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transform

Gatton College of Business and Economics

CAREER NAVIGATION:

Gatton's Next Step in Preparing
World-Ready Students



transform

Gatton College of Business and Economics

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Next Steps:

CAREER SERVICES AT GATTON

In continuing to prepare world-ready graduates to enter today's fast-paced work environment, the Gatton College is taking another significant step forward with a new Office of Career Management dedicated to helping its students grow and build connections with potential employers. The new Office, in partnership with UK's James W. Stuckert Career Center, is being created to deepen and further complement existing services by aiding in the career preparation and job placement of the Gatton College's undergraduate student population.

"The number one thing that prospective students ask when they look at a school is, 'What kind of a job can I get when I graduate?'" asserts Gatton grad Geoffrey Rosenberger, '74, '76BE, a Rochester, New York-based investment advisor who is a member of Gatton's Dean's Advisory Council and who recently donated \$300,000 in order for Gatton to get the office up and running. "We need to be doing as much as we can to help students obtain a job once they graduate. We have many incredibly well-qualified students and we need to be marketing them to the business community and letting them know just how well-qualified they are."

According to the National Association of Colleges and Employers (NACE), a 2010 student survey indicated that the more frequently a senior used career services, the more likely he or she received a job offer. Nearly 31,470 students representing more than 400 colleges and universities nationwide participated in the study, and more than 13,000 of those were graduating seniors.

Among the seniors taking part in the survey, 71 percent who received job offers had used their campus career services. The study also found that the likelihood of getting a job offer increased with the frequency of use, so that those who used the career services four or more times a semester were more likely to have job offers than those who used it just once.

Several of the nation's top-ranked business schools have made rather visible investments to leverage career services within their own departments—including a couple within the University of Kentucky's immediate sphere of influence.

For example, The Ohio State University's Fisher College of Business offers numerous services such as

undergraduate interview coaching programs; career coaching; career options for different business specializations; equipping students for consulting careers; investment banking internships in New York City; various other types of internships; and job services.

Indiana University's Kelley School of Business asserts that more than 400 companies conducted nearly 12,000 interviews with its undergraduate students, with 96 percent of undergraduates accepting job offers within 90 days after graduation or confirming their plans to attend graduate school. Ninety-nine percent of MBAs received summer internships, and 92 percent of these students accepted job offers within 90 days of graduation. Furthermore, Kelley advertises, the average starting salary for a majority of its undergraduates range from 2 to 10 percent above the national average.

"If you look at most business schools in the country, the ones that roll off everyone's tongue, a core part of their activities are, of course, education and a great service environment—including career services," observes Dr. D. Sudharshan, dean of Gatton College. "Career services are a very important reason for the way students view and take part in business school opportunities. At major business schools, both the MBA and undergraduate programs have very strong career services."

Dr. Sudharshan adds, "Increasingly, we've been informed by potential employers that they would like to be more connected with the College for recruiting purposes. Our alumni, as well, have spoken to the need for improving our placements of all students. Our students have also expressed the need for getting internship and job placement opportunities."



“For any business student, college career services is a critical tool to help them navigate the job market...”

Mr. Rosenberger is one particular alumnus who especially recognized this need—in a rather personal manner. “This past spring, I was doing college tours with my daughter,” he recalls. “I went on The Ohio State campus. They have a five-building business school complex within the main campus. One of those buildings is for career services and is dedicated to the business college. They have 15 people whose sole job is to secure employment for the Fisher College of Business students. They start working with kids when they’re freshmen. From the day they walk on the campus as freshmen, they start career planning”

“Geoff is a tremendously generous individual,” notes Dr. Sudharshan. “We’ve been working with him the past few years. He has a passion for our students’ success, and a key part of our students’ success is career services and placement. When he looked at what we were doing and the data and statistics on our placement and our facilities for placement within the College, he felt compelled to work closely with us. He was a big motivating factor in getting the career services to become a very important priority for us. With his financial backing the priority becomes a reality.”

Gatton’s Office of Career Management will build on



Profile:

GEOFFREY ROSENBERGER

Geoffrey Rosenberger, the UK alumnus whose \$300,000 gift to Gatton College has paved the way for the launch of a new career services office, is passionate about seeing his alma mater compete for the best students.

“I love the place. I got a quality education there,” says the Rochester, New York, native, who returned to his hometown after earning both a bachelor’s and a master’s from UK’s business school. “I’ve been gone for 34 years. Clearly, I have a lot of affection for the place. I also have some frustrations with the fact that they aren’t getting any kind of public recognition.”

