

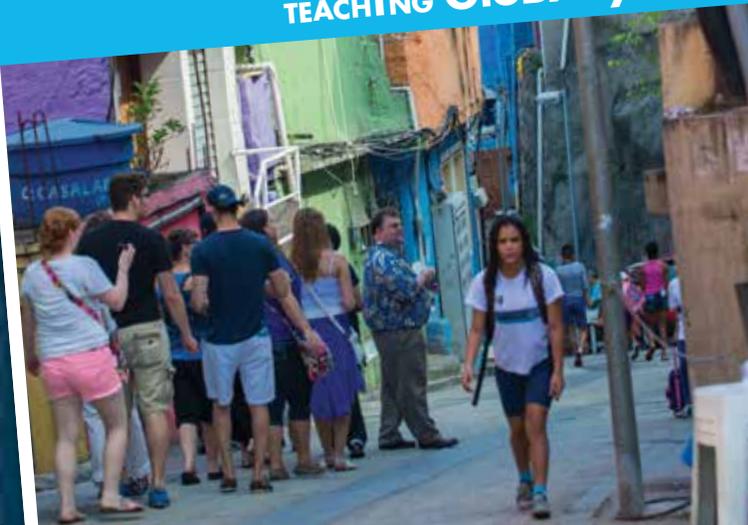
Scott College of Business Portfolio

FALL 2013 Magazine

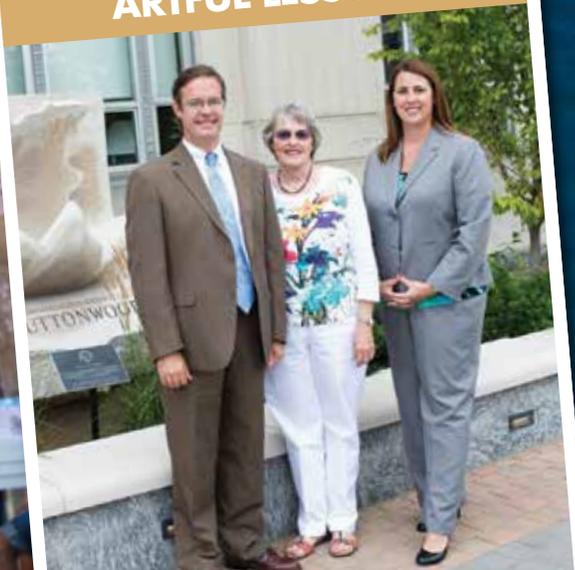
FROM THE GROUND UP 4



TEACHING Globally 12



ARTFUL LESSON 25





Aruna Chandra, Ph.D.
Professor of Management
Scott College of Business



Richard Pittelkow
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Small Business Development Center
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IS AACSB
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LETTER FROM THE DEAN

Dear Friends,

On behalf of the faculty, staff and students in the Scott College of Business, I am thrilled to present the 2013 edition of *Portfolio*. It has been a little over a year since we settled into our new home in Federal Hall, and we have absolutely “hit the ground running” to leverage the college’s state-of-the-art facility. The hallmark of the Scott College of Business is student success and we have redoubled our efforts to provide the finest in innovative learning and world-class student professional development. Of course, none of this is possible without the efforts of our committed alumni, friends of the college and great business partners. Together, we form a community that is focused on the success of the college and our students.

In this edition of *Portfolio* we focus on the many ways that our community comes together to shape the success of our students and each other. You will learn how our new strategic plan is being developed “From the Ground Up” to form a cohesive vision of what the Scott College of Business will look like 10 years from now. We highlight how great learning happens outside of the classroom through our Meis Student Development Center. We also spotlight the vision of one of our alums to instill an appreciation for business fine art for decades to come. This edition of the magazine will also introduce you to our Indiana Global Business Advisors (IGloBA) initiative, which introduces our business students to organizations and companies around the world.

I hope that you enjoy reading this edition of *Portfolio*. The articles in the magazine are only a sampling of the numerous and exciting ways that the Scott College of Business is engaging our students, faculty and alumni. We are anxious to share more of our stories with you. I invite you to connect with us and explore the many ways that you can become a partner in transforming students’ lives. I look forward to hearing from you.

Sincerely,

Brien N. Smith, Dean
Scott College of Business

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Faculty and staff members in the Scott College of Business have been working since last spring to update the college's strategic plan, which acts as a series of stepping stones to determine how to best make future decisions. The plan, which fits within the parameters of Indiana State's university-wide strategic plan, outlines ways in which the Scott College can foster the growth and success of students, community partners, faculty and staff.

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Several classes in the Scott College of Business partnered with food co-operative organizations on experiential learning projects to help students implement what they were learning in the classroom. Students in one of professor Sandeep Bhowmick's marketing research classes partnered with Terre Foods to conduct research that covered several different areas for the co-op to gain greater insight about public interest. Art Sherwood, associate professor of management, had a group of students team with the National Cooperative Grocers Association, a business services cooperative organization for food co-ops throughout the U.S.



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Management professor Aruna Chandra created Indiana Global Business Advisors (IGloBA) to introduce students to organizations and companies around the world. Students working on IGloBA projects partner with companies and organizations on efforts that provide experiential learning for students while benefiting



the organization. In IGloBA's first year, business students participated in projects ranging from a marketing plan for a Terre Haute home health care provider to learning from Brazilian nonprofits about vast socioeconomic disparities while traveling the streets of Rio de Janeiro.

17 UNEXPECTED CALLING

Kim LaGrange, the director of the Meis Student Development Center in the Scott College of Business, has drawn from her experience as a consultant for established companies and business executives to help support students learning the theories that they will incorporate into everyday practice in the workforce. She has dedicated her career to helping current and future business professionals cultivate the skills that they need to thrive in the workplace.

20 STARTING SMALL

The West Central Indiana Small Business Development Center, housed in Federal Hall with the Scott College of Business, helps local entrepreneurs plan and create their own businesses while supporting established companies on a variety of initiatives. Last year, the center helped Indiana State graduate Sarah James open Nutrition to Grow, an outpatient consulting business providing nutritional guidance and dietary plan development for clients. Earlier this year, center client Brown Veterinary Hospital received the Indiana Small Business Development Center's Economic Development through Growth and Entrepreneurship (EDGE) Award in the emerging business category.



