

Spring 2005

BALL STATE

# business

A MAGAZINE FOR  
MILLER COLLEGE OF BUSINESS  
ALUMNI & FRIENDS

**Also inside:**

- Undergraduate Business Fellows Promote with Peer Power
- Scholarship Honors the Past, Nurtures the Future

**insuring  
success**

**Ball State's  
risk management  
and insurance graduates**

**stand  
out**



Contact us through  
[www.bsu.edu/  
 business/contactus](http://www.bsu.edu/business/contactus)



**G**reetings from a warmer Ball State University! The last several months have been a challenge. An ice storm in January literally shut down the city for almost a week, as most of the community was without power for days. Thankfully, spring is here, and I am energized about this issue of *Ball State Business*.

You'll want to read how Miller College of Business faculty members Steve Avila and John Fitzgerald are preparing students to stand out in exciting careers in the insurance industry through our risk management and insurance program, housed in the Department of Finance and Insurance. We're also delighted to introduce several alumni who excel in this arena.

For each of the last 29 years, the college has chosen a student for the dynamic undergraduate business fellow position, representing all our students at events and serving as a recruiter for prospective business students.

What happened to these top students after they graduated

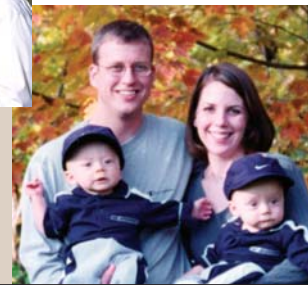
from Ball State? I think you'll enjoy reading about them and their accomplishments, as well as learning more about our current undergraduate fellow, Jayson Manship. This is a young man with a promising future!

Scholarships are critical to the success of both our students and the college. While we offer numerous scholarships every year, the cost of a college education continues to rise. Our third feature focuses on one very special scholarship in particular. If this story moves you to create a scholarship, please let me know. We'll work with you to make your dreams come true, while assisting our students in making their dreams of a college education a reality.

There are so many terrific initiatives going on in the Miller College, and there's a real sense of energy here and throughout the university. We invite you to visit campus and experience that energy for yourself as you "come home to Ball State."

As always, I'd love to hear your thoughts. Please contact me at [lrichardson@bsu.edu](mailto:lrichardson@bsu.edu) or call (765) 285-8192. Thank you for your involvement in the Miller College of Business—we appreciate you! ●

**Lynne Richardson**  
**Dean and Professor of Marketing**  
**Miller College of Business**



**Dean:**

Lynne Richardson

**Editor:**

Susan Holloway

**Associate Dean,  
Instruction and Operations:**

Rodney Davis

**Associate Dean,  
Research and Outreach:**

Ray Montagno

**Director of External Relations:**

Tammy Estep

**Phone:**

(765) 285-8192

**Fax:**

(765) 285-5117

**E-mail:**

business@bsu.edu

**Web site:**

www.bsu.edu/business

**Contributing Writers:**

Mary G. Barr, Steve Kaelble,  
Marc Ransford, and  
Carmen Siering

**Photo Credits:**

John Huffer, Michael Hickey,  
and Don Rogers/Ball State  
University Photo Services;  
E. Anthony Valainis/  
*Indianapolis Monthly*;  
Doug Bringle/Cummins, Inc.;  
Mark Kempf Photography

## features

### Insuring Success

6

Ball State's risk management and insurance program prepares graduates to stand out in the increasingly complex insurance industry.

### Honoring the Past, Nurturing the Future

11

A special scholarship reflects the compassion and integrity of the alumnus for which it is named and encourages the students who benefit from its financial assistance.

### Peer Power

14

For nearly 30 years, undergraduate business fellows have been meeting visitors, answering questions, and promoting the advantages of becoming a Ball State business major.



## departments

Briefs 2

Bottomline 20

Connections 21

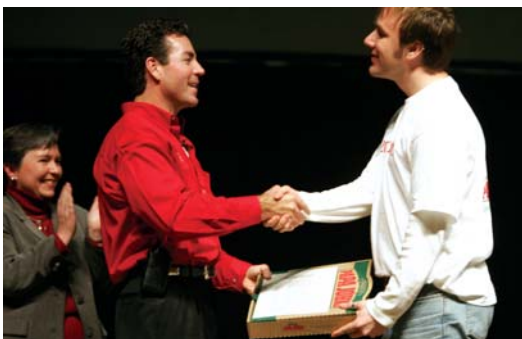
**Miller**  
COLLEGE OF BUSINESS  
Ball State University



Member of AACSB International

Undergraduate Business Fellow  
Jayson Manship

Spring 2005



## Papa John's founder shares more than pizza with Ball State students

There was more than free pizza and T-shirts given away January 26 when Papa John's founder **John Schnatter** visited Ball State for a presentation about his success as an entrepreneur.

Schnatter presented **Lynne Richardson**, dean of the Miller College of Business, with a check for \$30,000 as part of his address at Emens Auditorium. About 1,800 people listened to Schnatter describe how the university prepared him for life as a pizza company executive.

Richardson, who worked for the past several months to bring Schnatter to campus for his address, was surprised by the gift.

"We had no idea Mr. Schnatter would be so generous with not only this gift, but also with the time he spent with our students," Richardson says. "His message was that as a Ball State business student, he just wanted to find something he could be good at. That is all we want for our students. If our students have passion and work hard, they can find things they will do well."

Schnatter, who graduated from Ball State in 1984 with a bachelor's degree in business administration, credited the university with playing a strong role in creating his pizza company, which has nearly 3,000 restaurants in 49 states and 16 international markets, with an additional 120-plus restaurants operating under the Perfect Pizza name in the United Kingdom.

During his hour-long presentation, the Jeffersonville native talked about changing his major from criminal justice to business administration, the friends he made in the residence halls, and the steps he took to transform Papa John's into a multinational corporation.

"When I left Ball State, I felt extremely fortunate and very versatile in my abilities to start a business," said Schnatter, who was inducted into the Miller College of Business Hall of Fame in 2004.

## Dialogue Days provides business world perspective

Alumni are invited to participate in the 2005 Miller College of Business Dialogue Days, planned for October 12 and 13.

An annual event that brings alumni back to Ball State business classrooms to meet and talk with students, Dialogue Days is designed to provide college of business undergraduate students with opportunities to see the current business world through the eyes of professionals.

Last fall, 76 alumni provided students in 86 classes with an overview of their business careers, as they answered questions about job opportunities and shared the best approaches to entering their professions.

For more information about participating in Dialogue Days, contact **Tammy Estep**, director of external relations, at [testep@bsu.edu](mailto:testep@bsu.edu).



## Mark your calendar for second annual Alumni Awards Dinner

The second annual Miller College of Business Alumni Awards Dinner is planned for September 9, 2005. Following a reception and dinner, outstanding Ball State business alumni, including the 2005 Hall of Fame recipient, will be honored. Last year's gala event, initiated by the college's alumni board, drew a capacity crowd of alumni, university dignitaries, and members of the business community, as well as award winners and their guests.

## H. H. Gregg Center hosts regional sales competition

The H. H. Gregg Center for Professional Selling attracted 25 students from collegiate sales programs at Indiana University, Purdue University, and Ball State University for the annual Midwest Regional Sales Competition in October.

The contest featured representatives from small and large companies, who served as professional buyers to simulate a real-life sales call. The students prepared for several weeks at their respective colleges for a 20-minute role-play sales interview.

Once the students completed the interview, they reviewed a tape of the session with a coach, who had been one of six judges who evaluated the sales call over a closed television network.

**Ramon Avila**, director of the H. H. Gregg Center for Professional Selling, and Ball State marketing professor **Scott Inks** served as hosts for the competition. Companies providing judges for the competition included Eli Lilly and Company, OneAmerica, Hershey, Scotts Company, Cintas, Business Integrity, and King Systems Corporation.

