, Sr. Vice President of Ameritrade presented a seminar on “How Ameritrade Uses Integrated Communications.”



“Ethics and Entrepreneurship” was the subject of keynote speaker, Dallen Peterson, Founder and President of Merry Maids Corporation. In 1979, Peterson and his wife, Glennis cleaned their first house as a professional cleaning team. The house was so dirty, they had to use snow shovels. Six months later the Petersons hired their first employee and the business mushroomed. Within a year the first franchises were offered and eight years later, Merry Maids had 425 franchise locations. In 1988, ServiceMaster bought Merry Maids and the expansion into international markets was launched with the first in the United Kingdom, then Japan, Canada, Denmark, Chile, and Hong Kong followed.

Peterson is a member of the Board of Directors of ServiceMaster, and as a result of the corporate scandals of the past year, fiduciary responsibilities have never been greater. His talk centered on corporate fiscal and ethical responsibility to customers, employees, and stockholders.

Following his talk, Peterson took part in a panel discussion on the viability of franchising with Don Everett of Runza, Steve Fisher of Schlotzski's, Sean Wieting of Samurai Sam's Teriyaki Grill, and Paul Hogan of Home Instead Senior Care.



“Overcoming Obstacles and Objections to Change” was presented by the man responsible for the hub system of American Airlines in Dallas, Texas. Mel Olsen, now retired Vice-President of American Airlines related his story and the philosophy behind the successful hub system and route development in the airline industry. Olsen is now involved with a start-up venture in marketing solutions for business process automation, “IM CENTRIC.”

Seminar topics relating to Olsen’s talk included funding development, and effective planning.



James Clifton, CEO of The Gallup Organization, presented a luncheon speech on “Gallup Polls on Entrepreneurship.” According to Clifton, “so goes entrepreneurship...so goes the quality of jobs of all Nebraskans. The University has to continue to birth the next generation of startups that explode and create millions of dollars of wealth and jobs and they will come in two human talent forms...rare entrepreneurs and rare innovators.”

Following Clifton’s speech, the seminars focused on marketing and managing start-up ventures.



Wrapping up the Conference was a special appearance by Congressman Tom Osborne, who spoke on his new appointment as Vice-Chairman of the House Agriculture’s Subcommittee on Conservation, Credit, Rural Development and Research. Congressman Osborne said, “This subcommittee has a huge impact on legislation important to agriculture in Nebraska. As Vice-Chairman, I expect to play an even more active role in shaping rural development programs, such as future value added agriculture programs that could be helpful to farmers in the Third District.” Osborne went on to talk about the Nebraska Rural Initiatives Project, which is a coordinated approach between the university, local, state, and federal governments, communities, businesses, agriculture, and nonprofit organizations to stabilize and enhance the economy and quality of life in non-metropolitan Nebraska. New product development, business transfer, and technology transfer to assist in diversifying the rural economy will also be emphasized.

# Business Plan Competitions

## The Winners

### **Alice Dittman/Cornhusker Bank All College Business Plan Competition**

Seven undergraduate and six graduate teams competed this year in the Alice Dittman competition. Contestants are selected from the University of Nebraska – Lincoln campus. One winner from each category was chosen and the winners receive \$1,000 cash prize.

#### **Graduate Winner**

**John C. Mohn, Jr.**

#### **Honey-Do, Inc.**

For those who have had it with household chores, call Honey-Do, Inc. (HDI), a full service provider. The answer for today's fix-it problems for millions of home and business owners who lack the necessary time, skill, or desire required for these tasks. HDI will be based in Omaha.

#### **Undergraduate Winner**

**Suzanne M. Minarick**

#### **Sunshine Butte Family Medical Clinic, LLC**

For the doctor who loves to practice medicine, but loathes the attendant administrative and personnel issues. Sunshine Butte Family Medical Clinic, LLC is a model for a medical practice that allows physicians to provide patient care in a facility already designed, staffed, and equipped.

### **The Donald Duncan/Duncan Aviation International Undergraduate Business Plan Competition**

Jean W. Shackelford from Houston Community College received the \$7,500 first place prize from Dean Cynthia Milligan. Horizon Horse is designed to be a horse training and sales facility supplying young, well-trained thoroughbreds.

#### **InfoUSA International Graduate Business Plan Competition**

First place winner, Julie Feickert, from the University of Portland accepted her first place prize of \$10,000 from Dean Cynthia Milligan and the Director of the Center for Entrepreneurship, Dr. Terry Sebora. Urban Paws is designed for the dog lover living in an urban environment. The company will provide dog daycare and other complementary services to those dog owners.



# 2003 Nebraska Distinguished Entrepreneur Awards

The 2003 Nebraska Distinguished Entrepreneur Awards were presented at the *infoUSA* Heartland Free Enterprise Conference.

## **Jim Blackburn & Jennifer Blackburn Blackburn Manufacturing Company**

Have you ever wondered where those small flags that are used to mark power lines, water lines, underground wiring and a multitude of other in-ground dangers come from? Now you know. Founded in 1953 by E.A. "Bud" Blackburn, Blackburn Manufacturing is the leader in marking terrain industry, selling their products around the globe. Jim Blackburn, second generation President and CEO has grown the company to 60 employees in two locations, and expanded the product line to a variety of marking and safety equipment. Jennifer Blackburn, daughter of Jim, will become President/CEO when her father retires. The family is a strong community supporter in Neligh and Antelope County, including Antelope Memorial Hospital, Chamber Board of Directors, and the Neligh-Oakdale Education Foundation.