25 ARTFUL LESSON

Indiana State University alumna Sherry Mills Hockemeyer's commitment to the Indiana State University Foundation has helped establish the Business Permanent Art Collection fund. The resources committed to the fund from Hockemeyer and future donors will be used to purchase artworks to be placed in and around Federal Hall, the former downtown Terre Haute federal building that underwent a more than \$20 million renovation to house the Scott College of Business.





FROM THE GROUND UP

by Austin Arceo and Beth Pickerill

Left: Art Sherwood, co-director of Sycamore Student Ventures, is leading the development of the new strategic plan for the Scott College of Business.

Right: YOUnity Village in Terre Haute

It seemed like just another start to the month when Adam Gaunt visited his landlord to pay his rent.

While there, the then-senior couldn't help but notice something peculiar: loose change was sprawled out over his landlord's floor. When Gaunt asked about it, his landlord told him of the penny wars project at Terre Haute North Vigo High School: students were competing on their teachers' behalf to see who could collect the most pennies, though any other coins collected (such as nickels, dimes and quarters) would count against each teacher's final tally.

Gaunt already knew about it; he was part of a team of Scott College of Business students who helped organize the project in the fall of 2012 in hopes of generating \$400 for a charitable cause.

The project, which raised more than \$4,000 for the Vigo County School Corp. weekend backpack program that provides food for Vigo County families, was part of a business management class in the Scott College. The project also was a tremendous success under the college's new strategic plan, as it provided an experiential learning opportunity beyond what students could experience in a classroom while also contributing to the



success of a local nonprofit and community partner.

"I am detecting every year an increased level of belief among students that contributing to the community and community strength matters," said Art Sherwood, associate professor of management who taught the business management course. "When we go through one of these projects, that increases those beliefs tremendously."

Faculty and staff members in the Scott College have been working since last spring on updating the college's strategic plan. The Association to Advance Collegiate Schools of Business (AACSB), the accrediting body of the Scott College, requires each accredited business school to have a strategic plan. The plan for the Scott College also fits within the parameters of Indiana State's university-wide strategic plan, with a focus on how the Scott College fulfills some of those goals. "I have been working internally with students and externally working

with a variety of clients with a very participative approach to the strategic process, where we didn't actually change our mission," said Sherwood, who helped organize some of the planning meetings. "That's not what we were setting out to do. Instead, we were starting there."

The college's faculty and staff pondered the future of the Scott College, describing what they envisioned the college would be like in 10 years. They used the college's mission statement, then broke into smaller groups to analyze what respondents had envisioned for the future. They then began drafting the strategic plan, which included outlining the ways in which success can be defined, such as ensuring four-year graduation and high job placement for students after they graduate.

"It's nice to know everyone has a voice," said Brien Smith, dean of the college. "We work together to set priorities on the list of things that we think are important to move forward."

Numerous local officials and representatives from Mental Health America of Vigo County commemorate the opening of YOUnity Village, a supportive housing building that includes 30 one-bedroom apartments for individuals who have a mental illness and are homeless. A group of Indiana State University seniors in the Sycamore Business Advisors consulting class in 2009 provided consulting services to the agency, which helped provide insights for developing YOUnity Village.



The new strategic plan acts as a series of stepping stones to determine how to best make decisions in the future, said Bruce McLaren, associate dean of undergraduate programs in the Scott College. Its success will be determined if it is a living plan that can be adjusted to the needs of the college each year, he added.

“If you don’t know where you’re going, you’ll not know how to get there,” McLaren said. “We have a roadmap, a vision for where we want to be in 10 years, and we have a series of bullets that will help guide us in planning to get there.”

The plan outlines barometers of success for students, faculty, staff and partners of the college. The groups discussed different ways to ensure that students, everyone’s top priority, are learning what they need to be successful. The plan also called for analyzing data on students’ shortcomings to address needed changes.

In discussing faculty and staff members’ success, the college has made it a point to have resources available for professional development, Smith said. While many colleges may not articulate similar opportunities for staff members, that also is a priority for the Scott College.

“The mission of the university is to foster the success of students,” Smith said. “We’re also interested in this being a really great place

to work, so we want faculty and staff to be successful, and also realize that this is a place where they can have the opportunities to challenge themselves professionally.”

The Scott College also wants to work with community partners to fulfill their needs in a variety of ways. These range from connecting businesses with professors and students who could assist with company projects that provide experiential learning opportunities to ensuring that donors’ resources create additional experiences for students.

“This isn’t a bucket list, but it’s a realistic way to get to where we want to be,” McLaren said. “It’s a practical way to communicate with others that we’re already where we want to be in some regards, . . . and then there are some where we need to work on them.”

Scott College faculty, staff and students regularly participate in projects that are beneficial to other organizations, as well as themselves. Scott College graduates Miguel de la Rosa and Ishaan Vadhera spent the summer after their junior year interning for Your Brand Voice, an Orlando, Fla.-based digital marketing agency that uses a comprehensive approach including social media platforms in marketing campaigns.

“Classes at ISU helped me build a foundation, a basic concept of marketing. With marketing,

Indiana State University graduates Miguel de la Rosa and Ishaan Vadhera, who interned at Your Brand Voice, a marketing agency in Orlando, Fla. At Your Brand Voice, de la Rosa and Vadhera were able to perform a variety of activities that helped build the young company.



David Robinson, associate professor of management and co-director of Sycamore Student Ventures at Indiana State University, speaks at the YOUUnity Village dedication.



it is more than just sales,” said de la Rosa, who worked for the company his senior year before taking a job to work full-time for the company after he graduated. “There are a lot of interactive and digital aspects to it.”

The duo quickly took on additional roles in the company, which at the time was less than two years old. They helped the company evolve from a start-up operating out of owner Bryan Bruce’s home into an established office with a client list that includes Disney, Sonic and Marriott, among others.

“Two of the biggest things I have taken away from my coursework here is the personal connections with the professors and a direction on where I want to go by my interests and skills,”

de la Rosa said. “The university focuses a lot on hands-on learning instead of just tests and quizzes.”