## National magazine profiles Miller MBA student

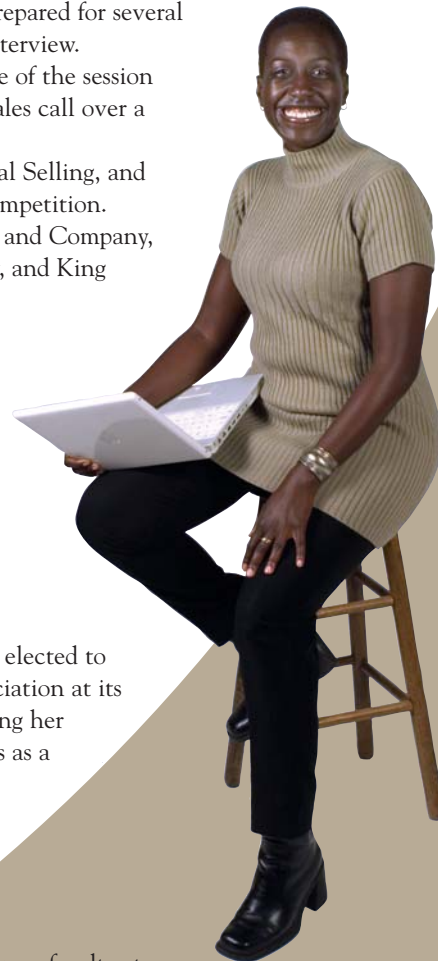
Miller College of Business MBA student **Aliguma Young** was awarded a national scholarship by the National Black MBA Association last fall and was profiled in the conference issue of the *Black MBA Magazine*.

Young, who is president of the Ball State MBA Association, was elected to the executive board of the National Black Graduate Student Association at its annual conference in Cincinnati, Ohio, last spring. After completing her MBA, with a concentration in finance, she plans to start a business as a consultant for small businesses.

## Two faculty members retire

Two outstanding educators retired from the Miller College of Business faculty at the end of fall semester 2004. **James Lowry**, a marketing professor at Ball State since 1966 and chair of the department from 1972 to 2001, will spend time traveling to various parts of the country to visit friends and relations. As one of the nation's leading experts on retailing, he plans to continue his research on the industry.

Also retiring from the college was Stoops Distinguished Professor Emeritus of Entrepreneurship **Donald F. Kuratko**, founding director of Ball State's entrepreneurship program. Kuratko is the executive director of the Johnson Center for Entrepreneurship and Innovation in Indiana University's Kelley School of Business.



## Ball State Business Fellows initiatives benefit Indiana economic development

More than 90 Ball State students are spending a semester in an intense applied work experience that will benefit an Indiana business, industry, or community, thanks to the university's Business Fellows program.

Business Fellows, funded by a \$1.5 million grant from Lilly Endowment, Inc., is sponsoring 13 programs in 2004-2005. The inaugural projects complement Ball State's Building Better Communities initiative, which received \$2.5 million in funding from the Indiana Legislature.

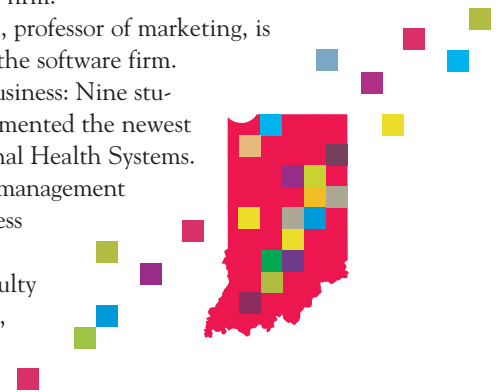
Four projects from the Miller College of Business are among this year's initiatives:

- Paragent Software Company: **Fred Kitchens**, assistant professor of information systems and operations management, and eight students developed a proposal to operate a usability lab and a customer support plan for a start-up software firm.
- Strategic Marketing Direction for Paragent: **Joseph Brown**, professor of marketing, is working with seven students who created a marketing plan for the software firm.
- Improving Treasury or Finance Operations in an Indiana Business: Nine students, led by **Michael Baur**, assistant professor of finance, implemented the newest and most productive treasury systems in partnership with Cardinal Health Systems.
- Entrepreneurial Community Assessment: **Jeffrey Hornsby**, management and entrepreneurship professor, and students assessed local business development opportunities. (See page 5 for more details.)

At the April 20 Business Fellows Showcase, students and faculty mentors shared information about the creative problem solving, strategic planning, teamwork, and research analysis that characterizes their projects.

Building Better Communities is an initiative designed to spur economic development and quality of life advancement in Indiana by applying Ball State's strengths in applied research and hands-on learning to projects across the state. The initiative's centralized office staff works to match the university's expertise and resources to the varied needs of Indiana communities.

For more information, go to [www.bsu.edu/bbc](http://www.bsu.edu/bbc)



## Business and basketball standouts receive top honors

Three Miller College of Business student-athletes recently received All-American and Mid-American Conference (MAC) honors for their accomplishments on the basketball court and in the classroom.

Senior entrepreneurship major **Kate Endress** became only the second student-athlete in Ball State history to be honored as an Academic All-American of the Year. Endress also was selected to the All-America First Team for the second year in a row. Last year she became the first female basketball player in school history to earn first-team distinction on the Academic All-America Team.

In addition, Endress was named the 2005 MAC Player of the Year, only the third Ball State player to earn the league's top honor. The six-foot forward was selected to the All-MAC First Team for the second year in a row. She is one of only two players in program history to earn

multiple First Team honors.

**Dennis Trammell**, who graduated with a degree in business management in December, was selected to the Academic All-America Third Team. Also named to the Academic All-District V Team in February, he became only the third Ball State men's basketball player in school history to earn Academic All-America honors. In addition, Trammell was selected as a member of the 2005 Academic All-MAC First Team.

**Matt McCollom** also was named to the 2005 Academic All-MAC First Team, marking the third straight season he has earned the honor. McCollom, who is currently pursuing his MBA in the Miller College of Business, earned his business degree in three and a half years. He played in 122 career games for the Cardinals, to rank third all-time in the 84-year history of Ball State basketball.

## Entrepreneurship students assess new business opportunities

The entrepreneurial atmosphere in Jay County and Winchester may have a better opportunity to flourish in the coming years, thanks to an assessment of the two areas recently completed by Ball State business students.

Through the university's Business Fellows program, students from the Midwest Entrepreneurial Education Center (MEEC) at Ball State assessed local business development opportunities by holding focus groups with business and community leaders and conducting intensive research. The Entrepreneurial Community Assessment Program was funded through a grant from the Building Better Communities initiative.

"Not only do we want to assess the entrepreneurial climate in small communities, but we also want to motivate these small towns and cities to engage in 'organic growth' or cultivating entrepreneurship," says **Jeffrey Hornsby**, a Ball State management and entrepreneurship professor.

"Most of Indiana's smaller communities do not have the entrepreneurship infrastructure that they do in Indianapolis and Fort Wayne," he explains. "Smaller communities need assistance in determining what resources they actually have and what types of jobs they should be developing. It is a natural extension of what we do here at Ball State."

In conjunction with an entrepreneurship committee in each community, the MEEC staff will assist the community in developing an entrepreneurship action plan based on findings of the project.

Hornsby believes there is potential to transform a small community's entrepreneurial climate. In the coming months, he and the MEEC staff will conduct additional focus groups to pursue issues and receive recommendations for future improvements. Business activities also will be tracked for three years following the assessment.

