

## Nearly 300 New Findlay Alumni Welcomed

Nearly 300 students graduated from the University during fall commencement ceremonies at 2 p.m. Saturday, Dec. 11, in the Koehler Complex.

View additional photos on page 2 and also online at <http://picasaweb.google.com/TheUniversityofFindlay>. They may be downloaded for personal use.

Commencement speaker A.R. Charnes' full address is available at [http://www.findlay.edu/new-sevents/news/commencement/charnesaddress\\_dec10.htm](http://www.findlay.edu/new-sevents/news/commencement/charnesaddress_dec10.htm).



*Cindy Fry, administrative assistant for physical therapy, assists a student with his master's hood prior to the ceremony.*



*Commencement speaker A.R. Charnes, a 1966 alumnus, Dr. Katherine Fell, UF president, and Dr. C. Richard Beckett, chairman of the Board of Trustees, pose for a photo following the Arch Ceremony.*

A. Rissler Lee

## Students Gather Data on Small Businesses

Students in a retail management class at The University of Findlay gained hands-on experience through a semester-long research project this fall.

According to Chris Ward, Ed.D., associate professor of business, the project was "an exercise in survey creation, collecting and coding data to be analyzed and in taking the data to generate a valuable report for local businesses."

Erin Murphy, a marketing major with a minor in law and liberal arts, said the purpose of the project was to evaluate the types of marketing used by small businesses in the

Findlay area and to find out whether the businesses plan on changing their strategies in 2011 or not.

The students found that advertising through The Courier newspaper, radio and direct mail are the three most popular types of media currently used by small businesses in the Findlay area. They also found that businesses plan to use social media, websites and continued use of The Courier in the future.

Ward says the results of the project will be shared with some of the businesses involved. The students built professional reports to convey the data to clients which included

an introduction, methodology used to gather the data, results, limitations of the survey and survey collection method, conclusions of the data and recommendations for the clients.

"They created something that can be disseminated by someone who is actually going to use it," said Ward.

Murphy says collecting and analyzing the results proved challenging at times.

"The project was time-consuming, especially going out and talking to the business owners," said Murphy. "I have two jobs outside of

*See STUDENTS GATHER, page 4*

# Commencement Smiles Fill Front Lawn



*Dr. Thomas Dillon, dean of graduate and professional studies, and Jenna Hovest pose for a quick photo following the recessional through the Arch.*



*Jason Loyer, Jeremy Foster, Erik Cranmer and Megan Keil are all smiles after walking through the Griffith Memorial Arch.*



*Dr. Louis Stulman, chair of the department of religious studies and philosophy, receives a Stole of Gratitude from Tegan Wood. Graduates may choose to give their stole to someone who helped them or mentored them during their years as a student.*



*Jacob Rowland, center, proudly poses for a photo with his family, including his father, Mike Rowland, current UF student Evan Rowland, and Diane Rowland, administrative assistant in the Office of Development.*

A. Risser Lee

## Two Classes Study Blanchard River Bacteria

Bethany Henderson-Dean, Ph.D., associate professor of biology, defines bioinformatics as a field based on using computers to predict and extract biological data. She says it is the future of studying biological issues and an area for natural collaboration between sciences and technology.

This semester, one of Henderson-Dean's classes tested bioinformatics through a research project in conjunction with a course directed by Helen Schneider, Ph.D., assistant professor of computer science and

technology management.

The project began when the professors were selected to participate in a training session for bioinformatics offered by the American Society of Microbiology Conference for Undergraduate Education (AMSCUE).

"We're the only two who came as a team in biology and computer science. Other participants were really excited ... that we were able to collaborate with one another since other colleges and universities were not so collegial in nature," said

Henderson-Dean. "While at the (conference) we formulated our collaborative plan. We presented it to the institute as a proposal and the final project will be presented at the national conference in June 2011."

The project they developed focuses on research in Henderson-Dean's Microbiology II course. The students planned and implemented seven individual projects to focus on antibiotic resistance in bacteria found in the Blanchard River.

*See TWO CLASSES, page 4*

# Fall Semester Concludes with Activities



A. Risser Lee

The Marching Oiler Brass, directed by Jack Taylor, surprised faculty, staff and students working in Old Main Dec. 9 with a performance of "Joy to the World."



A. Risser Lee

A student artist and Ed Corle, associate professor of art, sell their wares during an annual ceramics sale Dec. 3.