Sometimes students’ work can impact projects that take years to complete. A group of seniors in a 2009 Sycamore Business Advisors class taught by David Robinson, associate professor of management, conducted a feasibility study for Mental Health America on creating new residential housing for individuals suffering from mental illness and who are chronically homeless. Mental Health America used some of the group’s recommendations in creating YOUUnity Village, a new facility that opened last fall with 30 one-bedroom apartments.

The building represents a \$6 million investment in Terre Haute’s Ryves neighborhood, and helped put Mental Health America “on a strong financial footing to continue to deliver housing services to Vigo County,” Robinson said.

The business professor “thought it would be a good project for us,” said Heather Sanning, who was part of the student consulting group before graduating in 2009 with a double major in management and business administration. “To hear they actually used it, that was really exciting to know

that what we did in that class could’ve been just a grade, but it actually meant something, especially to those who are going to live there.”

Experiential learning is not only a vital aspect of Indiana State’s strategic plan, but it also is a cornerstone of the Scott College’s mission, McLaren said. Many of the developed projects with partnering organizations yield mutually beneficial results, he added, which further advances the business college’s goals.

The planning for the strategic plan has continued this fall. College faculty and staff members have been following the “V plus three” approach, Smith said. In the spring and summer, they outlined the strategic plan’s vision, the “V,” and this semester they are detailing the three ways that each person can contribute to making that vision a reality – the “plus three.”

“The college strategic plan works together with the university’s plan in a symbiotic fashion,” Smith said. “Though there are larger objectives that we will be working on in relation to the university’s strategic plan, if we focus on the four pillars of faculty, staff, students and partners, we will satisfy both the needs of the university and the forward vision of the Scott College of Business.” 🌟

“If you don’t know where you’re going, you’ll not know how to get there.”

- Bruce McLaren

CO-OPERATIVE SPIRIT:

BUSINESS STUDENTS COLLABORATE WITH LOCAL, NATIONAL FOOD CO-OP ORGANIZATIONS

by Austin Arceo



After arriving in Terre Haute, Sandeep Bhowmick was stunned to learn his customary fruit and vegetable options near his previous Duluth, Minn., home in January were conspicuously absent from the Wabash Valley.

Duluth had more expansive local food markets than Terre Haute. As the assistant professor of marketing searched the Internet for local food markets in west-central Indiana, he found Terre Foods. It didn't take long for Bhowmick to find an area of mutual interest with the new store and his new job – and an intriguing opportunity for his students.

Bhowmick's class was one of several in the Scott College of Business to partner with a food co-operative to help the students implement what they were learning in class. Art Sherwood, associate professor of management, had a group of students team with the National Cooperative Grocers Association, a business services cooperative organization for food co-ops throughout the U.S. Students in the classes embarked on different projects that reinforced what they were learning while also helping the collaborating organizations.

Local light

Students in Bhowmick's marketing research class partnered with Terre

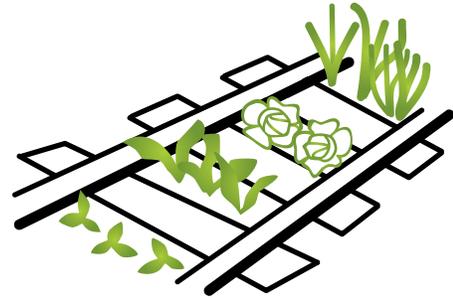
Foods to conduct research that covered several different areas for the co-op to gain greater insight about public interest. Four groups of students in the class crafted surveys on topics ranging from the public's awareness of Terre Foods to how much more people would be willing to pay for food that is grown locally and organically.

"There are not a whole lot of funds available right now for things like market studies, so we're eternally grateful for the opportunity to have this kind of information, especially at this stage of our development," said Lorrie Heber, Terre Foods board member who worked with the Scott College students. "There's a lot at stake right now."

One group created a 21-question survey that focused on health benefits and the health perception of organic food. The students used technology available through Indiana State to organize and distribute the survey over the Internet, collect the data and analyze it.

The group concluded that respondents' education level had a significant influence on their responses to their health perception and willingness to spend to purchase healthy foods.

Some professionals and "obviously some college students are very aware of



TERRE FOODS
cooperative market

it," said Stacy Clough, junior marketing major from Northville, Mich., when she participated in the project. "I'm a student athlete and I know that anybody in athletics is going to want healthy organic food at a good price, and this is a good option for this area."

The group also asked respondents if they had ever purchased food from a co-op, to which 40 percent of respondents indicated that they had. A significant number of those respondents who had done so also indicated that they would visit a co-op again, said Ben Ramseier, junior marketing major from Terre Haute when he helped create and administer the survey.

"It's good for Terre Foods for the people who answered no (they had not visited a co-op)," he added, "because ... if at least a percentage of that 60 percent goes into the food

Indiana State University students Ben Ramseier (middle) and Stacy Clough talk with Sandeep Bhowmick, assistant professor of marketing, during a presentation about experiential learning projects. The students discussed the surveys their class developed with Terre Foods, a local food co-op in Terre Haute.



C.E. Pugh, chief operating officer of the National Cooperative Grocers Association

co-op and has a good experience like the people that said yes, then there would be recurring customers.”

Another group surveyed people about price perception, and found that respondents would be willing to spend about 5 to 10 percent more for organic food, and that many consumers had already visited organic food stores, even though Terre Foods has not yet begun construction, said Stephen Borkowski, a junior marketing major from Dyer when he participated in the project.

“I think it was surprising that people were on board with a co-op market,” he added about the survey findings, “but (they were) not necessarily willing to buy organic foods.”

The students used multiple ways to publicize the surveys. Most respondents knew the students who were involved in the project, which they admit was a limitation in that the project was not an ideal representative of the population of Terre Haute or the Wabash Valley.

The information is still beneficial, Heber said. Among the helpful information that the organization received was that

for a membership in Terre Foods is an appropriate price, Heber said.

“Because it’s a class project and because it presents some limitations in survey methodology and in the universe of participants in the survey, we can take the information and learn from it,” Heber said. “Are we going to build a business plan around it? Probably not, but what it does is give us a great starting point to gather additional information.”

