



The Link

A newsletter produced by the Business Administration Academic Department
Spring 2007



Welcome to the Spring 07 Edition of the Link

We hope that you are having a great start to 2007! As we mentioned in the last edition of the Link, the positive changes occurring on this campus are astounding. We had an opportunity to see the final renovations to The Ritchie Marketplace since we last talked. The Department held a reception in the new President's Dining Room to celebrate the first professional publication of one of our seniors and the entire campus community had an opportunity to experience the new Adrian Tobias room in January. The only word to describe the changes...Wow!

The very warm winter has helped move along the construction of the Arrington Ice Arena and the Pellowe Hall renovation. Our first hockey teams are being recruited as we speak (or we should say, type) and the puck will be dropped at center ice at the first Adrian Bulldog hockey game on Friday Oct. 19, 2007 at 7 .m. The music department is busy recruiting and building the Adrian College Bulldog Marching Band and on September 22, 2007 the public address announcer will broadcast words that haven't accompanied an AC football contest for as long as any of us can remember, "Band take the field!" Athletics are alive and well and we think you will enjoy the article on how two of our current majors are assisting two of our young business alums that happen to be rising stars in the college coaching ranks.

The department has been busy managing positive changes on the academic side of the college. We initiated our first orientation program for freshman interested in the business program, have been involved in a series of departmental strategic planning sessions, led by alumnus Gina Valentino and are involved in the acquisition of new computers and projection equipment for our classrooms. If you haven't heard yet, we just hit the 3,000 college applications mark (yes, that is the right number of zeros) and the department has been working hand in hand with admissions and athletics with this unprecedented number of interested students. We think you will enjoy the article on how two of our star students (who also happen to be athletes) are partnering with us in this very large challenge. And as the article describing the research activities of Professors Bachman and Quinlan suggest, research and publication is alive and well in Jones Hall, too.

We are quite busy planning our second business alumni day celebration, Education at Work for Tuesday March 6. We have a wonderful day planned for our alumni, students and guests. We are sure that the increasing pace of today's world, is causing you time pressure, but help is on the way! We have secured time management expert Julie Morgenstern to keynote our March 6, Education at Work day. Hope to see you soon!

Professors Bachman, Coy, Nalepka, Quinlan & Theis

Julie Morgenstern to Keynote 2nd Education at Work Day Celebration!

On Tuesday, March 6, New York Times bestselling author, Julie Morgenstern, will be the keynote speaker at this year's business department alumni day celebration, Education at Work.

Julie is the author of the New York Times bestseller, Organizing from the Inside Out and the founder of a professional organizing company that provides consulting services to individuals and companies like American Express and Sony Music. A columnist for O, The Oprah Magazine, she is a frequent guest on TV and radio shows such as The Oprah Winfrey Show, the Today show, Good Morning America and NPR.



Julie's 11:30-12:45 Dawson Auditorium keynote address, Time Management from the Inside Out, will focus on her ground breaking from-the-inside-out approach to time management and will help even those of us struggling to keep our heads above water to begin a journey to a more balanced work and personal life.

Her 11:30-12:45 presentation will be open to Adrian College alumni, the campus community, invited guests and the greater Adrian community at no charge.

Adrian business alumni are encouraged to bring family, friends, clients or business associates to share this special day. There will be a breakfast and book signing for Adrian alumni and guests, from 9:30-10:30am in the Bulldog room of the Merillat Sport and Fitness Center, followed by a tour of the changes to our campus. Then, from 11:30am-12:45pm Julie will be teaching us all how to better manage our time with her presentation, "Time Management from the Inside Out" delivered in Dawson Auditorium. This is followed by lunch from 1-2 in the newly renovated Adrian/Tobias Rooms. Finally, a reception and book signing will be held in the Arrington Rooms of the Caine Center from 2:15-3:30pm.

Business alums, please let Professor Quinlan (pquinlan@adrian.edu) know if you will attend the breakfast and or lunch and the total number attending. If there are special dietary requirements, let us know that also. We are looking forward to seeing you March 6th.