One of the key vehicles for changing this, Geoff believes, is the eventual construction of a new building for Gatton’s operations. (Gatton already has raised \$20 million toward this endeavor). The other is the launching of a world-class career management office that is dedicated to helping connect graduates with prospective employers.

Geoff says he “came to UK for four reasons.” First, as a high school senior he believed he wanted to be a pharmacist and felt drawn toward UK’s continuously top-ranked College of Pharmacy. “However, freshman chemistry and I were not close friends—and it didn’t take long to figure out that God was sending me a message through my chemistry professor that pharmacy wasn’t the right career path for me,” he recalls.

Second, Geoff quips, “When you’re 17 or 18 years old, it doesn’t matter where you live; you figure that there has to be someplace better. So, I wanted to go to school a reasonably long way from home.”

A third reason was simply his tour of the UK campus. “I really liked the place,” he notes. And, finally, “The tuition was ridiculously cheap in comparison to every other school I looked at.”

Upon finishing his MBA, Geoff returned home to Rochester and joined Manning & Napier Advisors, which at the time had \$55 million in assets under management with only six employees. Eight years later he left Manning and co-founded Clover Capital Management, Inc. He and his business partner grew this new company to a couple of billion dollars under management, before Geoff left in April 2004. They sold the business in December 2008 to Federated Investors. These days, Geoff is serving on 10 boards that include six not-for-profit organizations, and is involved with several start-up companies.

Geoff and his wife, Janet, have two daughters. Kasey, 23, lives in Rochester and works as a junior security analyst at Manning & Napier Advisors, the same firm where her father started out 34 years ago. Kasey graduated from Quinnipiac University in Hamden, Conn., in 2009. The couple’s younger daughter, Courtney, is a freshman at Ohio State.

“I tried to get both of them to attend UK—the legacy scholarship program is hard to beat—but failed,” Geoff admits. “Kasey wanted to play Division I tennis and while she was good enough for Division I, she wasn’t good enough to play in the S.E.C. Courtney looked at UK and it made her final three list (along with the University of Georgia), but because of all the competitive advantages, Ohio State won out.”

This last factor, Geoff says, is what led him to contact Gatton College Dean Sudharshan and initiate the office of career management funding conversation.

“In the years to come, I didn’t want other UK graduates to look their college-bound son or daughter in the eye and find themselves unable tell them, in good conscience, that they should attend UK,” he notes. “It killed me having to admit to Courtney that OSU had more to offer than UK, but that was the truth. So, I decided to do my part to try and alter the truth going forward. Hence, my gift to the Gatton College of Business.”

I am pleased to see the Gatton College working with the Stuckert Career Center to help enhance the University's offerings in this area."

MR. JAMES W. STUCKERT
Former Chairman and CEO,
Hilliard Lyons, Inc.

the technological, programmatic, and facilities platforms already available through the Stuckert Center. "We are excited to enhance the partnership with the Gatton College of Business," describes Francene Gilmer, Assistant Provost for Career Education and Director of the James W. Stuckert Career Center. "Our efforts will showcase collaborative efforts that will prove valuable and helpful to the students of Gatton. This partnership will also heighten awareness of the many services the Stuckert Career Center provides for all students, the University of Kentucky, and the Commonwealth."

While the primary focus of the Office will be serving

Gatton students, the currently evolving synergistic partnership between the Gatton College and the Stuckert Center will result in all UK students being better served as they prepare for their careers. "For any business student, college career services is a critical tool to help them navigate the job market," explains Mr. James W. Stuckert, former Chairman and CEO, Hilliard Lyons, Inc. and member of Gatton College's Dean's Advisory Council. "I am pleased to see the Gatton College working with the Stuckert Career Center to help enhance the University's offerings in this area."

Dean Sudharshan describes the vision for the Gatton-



Profile:

DR. SCOTT KELLEY

Students shouldn't be intimidated by the looming presence of the Gatton College's new associate dean for the Undergraduate Resource Center (URC). At 6' 8", Dr. Scott Kelley stands tall—but don't mistake his stature for anything but a gentle spirit.

This past summer, Dr. Kelley assumed the role of associate dean after heading up the Gatton's School of Management as director since 2007 and serving as a marketing faculty member since 1989. In his new role, he leads a team of professional academic advisors and support staff, career counselors, and recruitment and retention specialists. It's a large operation that serves Gatton's 2,500 undergraduate students.