Growing national

Students in the Sycamore Business Advisors course provided a detailed data analysis for the National Cooperative Grocers Association (NCGA) as part of their senior capstone project. In the class, students gathered data from cities throughout the country, including locations of natural and organic food stores, and created an analysis to determine what markets may be the strongest for potential expansion. They analyzed data from the thousands of locations to get the best ideas possible for NCGA.

“The results were excellent,” said C. E. Pugh, chief operating officer of the association, who worked closely with the students. “They definitely gave

women with children were the most concerned about buying organic food, and that the \$200 cost

us a perspective that we did not have in terms of a competitive landscape, not only in the markets where our member co-ops operate, but in many markets where they do not.”

The project came about after Sherwood, who teaches the Sycamore Business Advisors (SyBA), discussed the capstone class with Pugh and determined the market analysis was a good fit.

“There’s a lot of competition across the nation,” said Sherwood, who has coached boards of directors and CEOs of food co-ops and is now increasing his research in the field. “I was impressed that the students were able to identify them, and then pull out various types of information from numerous sources.”

The project took several weeks just for the students to acquire the wealth of data, which would have been very expensive for a business consultant to do, Sherwood said. The SyBA students then organized the information based on markets and stores, before ranking the top 200 markets for potential expansion for NCGA member co-ops.

“I never would have imagined that we would have collected all that different information for all those different stores,” said Emily Ross, senior business administration major from West Terre Haute when she worked



on the project, “and then being able to make a recommendation at the end, that was impressive.”

The effort with NCGA was different than many other class projects because the organization is going to use the information when making future decisions, Ross said.

“For this one, they actually wanted to do something with our work,” she said, “so it was more like we were working for them than them helping us out.”

Based on the information NCGA desired, the students found that Philadelphia, Brooklyn and greater New York City were the top three locations with markets ripe for expansion.

“All of the cities are not necessarily that large,” said Jordan Borders, then a senior marketing major from Jasonville who was project leader, “but it’s not uncommon to see larger cities as being the top potential markets, just because larger populations of people live there.”

SyBA team members talked with Pugh multiple times throughout the semester. Since NCGA is based in Iowa City, Iowa, the Indiana State students discussed the project with him on telephone and internet conferences, which was a new experience for several students on the project, Borders said.

“We ended up finding information for over 4,000 stores, and so that took a lot of time, a lot of effort,” he said. “(The experience of) taking broad

information and being able to narrow it down and make some use of it, I thought was beneficial, not only for myself, but everyone else, including marketing, management, accounting and finance majors.”

The group compiled all of its data onto a BatchGeo map, which includes interactive features that displays information when a map user scrolls over a particular location that’s been plotted out.

“It was great fun, very enjoyable, and I think it can be very useful to us,” Pugh said. “It came out very well.” 🌟



TEACHING GloBally

MANAGEMENT PROFESSOR CREATING INTERNATIONAL OPPORTUNITIES FOR STUDENTS

by Tony Campbell, Beth Pickerill and Austin Arceo

One by one, a group of Indiana State University students emerged from the seemingly endless maze of dark, narrow alleyways. While surveying an open space sandwiched between crumbling, multilevel homes featuring graffiti and moss-covered walls near piles of bricks, trash and debris blanketing the earth, Jaclin Huxford instantly noticed a powerful stench.

A stream of raw sewage flowing a few feet from where she stood emitted the odor that etched itself into her memory. “That smell ... that smell will probably stick with me the most,” said Huxford, a senior insurance and risk management major from Clinton when she visited Brazil. The Indiana State students stood in the middle of Rocinha, Rio de Janeiro’s largest favela, the heavily populated shanty towns scattered in and around the city.

“Can you imagine life in the favela here?” professor of management Aruna Chandra asked as she stood near the odor source. “This is raw, untreated sewage. Can you imagine raising your kids and living your whole life here?”

One doctor who witnessed the impact of such conditions created an organization dedicated to helping improve favela residents’ lives in a social business that was part of a lesson that took the Indiana State students deep into the heart of Rio de Janeiro. Chandra developed and taught a new special topics course on social

entrepreneurship in Brazil and organized the trip as part of her Indiana Global Business Advisors (IGloBA) initiative to introduce students to organizations and companies around the world. Her students in the special topics class traveled to Rio de Janeiro to meet with a variety of social business creators. The IGloBA initiative also included student projects with a Bloomington, Ind.-based brewery and Wabash Valley home health care services provider, along with providing lessons for attendees at a conference at a women’s college affiliated with Bangalore University in India.

The students participating in IGloBA projects receive the opportunity to apply their lessons in a real-world setting, while the partners have the chance to receive support on projects that can improve their operations. The initiative provides a service to local and regional groups, along with organizations around the world while providing students with experiential learning opportunities they wouldn’t get any other way.



Indiana State University students tour Rocinha, a favela in Rio de Janeiro, Brazil. Indiana State professor Aruna Chandra organized the trip as part of her Indiana Global Business Advisors (IGloBA) initiative.



A group of Indiana State University students poses with professor Aruna Chandra, far left, on a bridge in Brazil. On the trip, her students learned firsthand about the country's highly stratified society and about some of the social businesses addressing the inequities that exist between social classes.

Brazil bound

“We can spend a lot of time talking about Brazil and the polarization of society,” Chandra said, adding that 10 percent of the country’s population is very wealthy, while 40 percent live in poverty. “But to bring them here, they just see and experience that reality, and that leaves an impression that can last a lifetime.”

As the students visited the favelas to witness firsthand the situations that can lead to people contracting potentially catastrophic illness, they also met Dr. Vera Cordeiro, who has spent two decades battling sickness and disease within the favelas. Cordeiro created *Saúde Criança*, a clinic that provides comprehensive health care for children and their families. When a child is referred to the clinic, a team assesses the entire family and develops a plan based on five areas – health, citizenship, housing,

education and family income.

“What we did as physicians in the hospital has its limits,” Cordeiro said. “If you really want to change people’s lives, you have to do something else to complement what the hospital does.”

Saúde Criança has assisted more than 40,000 people and with intricate data tracking Cordeiro has shown the dramatic impact that improved living conditions can have. Of those treated at the clinic, there was a 60 percent drop in days of hospitalization and an increase in family income of 35 percent because of the education people received through vocational courses that the organization provides.