In the fall, Hornsby will lead a similar assessment of Daviess County in southern Indiana. Ball State will help identify entrepreneurial projects, find markets, train people to market their products, and help find funding for new businesses. An assessment for Hamilton County, one of the nation's fastest-growing areas, also is being discussed.



Endress



Trammell



McCollom

Feature



## **insuring success**

**Ball State's risk management  
and insurance program  
helps its graduates**

# **stand out**

by Steve Kaelble

## The Miller College of Business risk management and insurance program is garnering national headlines and earning accolades on campus and across the country.

**m**ajoring in insurance isn't a requirement for working in the increasingly complex insurance industry, but it sure helps. Just ask Jennifer Garrett, a 1994 Ball State graduate who is now vice president and director of brokerage services at American Specialty Companies, located just outside Fort Wayne, Indiana. "It definitely helped me advance," says Garrett, the only one of 90 employees with an insurance degree. "It gave me a background in insurance that a lot of people don't have when they come here."

Dozens of students each year are preparing for a range of careers in insurance through a full roster of relevant undergraduate and graduate courses within Ball State's risk management and insurance program—an area in the Miller College of Business that's garnering national headlines and earning accolades on campus and across the country.

What's remarkable is how relatively rare such programs are.

"Most schools do not have insurance courses or insurance programs," says associate professor Steve Avila, who is director of the college's risk management and insurance program and co-director of Ball State's Center for Actuarial Science, Insurance, and Risk Management.

Indeed, though there are more than 400 accredited business schools in the United States, fewer than five dozen have undergraduate-level risk management and insurance programs, according to the American Risk and Insurance Association.

Similarly, the scholastic fraternity Gamma Iota Sigma, which serves students in risk management and insurance, has just 45 chapters. Ball State's was the 21st when it was launched in 1982.

Risk management and insurance courses, taught by Steve Avila (at right) and John Fitzgerald, give students a head start in a variety of insurance industry careers.



It's not that insurance is a small field of work or that it doesn't pay well. The U.S. Census Bureau counts nearly 2.6 million people working in insurance, earning an average salary of more than \$45,000. But it's a field that simply hasn't yet attracted a lot of attention at the nation's universities.

The result of this lack of insurance emphasis at most business schools? "Of the more than 3,200 associates employed at Auto-Owners, 42 are insurance majors; six are from Ball State," says Gayle Fisher, regional vice president for Auto-Owners Insurance Company's Marion region. The Ball State program helps its graduates stand out, she says. "Insurance majors know the vocabulary and seem to transition well. The graduates we hire fit well with our culture and embrace our guiding core values."

Chris Rhodes, a 2004 graduate of the program and a commercial underwriter for Hanover Insurance in Manchester, N.H., is one of the few people with whom he works who came to the job with an insurance degree. As a trainee, Rhodes discovered how far ahead he was even though he had just left the starting gate. "A lot of it [the training] was review for me," says Rhodes, adding that his experience revealed just how much of a need there is for the kind of insurance training he received at Ball State.

### Insurance Evolves

Insurance-related education began getting attention at Ball State decades ago. Insurance courses were first offered in the early 1970s, and a concentration in insurance was developed by the late '70s. In 1989, the university approved a major in insurance, and a minor followed in the 1990s.

"We broadened the program and changed the name to risk management and insurance," says Avila, noting that risk management is more extensive than simply handling risk by purchasing insurance. "It involves different ways to manage risk and alternative ways to finance risk," he explains. "Now it's looking at all of the risks within an organization, not just the insurance risks. Risk control is very important."

This enterprise risk management approach is a broader philosophy of growing importance in the business world, says Avila. Companies are becoming increasingly aware of the benefits of properly



Gayle Fisher, regional vice president for Auto-Owners Insurance Company's Marion region, joins five of the Ball State insurance majors and minors who are employed in her office, from left: Joe Dustman, Lee Sanders, Gayle Fisher, Mike Smith, Stephanie Moriarity, and Kyle Klein.

identifying and quantifying all the risks within the organization.

For example, Avila explains, risk profiling is the identification of all risks within an organization categorized as hazardous, operational, financial, or strategic. These risks are evaluated as to the frequency and severity of loss and graphically displayed on a risk map model. Many types of risk are examined, including workers compensation, terrorism, theft, natural disasters, intellectual property piracy, IT systems failure, and others.

In addition, risk management involves exploring alternative ways to finance and mitigate risk. For some perils, nothing beats a solid insurance policy, but for other risks it may make more sense to rely on cash reserves, partially self-insure, or explore options in the capital markets.

Clearly, the field has become much more complex. "We're really trying to expand the experience for students by looking at different ways to identify, control, and finance risks," Avila says. One example: Students in Avila's senior capstone course are working on a risk management survey for the Youth Opportunity Center in Muncie, which involves identifying risks, evaluating current coverage, and making recommendations.

### Hooked on Insurance

The capstone course is one of a series of eight insurance-related courses leading to a degree from the risk management and insurance program, which resides in the college's Department of Finance and Insurance.

The sequence begins with a principles course and includes courses on insurance operations, regulation, life and health insurance and employee benefits, and commercial risk management and insurance. In addition, students are offered an independent study option in risk management and insurance, and a for-credit internship.

Avila notes that a typical year might see 20 to 30 Ball State students graduate with an insurance degree, and perhaps another 20 choose it as a minor. But many more take the classes offered. More than 135 signed up for Principles of Risk Management and Insurance for the spring semester. In addition, nearly 50 students are studying risk management and insurance at the master's level this year as part of the college's MBA program—on campus, over the Internet, and through interactive, televised distance education courses.

Avila says it's not uncommon for a Ball State business student to ease into an insurance major after being hooked by an introductory course and a positive internship experience. "They'll take the first course and get excited about it, and then have a good experience doing their internship," he says.

It's a familiar theme within the risk management and insurance program: Take an insurance course, and your career ambitions become clear.

Garrett, of American Specialty Companies, was one of the Ball State insurance students who discovered insurance along the way to a different degree. Originally a finance major, she took an introduction to insurance class as an elective and was hooked.

Lee Sanders, underwriting supervisor at the Marion branch of Auto-Owners Insurance, says Avila's insurance course reinforced the general interest in insurance he had kindled through discussions with an insurance agent/owner friend. "I found insurance to be interesting, and with multiple discussions with Dr. Avila, I declared my major in insurance," explains the 1995 Ball State graduate.

### Professional Preparation

Opportunities for experiential learning and industry preparation are plentiful, inside and outside the classroom. "One of the things that we're really proud of is that within two of our courses, students can study for a national exam," Avila says, referring to exams that insurance professionals take in order to earn their Chartered Property Casualty Underwriter (CPCU) designation. CPCU is seen as the premier professional designation of the property/casualty insurance industry and requires passing a total of eight different exams.

Ball State insurance graduates can leave campus with a solid advantage over their entry-level counterparts by passing at least two of the exams before even entering the work force. Chris Rhodes was one of those who entered the field with two CPCU tests already under his belt, which he says was a feather in his cap. "We're starting to get students used to what they have to do in the industry," Avila observes.

Last fall students participated in the Risk Manager in Residence program sponsored by the Spencer Educational Foundation. Ball State was one of just 11 colleges chosen for the program, which featured campus visits by David Schwartz, president of YKK Insurance Company of America, and other industry leaders.

Also last fall, Avila took seven students to Chicago to participate in the Risk and Employee Benefits Exhibition. The trip was scholarship supported and Ball State was one of only four schools awarded a scholarship from the Chicago and Wisconsin chapters of the Risk and Insurance Management Society. In fact, Avila says,

students in the program regularly receive invitations to participate in industry conferences and events, often winning scholarships to pay for their trips.