"I am most excited about working with a great team of people," he eagerly describes. "Sometimes, as a faculty member, you are on your own island conducting research and teaching. The neat thing about this job is working with a team of people towards a common goal and purpose."

That goal and purpose is to aid undergraduates throughout their career as Gatton students. From academic advising to career preparation to transfer issues, the URC guides students through every aspect of their tenure at UK. Additionally, the URC oversees the Global Scholars and Scholars in Engineering and Management programs for high-achieving, in-coming freshmen; the Professionalism Series in conjunction with the Stuckert Career Center, which offers such programs as the Business Etiquette Dinner and Resumania; study abroad programs; and graduation. To say that the staff of the URC is busy is certainly an understatement.

"I inherited a team of people who are hard-working and dedicated to our students in ways I didn't even realize as a faculty member," Dr. Kelley explains. "In my new role, I want to build on that and continue to reinforce that."

Dr. Kelley is no stranger to the University of Kentucky having come here in 1984 to begin doctoral work. After completing his doctorate in Business Administration, Dr. Kelley taught for a brief stint at Bowling Green State University before joining the marketing faculty ranks at the University of Kentucky.

Known for his warm-hearted nature and strong teaching abilities, Dr. Kelley has received several honors during his tenure at UK, including the Beta Gamma Sigma Outstanding Teacher Award and the University of Kentucky Student Organizations Assembly Faculty Advisor Excellence Award. He is also a prolific writer having written scores of articles, journal publications and book reviews. In the last decade he has also spearheaded the annual Sports Marketing Academy where professionals gather to hear presentations from leading sports marketing authorities from across the nation.

While Dr. Kelley's CV boasts numerous professional and academic accomplishments, it's his levelheaded, kind leadership style that is perhaps most noteworthy. His team-oriented approach is helping to shape a department that is continually refining what they do best: helping students. He is also quick to recognize the work of the previous associate dean who helped develop the URC from the ground up—he sees his role as building upon that foundation.

"My predecessor, Dr. Nancy Johnson, worked diligently to build and develop the Undergraduate Resource Center," Dr. Kelley explains. "She gave me a team that is working hard to assist students in numerous ways. I want to continue this mission and continue to seek new and creative ways to help Gatton students through their Gatton tenure."

Yes, Dr. Kelley is a tall man. But it's not the height that defines this man. From meeting one-on-one with students to offering support to his staff, his stature is defined by his genuine concern for the students of Gatton College.

Stuckert Center partnership as one of working “together seamlessly to provide our students with opportunities, expertise and experiences which are available to their counterparts at other major business schools that will better prepare them for their careers upon graduation.”

Gatton’s career management office—which UK has decided to name after 2nd Lt. Jeffrey Graham, a UK alumnus who died in combat in Iraq in 2004—will have three fundamental functions: internships and placement; student preparation through coaching; and data management.

First, internships and placement will focus on identifying prospective employers, “providing one-stop, all encompassing relationship management for them, so they would know who to come to, what information they need to get, and what information they need to provide. There will also be opportunities to interact with students and facilitate the process of getting students to interview and work with them through internships that are managed very carefully,” the Dean describes, adding that the career management staff would be responsible for the employer’s hospitality experience.

Student preparation through coaching would enhance what the College and Stuckert Career Center are already doing by ensuring that students have “a deep understanding of the career services operations, the whole process of identifying career goals and ways to achieve their career dreams,” he advises. “That would include specific activities like resume preparation, research on prospective employers and mock interviews; and becoming more professionally polished as they interact and interview for internships and jobs.”

Finally, Dean Sudharshan says career data management will provide Gatton with “a better understanding of how Gatton students are getting placed, understanding their needs and employer needs, understanding the employer market, and creating a better market where employers and students can come together to find mutually beneficial associations. It will inform us of how our students are doing in getting jobs and what other opportunities we might need for our students, as well as how we might more efficiently and effectively match the needs of our students and prospective employers.”

This last aspect is the litmus test for Mr. Rosenberger. “People invest this kind of money over four years, and are looking for some economic payoff. It’s all about getting jobs. Kids go to college to get a better job. I believe

the University has a role to play in at least facilitating that. I believe our ability to get on the list of the top business schools is dependent upon our attracting the best students. We’re only going to attract the best students if we can demonstrate to them that a UK business school education has a payoff. The way you do that in a documentable way is to enhance and grow your placement process.”