Chandra’s students met with other social entrepreneurs who develop businesses that provide opportunity, training and employment for the economically and socially underprivileged. These social

businesses are self-sustaining organizations – not charities – that provide a benefit to the community.

Rodrigo Baggio, founder of the Center for Digital Inclusion (CDI), has devoted his career to bringing technology to the favelas. “Our mission is using technology to transform lives and develop communities,” said Baggio, who met with the Indiana State students at CDI headquarters in Rio de Janeiro. “We believe in the power of technology to change our society and to create a society with more freedom and solidarity.”

CDI began in the mid-1990s, and now has about 780 community centers in 12 countries. More than 1.5 million people have received training from CDI community centers. The company provides training for locals to become educators and managers of the community centers.

Student teachers

Some of Chandra's students extended their efforts to a different part of the globe. Two groups collaborated with the Malleswaram Ladies' Association First Grade College for Women in Bangalore, India, as part of an international conference on social entrepreneurship and sustainable development in emerging economies.

"When you first think of a social business, you always think of nonprofits, and the money that they get is given by the government through grants, when really you can create a social entrepreneurship company that is for-profit," said Kelly Baer, a senior management major from Jasper when she participated in the project. "[The businesses we researched] created their company to make a profit, but yet make society a better place, which is actually something I'm really interested in for a future career."

One student group helped market the conference. They produced a double-sided, single-page brochure to be sent to perspective attendees - prior to that, information was sent in a nine-page booklet - and created a Facebook page and social media presence for the conference.

Baer's group compared social businesses in the U.S., Brazil and India to compare and contrast social ventures in different country contexts and to provide an international perspective on their approaches. They

wrote a 10-page paper and created a 60-minute PowerPoint presentation that was recorded and presented to college students in Bangalore during the conference.

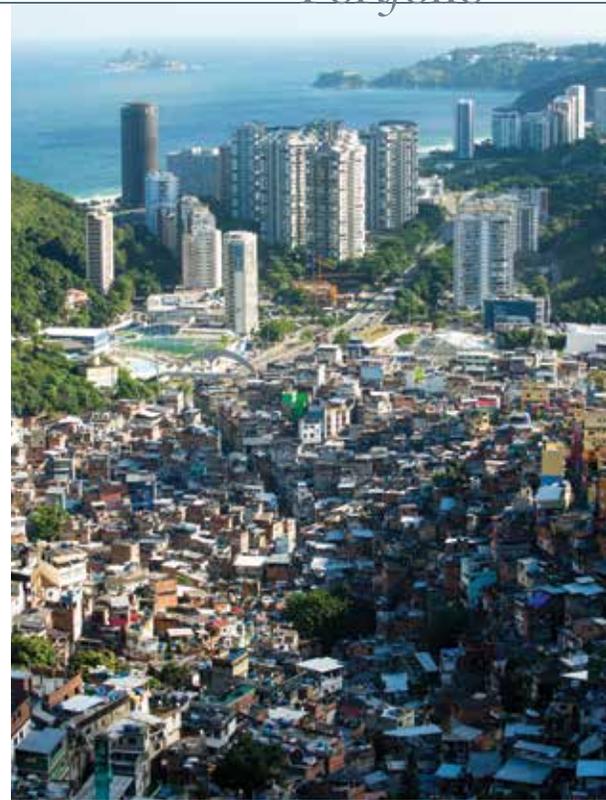
"It was actually a more hands-on approach to class than your normal 'just read the textbook and you'll be tested over key terms' and stuff like that," said Caleb Ross, a senior business management major from Lizton when he participated on the project. "It was more like you actually teach yourself and that's really cool. I actually really enjoyed it."

Business support

Some of Chandra's students incorporated their education in the business world by working with several Indiana companies on projects that directly affected their operations. One group of students helped create a strategic plan for Upland Brewery's re-launch of Champagne Velvet in the Wabash Valley as part of a business strategy capstone class taught by Chandra.

The students chose to work with Upland Brewery, a Bloomington, Ind., company making beer since 1998, on the re-launch over several other initiatives offered in the class.

"Since Terre Haute Brewing Company first started this (in the mid-19th century), it is a big deal to bring the beer back," said Zach Shannon, who graduated from Indiana State in May with a bachelor's degree in insurance and risk management.



Top: Rio de Janeiro, Brazil

Bottom: This photo won a social media contest run by Upland Brewery, which earlier this spring relaunched Champagne Velvet beer. In the contest, the brewery wanted people to take pictures of their Champagne Velvet collection and tweet it or post it on Facebook or Instagram. Several Indiana State University students worked with Upland Brewery on the beer relaunch.

Students learn best when they are excited about a topic, Chandra added.

“This group had a lot of enthusiasm and was engaged throughout the entire semester,” Chandra said.

Students in two different classes taught by Chandra created marketing plans for Nurse Care, an in-home health care services provider based in Terre Haute. A group of seniors and a second group of MBA students in another class reviewed Nurse Care’s marketing efforts, then provided analysis and recommendations for ways that the business could increase brand awareness. The MBA students also gave a PowerPoint presentation on their effort.

“I thought it was quite good,” registered nurse Karen Gray, who worked closely with the students, said of the presentation. “They had put a lot of thought into it, and you could tell they wanted to do more than what the project was actually asking them to do. They were enthusiastic.”

Each group of students met with Gray and other Nurse Care employees early in the semester to get more information about the organization, including what company officials sought from the project. The company employees were interested in learning more about expanding Nurse Care’s Internet presence, which at the time consisted of a single-page website with contact information.

“That’s probably the most urgent issue to be addressed,” Tzu-chun Cheng, an MBA student from Taiwan who worked on the Nurse Care project, said at the time, “because nowadays people go online for everything, and they’re very limited online.”

IGloBA encompasses Chandra’s teaching style, as she avoids long classroom lectures. To teach the business theory embedded in the curriculum, she speaks briefly then assigns students to give longer presentations that incorporate theory with current events. During the students’ presentations, she asks the students about the topics they are explaining, while adding

her own commentary to create a discussion-based shared learning environment.