Professors, too, have gained recognition for the college's insurance program. Last fall, for example, John Fitzgerald's study of the impact of the September 11 terrorist attacks had on insurance carriers drew national attention. The Ball State finance and insurance professor found that between \$30 billion and \$35 billion was paid in damages and claims. Despite the size of the payout, cautious industry practices ensured that not a single insurance company failed, according to his research. What's more, insurers adapted and have made sure that terrorism insurance is readily available.

### Industry Connections

As is the case across the Miller College of Business, links to the outside business community are important to the success of the risk management and insurance program. It helps to have educators with their own industry connections.

For example, Avila spent time doing actuarial work for a St. Louis insurance company before settling into teaching at Ball State. He earned his master's degree in actuarial science at Ball State in 1986, between earning an undergraduate degree from Hanover College in southern Indiana and a doctorate in risk management and insurance from Florida State University. Avila also serves on the board of several professional associations and coordinates an international consortium at the annual Risk Management and Insurance Conference.

Avila's ongoing ties to those in the business have helped land job and internship opportunities for students, as well as strong financial support for the program. For example, Lincoln Financial Group established a \$150,000 endowment, and Standard Management Group created a \$100,000 endowment. Among others lending corporate support are State Farm, Indianapolis Life Insurance, Nationwide Foundation, Auto-Owners Insurance, Federated Mutual, and Arlington/Roe, Inc.

Industry executives also have chipped in with a host of scholarships and other student assistance.

### What to Do with an Insurance Degree

The field of risk management and insurance is full of interesting opportunities, according to Avila. He notes several key employment areas that a Miller College of Business insurance degree is well prepared to unlock:

- **Claims**—An insurance company employs claims adjusters to investigate claims and determine the appropriate settlement. These tend to be salaried positions, sometimes in the home or regional office, sometimes in the field.
- **Underwriting**—Those in this field are the big decision makers who determine whether or not an insurance company will accept a particular risk and the price for that risk. As with claims, positions tend to be salaried.
- **Sales**—Opportunities range from agents to client assistance positions, Avila says. Those in sales often find it to be a lucrative field because they're usually paid on commission.
- **Management and marketing**—Jobs like these may be at a carrier's headquarters or regional offices. Companies need well-educated, salaried individuals to supervise the many entry-level clerical workers who make an insurance operation run and to work in market research.
- **Risk management**—These opportunities exist in multiple locations, including both agencies and carriers, as well as within major companies and organizations. Carriers and agencies may provide risk management and loss control services for clients, while larger companies often have their own risk managers on the payroll.

## A Life in Insurance



Ball State business and education alumnus M. Jack Peckinpaugh has spent more than 50 years building a successful and respected career in insurance. It all began with simple determination and uncommon focus.

Peckinpaugh graduated in 1950 after studying in what was then Ball State's business department and taking the one insurance-related course that was offered at the time. Soon after, he was

drafted into the United States Army and spent four years flying helicopters for the 2nd Infantry Division in the Korean War.

But Peckinpaugh never lost sight of his ambition to sell insurance. Between helicopter flights, he says, he completed sections of an insurance industry aptitude test. When his tour of duty was over in 1954, he began selling policies and services for Indianapolis Life Insurance Company. "I came home on a Friday and went into the insurance business on Monday," Peckinpaugh says.

Today, at 77, he is owner and partner, with daughter Beth Peckinpaugh Beasley, of Peckinpaugh & Beasley in Muncie. His longtime service to the industry earned him last year's John Newton Russell Memorial Award, presented by the National Association of Insurance and Financial Advisors (NAIFA) and known as the industry's highest honor.

An award honoring Peckinpaugh's service should come as no surprise. Serving others is what has kept him happily active in the insurance and financial services arena for so many years. "I like to deal with the people, help them with their situations, and work out their challenges," he says. "So many people have a lot of strings untied."

Still focused and determined, with more than 2,000 clients to care for and no desire to retire, Peckinpaugh continues to enjoy his life in insurance.

---

*Peckinpaugh is past president of NAIFA, and in 2001 the state organization renamed its annual award the Jack Peckinpaugh Associate of the Year Award. Named a Sagamore of the Wabash in 1993, he also received the 1971 Ball State Distinguished Alumni Award and is a member of the Miller College of Business Hall of Fame.*

## Center for Actuarial Science, Insurance, and Risk Management

Insurance is a field that crosses a number of disciplines. At many schools, including Ball State University, the actuarial sciences can be found not in the business curriculum, but in mathematics.

Ball State created the Center for Actuarial Science, Insurance, and Risk Management, which Steve Avila co-directs, to help bridge the gap between the insurance-related programs in business and math.

"We're not in the same building, so by creating the center we're able to come together," he says. "The center works on curriculum issues and provides research support so faculty can do timely research."

The Central Indiana chapter of the CPCU Society, for example, funds a scholarship and reimburses students for texts and exam fees if they pass their CPCU exams. The society's Michiana chapter also contributes a scholarship, and Independent Insurance Agents of Indiana funds a few scholarships, as do several agencies.

In addition, industry ties are maintained through an advisory board of more than two dozen industry executives, representing a wide range of agencies and carriers across the state and beyond, including a mix of Ball State graduates and others.

One of the board members who helps the university stay in touch with the needs of the insurance industry is Fisher of Auto-Owners Insurance. That connection also translates into opportunities for students. "We attend Ball State's career fairs, and we work closely with Dr. Avila to recruit graduates," she says.

Without such off-campus encouragement and on-campus support, the risk management and insurance program would not thrive, Avila suggests. Such support, or the lack thereof, may explain why some business schools offer in-depth insurance studies while so many do not. Avila explains, "It just depends on the college of business and its support for the program, as well as industry support—providing financial support and hiring the graduates."

Fisher is one of many in the insurance industry who is happy to oblige. ●

---

Steve Kaelble is editor of *Indiana Business* magazine.

## Honoring the Past, Nurturing the Future

The Michael K. Troyer Scholarship reflects and encourages integrity and compassion

by Carmen Siering

Though she isn't a graduate of Ball State, Cyndi Troyer has nothing but praise for the university. When her husband, Mike, died unexpectedly at age 31, Troyer, along with Mike's family—his parents, Dick and Dorris Troyer; his brother, Jeff Troyer; and sister, Jill Walkey—wanted to do something to honor his memory, something to reflect his giving and caring nature. They responded to their personal loss by creating the Michael K. Troyer Scholarship through the Miller College of Business. The \$1,000 annual award assists students majoring in accounting or finance.

"Mike really appreciated his experiences at Ball State," Cyndi Troyer says. "He made lifelong friends there, and he valued his education. Establishing this scholarship was a way to honor Mike and his love for Ball State."

Michael K. Troyer was born and raised in Elkhart, Indiana. He enrolled at Ball State University in the fall of 1989 and was an active member of the Beta Theta Pi fraternity. Troyer graduated with a degree in accounting and corporate finance in December 1993. The following May he was hired as a staff accountant by American Invscoco, a condominium developer in Chicago.

Mike and Cyndi met long before they began dating. In fact, they had known each other since junior high school. "I was good friends with his sister, Jill," says Troyer. "For the longest time he was just Jill's younger brother." Both graduated and moved on to college, then out of state. As fate would have it, they both came home to Elkhart for a visit in the fall of 1997.

The renewal of their friendship soon led Cyndi to move to Chicago to be near Mike. They were married June 23, 2000. A year later they were the

proud parents of twin boys, Christopher Keith and Michael Kenneth.