Gatton College Associate Dean Dr. Scott Kelley will run the new career management office’s day-to-day operations. Dr. Kelley says he wants Gatton students to begin preparations for their careers during their freshman year and continue throughout their entire academic career with the College.

“We will be focused on internships while they are here as a way to gain experience,” Dr. Kelley notes. “We want to help them build better resumes and be better

prepared for interviews. We want to continue to build upon the professionalism series we already have in place.”

The Office will work closely with UK’s Undergraduate Resource Center, Dr. Kelley adds, since professional and career advising is an extension of academic advising. The associate dean also wants the Office to find synergy with the University’s existing Stuckert Career Center that serves the entire campus.

“We don’t want to replace what they (Stuckert) are doing,” he

emphasizes. “We just want to help our students get off to a great start in their careers.”

Adds Dr. Sudharshan, “We (Gatton and Stuckert) will complement each other. We’ll work hand in glove, and will use as much of their services that are already there. We’ll just try to make it easier for our students to access it. We’ll have additional staff that will provide a tremendous help to students. We want to see a professional operation where corporations can seamlessly interact with the College and through the College interact with the Stuckert Center, and vice versa.”

Based on his research of other top business schools, Dr. Sudharshan emphasizes that the key to successful career management offices is that they are local to the business school. “The goal is to have professionally prepared students, and to provide a reliable, responsive and hospitable group locally to help recruiters identify the best matches for their recruitment needs. They (the top schools) have corporate relations, student preparation and good career management. Ohio State and Indiana University and UCLA—all of them have very strong career services, and all are state and flagship schools.”

“The goal is to have professionally prepared students, and to provide a reliable, responsive and hospitable group locally to help recruiters identify the best matches for their recruitment needs.”



GATTON GRADS AT WORK:

R E B E C C A D A R N E R

MBA, 2010

SUPPLY NETWORK PILLAR PROCESS ENGINEER | PROCTOR & GAMBLE

Gatton College's 11-month MBA program was just the stop that Rebecca Darner needed on her fast-tracked young career that has already included stints at two of America's best-known companies.

Rebecca, who finished her MBA just a few months ago, is one of the first Gatton graduates to work in a corporate supply chain management assignment at the Cincinnati-based Proctor & Gamble. Rebecca "wanted to get in and get out quickly," and it didn't hurt that her fiancée, Brian, was living in Lexington at the time and working at Lexmark Corp.

Officially a "Supply Network Pillar Process Engineer" for P&G, Rebecca earned a bachelor's degree from The Ohio State University in electrical and computer engineering. She spent five years at OSU, mainly because of her completion of five co-ops with General Electric Appliances in Louisville. GE hired her full time upon graduation.

"The kind of work I was doing there (during her co-ops) was actual controls inside an oven, or the motor in a washing machine, things like that," Rebecca recalls. "I got a full-time job with GE in the industrial division, working on the controls for circuit breakers and forklift trucks. My job would be driving around a forklift truck, and also sitting in the lab and soldering. It was very technical, electrical design work."

Then, Rebecca notes, "I decided that's kind of not

where I wanted to go with my career. That's why I went back and got my MBA. I'd like to be a little bit broader."

This desire was also fueled by Rebecca's participation in the Edison Design Engineering Program at GE, where employees rotated every six months and were able to see different parts of the business.

"If a part was obsolete, I'd find a replacement, for example," she notes, "but a lot of it was looking at supply of the parts and looking at the plants to see how we could fit it into their system. This opened me up more to the supply chain world, and that is what I really liked. I also knew that a master's in engineering would simply lead more towards research."

Rebecca decided in May 2009 to leave GE, enroll in UK's MBA and move to Lexington. Within a week she took the GMAT, rushed her application in at the last minute and was accepted to begin in July of that year.

"What was really helpful is that most of the work was done in groups," Rebecca recalls of the MBA experience. "You had a team. We learned each other's expertise, and definitely used that to our full advantage. Part of the program also includes Project Connect, where you get partnered up with a local company to do projects within each module. Mine was a project with Kaba Mas, a security company in Lexington. As we were learning the stuff in class, we received a project that mirrored it."

Rebecca's significant industry experience helped her stand out from her class of about 75. "The average age was 23. When I started, I was 25. People even referred to me as 'old.'"