“It’s more about learning how to learn. It’s programming people to learn,” Chandra said. “I feel this approach will engage the mind in a different way, and program students to think more critically and to ask more questions.”

The IGloBA initiative is the latest way that the Scott College of Business helps to prepare students for their professional career, Dean Brien Smith said. The effort has already created numerous beneficial partnerships, he added.

“The hands-on approach in the classroom has multiple benefits for everyone involved,” Smith said. “Companies have future leaders applying innovative approaches to resolving pressing needs, while students are able to work more closely with professionals in industries that are of interest to them. They are able to gain valuable experience while gaining insight into potential career possibilities.”

“[The businesses] created their company to make a profit, but yet make society a better place, which ... is something I’m really interested in for a future career.”

- Kelly Baer





Kim LaGrange, director of the Meis Student Development Center at Indiana State University, providing consulting for a Terre Haute business. LaGrange has continued to provide business consulting services through her company, Prime Resources, though her primary work has been directing the center and teaching classes in the Scott College of Business.

UNEXPECTED CALLING

by Austin Arceo

Indiana State University graduate Kim LaGrange called a professor at her alma mater in 2008, hoping to teach a class that would supplement her full-time work in her consulting firm, Prime Resources.

She never expected that it would lead to a different full-time job — providing consulting services to future business leaders.

LaGrange, the director of the Meis Student Development Center in the Scott College of Business, has drawn from her experience as a consultant for established companies and

business professionals to help support students learning the theories that they will incorporate into everyday practice in the workforce. She has provided business consulting services throughout Indiana and Illinois, including working with a Fortune 500 health care company, on services ranging from human resource-related tasks to helping executives hone their

leadership skills. She has dedicated her career to helping current and future business professionals cultivate the skills that they need to thrive in the workplace.

Prime opportunity

LaGrange started Prime Resources in 1997, initially providing services in human resources, her area of expertise. She helped companies hire workers, determine benefits programs that best fit their needs and even developed employment policies. She served clients all over the region, from Indianapolis to Effingham, Ill.

She was hired as an independent contractor at Pfizer's Vigo County facility when the company started manufacturing a new product and expanding their workforce. In her 18 months working in an office at the plant, she realized how much she missed regularly interacting with colleagues.

"I had worked prior to that for 10 years as an independent consultant," LaGrange said. "Although I had a broad network of professional contacts, I didn't really have any coworkers, and I didn't really realize how much I missed having coworkers until I spent a year and a half as part of the Pfizer team."

After her time there ended, LaGrange contacted Hershel Chait, interim chair of the management,

information systems and business education department in the Scott College, to see about teaching an occasional class.

They ultimately discussed a different position, which LaGrange accepted: the vacant position as coordinator of the then Career Experience Center housed in the business college.

"What I intended to be one class turned out to be a full-time job," LaGrange said. "I still do the consultancy work, but that has become a supplement, as opposed to the university supplementing my work as a consultant."

Teaching business

While LaGrange had previously taught classes at Indiana State as an adjunct instructor, she had little experience in running a center dedicated to students. She joined Rebecca Wray in developing the center's programming.

"I didn't really know what it would involve at the time, and that's one of the things I've enjoyed about being here," LaGrange said. "I've been able

to help develop the center from scratch, for the most part."

Much of the center's early offerings focused on career-related support, from workshops on résumé writing to mock interviews. The center also hosted networking events throughout the year, where students met business professionals, many of whom were Indiana State graduates, in a reception-like setting.

They even have held workshops on the proper behavior on social media websites such as Facebook, said Wray, interim director for the Gongaware Center and assistant director of the Meis Center.

"Kim and I have been working together on students' professional development now for five years," Wray added. "She and I have come to the conclusion that if you engage them as freshmen, and you set the expectations high, they don't know any different."

Wray and LaGrange also created the Catapult Professional Development Program, a series of professional



“What I intended to be one class turned out to be a full-time job.”

- Kim LaGrange

development events for business students that Scott College professors can use to help their students develop additional skills.

“The Catapult Program is really partnering with Scott College of Business faculty members to incorporate student professional development into their course curriculum,” said Wray, who earned her bachelor’s and MBA from the Scott College. “It’s a professional development program where we provide the students with suggested events and activities to attend. By participating in the Catapult Program, Scott College faculty members can engage their students in developmental activities and initiatives that supplement their education without having to forfeit valuable class time.”

An increasing number of Scott College students have regularly participated in the center’s programming over time. More than 625 students participated in center workshops during the 2010-2011 academic year. Last year, attendance at Meis Center events topped 3,600 students. For the Fall 2013 semester, the Catapult Program has teamed with 22 professors that collectively teach 42 classes of students.

“We have built more involved partnerships with faculty,” LaGrange said. “We’ve had quite a bit of success in getting students to come to events and workshops, but we want to go the next step of not just getting students to attend, but encouraging students to apply what they’re learning at the workshop or the networking event, so that they’ll get more out of it.”

New direction

The center, which has undergone several name changes before its current Meis Student Development Center moniker, underwent a larger transition last spring. Wray and LaGrange partnered with several other center staff members to review how their programming helps students achieve the learning outcomes the Scott College has set for students. Some programs were added, while others were modified so that they could better align with student learning expectations.

“The Meis Student Development Center has evolved to better serve the needs of our college,” Dean Brien Smith said. “The center’s staff members have done an excellent job in reviewing how they can continue to develop services to prepare our students to fulfill the dynamic needs of today’s business climate.”

LaGrange’s consulting work has evolved over time as well. She now provides more services focused on leadership development to help established executives successfully take on more workplace responsibilities.

Her continued connection to business professionals also has proved beneficial to students she works with at Indiana State.

“A big part of what I bring to students is a real-world perspective,” LaGrange said. “Certainly I teach theory in my classes because that’s part of the curriculum, but I try to focus on what really happens in the workplace and how theory is applied.”

She expects to continue working with Wray and fellow Meis Center staff members Sara Williams, who is also a marketing instructor, and Kelly Wilkinson on expanding the center’s services, which includes partnering with more Scott College faculty members to incorporate some of the center’s programming into their curriculum. LaGrange also plans to create assignments so that students can learn even more from the center as they develop professionally.