Mike Troyer died unexpectedly from a ruptured dissecting aortic aneurysm September 5, 2002. At his funeral, his wife gave his friends and family a chance to record some of their memories about Mike; she collected them in a book for their then 18-month-old twins. The response to her request was overwhelming, especially the anecdotes and stories from Mike's fraternity brothers. Reading their comments, Troyer became increasingly aware of the lives her husband had touched while a student at Ball State. She feels that the support of his fraternity brothers and their families has made the transition to life without Mike's physical presence a little less painful.

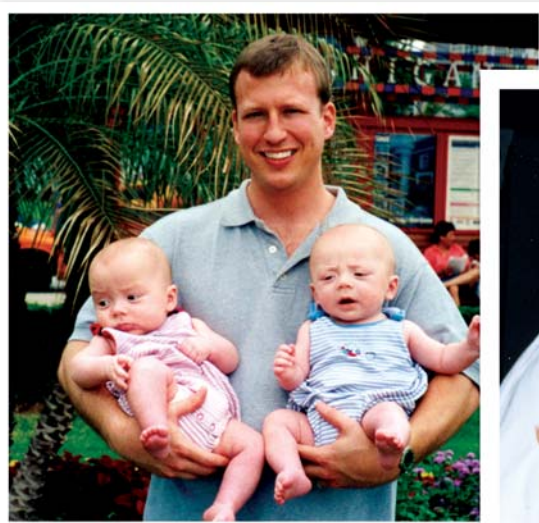
"In the time of his family's need, they were there for us," Troyer says. "And that's because he was such a good friend to them. Because of those friendships, we're going to be okay. And all that was established at Ball State."

The Troyer family wanted the scholarship to reflect the person Mike was—kind, compassionate, giving, and fun-loving, but also hard-working and committed to his community. As his sister, Jill, also a Ball State University graduate, says, "Mike was pretty level-headed and took his responsibilities seriously, but he also knew how to have fun."

Working with Ellen Caskey, director of endowment and scholarship services for the Ball State University Foundation, the family compiled a profile of qualities they wanted to see in the recipient of the scholarship they were establishing.

"We wanted the recipient to be a working student, someone who was helping to put themselves through college," Troyer says. "And we wanted the





Troyer family photos, from left: Mike Troyer with twin sons, Michael and Christopher; Mike and Cyndi Troyer; the Troyer family.



student to be involved on campus—not necessarily in a fraternity or sorority, but in an organization that helped them really be a part of the Ball State community. And while academics are important, we wanted the student's character to be the determining factor.”

The Troyer family was pleased with the way the university went about implementing the memorial and finding a business student who reflected the qualities they wanted in a recipient.

At the 2003 Scholarship and Recognition Dinner, an event hosted by the Miller College of Business, the Troyer family had the opportunity to meet the first recipient of the scholarship, Emily Stafford. Troyer, and Mike's parents and sister and her husband, were all on hand.

“Mike was a strong student, a double major. He worked while he was in college and yet he still had a social life,” Troyer says. “And all of these qualities were in Emily. It was just such a joy to meet her. She was just lovely.”

## Scholarships bring best and brightest to Ball State

The reasons for establishing scholarships at Ball State are many, but the results are the same—deserving students receive financial aid to help them continue their educations, and the university is able to continue to attract the best and brightest.

The Miller College of Business currently has 81 active scholarship funds, which aid 115 scholarship recipients and represent more than \$130,000 distributed to business majors. It is through the generosity of personal and corporate donors that these funds are made available.

Deb Heeter, development director for the Miller College of Business, notes that establishing a named scholarship is a way to honor a loved one's memory or to say thank you for an educational opportunity. In addition, she says, “Named scholarships challenge today's students to become our future leaders.”

There are two ways to establish a scholarship at Ball State University: through an expendable gift that funds an annual award or through an endowed fund that uses interest-only funds to award scholarships.

A named scholarship based on an expendable award may be established with a pledge of \$1,000 per year. Such an award enables the donor to establish the parameters of the award, as the Troyer family did.

An endowed scholarship reflects a commitment to build a fund of at least \$25,000. The principal is allowed to accrue

interest, which is then used to fund the scholarship award, creating a permanent legacy.

In addition to private funds, the Miller College of Business is proud to have 30 corporate scholarships in place. These grants provide financial aid to deserving business students, helping to prepare tomorrow's business leaders.

The Mutual Federal Savings Bank supports one such scholarship for students through its charitable foundation. The purpose of this annual award is to recognize and provide assistance to a local Miller College of Business student with high academic achievement and to provide full tuition for one year. Mutual Federal President Patrick C. Botts, a Ball State alumnus and member of the Miller College of Business Finance Advisory Board, says, “We are proud to continue to provide support to deserving students through our scholarship grants.”

Heeter points out that establishing a scholarship fund is a way for individuals and corporations to stay connected to Ball State. “Many people want to give something back to the university,” she says. “Those who have a strong connection to the Miller College of Business want to be sure it continues to thrive.”

For more information about establishing a Ball State University Foundation Scholarship, contact Director of Development Deb Heeter at (765) 285-5106.

Mike's mother, Dorris Troyer, remembers the event as bittersweet." She says, "It is the deepest of heartaches to lose a child. But to see good things come out of that loss warms your heart."

Dick Troyer, Mike's father, adds, "Mike would be very proud of this. And Emily was a good fit. Mike would have enjoyed meeting her."

Cyndi Troyer remembers that the meeting with Emily was good for the family. "One of my fondest memories of that day is when my mother-in-law looked at Emily and said, 'You are somebody Mike would be friends with. You are the perfect choice,'" Troyer recalls.

Creating the scholarship has been a very positive process for the Troyer family, and Cyndi is the first to encourage others to remember their loved ones in this way. "Ball State has really made this a positive experience for our family and has given us the confidence to know that creating a scholarship in Mike's memory was the right thing to do," she says. "The family discussed it, and we wanted an opportunity for Mike to continue giving to others as he had his whole life. And it offers a tangible link between Michael and Christopher and their dad."

For the Troyers, Mike will always be present. Dorris says, "God hugs our hearts



daily, reflecting Mike's warm and infectious smile through his twin boys." He is present in their hearts and memories, and in the photos and personal items Cyndi Troyer has kept to remind her sons of their father. The scholarship in his name is one more way to memorialize Mike Troyer—a very special way that reflects the giving, caring, community-minded man he was in life. ●

*Carmen Siering is a freelance writer based in Muncie.*

"The family discussed it, and we wanted an opportunity for Mike to continue giving to others as he had his whole life."

## The Perfect Choice

Emily Stafford has wonderful memories of the 2003 Miller College of Business scholarship dinner. "I felt extremely honored that I was chosen as the first recipient of the Michael K. Troyer Scholarship," she says. "It was such a great experience because not only did the scholarship help me financially, but it allowed me to meet the Troyer family and to learn about Mike Troyer—the reason behind the scholarship."

Stafford, who graduated in May 2004 with a degree in finance and is a personal banker and investment representative for Bank One in Indianapolis, says she continues to value both the financial support and friendship she has received from the entire Troyer family.



Emily Stafford, the first recipient of the Michael K. Troyer Scholarship, met the Troyer family at the 2003 scholarship dinner, from left: Dick and Dorris Troyer; Emily Stafford; Cyndi Troyer; Jill and Pete Walkey.

# PEER POWER

Undergraduate business fellows help recruit the next class of Ball State business students

Do you remember how it feels to be 18 years old? Do you recall trying to sift through life choices as you entered young adulthood?

Facing important decisions about college, prospective students who visit the Miller College of Business receive a refreshing viewpoint from someone with real-life experience to which they can relate—a current Ball State business student.

For nearly 30 years, undergraduate business fellows have been meeting visitors, giving tours, answering questions, sharing stories, and extolling the advantages of becoming a Ball State business major. Through the years the mission of the program has remained the same—serving as a liaison with prospective students.

