

The

Management

Fellows Program E-NEWSLETTER

April 2013

From the Director

Gary D. Lemon, Ph.D.



PHOTO BY MARILYN CULLER

April 16, 2013

As we come to the close of another successful academic year, we are working to place sophomores in their Semester-long internships, recruiting the class of 2017 and helping seniors find jobs after DePauw.

We received 124 applications for the Class of 2017 and interviewed 85 of those students; we invited 73 to be part of the Class of 2017. Students have until May 1 to let us know if they are going to accept our invitation to enroll in the Management Fellows Program. We currently have 29 seniors who will graduate in May. They once again have compiled impressive records during the last four years. As of April 1, 17 have found permanent employment.

The other exciting news is that the Management Fellows Program has teamed with P&G in Cincinnati to help increase “digital IQ” of three of their skin care products. This is the first time that P&G has engaged a college to help with marketing of a P&G product. Twelve of our students will travel to Cincinnati to present the results of their semester-long research project to P&G employees.

As I am sure some of you are aware, we sponsored an entrepreneur symposium last fall; we are planning a similar event for fall 2013. If you would like to send suggestions about what you might want us to cover in such a symposium, please send them to me.

We once again have great internship sites this spring, which include recurring ones, Fusion (AEG), IPC, Eli Lilly, BrandEra as well as Cummins. We are also excited about our new ones, including SVM in Chicago, Fanatics in Philadelphia, and Walt Disney in Lake Buena Vista, Fla.

Again, a special thank-you to those of you who help us with many of our projects. We truly could not do our jobs without your help.

Management Fellows Program

The Management Fellows Program is one of five highly selective Honors and Fellows Programs. It was established in 1980 to build leaders through academic and real-life experience, all within a rigorous liberal arts environment. Today, Management Fellows are prepared, confident leaders at the world’s top public, private and not-for-profit enterprises.



Karen Fricker **Director of Organizational Development and Human Resources** **Independent Purchasing Cooperative**



Feb. 7, 2013

Brooke Hasler '16

Karen Fricker delivered an intriguing lecture to the Management Fellows, providing insight and advice for navigating the employment world. She began her lecture by giving a brief description of the company she works for and its objectives and goals for the future. IPC (Independent Purchasing Cooperative) is the supply chain management organization that supports more than 28,000 Subway and Taco Del Mar restaurants throughout the United States, Canada and Puerto Rico. IPC provides these restaurants with all of their food, equipment, plastic, paper, bags, etc. IPC has become incredibly successful and continues to make things consistent within these food chains across the country.

Fricker is a graduate of Eastern Illinois University with a degree in foods and nutrition in business. Her specialties in human resources within the company include recruitment, training, change management and risk management. Therefore, she used most of her lecture as a way to give students advice for writing a resume, how to conduct oneself in an interview and how to appeal to a company. Fricker captured her audience by providing a startling, yet truthful, statistic about today's generation. Today, the average job stay is only 4.4 years, so a person could potentially have up to 20 jobs in a lifetime. With this attention-getting statistic in mind, it was evident that everything Fricker was going to say would be extremely helpful to those people drawing near graduation and starting a job search.

Fricker used the rest of her lecture as an opportunity to discuss the most important pointers to know in regard to one's resume, social recruiting and interviewing. Hearing Fricker's thoughts on these topics is essential for students to gain a better understanding of how a company goes about hiring an employee and what appeals to a certain company. Her main points for a resume really focused on format. She reminded students that their resume will normally only be reviewed for up to 6-10 seconds, so it must stand out. Arguably, the best advice she gave for a resume was to be aware of your accomplishments and their relevance to the job you have chosen to interview for. She also suggested that students create a LinkedIn profile and professional Facebook profile. Fricker believes that today this is necessary if you want to compete in the social recruiting world of business.