Every student in the One Year MBA program goes through the same three modules: supply chain, product development, and mergers and acquisitions. After that,

continued on page 9

A portrait of Dr. Charles M. Hokayem, a man with dark hair and glasses, wearing a suit and tie, smiling. The background is a blurred office setting.

GATTON GRADS AT WORK:

D R . C H A R L E S M . H O K A Y E M

PH.D., ECONOMICS, 2010

ECONOMIST | U.S. CENSUS BUREAU

“Do you only work once every 10 years?”

It’s a reasonable question considering most people likely only think of the U.S. Census Bureau once a decade when the in-depth census form is distributed. Dr. Charles Hokayem, a 2010 Gatton College Ph.D. graduate and now an economist with the Census Bureau, is unphased by the question and normally quips in response with a bright smile, “No, I’m doing a little more than that.”

His full-time, 9-5 job with the Bureau is clearly more than that.

Charles’ journey to the Census began five years ago when he came to the University of Kentucky’s Gatton College to start his Ph.D. work. It culminated in the fall 2009 when, like most Ph.D. candidates in economics, Charles was busy putting the final touches on his job search process: his job market research paper was written; his PowerPoint presentation was neatly packaged; and his CV was carefully compiled.

After sending out numerous applications and resumes across the nation, the interview schedule began filling up. Travel to Wisconsin, Washington, DC, and Atlanta, Ga., kept the prospects open. But there was one job offer he was anxiously awaiting.

“Out of all the job offers I received, I absolutely wanted to work at the Census Bureau,” Charles explains. “It was the one place where I would be able to use the work and research I had been doing at Gatton and the UK Center for Poverty Research.”

That hectic fall semester in 2009 paid off. After 20 interviews and four job offers, the offer from the Census Bureau made its way to his inbox. And with his Ph.D. degree in hand, Charles was ready to tackle his new role with the Census.

As an economist in the Social, Economic, and Housing Statistics Division of the Census Bureau, Charles is on a team that will develop new poverty rate metrics that will likely coincide with the annual poverty rate the Bureau releases. The Census Bureau’s poverty rates guide other government agencies in setting such important levels as welfare benefits. The new metrics Charles is now working on could have a significant impact on this and other critical societal issues.

“The federal government’s methodology hasn’t changed since the 1960s,” says Charles. “Needless to say, we’re in need of supplemental poverty measures.”

While a Ph.D. student at Gatton, Charles worked as a graduate research assistant for the UK Center for Poverty Research (UKCPR) with director James P. Ziliak for three years—making him a perfect fit for the Census Bureau’s overhaul of the measures.

The UKCPR researches the causes and consequences of poverty and inequality in the U.S., with a special emphasis on the South. Charles is doing some of the same types of research in Washington, albeit in a larger pond, and allowing him to mesh economic data with public policy.

In calculating the supplemental poverty rates, the Gatton alum will examine medical expenditures, food stamps, government housing and other programs by state, region and race. The current official poverty rate doesn’t take into account the cost of living differences between geographic areas, he explains. At Gatton’s UKCPR, Charles and his colleagues dealt with



comparable questions on a daily basis.

The Poverty Center is an interdisciplinary research center housed at the Gatton College and encompasses faculty from economics, sociology, political science and the Martin School of Public Policy, among others. Charles' dissertation, under the direction of Dr. Ziliak, was also interdisciplinary, combining health and psychology with economics.

The Gatton College is known for its applied microeconomic program; the curriculum and faculty were some of the major reasons Charles chose Gatton for his doctoral work. "I'm more into the actual and the applied than the theoretical and academic," he explains. "I like getting my hands dirty with data and providing information that informs government policy."

The Gatton economist will now focus on the nation, instead of a region, with data that reaches beyond Appalachia. And Charles' expertise relocated as easily as his moving boxes did, and his research continues to help others.

"It's good to know the state of the world, if you want to make a difference," Charles describes. "And I really enjoy discovering the story behind the numbers. Gatton and the Poverty Center prepared me for what's next."

After being asked if he works more than once a decade, Charles becomes animated as he excitedly explains what exactly he does at the Census. Not only is it clear that Charles' role with the Census Bureau is more than the lengthy once-every-10-years survey—it's clear that he's passionate about using the skills he has acquired to bring change to the process. And it's at this point in the conversation that his bright smile quickly reemerges.

students can take electives.

"I really enjoyed supply chain. I was already Sigma Green Belt certified coming from GE. I got to see a different side and learned a little bit more. It kind of reinforced going through that module that I liked everything about supply chain."