## **James Clifton The Gallup Organization**

Jim Clifton began his career in Lincoln in 1977 with a marketing research company with a \$5,000 loan from Union Bank. In his first year of business he billed \$80,000 in total sales. The Gallup Organization merged with SRI® (Selection Research, Inc.) of Lincoln, Nebraska, and James Clifton became CEO. Over the next decade, the company grew ten-fold in business volume, while expanding into 28 foreign countries. Gallup was on the leading edge of research into tracking and measuring customer satisfaction, customer approval, and customer loyalty. These efforts contributed to the largest period of growth in the company's history. A partnership with CNN and USA Today was formed in 1992 to expose the public to more accurate, frequent, and comprehensive polling results.

## The Daily Drip

### An eye opening business



Not a group that misses an opportunity, the Students in Free Enterprise (SIFE) heard laments by their classmates, faculty, and staff members at the College of Business Administration and responded. Last fall the snack facility managed by the Nebraska Union closed, leaving only vending machines in the building. The SIFE group, led by President, Ross McDermitt presented a business plan to the Nebraska Center for Entrepreneurship director, Dr. Terry Seboria to open a snack facility to fill the void. The Daily Drip, a coffee and snack bar opened in the courtyard area of the building in February.

As with any business, SIFE has to locate capital, develop a product line, project sales, and staff the store. Capitalization was provided by a loan from the SIFE treasury and personal loans from McDermitt and Grabner. The group developed a product line of premier offerings by local merchants of morning pastries, gourmet coffee, and sandwiches from Mr. Goodcents, a business developed through the Center for Entrepreneurship.

A few glitches occurred the first week, such as; more students eat sandwiches on Tuesdays and Thursdays, it is important to look at the events calendar for the College before ordering stock, and although Ross loves gooey pastries, most customers love basic glazed donuts. The University of Nebraska uses a debit card system campus wide, but because of the cost of the machine, SIFE decided to opt out of the system. After the first few days, discovered that they were losing considerable business by students who carried no cash. Within two weeks of opening, a used machine was located and operating at the Daily Drip.

SIFE also directs two other businesses, gift shops in the State Museum of Natural History at Morrill Hall, and in the State Capitol building.

## Future Problem Solvers

Or, how 24 Aurora  
Students found a solution



Chancellor Harvey Perlman explains intellectual property rights laws to the students from Aurora Public Schools.

The winners of the Nebraska state competition of the Future Problem Solving Program had a problem. The topic they chose for the FTSP International Competition was on the impact of the explosion of on-line services on traditional businesses and employment and the future of e-commerce. Where could they get some quality coaching on their subject matter to make them competitive at the International Competition? The students from Aurora High School called upon Associate Dean Gordon Karels as the solution to the problem. 24 students arrived at 8:30 in the morning and were exposed to some of the best teachers the University has to offer. In a three-hour period they heard from six experts in the field of on-line services and businesses, including the Chancellor of the University, Harvey Perlman, on the topic of Intellectual Property Rights Law.

The session paid off when student Megan Emahizer won first place in the Individual Problem Solving competition (Senior Division).

# News of the College

## U.S. Naval Academy Leadership Conference



D'vee Buss, Midshipman 1/C Scott Scherer, Jesse Whidden, Jocelyn Robertshaw, Blake Anderson, Mandy Adams, Nick Kepler, Camilo Ramirez

Seven outstanding College of Business Administration students and Assistant Dean D'vee Buss attended the United States Naval Academy Leadership Conference, January 15-17, 2003 at Annapolis, Maryland. Students from such institutions as the U.S. Naval Academy, U.S. Air Force Academy, U.S. Coast Guard Academy, U.S. Merchant Marine Academy, Duke University, MIT, Stanford, and Boston College were invited to participate in the conference.

The theme for the 2003 conference was "Building and Leading Teams." The conference brings together the best minds in the practice and study of leadership to exchange ideas, experiences, and methods with military and civilian students. Speakers such as Marcus Buckingham of The Gallup Organization, Mr. Rodrigo Jordan, a world-class mountaineering expedition leader, and team building exercises filled the conference.



# News of the College

## Student News



Junior Marketing major, Emily Chen, received the Nebraska Business Hall of Fame Jack Swarz Scholarship.

Four Undergraduate finance majors, Scott Cederberg, Ethan Cleveland, Elizabeth Moorhouse, Kim Steventon, and one MBA student, Gagandeep Bakshi, have been nominated for the AIMR® 2003 Student Scholarship Program.



Ashley Davis has founded a new student organization, Students for Responsible Business. The group has already had its first event, an essay contest for high school students on ethical behavior. Co-sponsored by Students in Free Enterprise, the winner received scholarship money from the SIFE scholarship fund.



Megan Spilinek, senior business administration major, received the Truman Scholarship for graduate study in law, which recognizes her commitment to public service. Megan is one of 76 selected from among 635 students. She is the 11<sup>th</sup> UNL student to win the Truman Scholarship.

The UNL student Chapter of the American Marketing Association was awarded the Outstanding Regional chapter at the 2003 AMA International Collegiate Conference in New Orleans on March 15, placing the chapter as one of the top eight in the nation. The award was based on excellence in membership activities, chapter planning, fundraising, communications, professional development, and community service.



# News of the College

Congratulations!

Associate Professor of Marketing, Ronald B. Hampton was named the College of Business Administration Distinguished Teacher of the Year



Professor William B. Walstad was appointed By the President of the American Economic Association (AEA) to serve a second three-Year term as chair of the AEA Committee on Economic Education.



Associate Professor of Management, Doug May was honored at the university level teacher of year at the Nebraska Teacher Day ceremony.



Marketing Ph.D. Student, Lynn (Susie) Pryor Was awarded the Graduate Teaching Assistant Award for the College, then went on to win the Graduate Teaching Assistant Award for the University of Nebraska-Lincoln.

Seongbae Lim won the Graduate Research Assistant award for the College of Business Administration. Lim's research is on Management Information Services.