She concluded her interview with her top "pet-peeves" when it came to interviews. First, you must never act disinterested, and body language truly is everything when it comes to interviews. She emphasized eye contact, sitting up straight and a firm hand shake. Secondly, she called attention to how disrespectful it would be to text or call during an interview. Thirdly, she said appropriate attire is everything. Fricker recommended students really research the organization before they go to an interview. Lastly, she advised students to always remain positive while in an interview and to refrain from saying negative things about any past employers, but rather focus on the ways past roles will help you in the future and in the job you are interviewing for. Fricker's lecture was extremely helpful for students, and it successfully outlined what is appealing to a company, the necessary steps students must take to ensure a successful job search and ultimately a job offer.



First-Year Evening Seminar

How to Get the Most Out of Your Internship

Feb. 12, 2013

Current Junior Management Fellows shared their internship experiences with first-year and sophomore Management Fellows. The speakers shared their professional experience in the office as well as experiences from their free time to help students looking for internships get a better understanding of the culture of each company. The speakers gave descriptions of their duties and the interactions they had with upper-level management and their supervisors to give prospective interns an idea of how interactive and different each internship is. They also spoke about how their duties and responsibilities changed the longer they were at the company, how their experiences were shaped and how their knowledge grew.



Speakers included:

- Leslie Fuqua: Congressional Black Caucus Foundation, Washington D.C.
- Bart Freibert: Independent Purchasing Cooperative, Miami, Fla.
- Paige Gooch: Eli Lilly & Company, Indianapolis, Ind.
- Tommy Hiller: Tortoise Capital Advisors, Leawood, Kan.
- Caitlin Hickey: Fusion (American Education Group), Grand Rapids, Mich.

McDermond Center Lectures

Karen Fricker

Director of Organizational Development and Human Resources
Independent Purchasing Cooperative
Miami, Fla.

Junior Panel

Dr. Yang Jun

Associate Professor
Business School of Nankai University
China

Erin Jones-Edds

Partner
Hoosier Momma, LLC
Indianapolis, Ind.

David Trogden '04

President
UltraSolutions, LLC
Ontario, Canada

Mark Tatge

Eugene S. Pulliam Distinguished Professor of Journalism
DePauw University
Greencastle, Ind.

Candace DeBarger '86

Vice President, U.S. Debit Card Sales
MasterCard International
Purchase, N.Y.

Jon Phillips '95

Managing Director
Healthcare Growth Partners, LLC
Elmhurst, Ill.



DEPAUW
UNIVERSITY
Est. 1837

Dr. Yan Jun
Associate Professor
Business School of Nankai University

Feb. 21, 2013
Camron Burns '14

On Feb. 21, the Management Fellows Program had the honor of hearing Jun Yang speak about his insights on entrepreneurship. Yang has spent the 2013 academic year teaching introduction to business and marketing courses at Ivy Tech Community College at the South Bend campus.

He received a doctoral degree from Nankai University and is now an associate professor in the university's business school. He is also author of numerous papers published in respected business focused academic journals. During his time in the United States, he has spent time researching entrepreneurship and has even took on a few entrepreneurial ventures of his own. One of his undertakings is the ownership of a well-respected local florist.

Yang's lecture offered a unique perspective on entrepreneurship and the cultural differences that this pursuit has between the United States and China. He discussed how much easier it is to start a business in the United States than it is to start one in China. One major cultural difference he spoke of is the difference in failure of an entrepreneurial endeavor. In China, if you start a company and it fails, you are expected not to try again. They look at failure as an embarrassment to you and your family, and to gain back respect the businessman should not try again but rather find a different occupation. This is much different from American culture where it is completely understandable to fail at a business endeavor because, in fact, the majority will fail. While this is not ideal, the businessman is not thought any less of, and most people will respect the person for trying again. Some of America's best success stories are those of businessmen who failed multiple times until they had their great idea.

Yang also discussed the difference in business practices in America. He said that in America we spend a lot more time worrying about building a relationship with the client through social events and establishing common ground. The contractual agreement, he said, is usually an afterthought. In China the art of doing business is more complex and focused solely on business. The majority of their time is spent establishing the contract and discussing the terms.

