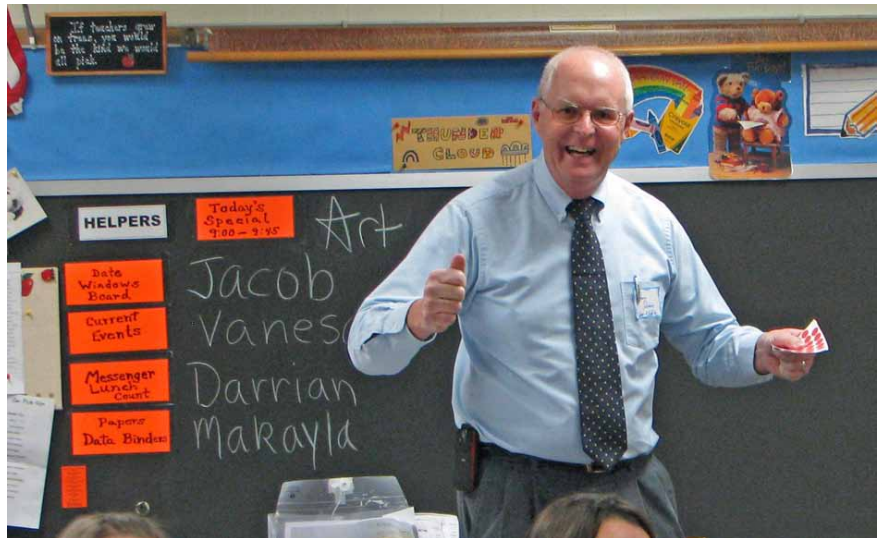


Area Youth Learn About Financial Literacy

On Nov. 4, faculty and students from The University of Findlay's College of Business participated in the Annual National Accounting for Kids Day in conjunction with the local accounting firm Knueven, Schroeder & Co.

Nineteen COB representatives visited Bigelow Hill Intermediate School to introduce financial literacy to the youths in the Findlay community in a fun and interactive fashion.

COB volunteers led an educational 10-year simulated investment game that introduced students to the stock market by teaching them what a stock is and ways to make money with investments. The game encouraged students to ask ques-



Douglas Asbury, assistant professor, has some fun with the elementary school students at Bigelow Hill Intermediate School in Findlay.

P. Abels

tions and introduced them to the idea of monetary literacy.

Concepts such as business, investing, stocks, dividends, stock splits, See *YOUTH*, page 2

COP Coordinates Life-Saving Training

Thanks to faculty and staff within the College of Pharmacy (COP), The University of Findlay now has more than a dozen people who are trained as instructors in American Heart Association (AHA) Basic Life Support (BLS).

Recently several staff members took advantage of on-campus training offered by the COP, specifically to become certified instructors in BLS including adult/child CPR, choking and automated external defibrillator (AED).

The COP recently purchased, using continuing pharmacy education funds, mannequins, practice AEDs and other equipment for the

University. With the new purchases and the newly certified instructors, AHA courses will be periodically scheduled on campus, making the required certification more convenient for students to obtain and for others who need or want it.

In the spring, second- and fourth-year COP See *AHA*, page 2



Paula Sadler, administrative assistant in the Nuclear Medicine Institute, practices CPR on a mannequin during training with other administrative staff members.

A. Rissler Lee

Students Work with Local Business to Complete Project for Marketing Class

Recently, a team developed an integrated marketing communications plan describing different media to reach the target market, allocated percentages to the chosen media using a \$1.5 million budget and wrote and produced a television commercial featuring brand new cars.

Believe it or not, the party responsible for such work is not a multi-million dollar marketing corporation.

Instead, the people behind this project are four students, including team leader Lora Williams and members Holly Whitta, Tanya Smith and Samantha Cartier, in a consumer behavior in marketing class taught by S. Chris Ward, Ed.D., associate professor, at The University of Findlay.

According to Williams, a junior marketing and entrepreneurship major, the goal of the project was to come up with new and creative marketing and advertising ideas for General Motors to effectively reach college-aged students.

“In order to determine what ideas to use, we had to do research and really understand how college students learn about and buy cars, and then develop advertising ideas based on our findings,” said Williams. “We wanted to emphasize the fact that GM is interested in forming a meaningful, lifelong relationship with the target audience, and that GM is a new company.”

For primary research, the team developed a survey that they distributed to a target market. As part of the integrated marketing communications plan, the team developed a television commercial. They also developed a plan to reach college-bound and college-aged students and their parents through mail,

advertisements in campus newspapers and social networking sites, sponsorships in college athletics and more.

The team focused on the GMU (General Motors University) college discount program for its commercial and project.

“Professor Ward gave all the teams the option of just including a script of our commercial idea with the project instead of actually filming and creating one,” said Williams. “Our team decided to actually film, and Tanya came up with a really good idea. She decided we should do a commercial following a person as he or she is just starting college all the way through his or her life until retirement, focusing on how GM cars have been a part of the person’s life and have helped this person become successful.”

In order to film the commercial, the team borrowed four new GM cars from a local business, LaRiche Chevrolet Cadillac in Findlay.

“Everyone on our team was surprised at John LaRiche’s generosity in allowing us to use as many cars as we wanted,” said Williams. “We would not have been able to film our commercial if he had not allowed us to borrow the cars, so he really made our commercial possible. It was a really great experience to have a local business owner who was so helpful with our project.”

Williams and her team members said the project was a valuable learning experience and that the project took much time and effort.