Business Majors Tackle Professional Challenges



Although many of our business majors will be involved in off campus internships and research endeavors, a great deal of student professional development, can take place right here on campus. Adrian College is not unlike many organizations in terms of the organizational challenges that it faces. And in this academic year, AC business majors have been highly involved in assisting the college in a number of these challenges, while learning valuable lessons in the operation of a complex organization, transferable to other environments.

In the Fall semester of 06, assistant Adrian Bulldog basketball coaches and AC business alums, Amanda Rainsberger and Dan Walter, came to the department for assistance. Amanda and Dan are talented young coaches and both felt strongly that fan attendance and interest should be important goals of a successful college basketball program.

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Jeff Walkowski Brings Expertise to Campus

The pace of technological change, as it relates to the business research area, has been dizzying. But on Nov. 6, 2006, on-line research expert, author and QualCore President, Jeff Walkowski, helped students, administration and faculty get a handle on the current state of on-line qualitative research as well as providing skills for those planning to conduct online research, themselves.

In a lively and fast paced presentation, Jeff discussed industry trends, defined what online qualitative research is, discussed pros and cons of conducting research online and then discussed the major methodological options; chat groups, bulletin board focus groups, multi-media focus groups, indepth interviews and blogs.

A pioneer in the use of the internet to conduct marketing research, Jeff told a packed Jones Hall audience that although the pace of the adoption of online methods has been slow, it also has been steady and more and more research work is moving online.

One of the more interesting aspects of his presentation was discussion of the state of what he described as “virtual facilities”. “Virtual facilities” provide moderators and respondents alike a user friendly environment that facilitates discussion and allows easy access to the results of online discussions and like the brick and mortar facilities that house the majority of focus groups conducted in the United States and abroad, there are a number of firms that have created their own variations.

According to Jeff, not only can online research provide benefits to the researcher and decision maker, but participants find the methodology to be more convenient and enjoyable than many other forms of data collection.

In addition to his morning presentation in Jones Hall, Jeff also conducted a noon workshop specifically for faculty interested in conducting online research or integrating discussion of the methodology into their courses.

So What Exactly is a Sabbatical?

One of the unusual aspects of academic life is the offering to faculty the opportunity for a break from the everyday challenges of teaching, otherwise known as a sabbatical. So, since we recently had one of our business faculty return from one taken in the Fall 06 semester & another plan for one in the Fall semester of 07, we thought you might enjoy a little insight into this aspect of academic life.

Sabbaticals are plans for a semester or year-long set of activities that must benefit the college. Some sabbatical projects focus on a single research oriented activity while others may involve the completion of an academic “to-do” list that may have been collecting for some time. In the case of Professor Patrick Quinlan, his recently completed Fall 07 sabbatical fell into the “to-do” list category and in the case of Professor Bachman’s planned Fall 07 sabbatical, his sabbatical project will involve the continuation of a series of research activities that has a more singular focus.

Professor Quinlan’s completed projects included both research and publication initiatives as well as college service activities. An article that Professor Quinlan completed for publication deals with the integration of qualitative and quantitative research techniques used in the measurement of images. He also completed survey work with a group involved in a federally funded community research project, finalized plans for a new course on focus group moderating, researched and developed plans for a proposed major in pharmaceutical marketing, wrote a case for use in our departmental scholarship competition and developed a new orientation approach for freshman interested in business. Many of these projects were completions of initiatives begun prior to his Fall 06 sabbatical and a few were started and finished during this Fall 06 semester.

Professor Bachman’s planned Fall 2007 sabbatical project is a research endeavor focusing on change and leadership styles of not-for-profit organizations which have or are undergoing a change process. He will be gathering data from a number of not-for-profit organizations in the Midwestern United States and his project will be the first step in a longitudinal study mirroring those performed in the for-profit sector. A publishable paper and written cases for three of his classes will result from his sabbatical work.

Successful faculty need opportunities to hone research and writing skills and to develop initiatives that benefit all members of the college community.