He concluded his discussion with two pieces of advice for aspiring entrepreneurs. The first was to maintain a level confidence. The number one problem for an entrepreneur, he said, is when they either are overconfident or lose their confidence. The second point was the importance of honesty. He stressed how important being a trustworthy person is to achieving a successful business. His energy and humor made for an informative and entertaining lecture.

For updates on the Management Fellows Program, be sure to "Like" us on Facebook and "Follow" us on Twitter!



DePauw Management
Fellows Program



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<http://www.depauw.edu/academics/honorsfellows/management-fellows/>

Management Fellows First-Year and Sophomore Workshops

No Harm in Charm



Feb, 23, 2013

No Harm in Charm proved a success in 2013 as more than 100 students from across the University showed up at Percy L. Julian Science and Mathematics Center on Saturday, Feb. 23. Students came to diversify their knowledge of skills they will use in the workplace, as well as learn the basic skills everyone should know (i.e., how to work a room and ballroom dancing). While Management Fellows comprised the largest group of students, 15 students from across the University heard about the program and decided to spend their Saturday with us! Besides the useful skills students learned, incentives included random door prizes and free pizza.

Students participated in lectures about various subjects such as international travel etiquette, and hands-on workshops such as ballroom dancing, adding valuable skills to the already well-rounded DePauw education.

No Harm in Charm boasted a great lineup for 2013, listed below, with exceptional speakers, including alumni, faculty and current students.

Feedback surveys were completed by students to help us better evaluate the topic selections, speakers and overall event, and they will be used in preparation for No Harm in Charm 2014.

The McDermond Center wants to thank all of the speakers who helped put this event together for their time as well as their expertise on their subjects.

*Pictured above, sophomore Management Fellow Hope Jordan helps ballroom dancing instructor Jamie Young '02 demonstrate to fox trot.

Classes offered at No Harm in Charm 2013

Ballroom Dancing:

Jamie Young '02

Sounding Like a Professional:

Anisha Yadav '13 & Sumeru Chatterjee '13

International Travel Etiquette:

Kate Knaul

How to Use the DePauw Network:

Graham Warning '84

How to Work a Room:

Mark McCoy

Dress for Success:

Kyle Kerrigan '10 & Emily Watts '10



McDERMOND CENTER LECTURE SERIES

Erin Jones-Edds Partner Hoosier Momma, LLC

Feb. 27, 2013
Andrew Morrison '15

Erin Jones-Edds has always had a passion for the culinary arts. After attending Millikin University, she began her career by selling her culinary creations at farmers' markets. The demand for her products grew so much that she began to rethink her entrepreneurial experience. Her next step involved starting a company with her sister that specialized in perishable condiments. While developing her company's product diversification, she was called by a company in New York that was interested in hiring her to put non-perishables together in their clients' gift bags in suites at the Super Bowl. Jones-Edds thought about it and created her own special gluten-free and all natural Bloody Mary mix. The idea was a huge hit, and she started the company Hoosier Momma, LLC. Since then, the company has grown more than 700 percent and sells to more than 900 retailers and wholesalers. Jones-Edds stresses the importance of passion, sacrifice and dedication in managing a small business. Hoosier Momma, LLC is continuously expanding and has high expectations for the years to come.

Jones-Edds' story is particularly inspiring since she is an Indiana native and has a passion for making sure her products remain Indiana creations. From the production of the ingredients to the manufacturers of the jars and labels, Jones-Edds works to keep everything local. In doing so, she not only stays true to herself, but to her loyal customers as well.



Management Fellows Athlete Spotlight: Women's Basketball

The Management Fellows Program houses a large number of student athletes, across all sports offered at the University. The McDermond Center is very proud of the level of commitment all our students put into the program, especially those whose time is divided between school and NCAA athletics. We are especially proud to share our love for the Women's basketball program, especially Management Fellows Lauren Abendroth '15 and Emma Ondik '15.

In late February the women secured the NCAC Championship and quickly moved through the NCAA tournament in March. They are pictured here proudly holding the NCAA Division III Championship Trophy.