“I learned that even though a project may seem like a lot of work at first, you shouldn’t get intimidated by it because you may find it to be a great learning experience and you may even end up having fun with it,” said Williams. “I

also learned you should never be afraid to ask for help from professors, other classmates or even local business owners because you never know when these people may be willing to go the extra mile to help you.”

By Hannah Wurm, communication/public relations major, Bucyrus, Ohio

Youth Learn About Money

Continued from page 1

portfolios, diversification, compounding and money budgeting were incorporated.

The program presented fundamentals in accounting, business, economics and finance to the local children in order to meet a growing need to understand personal finance and to create responsible financial habits for them in the future.

In addition, the program allowed the COB faculty and students to introduce careers in accounting and business to the students.

AHA Course Offered

Continued from page 1

students will complete BLS training, and fifth-year students will complete advanced cardio life support (ACLS) training to be able to begin their clinical rotations.

BLS and ACLS on-campus training can be made available to UF students enrolled in any healthcare program. To schedule a training session, please contact Anne Hermler in the College of Pharmacy, ext. 6610.

November Begins with Many Activities



A. Rüsser Lee

The business owner (standing, left) of Closet of Styles works with UF students Kyle Wilson, Matt Weber (standing, right), Jessica Heintzelman and Will Gilson (sitting) during the annual Extreme Marketing Makeover event.



R. Cross

Kristina Pritchard (Ruth), Tom Lalonde (Charles), Samantha Woodman (Madame Arcati) and Kara Wilkinson (Elvira) perform in "Blithe Spirit," which runs through Nov. 15.



A. Rüsser Lee

Bob Barner conducts a professional development workshop at the Mazza Museum for elementary school educators Nov. 5.



A. Rüsser Lee

Deborah VanAtta (right), assistant director for international admissions, spins the wheel at a vendor's table during the employee benefit fair Nov. 5.



A. Rüsser Lee

Terry Carson '73 shakes hands with Abigail Welch prior to speaking to an accounting class Nov. 9. Carson was a visiting executive, hosted by the College of Business.



A. Rüsser Lee

Students enjoy a warm fall day between classes.

Auditions Slated for “The Pajama Game”

Auditions for the classical musical comedy “The Pajama Game” will be at 7 p.m. Wednesday and Thursday, Nov. 18-19, at The University of Findlay in the Egner Center for the Performing Arts, Room 004.

“The Pajama Game” performance is Feb. 17-21, 2010.

Auditions are open to all University students, faculty and staff, as well as Findlay-area community members. The cast consists of approxi-

mately 30 adults (age 16 and older), with 15 named parts for women and 10 named parts for men.

Those who audition should be prepared to sing a 16-bar cut from a Broadway show and be dressed to move. An accompanist will be provided.

“The Pajama Game” opened on Broadway in 1954 and had a major Broadway revival in 2006 featuring Harry Connick Jr. Music and lyrics are by Richard Adler and Jerry Ross.

The book was written by George Abbott and Richard Bissell and is based on the novel “7½ Cents.”

Original choreography is by Bob Fosse.

The production features hit songs such as “Hernando’s Hide-away,” “Steam Heat,” “Hey There,” and “There Once Was a Man.”

Contact Micheal F. Anders, Ph.D., with questions at 419-434-4717 or anders@findlay.edu.

Lea Gallery Features Prints by Ballweg

Prints by Janet Ballweg will be on display Nov. 16 – Dec. 18 at The University of Findlay’s Lea Gallery, located inside the Virginia B. Gardner Fine Arts Pavilion.

An artist’s reception will be 6 – 8 p.m. Saturday, Nov. 21, in the gallery.

Ballweg is a professor of art and the head of printmaking at Bowling Green State University.

Born in Madison, Wis., she earned degrees in printmaking at the University of Wisconsin-Madison and the University of Illinois-Urbana/Champaign.

Since 1983, her work has been exhibited in more than 300 shows and has won numerous awards, including a 2008 Ohio Arts Council Individual Excellence Award.



“Lying in Wait” by Janet Ballweg

UF Concert-Chorale to Perform Nov. 22

The 70-plus voices of The University of Findlay Concert-Chorale will present “’Twas the Night Before Christmas,” a traditional Christmas concert of familiar favorite seasonal carols and songs, at 3 p.m. Sunday, Nov. 22, in the Winebrenner Theological Seminary.

Tickets are free but required. Tickets are available in advance from the UF Box Office; call 419-434-5335. Tickets also will be available at the door.

Selections will include traditional pieces such as “Winter Wonderland,” “Let It Snow,” “Joy to the

World,” “O Come, All Ye Faithful,” “Silent Night,” “O Holy Night,” “Silver Bells,” “The Christmas Song” (“Chestnuts Roasting on an Open Fire”) and “We Need a Little Christmas” from the Broadway musical “Mame.”

Also featured will be the classic setting of the Clement Clark Moore poem “’Twas the Night Before Christmas,” made famous by Fred Waring and his Pennsylvanians.

In addition, the concert will spotlight several contemporary Christmas favorites, such as “Grown-up Christmas List” and “Breath of Heaven,”

as well as the gospel spiritual “Jesus, What a Wonderful Child.”

The concert will conclude with the timeless favorite “White Christmas.”

Soloists include soprano Janelle Limber, a senior strength and conditioning major from Antwerp; soprano Shana Schnipke, a senior nuclear medicine major from Ottawa; and tenor Kirt Schnipke, a senior physical therapy major from Pandora.

Micheal F. Anders, Ph.D., professor of music, will conduct the concert. Sharon Vaas will accompany the group as pianist.

FYI is published by the Office of Public Information. Send story ideas to Brianna Patterson, public relations officer, at 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.