“It’s a happy ending,” LaGrange said of her career so far. “It’s just not the ending that I expected.” 🌟

STARTING SMALL: CENTER HOUSED IN FEDERAL HALL SUPPORTS LOCAL ECONOMIC DEVELOPMENT

by Beth Pickerill and Austin Arceo

When Sarah James casually pondered starting her own business while surfing the Internet during the summer of 2012, she stumbled onto a website that jolted her — and the idea — into reality.

James, a registered dietitian who graduated from Indiana State University in 2003, has opened Nutrition to Grow, an outpatient consulting business providing nutritional guidance and dietary plan development to clients. James launched her business in June, nearly a year after she discovered the website of the West Central Indiana Small Business Development Center housed within the Scott College of Business in Federal Hall at Indiana State.

While James had considered starting her own business, the support and advice she received from the business development center guided her in making that a reality.

“They help you become more organized and understand the process of opening your own

business,” James said from Nutrition to Grow’s office in downtown Terre Haute. “It wouldn’t have happened if I hadn’t found them.”

She is far from the only person who has taken advantage of the resources that the Small Business Development Center has to offer established businesses and fledgling startups hoping to turn an idea into an economic reality.

Diet plan

The center is part of the statewide network that provides a variety of services and support to existing businesses and start-ups to promote job growth in Indiana. While on the business development center’s website, James took the organization’s business survey. Within a week,

Dietitian Sarah James, an Indiana State University graduate, received support from the West Central Indiana Small Business Development Center to open her business, Nutrition to Grow. The business development center, which is located in Federal Hall at Indiana State, provides a variety of services to entrepreneurs and for-profit companies to promote job growth in the Wabash Valley.



she had a consultation with Heather Strohm, the center's director, to begin discussing the plan for Nutrition to Grow.

"It's motivation. Sometimes you get scared, especially thinking about your own business," James said. "Having that full support behind you, that's what pushed me along as well. Every time we sat down to meet, I'd get more excited about it."

James and Strohm began meeting regularly every two weeks, at times even more frequently. The business development center, which receives part of its annual funding from Indiana State, provides most of its consulting services to for-profit businesses at no cost.

"One of the things that Sarah had was the practical experience, but she didn't have a lot of the business experiences," Strohm said. "One of the first things we did was spend time developing a business plan on how she was going to structure and operate the company, market the business and things of that nature."

Strohm and Richard Pittelkow, a business advisor at the center who also worked closely with James, developed connections with different organizations in the Wabash Valley that served as additional resources for Nutrition to Grow, James said.

"They work well together, and they have other services as well, not just here in town," James added. "If they



Veterinarian Beth Brown, owner of Brown Veterinary Hospital



Indiana Lt. Gov. Sue Ellspermann (left), Terre Haute native and veterinarian Beth Brown, and Heather Strohm and Richard Pittelkow of the West Central Indiana Small Business Development Center at Indiana State University. Brown won a state award from the Indiana Small Business Development Center for Brown Veterinary Hospital. She received resources and support from the development center at Indiana State to help open her business, which quickly received more business than Brown had anticipated.

can't help, then they contact their counterparts (in the state Small Business Development Center network) to help out as well. They pretty much answered every question" I had.

Since James has worked as a registered dietitian in the Wabash Valley, she already had developed relationships with doctors in the area, Strohm said. As a registered dietitian, many insurance plans and Medicare will help to cover doctoral referrals, such as when people are diagnosed as diabetic, for James' consulting services.

Healthy business

Others have experienced long-term success after receiving support from the development center. Veterinarian Beth Brown, owner of Brown Veterinary Hospital, received support from the development center to open her business. She worked with Pittelkow to draft a business plan and learn more about the resources necessary to open the animal clinic.

"I got overwhelmed by the sheer volume of material and information, and the process," Brown said. "I'm very detail-oriented, and sometimes I drown in those details."

She and Pittelkow met at least once each week starting in January 2011, though some weeks they met more frequently in those first months. Brown also attended

several workshops hosted by the center on how to draft a business plan, and on March 16, 2011, she received approval for financing for her clinic, which she had decided would be in Terre Haute.

"It made sense. I had an established clientele, I had a reputation here, and I have my family here," Brown said. "This is where my roots are, so it made more sense to grow a tree where you've got your roots planted."

The local veterinarian is the perfect example of a Small Business Development Center client, as she had a very technical background and knew her profession well, but was not familiar with the information and knowledge needed to start her own business, Pittelkow said.

"We try to take some of the stress out of the process of developing a business plan and starting your own business by providing tools and resources to develop the business plan, so it's not such a scary ordeal," he added.

Brown Veterinary Hospital opened on July 13, 2011, and quickly gained community support. The hospital received three times the amount of business that Brown had initially expected in the first year, even surpassing Brown's projections of what to expect in her third year of being open.

Brien Smith (second from left), dean of the Scott College of Business at Indiana State University, poses with the members of the team that proposed Beach EZ 360, a weighted blanket-like item that will not blow away in the wind. The team won first place at Startup Weekend Terre Haute, a weekend-long business competition where the team members pitched their idea, then created a start-up plan on how they would implement it to become a successful business.



In 2012, the animal hospital received a local newspaper reader's choice award for favorite veterinarian. Earlier this year, her string of success continued, as Pittelkow informed her that Brown Veterinary Hospital received the Indiana Small Business Development Center's Economic Development through Growth and Entrepreneurship (EDGE) Award in the emerging business category. The hospital was one of 10 emerging small businesses across the state to receive such an award.

"It's independent validation of her success," Pittelkow said of the award. "It's something more than the financial success of her practice."

Contested idea

The Small Business Development Center has participated in larger efforts to encourage aspiring entrepreneurs to develop their ideas. In February, the center hosted Startup Weekend Terre Haute, a weekend-long competition in which aspiring entrepreneurs and inventors crafted business plans for a new device or business. More than 15 people participated in the event, which included pitching their ideas ranging from helping people with their taxes to creating apps on how to play an instrument and even creating a headset to wear during fire emergencies.

The team winning first place created Beach EZ 360, a weighted blanket-like product that doesn't blow away in the wind. The mat, which is ideal to take to the pool or the beach, includes a waterproof pouch for electronic devices. Second place was Underground Recruitment, a proposed website that would give high school athletes an opportunity to create a profile featuring their accomplishments for college recruiters to review.