Congratulations to all of the women's basketball players on a job well done!



Procter & Gamble 'Digital IQ' Project Senior Capstone Course Spring 2013

Procter & Gamble and DePauw have moved to reconnect after the recruiting relationship fizzled out years ago. Procter & Gamble approached the Management Fellows Program for a new semester-long project partnered with P&G. Dr. Gary Lemon and P&G representatives worked to create a project in the Senior Capstone course. Students have been challenged with increasing the digital presence, or Digital IQ, of three P&G products: CoverGirl, O'Lay, and DDF. Throughout the semester, students have researched their brands, conducted surveys and spoken with P&G representatives on a regular basis, all in the hope of finding the key to the digital presence of each product.

In mid-April, students met with social media expert Kim McDaniels from the *Salt Lake Tribune*, to pitch their ideas and look for some additional direction in the digital world. Students then had the opportunity to attend dinner with McDaniels where they were able to hear about her experiences and ask additional questions about their projects and social media. The next day, students gave their presentations to the McDermond Center Board of Directors to receive additional feedback from industry professionals. They were given suggestions and critiqued on not only their project content, but also on their presentation skills as well.

Students will use this feedback to prepare for their final presentations, which will take place Friday, May 10 at Procter & Gamble in Cincinnati. Students will present one-hour presentations to three groups of Procter & Gamble representatives including a team of senior leaders and brand experts.



Senior Capstone students discuss social media with Kim McDaniels.



Son Pham '13, Kyle Coronel '14, Branko Bibic '14 and Kelsey Smith '14 conducted a survey outside an Ulta location for DDF.



Management Fellows Reaching Out

Sophomore Management Fellow Hope Jordan presented to her peers in early February about a program she initiated: the Adopt-A-Grandparent partnership between DePauw and Hickory Creek Healthcare, a senior living center. She and 58 other Management Fellows and DePauw students spent time with residents of Hickory Creek throughout the semester. They spent time getting to know them and participating in activities the residents enjoy. The program proved to be a great success as many students were able to pair with “grandparents” and bring out the youth in the residents. On Sunday, April 14 Jordan and a group of students planned a Senior Game Day, where they went to Hickory Creek and played games, took pictures and even painted nails with the residents as a final program party. The residents appeared to enjoy themselves (see for yourself in the pictures below!) and have invited the students to a cook-out to say thank you! We are very proud of the dedication this group of students put into connecting the University with Hickory Creek!



Intern Spotlight



Caitlin Hickey '14
American Education Group
Grand Rapids, Mich.

Caitlin Hickey, a junior Management Fellow shares her internship experience:

American Education Group (AEG) is a small entrepreneurial company opening private schools across the country. The school model consists of a teacher-to-student ratio of 1:1 and specializes in working with special-needs and gifted students.

The intern plays an integral role in the weekly and daily functions of the company. Every week, the intern synthesizes key metrics from the schools onto a single report. This report is used to analyze billable hours, a straight line to revenue, student headcount, accounts receivable and other metrics. The intern also completes School Opportunity Assessment Reports (SOARs). These reports include competitors, demographics and other key success factors for a new school market.

The Management Fellows intern is fortunate to have the opportunity to work directly for the CEO, Pete Ruppert. Ruppert has hosted more than 25 interns, and he and his management team have developed a robust and meaningful internship experience. At AEG, the intern is expected to work hard, ask questions and work well with teams. DePauw's rigorous economics classes and the Management Fellows Program's coursework prepare students for this internship.

In addition to taking advantage of every opportunity in the office, interns should explore their city and immerse themselves in its culture. Interns should find opportunities that cater to their interests and strengths, such as volunteering in the community.

Working for AEG and spending a semester in Grand Rapids was an irreplaceable experience and is an integral part of my college education. I highly recommend this internship to sophomores looking for a well-rounded internship experience.

Spring 2013 Board Meeting

On Friday, April 12, the spring 2013 Board of Directors meeting adjourned for lunch at Marvin's. Fifteen board members, along with the McDermond Center staff, met 40 Management Fellows at Marvin's for the networking opportunity of a lifetime. Students divided among the tables and spent an hour talking with various board members from different industries.