Just a few months into the MBA program, Rebecca interviewed with P&G and was given a job offer. She started work this past June, upon graduation.

"As a new hire, I'm in a different position than most people," she observes. "Normally, they like to put new hires in an operational role. They put me in a corporate role, not in any specific business unit, called Supply Network Pillar. It concentrates on developing capability. The main thing I work on is a whole process called loss analysis, working on finding losses within the company and getting rid of them. A lot of this is in a manufacturing site, but can be pulled out further into other areas of the company."

Rebecca also completes audits to ensure plants are using standardizing processes, and works on trainings on loss analysis and team effectiveness.

Her career vision for the next five to 10 years?

"I'd like to go and work in a plant, actually doing work to make the plant more efficient and seeing the results," she says. "Generally, we'll do a different role every two to three years. I'm still trying to learn everything about the company. I've learned a lot the last four months; P&G has done a really good job about getting me the training that I need to do my job."

When I started the second week of work they sent me to Lima, Ohio, where they make Tide and Downy. I spent the whole week on the floor, watching technicians at work and talking to planners. That was real neat, to learn how it works."

On a personal note, Rebecca and Brian just bought a 91-year-old house in Cincinnati, where Brian now works for ITE. Fixing up the residence and getting ready for a March wedding consume most of her time when she is not building an incredible career.

"I keep joking with people that I'm trying to do all the big life changes at the same time."



GattonNews

Largest Bequest to the Gatton College Increased by \$1.5MM

Largest Bequest to the Gatton College Increased by \$1.5MM

1980 Gatton graduate, Richard J. Huxley, and his wife, Debra, recently announced an increase of their \$2.5 million bequest to \$4 million. They will earmark \$2 million for an endowed scholarship program and \$2 million for a Chair in Finance position.

Mr. Huxley is the owner of Richard J. Huxley, LLC, and has over 28 years of experience in the investment field. He retired in 2008 from Clover Capital Management as Executive Vice President, Investment with responsibilities that included overall direction of the firm's fixed income department, and equity research in regulated utilities. He also was responsible for significant sales and client service efforts while at the firm.

Previously, he was at Chase Lincoln First Bank, NA (and predecessor) concluding his career as Vice President and Manager, Capital Markets Forecasting Group where he was responsible for overall investment strategy and the management of the Equity Research and Trading and Fixed Income Management Departments within the Trust Investment Division.

Mr. Huxley is a member of the finance committee of the Children's Institute and a current board member of the Genesee Valley Club. He is past president of the Rochester Society of Security Analysts, Inc., and a former member of the board of the United Way of Greater Rochester, Inc. He graduated from the Gatton College of Business and Economics in 1980 and was recipient of the 1980 Wall Street Journal Award for academic achievement.

Mr. Huxley was inducted into the Gatton College Hall of Fame last year.



UK Accountancy Asks Students, 'Are You H.I.P.?'

Manipulation of balance sheets, misrepresenting the bottom line, corporate scandals – Plenty of this sort of news has been reported by various media outlets over the past several decades. With proactive education in mind, the Von Allmen School of Accountancy at the University of Kentucky Gatton College of Business and Economics hosted its first-ever H.I.P. (Honesty, Integrity, and Professionalism in Accountancy) Conference this fall.

The opening night event included a showing of "Enron: The Smartest Guys in the Room." The following day, students had the opportunity to participate in a variety of sessions, including a keynote address by Sam Antar, a convicted felon, former Certified Public Accountant (CPA) and former chief financial officer of Crazy Eddie, Inc.

In addition to Antar, students attended a variety of presentations and panel discussions which focused on such topics as forensic accounting, WorldCom's Collapse, and the importance of honesty, integrity, and professionalism in accounting.

The H.I.P. Conference was sponsored by Crowe Horwath, Dean Dorton Ford, Deloitte, Ernst & Young, KPMG, Mountjoy Chilton Medley, Papa John's, and PricewaterhouseCoopers.

UK Accounting Students' Scores Continue to Rise

The most recent statistics for the CPA (Certified Public Accountant) exam pass rate show that the 2008-09 class of master's degree students from the University of Kentucky Gatton College of Business and Economics' Von Allmen School of Accountancy again did extremely well.

"Our students' pass rates are exemplary and are in the 90th percentile range for each part," said John Smigla, senior lecturer and director of the Master's of Science in Accountancy (MSACC) in the Gatton College. "22 out of 28 students from our August 2009 graduating class have passed all four parts of the CPA exam and another four students have passed three parts."