"What made the winners stand out was that they identified not only an area that was underserved, but they also put together a nice draft of a business plan through the course of the weekend," said Strohm, who worked with the competition.

The judging criteria for everyone included customer validation, the business model and feasibility of execution. Some of the prizes Melissa Padgett received for Beach EZ 360 included a business development program, a one-year website host and a corporate entity formation valued at \$500.

Several Indiana State faculty members, including Scott College of Business Dean Brien Smith, participated as judges and hosts. Some Indiana State students participated in the competition, which several found to be beneficial.

“It provides real-world experience of hurdling over issues that present themselves when starting a company,” said Bryan Morgan, an ISU student who participated in the competition. “The coaches and mentors there helped participants discover the tactics to overcome issues.”

Startup Weekend is a global nonprofit organization that gives aspiring entrepreneurs a chance to learn about launching a business and the basic concepts involved. The organization has hosted many other startup weekend competitions, though this was Terre Haute’s inaugural event.

The business development center has partnered with local business leaders in other ways. Earlier this summer, the center partnered with Old National Insurance on a seminar explaining how the Affordable Care Act will affect businesses.

“The Small Business Development Center is an asset to the Wabash Valley business community that provides many services to help grow and sustain small businesses in the area,” Dean Smith said. “The partnership that the Scott College and Indiana State have with the center is just one of the tangible ways that we can positively impact local economic development on a daily basis.” 🇺🇸



A team works on honing its business proposal during the Startup Weekend Terre Haute competition in Federal Hall. The Terre Haute competition was part of a larger network of events that featured teams creating plans for a new business or device, with the winning team receiving services and support to help make the plan a reality.

ARTFUL LESSON: ALUMNA'S COMMITMENT CREATES FEDERAL HALL ART FUND

by Austin Arceo

When Sherry Mills Hockemeyer strolled into a job placement office to schedule interviews, she unexpectedly received a suggestion that led to her more than 35-year teaching career in classrooms she hadn't previously considered.

Hockemeyer had started a career in business before deciding to teach high school business classes. After graduating from Indiana State University in 1967 with her master's in business education, she stood in the job placement office when she heard the question that would change her life: how about teaching at a junior college?

Though she is now retired from teaching, she is still dedicated to educating business students – in a different way.

Hockemeyer's commitment to the Indiana State University Foundation has helped establish the Business Permanent Art Collection Fund. The resources committed to the fund from Hockemeyer and future donors will be used to purchase artworks to be placed in and around Federal Hall, the former downtown Terre Haute federal building that underwent a



more than \$20 million renovation to house the Scott College of Business.

"I hope that many alumni are encouraged to contribute to it," Hockemeyer said of the permanent art fund. "I hope that as students are wandering the halls and sitting in the classroom, they have different kinds of art, from modern to old to sculptures to paintings around them, and it becomes part of their environment." Hockemeyer enjoys art, and she wanted to share that passion with Scott College students. After an alumni gathering in Palm Springs, Calif., she saw a video of the renovated Federal Hall, which inspired her commitment.

"I was very impressed with having heard about the growth of ISU," said Hockemeyer, who also graduated

Indiana State University alumna Sherry Hockemeyer talks with Brien Smith, dean of the Scott College of Business at Indiana State.

from Wiley High School in Terre Haute before receiving her bachelor's in business from Indiana University. "Seeing the video of the Scott College of Business, it just really struck me that students could benefit with having art on the walls of this gloriously old building." She recently toured Federal Hall during her first trip back to Indiana State since receiving her master's degree more than 40 years ago. The renovations preserved many of the traditional art deco elements of its initial creation.

One renowned artwork, a wall-sized mural of the Magna Carta



Scott College of Business Dean Brien Smith (left), Indiana State University alumna Sherry Hockemeyer and Catherine Saunders, executive vice president of advancement for the ISU Foundation, near the Under the Buttonwood sculpture outside Federal Hall, which houses the Scott College. Hockemeyer's commitment to Indiana State has established the Business Permanent Art Collection Fund, which will be used to purchase artwork to be housed in and around Federal Hall.

signing, has long been a staple of the former federal courtroom. A sculpture of a buttonwood leaf, which commemorates the 1792 stockbrokers meeting under a buttonwood tree that created the New York Stock Exchange, sits outside of Federal Hall and was dedicated when the renovated structure was opened in 2012. Buttonwood trees are also commonly referred to as sycamore trees.

“As our current collection indicates, artwork can become part of an aesthetic educational lesson to business students, and any visitor to the Scott College of Business,” Dean Brien Smith said. “The new pieces of artwork that will be created from this fund will help continue Sherry’s legacy of educating college students through one of her favorite passions, art.”

While she didn’t set out to teach college students, she quickly realized how much she enjoyed it. She frequently taught introduction to business courses to first-year students, which many other faculty members shied away from. Yet she embraced it.

Rather than shunning her students, such as one with green hair – who would “sit and preen all day long,” Hockemeyer said – she engaged them. “That green hair is wonderful!” she’d say. “And tomorrow, the blue, I’m just as excited to see!”

“I think that college freshmen are just wonderful,” added the veteran business educator, who also ran the MBA program at Indiana University – Purdue University Fort Wayne during her career. “They’re just beginning to come away from high school, and starting to find their own. They do so many different things, and you just have to embrace it.”

Hockemeyer’s commitment of both a current and planned gift, along with the new fund will teach students while helping them to engage with the environment around them, Smith said. Artwork “inspires passion in those who interact with it, and that’s important,” the dean added.

“There are many emotions that move through us as we go through life,”

Smith said. “Certainly there’s love and happiness, but also sorrow and pain. When we interact with meaningful art, it stirs those passions within us.” While people may not normally consider it, having art to teach students is just as important in the Scott College as it would be in any other environment, the dean said. The timeline on purchasing art will be based on the donations that are made to the fund.

“When you give a gift, you become a part owner in something. I think that’s very important,” Smith said.

“I want members of the community to feel like when they give a gift to this fund, not only are they helping to beautify the building, but they are becoming part-owner in something significant.” ❖

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