A sabbatical provides those opportunities and as you can tell, our business faculty are busy taking advantage of those opportunities.



**What can you do to help Adrian College's Business Department?
Are you an Adrian College Business Department Alumni?
What do you think about the programs & activities our department is participating in?**

Please send your feedback to Patrick Quinlan at pquinlan@adrian.edu.

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They both wanted to increase attendance and interest in their respective and overlapping basketball season and in many ways both wanted a fresh start in promoting their respective “products.” So, with direction from the business faculty, sophomore, Carmen Batway and senior, Ryan Sulek, took on the challenge. There was a little concern initially, as both Carmen and Ryan play a varsity sport that requires hitting a ball with a stick, but they handled the challenge of promoting a sport requiring a different use of a slightly larger softer ball admirably!

One of the first steps taken by Carmen and Ryan was to enlist the assistance of AC business alum, Geoff Pence. Geoff is a marketing executive with the Dallas Mavericks of the NBA and through a series of conferences calls to the Mavericks headquarters, Carman and Ryan were able to construct a framework with which to think about their challenge. In addition, Geoff gave specific advice on topics like game day promotions, proper use of music, corporate sponsorship and the successful utilization of websites in sports promotion. With little time for formal planning, Carmen and Ryan went to work. They developed a series of game day promotions, secured two corporate sponsors, worked with band director Marty Marks to secure a pep band and worked at better internal communication of both the women and men basketball program. And even though both teams have had seasons of highs and lows, attendance and interest is up considerably and a momentum that will carry into next year has begun.

In addition to finishing implementation of this season’s plan, they are now developing a formal marketing plan for next year and working on a “secret weapon.” With help from local audio visual consultant Joe Jenkins, Carmen and Ryan are developing a pre-game AV piece that will introduce a modern, digitized version of our Bulldog mascot. Carmen and Ryan will only release this information about the “secret” project... This isn’t going to be your father’s Adrian College Bulldog!!!!”



Two of the athletic and academic stars of that women’s basketball program that Carmen and Ryan are busy promoting are junior, Nichole Roose and freshman, Jennifer Perrin. Nichole, team captain, has had a breakout season with the lady Bulldogs, leading the team in scoring and Jennifer, one of the most sought after point guards in the state, has seen much playing time in her freshman year. Both ladies are exceptional students and have partnered with business department faculty in a consulting project for new Executive Vice President, Rick Creehan. Rick is the architect of the admissions strategy that has resulted in the unprecedented growth in enrollment we are experiencing at Adrian College as well as the leading force for the new, exciting facility changes occurring on this campus.

Part of the new recruitment strategy is the setting of recruitment goals for coaches in each of their respective sports. “Impact” athletes are recruited by the coaching staff and it is a very competitive environment for these student/athletes with much pressure placed on the ability of coaches to position & promote all aspects of Adrian’s offerings effectively. So, with direction and support from

business faculty, Nichole and Jennifer are developing a formal training program for our new coaches to assist them in their “marketing” challenges. Nichole and Jennifer, both recruited athletes and honor students, were not only able to apply course material, but could provide a unique perspective, invaluable in increasing the quality of recruiting efforts.

The first step taken by Nichole and Jennifer was to conduct a series of interviews with administrators and coaches to begin to paint a picture of training needs. Then working with departmental faculty, a group of training objectives was generated. In this situation, it was decided to provide coaches indepth information on college characteristics and advantages, present a model of the selling process that coaches could work from and to develop a communication skill development module with a focus on listening skills. Finally, a plan for the delivery of the training was created.

President Dr. Jeff Docking and Academic Dean Dr. Dale Nesbary are committed to an education that is not only rigorous, but relevant and it is clear from the efforts of these students that the business department is meeting that challenge.



Above Photo: It seems their marketing strategies are working, with this great turnout of students at one of the Men’s Basketball games.

Photo to the left: Nichole Roose (l) and Jennifer Perrin (r) with Admissions Counselor Heidi Spence who also was involved in this project.