UK ACCOUNTANCY ASKS STUDENTS, 'ARE YOU H.I.P.?'
UK Accounting Students' Scores Continue to Rise

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Gatton
STUDENT RESEARCH PUBLICATION

Smigla added that four students scoring in the upper 90th percentile range received awards from the Kentucky Society of CPAs.

"Given our CPA exam results in 2009 and comparing them to National Association of State Boards of Accountancy (NASBA) statistics for that year, we would rank fourth nationally for highest pass rates among first-time candidates with advanced degrees had our candidates been identified as UK Master's of Science in Accountancy (MSACC) graduates," said Smigla. He continued, "We have yet to receive results for the financial section of the CPA exam for this year's class at this point in time but the results for the other three sections are consistent with last year."

VON ALLMEN CENTER FOR



Von Allmen Center for Green Marketing Hosts Sustainability Colloquium

The Von Allmen Center for Green Marketing hosted the second annual Sustainability in Marketing Colloquium this past fall semester.

This year's program included a series of studies illustrating a diverse set of issues endemic to green marketing and sustainability. The keynote speaker, Dr. Matthew Sleeth, is a former emergency room physician and the author of *Serve God and Save the Planet: A Christian Call to Action* (Zondervan, April 2007), *The Introduction to the Green Bible* (HarperOne, 2008), and a third book, *The Gospel According to the Earth: Why the Good Book Is a Green Book* (HarperOne, 2010).

In addition to this keynote speaker, Naresh Malhotra provided an intriguing talk examining sustainability-sensitive market segments and social media. Dr. Malhotra has published more than 100 papers in major refereed journals, including the *Journal of Marketing Research*, *Journal of Marketing*, and the *Journal of the Academy of Marketing Science*. His book, *Marketing Research: An Applied Orientation*, Fifth Edition, has been translated into Chinese, Spanish, Russian, Portuguese, Hungarian, French, Bahasa Indonesia, and Japanese. This book also has several English editions including North America, International, Europe, India, and Australia & New Zealand. The book has received widespread adoption at both the graduate and undergraduate levels with more than 144 schools using it in the USA.

Office of Career Management to be Established at the Gatton College

The Gatton College of Business and Economics and the James W. Stuckert Career Center at the

University of Kentucky announce the creation of an Office of Career Management (OCM) at the University's Gatton College. This office is being created to deepen and further complement the services of UK's James W. Stuckert Career Center for aiding in the career preparation and job placement of the Gatton College's undergraduate student population.

This Office is made possible, in part, by a generous donation from an alumnus of the Gatton College, Geoffrey Rosenberger '74, '76BE. "We are grateful to both Mr. Stuckert '61BE and Mr. Rosenberger as well as to all our alumni donors for the care they have for students following in their footsteps and the desire they have for seeing that these students at their Alma Mater receive the best-in-class education and services," said D. Sudharshan, dean of the Gatton College.

Hulse Earns National Accounting Recognition

David Hulse, Deloitte & Touche Professor of Accountancy in the Von Allmen School of Accountancy at the University of Kentucky's Gatton College of Business and Economics, recently received national recognition from both the American Accounting Association (AAA) and one of its sections, the American Taxation Association (ATA).

Hulse, who joined the UK faculty in 1993, was appointed as one of the associate editors of *Issues in Accounting Education*, a journal of the AAA which has a national and international circulation. Part of Hulse's responsibility as associate editor is to review articles, making suggestions and recommendations to faculty colleagues, as well as to Bill Pasewark, editor of the journal. *Issues in Accounting Education* is published quarterly. His appointment is effective immediately and continues through 2012.

Hulse also received high praise from the president of the ATA, Lillian Mills of the University of Texas, for his work on behalf of the organization at the national meeting of the AAA. "David did a great job with the annual meeting planning, overseeing the selection of research papers, lining up participants for discussions, and taking care of various other details," said Mills.

Hulse, author of numerous research articles, teaches courses to both undergraduate and graduate students in the Gatton College in the areas of federal income taxation, financial accounting, and corporate taxation.

"David is a wonderful example of why I am so proud of the world-class faculty we have here in our college," said D. Sudharshan, dean of the Gatton College.

A Pennsylvania native, Hulse lives in Lexington with his wife, Carol, their two children, and the family's dog.

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