“While in the Office of Admissions we know a little about a lot of departments, the business fellow can really share the full story of life as a business major,” says Carol Bradshaw, assistant director of admissions at Ball State.

Parents, teachers, and counselors may shed some light on life after high school, but there’s something about chatting with someone who is more like a peer that resonates with both soon-to-be college students and their parents.

When visiting students sit across from Jayson Manship, the current Miller College of Business fellow, he says the most productive time comes when the recruit’s parents are down the hall getting a soda. Manship gets to the root of questions on a

personal level, something a brochure can’t do. “What do you really need to know about the place?” he’ll ask.

David Carpenter was the college’s first undergraduate business fellow in 1976, when the position was called the “bicentennial scholar.”

Carpenter knew first-hand about the turmoil making the right collegiate decisions could bring. Beginning as a pre-med major, he wasn’t satisfied with his grades and gave himself one quarter to take a variety of classes in order to find his calling. “My first general business class got me hooked,” recalls Carpenter, who turned his grades, and his path, around by graduating with a 3.6 GPA. The finance major went on to earn his MBA from Indiana University’s Kelley School of Business. Today Carpenter is the material cost manager in the 120-person purchasing department of global engine giant Cummins, Inc. in Columbus, Indiana.

A series of impressive students like Carpenter followed in the undergraduate fellows role, guiding and inspiring countless recruits to come to Ball State for their business education. The fellows also benefited from significant leadership opportunities as they worked alongside deans and faculty in this one-of-a-kind position. Not surprisingly, these superstar students went on to succeed in their own careers.

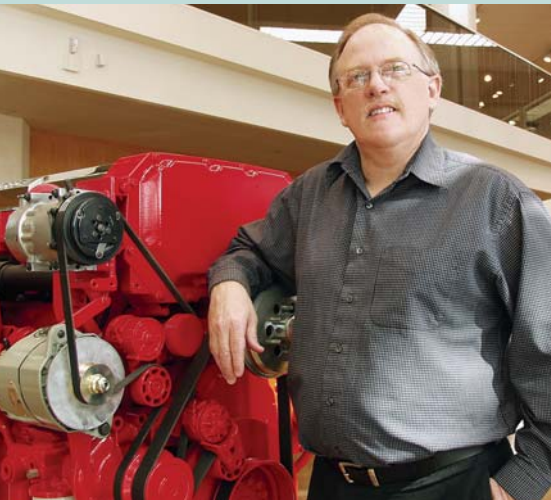
“The fellows program has morphed from student recruiter into the most prestigious scholarship a Miller College of Business



by Mary G. Barr



Jayson Manship is the latest in a long line of impressive students to serve as an undergraduate business fellow, providing a valuable link between the Miller College of Business and prospective students.



David Carpenter was the college's first undergraduate business fellow in 1976.

student can acquire," says Janice Replogle, director of undergraduate programs and fellows program director. For the year-long role, undergraduate business fellows are currently awarded a full scholarship, a stipend, and attendance at the American Management Association's Operation Enterprise conference. The program is funded through the Studebaker and T. J. Ault endowments. Fellows work approximately 10 hours a week, meeting five to 15 prospective students and their families each week. They also are involved in a variety of other special projects in which they represent the college.

"Through the years our student fellows have been our creme de la creme—the face of the Miller College of Business," says Replogle.

This year, Jayson Manship has risen to the top. The triple major and former Ball State student body president is performing an intricate balancing act during his final undergraduate semester: He is writing his final business plan for his entrepreneurship degree, preparing for his CPA exam, working as an Eli Lilly fellow, and steering many new business students through the doors of the Miller College of Business.

Manship is busy, but he's no stranger to multitasking. "After being student body president last year, I knew I couldn't just sit around in my final year and watch. So I thought I'd turn my attention to promoting the Miller College of Business," he explains.

A fifth year senior with business majors in entrepreneurship, accounting, and information systems, Manship always has wanted to be an entrepreneur. Growing up in Anderson, Indiana, he was influenced by his grandfather's successful land surveying business.

When it came time to choose a college, he visited 10 business schools, from Georgetown to Berkeley, and found the best choice was right in his own backyard. "Ball State's entrepreneurship reputation certainly won me over," he says.

As part of the graduation requirements for the famously rigorous entrepreneurship major, students are required to present a business plan that must pass the scrutiny of a panel of business executives. Manship's plan is an online consumer resource for local restaurants, with a database of menus, coupons, and reservation components. He plans to execute the plan, doing the computer programming work himself. A technology enthusiast as well as a certified networks professional, he says information systems was a natural second major for him.

As a strategic move for his business plan, Manship picked up his third major, accounting, in his junior year. "I learned that the entrepreneurship majors who had difficulties passing their business plans usually had flaws in their finance sections," he explains about his decision.

Going for three majors may seem like a profound endeavor, but this is the same student whom, although he had never been involved in student government before, ran for Ball State student body president because he was bothered there was just one slate running unopposed.

Manship, who was elected as 2003 Student Government Association (SGA) president, says it was a challenging year, but he learned some good business lessons and enjoyed a perspective of campus that few others experience. It also didn't hurt his chances during the fellows application process, which included a presentation to a panel of business faculty. "Here I was standing in front of department chairs, faculty, and administrators of the college—many were my former professors—to give a presentation on why students should come to the Miller College of Business," recalls Manship. "I could have no notes, no PowerPoint—just me. Since I had been SGA president, I felt I was really in touch with the university."

Manship says it's easy for him to market Ball State. "Students are the number one priority at the Miller College of Business, and we can feel it," he says. "The dean has had some great new initiatives, from fixing up the student lounges to student participation on advisory boards. Our feedback is valuable to the college."

Manship's priorities after graduation include starting his online company and passing his CPA exam. He already talks like an entrepreneur. "It's important for me to be self-reliant. I also want the credibility from getting experience in the business world," he says, adding that eventually he plans to return to school to pursue both a law degree and an MBA.

Meanwhile, the Miller College of Business will continue its outstanding fellows tradition with another outstanding undergraduate. Replogle says she is as enthusiastic about future fellows as she is about those who have successfully fulfilled the role in the past: "We always put our best foot forward by having our best students recruit our next class of business students." ●

Mary Barr is a freelance writer based in Indianapolis.

# FORMER FELLOWS: Where are they now?

## **Bihl Beckstedt finds creative freedom.**

After taking the corporate route for 10 years with Charles Schwab and Company—including three years at corporate headquarters in San Francisco as national director of sales strategy—Bihl Beckstedt is now paving his own way. As owner of his own interior design company in Indianapolis, he is exploring creative outlets and “living life to the fullest.”

“In 2002, I was fortunate to be in a position to retire from working my 60-to-80 hour weeks,” says Beckstedt. He started RetroNu Limited at the urging of friends who were on the receiving end of some of his interior design projects. He neither advertises nor has a Web site; he says he is busy enough. “I try not to work too much,” he says. Yet success still finds him. One of his designs recently was named “Best New Home Store” by *Indianapolis Monthly* magazine.

“In my 20s and early 30s—like many people—I gave up my life for my career. I enjoy what I’m doing now. I’m living for today,” says Beckstedt, who graduated from Ball State in 1990 with a major in finance and an emphasis in international business.

He also dabbles in art direction and set design for national commercials and film production. His work was even featured in this year’s Sundance Film Festival.

“To this day, the nameplate from my office in the Miller College of Business resides in my business office. I utilize the skills acquired during my [undergraduate] fellowship daily and reflect fondly on the friends I made among faculty and students,” Beckstedt says. “Some things in life come along for which you never planned and fulfill you more than you could have imagined.”



“My favorite part [of the business fellows program] was talking to and answering questions from future students and their parents about a university and college of business that I felt were not equaled by any others.”