This was the first year the board has met at Marvin's for lunch, and it proved to be a great success that will continue in the future. Board members said they loved getting to know the students and hearing about their campus and internship experiences. Students were thrilled about the opportunity they had to meet industry professionals and felt it was great practice for meeting professionals in a social setting, as well as networking. We are looking forward to lunch at the fall board meeting!



Austin Schile '13, Kevin Wynn '13 and Bill Christian '15 speak with Todd Mitchell '85.



Lawren Mills '01 and Jill Skogheim '00 speak with students Paige Gooch '14 and Leslie Fuqua '14.



Craig Grannon '70 meets with Nick Thompson '16 and Jack Forde '16.



David Becker '75 spoke with Logan Patterson '13 and Adam Johnson '15 during lunch.

The Robert C. McDermond Center for Management & Entrepreneurship and the Management Fellows Program are overseen by two executive boards. We want to take this opportunity to thank those for serving.

The Management Fellows Steering Committee is appointed by the vice president for academic affairs, based on recommendations of the director of the program and selected from the full-time members of DePauw's faculty and staff. The steering committee oversees and guides the academic program, supervises courses of instruction for the program, sets criteria for participation in the program, and drafts long-term plans and goals.

Thank you to **Peter A. Graham, M.F.A.**, Associate Professor of English; **Tom H. Musser, M.A.**, Professor of Economics and Management; **Erik J. Wielenberg, Ph.D.**, Associate Professor of Philosophy; **Daniel R. Wachter, Ph.D.**, Associate Professor of Economics and Management; **Jeffrey M. Gropp, Ph.D.**, Associate Professor of Economics and Management; **Robert M. Steele, Ph.D.**, Director of the Prindle Institute; **Barbara J. Whitehead, Ph.D.**, Professor of History; and **Raj Bellani, Ed.D.**, Dean of Experiential Learning & Career Planning, for serving during the 2012-2013 academic year.

The McDermond Center Advisory Board

In 1981 the DePauw president formed an Advisory Council for the McDermond Center for Management & Entrepreneurship to review and evaluate the center's programs. Members are appointed by the president. The McDermond Center Advisory board consists of business leaders from a wide array of fields. These members advise the director in matters relating to programs, internships, business networks and financial support.

Thank you to **CHAIR: David Becker '75**, CEO, First Internet Bank; **Peter T. Allen '67**, President, Peter Allen & Associates; **Mark P. Branigan '11**, Teach For America; **W. Randy Dippell '91**, Senior Private Banker, JP Morgan Securities LLC.; **Thomas D. Fagan Jr. '98**, Senior Director, International Commercial Leader, Eli Lilly and Company; **Craig Grannon '70**, Financial Advisor, Morgan Stanley; **Morgan M. Hooks '12**, Advisory Staff, Ernst & Young; **Michelle Ross Kelly '00**, Director, Tortoise Capital Advisors; **J. Michael Locke '89**, Chairman and Chief Executive Officer, Rasmussen Inc.; **Beverley McDermond**, Friend of the University; **Lawren K. Mills '01**, Of Counsel, Ice Miller, LLP.; **Todd D. Mitchell '85**, Senior Vice President of Investments, UBS Financial Services Inc.; **T. Ray Phillips IV '91**, Founder/President, The Family Business Legacy Company; **Peter G. Ruppert '86**, President and CEO, American Education Group; **Jill Skogheim '00**, President, 5-8 Holdings, LLC.; **Mike T. Smith '99**, Portfolio Manager, Wells Capital Management; **Paul A. Stewart**, Manager-Global Business Development, Eli Lilly and Company-Elanco Animal Health; **Ryan D. Tinker '09**, Founder, Nomadic Web Design Studio; **W. Trenton Wood '11**, Account Lead, Element Three, for serving during the 2012-13 academic year.



Senior capstone students learn about teamwork in a business environment during Karen Fricker's lecture.