A. Risser Lee

Old Main and the front lawn look Christmas-card perfect with a fresh layer of snow Dec. 13.



R. Cross

Jack Taylor, director of bands, congratulates senior Jason Homan, a recipient of the Jack and Patricia Taylor Endowed Scholarship for Instrumental Music, at the Christmas band concert Dec. 5. Patricia Taylor and Liz Baker stand at left.



R. Cross

Staff members (back) Brian Treece, (front) Suzanne English, David Emsweller, Julia Yingling and Sara Hingson help serve food at Late Night Munchies Dec. 6 in Henderson Dining Hall.



Provided by G. Arburn

Robert Marsh (left), a Findlay City Mission volunteer, and SIFE members Joe McGeean (front, right), and Kyle Wilson (back, right) help prepare a meal at the mission.

# Students Gather Data on Small Businesses

*Continued from page 1*

school so it was hard to find time within business hours to get a hold of the owners.”

Despite challenges, Murphy says the experience she gained will be useful in the future.

“As I plan on getting a job when I graduate, I’ll be more comfortable compiling a report for my potential boss or client,” said Murphy. “I’ll know how to do the numbers part, and also how to conduct a survey.”

Michael Agunga, business management major, agrees that the

project was beneficial for him and his classmates.

“It helped familiarize (us) with local businesses and gain experience approaching business owners and managers on a professional level. This is only the second time that I have ever had to interact with businesses through schoolwork,” said Agunga. “I feel like just ... approaching businesses is a very valuable experience for students.”

Ward says she hopes to see similar projects evolve in the future.

“This semester was our first pass at this, and I’m hoping to make this a set project for the class so that we have longitudinal data to compare over the years,” said Ward. “Projects like this reinforce the skill sets employers want. The more they do this here, the more success they’ll have in the workplace. They’ll have something real to talk about.”

*By Hannah Wurm, communication major, Bucyrus, Ohio*

# Two Classes Study Blanchard River Bacteria

*Continued from page 2*

“The (students) began the semester by completing background, literature reviews and formulated research plans,” said Henderson-Dean. “The computer science class aided in making spreadsheets for data collection and data review. They also aided in creating graphs and tables for the final projects.”

Lauryn Messmer was one of 33 students involved from Henderson-Dean’s class. She says the project presented challenges as well as opportunities.

“This project gave our class an opportunity to take control of what we were learning,” said Messmer. “It helped us realize the unlimited and new research possibilities in the field of microbiology ... Through the use of new tools for conducting research ... we became more knowledgeable and engaged in our project.”

Henderson-Dean says the collaboration with Schneider’s class was mutually beneficial and is something that will continue in the future.

“My students have learned about Google docs and collaboration sites

such as those used on Blackboard. They have learned that communication is key and how to communicate to non-science majors about their research,” said Henderson-Dean. “The collaboration will persist and will change as bioinformatics is further incorporated into the curriculum.”

*By Hannah Wurm, communication major, Bucyrus, Ohio*

# UF Faculty and Staff Accomplishments

**Nicole Diederich**, Ph.D., professor of English, recently wrote “Gothic Doppelgangers and Discourse: Examining the Doubling Practice of (Re)marriage in Jane Eyre,” which was published in Issue 6.3 of *Nineteenth-Century Gender Studies*, available at [www.ncgsjournal.com](http://www.ncgsjournal.com).

**Suzanne Wilcox English**, M’09, director of public information, has been elected 2011 president-elect

and program chair of the Northwest Ohio Chapter of the Public Relations Society of America, while continuing as the chapter’s diversity chair and liaison to the national committee, a position she has held since spring 2008.

**Matt Stolick**, Ph.D., associate professor of philosophy, Presented “Legalize It? The Science and History of Marijuana Use” at Miami University, Oxford, Ohio, on

Nov. 17, 2010. The lecture was sponsored by the College Democrats.

**Alexander Vaglenov**, M.D., Ph.D., associate professor of pharmaceutical sciences, completed requirements to become an American citizen on Election Day, Nov. 2, in Toledo, Ohio. Vaglenov voted as an American citizen for the first time that day.

FYI is published by the Office of Public Information. Send story ideas to Brianna Patterson, public relations officer, at [pattersonb@findlay.edu](mailto:pattersonb@findlay.edu) or call 419-434-4345.

If you know someone who has done something “worth noting,” on campus or within the community, send the information to [pattersonb@findlay.edu](mailto:pattersonb@findlay.edu).