**David Voorde**  
project engineer/program manager, DJ/Nypro  
Louisville, Kentucky

## **Jeff Bryden grabs his 15 minutes of fame.**

With strength on his SATs and on the athletic field, Jeff Bryden caught the attention of Ball State even before he came to campus. The athlete from Ripon, Wisconsin, who had a track scholarship, also aspired to play football at Ball State. Then a sports-related surgery at the end of his freshman year ended his athletic prospects.

“I took all that energy from sports and moved it to my education for the first time ever. I never felt like I had so much free time before—academics became a breeze,” Bryden recalls. So much so that he managed a second major, as well as two years as the undergraduate business fellow.

The experience served him well. Today, Bryden is chief investment officer and managing director of Campbell Newman Asset Management, a second-generation family-owned, fixed income investment business in Mequon, Wisconsin.

After graduating in 1978 with a dual major in finance and economics, Bryden was offered a graduate scholarship to the University of Michigan, but instead chose to get his chartered financial analyst (CFA) designation, which he felt would be more relevant to the investment industry. Investment management, he says, was little understood in the late 1970s and not as popular a career path as it is today. But thanks to his focused specialization, he says, “I had a senior position from day one of my professional career.”

At a young age, he found himself in charge of managing the fixed income assets of the fastest growing, money management firm in the country, worth \$3.4 billion at the time. “It was the largest dedicated bond portfolio in the country,” he says. “That was my ‘15 minutes of fame.’”

Bryden remembers sitting at the negotiation table with some of the highest profile names in investing: “Here I was, a kid with a Ball State business degree, negotiating with the big boys with degrees from Harvard and Michigan. Yet, intellectually I was on their level.” Recalling the humble Army-style facilities that served as the business college’s makeshift home in the 1970s before the Whiting building, he adds, “There’s a romance to what those old Quonset huts were capable of producing.”

“Being an undergraduate fellow was truly a life altering experience. [It] provided me with an opportunity to extend my time at Ball State and pursue my business education license to go along with my sport administration degree. Without that opportunity, I would not be teaching today. I truly love my job and cannot imagine doing anything else.”

### Jeremy Large

business department chair, New Palestine High School  
and 2001 Project E Educator of the Year  
New Palestine, Indiana

“While I have now deleted other college jobs from my resume, this remains. I am proud of the distinct honor to have been a fellow, and I believe it sets me apart from other job candidates in an interview setting.”

**Sara LaFontaine Hart**  
national account executive, UPS  
Fort Wayne, Indiana

### Katherine Arbuckle rises to the top.

In March 1980, with the grand opening of the Whiting Building, Ball State’s College of Business had a new home. Katherine “Missy” Arbuckle was the undergraduate business fellow during that milestone year. “The new building energized everyone—students, faculty, and administration. It was so beautiful, especially when you consider our [business] classrooms had been scattered all over campus,” she says.

The accounting major not only had a role in the dedication ceremony but also entertained the guest speakers, including Malcolm Forbes. “This was heady stuff!” she recalls.

While the dedication event was thrilling, she also enjoyed meeting and interacting with high school students almost every day. “It was so easy to describe Ball State’s College of Business as the best option,” she says. “It’s easy to market something when you believe strongly in what you’re selling.”

Through her fellowship, and then in her career, Arbuckle learned to embrace opportunities. “I always say, ‘Just dive in and explore opportunities as they come to you.’ When I applied for the fellowship, I didn’t have an understanding of what it really was,” she says. “The fellows experience was without question one of the most significant elements of my undergraduate years.”

After graduation Arbuckle worked for Ernst and Whinney in Indianapolis (now Ernst and Young), specializing in health care clients for 13 years. She then worked for Methodist Hospital at a time when it was consolidating with Clarian, Indiana University, and Riley Hospitals.

Today Arbuckle is vice president of finance for Ascension Health, managing \$11 billion in revenues. Ascension is the fourth largest health care system in the United States and the largest not-for-profit hospital system, with 67 hospitals throughout the country. The senior leader of a 30-person finance department at the corporate headquarters in St. Louis, she gives credit to the business fellows program. “Many times over the years, the interpersonal skills I learned as a fellow have proved more important than my accounting skills,” she says.



### Kevin Ervin creates high value.

Kevin Ervin remembers handling huge responsibilities between the more than 100 tours of the new business building he gave during his business fellowship from 1982 to 1983. Among them was planning and managing a conference on ethics for the business community, which was a precursor of the current Dialogue Days. "It was a big thing for a college kid to organize a conference for the business community," says Ervin, a Ball State accounting graduate who earned his CPA and CFA designations, as well as an MBA from Indiana University's Kelley School of Business.

After 14 years with Huntington National Bank in Indianapolis, where he started its wealth management division, he began his own business, serving high net-worth individuals. "Some of my former bosses are now my clients," says Ervin, who is now managing director of Market Street Wealth Management Advisors, which is in partnership with BGBC, a CPA firm.

Ervin has continued to promote Ball State through the years, as a member of various advisory boards and by writing to prospective accounting students. He says, "I'm excited to see all the amazing progress with the Miller College of Business. I feel my degree is worth more today."



### Josh Brennan makes the connection.

"It's very easy to get both your customers and your employees behind you when you are a part of a great organization," says Josh Brennan, who was an entrepreneurship major working on his final business plan during his time as a fellow from 1999 to 2000. "Talking to potential customers about my company is no different than recruiting students to the College of Business. For me, it's rewarding to share my enthusiasm."

Brennan remembers that he had a lot in common with the prospective students. "I didn't know much about the College of Business before I got to campus," says Brennan, who was introduced to the entrepreneurship program by a fraternity brother. "I always felt that if I could influence a couple borderline recruits—just like I had been—into trying a business degree, I could make a great difference."

And that's just how he earned the undergraduate fellow post. "My pitch was that I was an average high school student who came to Ball State and excelled. I felt that I could really connect with the prospective students because Ball State had helped me become a focused, career-driven individual."

Since graduation Brennan has worked with the Frank Miller Lumber Company, a century-old firm that delivers some of the highest quality premium quarter and rift-sawn lumber in the hardwood industry. He has worked various posts, beginning as a marketing manager, developing new markets for byproducts of lumber. Currently he runs the growing retail outlet store in Union City, Indiana, which services customers across Indiana and Ohio.

## MILLER COLLEGE OF BUSINESS UNDERGRADUATE FELLOWS

1976-1977	David Carpenter
1977-1978	Jeff Bryden
1978-1979	Robert Vezeau
1979-1980	Katherine Arbuckle
1980-1981	Kevin Ervin
1981-1982	Lisa Snyder Hayner
1982-1983	Reagan Rick
1983-1984	Denise Blunk Ryan
1984-1985	Gary Bumbalough
1985-1986	Vierlyn Ditzler Sirico
1986-1987	Connie Pence Galietti
1987-1988	Dianne Owen Harris
1988-1989	Bihl Beckstedt
1989-1990	Todd Johnston
1990-1991	Chad McCool
1991-1992	Kim Yarbrough Patton
1992-1993	Lisa Speers
1993-1994	Natalie Collyer Trapani
1994-1995	Jeremy Large
1995-1996	Scotti Sams Ringley
1996-1997	Anne St. Aubin Thies
1997-1998	David Voorde
1998-1999	Sara LaFontaine Hart
1999-2000	Joshua Brennan
2000-2001	Timothy Shoulders II
2001-2002	Christy L. Cowden
2002-2003	Anne K. Taylor Nelson
2003-2004	Kate Spisak
2004-2005	Jayson Manship

# Feeling at home

**A**s a member of the newly created Miller College of Business Young Alumni Advisory Board, Tiffany Westfall is looking forward to “coming home.”

