

Entrepreneurial Business Award 2012 Moves into the Second Semester
December 7, 2011



Springfield, OH – WittConsultants Kimberly Dyer, Elizabeth Hauser, and Ashley Sinning spent the fall semester of their senior year working on collecting and reviewing nominees for the 2012 Entrepreneurial Business Award. After implementing successful public relations, advertising, and promotional campaign, the team received 23 nominations to evaluate based on the criteria for the award. By reviewing the nominated company's websites and doing initial phone interviews, the team narrowed the list to four finalists: C & N Construction, Cerium Group, Hemisphere Coffee Roasters, and Sarica Manufacturing. The team started the second phase of evaluation, site visits, visiting C & N Construction in December. The remainder of the finalists will be visited during the second week in January.

All findings will be presented to a panel of judges in January. The team will have a busy spring semester after the winner has been chosen as they will then write and produce a promotional video about the winner, formulate a plan to promote the winner and the award, and develop teaching notes to be used by local teachers. The team looks forward to continuing the finalist process and is excited to see the outcome of the judging panel.

Kimmie Dyer '12 is a senior business major with a minor in economics from Copley, Ohio. She completed an internship this past summer with Stephens Direct, a marketing firm in Dayton, Ohio. She was assisted in the editing process of email and direct mail campaigns, fulfilled orders placed by clients, completed reconciliations, and compiled data for clients. She is a member of Delta Gamma sorority, where she serves as a member of Honor Board, the disciplinary council of the sorority. Also through Delta Gamma, Dyer volunteers at Mercy St. John's Nursing Home in Springfield, Ohio. Dyer is also a member of the University Honors Program as well as Tau Pi Phi National Honors Society in Business. Dyer is a two-time captain of the varsity volleyball

team at Wittenberg and is also a member of the Student Athletic Advisory Committee. After graduation, she plans to pursue a career in marketing or public relations.

Elizabeth Hauser '12 is a business major at Wittenberg University from Ottawa Lake, Michigan. She is currently working in Wittenberg's Health and Counseling Center as a student worker and for Wittenberg's Business department as its student webmaster. She served as the treasurer of Wittenberg's Panhellenic Association where she prepared budgets, attended budget hearings, and tracked the association's finances. Hauser also was director of finance for Delta Gamma Fraternity where she tracked the one-hundred-dollar accounts for each of the 65 girls in the house. Last semester, she worked as a WittConsultant with McMurray's on a marketing project. Hauser also was a part of the advertising class developing campaigns for the Wittenberg Experience at Comic-Con. A member of Wittenberg's track and field team and Wittenberg's Human Resource Management Association, Hauser's future plans include interning in the hospitality industry and attending graduate school.

Ashley Sinning '12 is a senior from Northfield, Minnesota. She is majoring in International Studies and has minors in Business and Spanish. Sinning has held various positions in her sorority, Delta Gamma, and most currently is the director of public relations where she organized and implemented a strategic plan to improve and re-vamp the organization's image on campus. She currently works for the Center for Civic and Urban Engagement as a student intern as well as a student assistant to the Office of Admissions. In Minnesota, Sinning has most recently worked for Field Solutions as a resource coordinator where she recruited, scheduled and coordinated field engineers. Sinning studied abroad with CIEE in Alicante, Spain for the 2010 fall semester. She plans to earn her MBA degree and pursue a career in international business with a focus in marketing and communications.

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About the Wittenberg Center for Applied Management (WittCAM): The Wittenberg Center for Applied Management offers alternative coursework to upper-level students who are focused in business. As an alternative to a classroom-based course, WittCAM students serve as consultants to businesses, government agencies and not-for-profit organizations. Students and organizations have a choice of opportunities, including: WittConsultants, Management Internship, and the Creative Advertising Partnership. Students work as groups on projects. Some projects require specific management course prerequisites; these vary depending on the nature of the project. Directed by Professor Pamela Schindler, 509 students have been involved in WittCAM projects in the last 33 years.

About the Wittenberg University Business Program: Wittenberg University offers both accounting and business majors. The business major at Wittenberg University is a comprehensive business program that supplements a core curriculum in the traditional business

subjects of accounting, finance, marketing, and management with a required concentration in entrepreneurship, finance, management or marketing. The strength of the business major is its focus on achievement of eight learning goals in written and oral communications, global and ethical perspectives, critical thinking, team work, computing, business concept knowledge and application, as well as its integration with numerous subjects within the liberal arts environment of the institution.