“With everything the college has to offer, it makes it easy to feel at home and get involved,” says Westfall, who took a position with PricewaterhouseCoopers in Indianapolis after completing her MBA at Ball State in July.

Westfall knows all about getting involved in the college of business. As an undergraduate accounting major, she served as president of both the accounting club and Beta Alpha Psi accounting honorary; was a member of Delta Sigma Pi business fraternity; and worked in the dean’s office. Her leadership roles and extracurricular participation helped her get to know both students and professors, and she formed personal and professional bonds that she continues to value.

“I made some great friends among the professors and with the dean, whom I know I’ll keep in touch with all my life,” she says. “Since I was so involved, I felt like it was a big extended family.”

Westfall’s close ties to the college led to her decision to stay at Ball State to pursue her MBA. It also was that kind of personal attention, as well as the business programs, that first drew the Vincennes native to the university. Initially interested in marketing, an accounting class changed her mind and her career path. “My accounting principles professor, Dr. Duncan, opened my eyes to the possibilities in the accounting

field,” she explains.

Those possibilities included an internship with PricewaterhouseCoopers in the spring of 2003, which resulted in a job offer a year before she graduated. As an assurance associate for PricewaterhouseCoopers, Westfall performs audit functions—from financial statement audits to benefit plan audits.



Her job also involves applying the new Sarbanes-Oxley regulations, which all publicly traded companies must now follow and which Westfall explains are “revolutionizing the industry.”

Although her schedule is demanding, the Ball State graduate says she appreciates the flexibility of her position. “I don’t do the same thing every day in this job,” she says. “There are always new challenges.” In addition, she’s enjoyed opportunities to travel the country, from

Boston to California.

Westfall says she was well prepared for her career by both the academic and soft skills she learned at Ball State. In addition to teaching professionalism, organization, and management, she says, “Ball State really taught me how to network and gave me ample opportunities.”

She’s eager for more opportunities as a member of the new Miller College of Business Young Alumni Advisory Board, which she believes serves an essential purpose. “Most of the advisory boards are made up of professionals who already are very successful in their careers,” Westfall explains. “This board will create opportunities for greater involvement by younger alumni.”

Serving on the board also is a way for young alumni to show gratitude to Ball State, says Westfall. “Without Ball State, we probably wouldn’t be where we are in our jobs.

The university gave us a great start, and I think it’s important to give back.”

In addition, she hopes the experience will help her hone skills that will transfer into a role to which she aspires—a recruiter for PricewaterhouseCoopers. She already enjoys working recruiting events at Ball State and talking to students about the many types of accounting jobs available, which she says, “encompass every program in the Miller College of Business.”

Not surprisingly, Westfall’s advice to current students is to get involved. “Take advantage of all the opportunities the college provides,” she says. “You never know who you are going to meet and what that can lead to.” ●

# Connections

**Brian Clark**, BS Accounting, 1994, is owner of a lawn care business, Grass Cutters, Etc., in Muncie.

**Mark Dominiak**, BS Marketing, 1983, is owner and principal strategist for Insight Garden, Inc., a consulting business he launched recently, based in Whiting, Indiana.



**Michael Earley**, BS Accounting and Management, 1978, is the CEO of Omnicity, Inc., an Indianapolis-based provider of high-speed Internet services to rural communities.

**Glenda Hall**, BS Office System Administration, 1982, is the administrative assistant of electronic distribution for La Quinta Corporation in Dallas, Texas.

**Kathryn Hendershot Parkins**, BS Management of Information Systems, 2001, is a financial advisor with the Freed-Parkins Financial Consulting Group of Wachovia Securities in Indianapolis. The company specializes in wealth management and estate planning. She and her husband, Blake, are the parents of a daughter, born in March 2004.

**Blair Huff**, BS Accounting, 2003, works for the Indiana State Board of Accounts as a field examiner and is pursuing an MBA from Ball State as a distance learning student.

**Michael Johnston**, BS Business Administration, 1977, and MA Marketing, 1981, is COO of Manufacturers Transport, Inc., a minority truckload motor carrier with

headquarters in Indianapolis. He received the Ball State University Alumni Association's Benny Award in 1997, as well as the Miller College of Business Award of Achievement in 1998. Johnston also serves on the Ball State University Foundation Beneficence Society Advisory Committee and the National Philanthropy Council.

**Christopher Kaminski**, BS Management, 1994, is a major accounts client district manager for ADP in Parsippany, New Jersey. He was ranked first of 54 in major accounts for the ADP eastern division, with record-setting sales in January 2005. He is pursuing his MBA at Ramapo College of New Jersey.



**John P. Kaufeld**, BS Management, 1985, is co-author of a new book, *Developing eBay Business Tools For Dummies*, which was published in January 2005.



**Phillip Miller**, BS Computer Science with Information Systems option, 2002, has been selected as a member of the 2005 class of the Indiana Leadership Forum, an organization that identifies emerging business and community leaders with Republican principles. Miller is employed by CyberLearning Labs, an educational software company in Indianapolis. He is completing his MBA at Indiana University's Kelley School of Business.

**Philip Nelson**, BS Accounting, 1988, was promoted to controller of the mid-Atlantic marketing area for The Kroger Co. in Roanoke, Virginia.

**M. Jack Peckinpugh**, BS Business Administration, 1950, was awarded the 2004 John Newton Russell Memorial Award by the National Association of Insurance and Financial Advisors (NAIFA). The award, which recognizes service to the insurance industry, is the industry's highest honor. In 2001, the state organization renamed its annual award the Jack Peckinpugh Associate of the Year Award.

**Charles Shaver**, MBA 1991, has been assigned to the Office of the Chief, United States Army Reserve. Col. Shaver is a force integration staff officer in Washington, D.C.

**Eric Thompson**, BA Marketing, 1990, was promoted to Service Coordinator II in CollegeServ at Sallie Mae in Fishers, Indiana, after seven years of service.

**Tom Underwood**, BA History, 1993, and MBA 1996, is senior consultant of finance and administration at Zurich Financial Services in Schaumburg, Illinois. He is a member of the Miller College of Business Department of Finance Advisory Board.

**Howard White**, BS Marketing, 1977, is a lead negotiator for private commercial agreements with SBC, Industry Markets. White, who lives in Monee, Illinois, negotiates with CEOs and executives of wholesale business customers.

**Gary Whitt**, BS Finance, 1981, is vice president and regional manager, government, not-for-profit, and healthcare credit for the southern region of JPMorgan Chase Bank. He and his wife, Donna (Little), BS Finance, 1981, and their two daughters live in Houston, Texas.

**Aaron Wiley**, BS Business Education, 2003, is a business teacher in the Muncie Community Schools.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

E-mail \_\_\_\_\_

Degree/Major/Year \_\_\_\_\_

Employer \_\_\_\_\_

Position/Title \_\_\_\_\_

Here's my news for *Ball State Business*. (Use separate sheet if necessary.) \_\_\_\_\_

Support the Miller College of Business at [www.bsu.edu/giving](http://www.bsu.edu/giving).



Your classmates want to hear from you. Share your news with us at [www.bsu.edu/business/contactus](http://www.bsu.edu/business/contactus) or send an update to Ball State University, Miller College of Business, WB 100, Muncie, IN 47306



Since she was featured in the last issue of *Ball State Business* magazine, business and basketball standout Kate Endress has earned additional accolades, including Academic All-American of the Year! Turn to page 4 to read more about her most recent achievements, as well as those of two other outstanding Miller College of Business student-athletes.

**Miller**  
COLLEGE OF BUSINESS  

---

Ball State University

WB 100  
Muncie, IN 47306

Non-Profit  
U.S. Postage  
PAID  
Ball State University