

## BUSINESS STUDENTS EXCEL AT NATIONAL COMPETITIONS

University of Wisconsin-Parkside Marketing Professor Peter Knight compares the success of the university's student sales team at the Russ Berrie Institute (RBI) National Sales Competition in New York and the National Collegiate Sales Competition in Atlanta to that of a small university reaching the NCAA's Final Four.

"This is the fifth consecutive national sales event that students from the University of Wisconsin-Parkside School of Business and Technology have returned with awards," said Knight. "It's gotten to the point that the other schools know who we are and have to plan for us during these competitions."

"And, more importantly, major employers know the UW-Parkside program and are interested in our students."

Held at William Patterson University outside New York, the RBI event brought together the top business students from more than two dozen sales programs around the country. UW-Parkside, the only school to finish in the top three the last two

years in a row, was represented by students Kyle Hagemann and Mike Rosales.

UW-Parkside's third-place finish in the final university rankings was topped only by Hagemann's second-place finish in both the overall competition and in role play. This 15-minute true-to-life sales presentation made to a business executive is the competition's marquee event.

Calling RBI "an unbelievable opportunity" to showcase his abilities to national companies, Hagemann said the trip to New York definitely helped his career.

"I was approached by multiple employers at the competition asking me when I could interview. It's unbelievable in this kind of economy to have companies track me down to request interviews," Hagemann stated.

In Atlanta, business students collected four major awards including three of five first-place honors in the graduate division. Led by Knight and fellow business professor Jim McPhaul, the team of Hagemann, Amanda

Frank, Andrew Loosen, Jeremy Schreier, and student ambassador Jessica Pawlowski continued the university's three-year hot streak at national sales competitions.

During what Knight described as several "roller coaster" days, Frank won the individual needs assessment call competition while she and Loosen won the team sell competition. The UW-Parkside team captured two of the competition's three rounds and narrowly missed unseating three-time national champion Texas State for the overall team award.

Hagemann has earned seven team and individual awards at national competitions in Atlanta and New York over the past two years. Following his graduation this semester, he will join the sales team at Johnson & Johnson Life Scan Division.

The success of UW-Parkside business students reinforces Knight's belief that the university is well situated to develop sales as a specialty, a specialty the university can use to build a national reputation among employers.



THE UW-PARKSIDE SALES TEAM OF KYLE HAGEMANN (LEFT) AND MIKE ROSALES (RIGHT), WITH ASSISTANT PROFESSOR OF BUSINESS PETER KNIGHT, EARNED A TOP-THREE FINISH FOR THE SECOND YEAR IN A ROW AT THE RUSS BERRIE INSTITUTE (RBI) NATIONAL SALES COMPETITION IN NEW YORK.



UW-Parkside is seeking approval for a sales certificate program. This five-course program would give business majors and students from majors outside the UW-Parkside School of Business and Technology sales knowledge and credentials. The certificate program has already gained national accreditation through the University Sales Education Foundation.

## REILLY TO SBT BOARD: 'EDUCATION KEY TO PROSPERITY'

When University of Wisconsin System President Kevin P. Reilly addressed the UW-Parkside School of Business and Technology (SBT) advisory board in January, he brought a message of prosperity through education. Reilly said the state's network of campuses is uniquely positioned to lead Wisconsin's future economic growth.

"As I've said many times, for the state to thrive in the information economy, it needs a vibrant, productive public university system to generate talented graduates and create successful entrepreneurs," Reilly stated.

Reilly used Minnesota as an example of education's earning power. Minnesota's higher number of four-year degree holders (32% to Wisconsin's 26%) translates to higher personal income (Minnesota \$42,037, Wisconsin \$37,767).

Reilly expressed concern about the UW System's shrinking percentage of state expenditures and the shift of costs from the state to students and parents. He said in 1973, the UW System accounted for 14.42 percent of expenditures, a figure that dropped to 8.3 percent in 2010. And from 2001 to 2010, the state's share of higher education costs fell from 64 percent to 40 percent while the share paid by students and their parents rose from 36 percent to 60 percent.

To make Wisconsin more competitive and to keep its most talented students and graduates here, Reilly proposed the creation of what he called a "new compact between the state and its public university system." He said the UW System would work to boost its productivity to create 80,000 more graduates by 2025, create new jobs through targeted university research and faster commercialization of discoveries, and expand state students'

access to education while maintaining affordable tuition.

In return, Reilly said the state must provide the UW System with stable funding by making higher education a higher priority and by giving the UW System greater management flexibility to implement more efficient business practices for purchasing, contracting, and pricing. UW-Parkside School of Business and Technology Dean Fred Ebeid said Reilly's message was one that business advisory board members were interested to hear.



UNIVERSITY OF WISCONSIN SYSTEM  
PRESIDENT KEVIN P. REILLY

"Keeping Wisconsin competitive requires a strong, well-funded UW System so that the system can produce talented, creative business leaders," Ebeid said. "President Reilly's growth agenda initiatives give the UW System what it needs to be successful while giving an exceptional return on investment."

## UW-PARKSIDE RETAINS IMPORTANT BUSINESS CREDENTIAL

The University of Wisconsin-Parkside School of Business and Technology has maintained its business accreditation by the Association to Advance Collegiate Schools of Business-International (AACSB). One of the fewer than five percent of business schools worldwide to earn this hallmark of excellence in management education, and the only higher education institution

in the Kenosha/Racine area to do so, UW-Parkside was honored during the AACSB International's annual meeting in April.

"This is a vitally important credential for the UW-Parkside School of Business and Technology to earn and maintain," said the school's Dean Dr. Fred Ebeid. "To have a prestigious organization certify the quality of our programs and for UW-Parkside to be in the company of other AACSB universities like Harvard, UCLA, MIT, and the University of Pennsylvania is a tremendous honor."

University of Wisconsin-Parkside Chancellor Debbie Ford said the process of maintaining AACSB accreditation is valuable not just for the campus but also for UW-Parkside students.

"Maintaining accreditation gives us the opportunity to examine every facet of our business program with an eye toward ongoing improvement," Ford said.

During the rigorous accreditation review, the university's program successfully demonstrated its continued commitment to the AACSB's 21 quality standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, as well as a commitment to continuous improvement and achievement of learning goals in its degree programs.

Founded in 1916, AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's and doctoral degrees in business and accounting. Through July 2010, 596 member institutions in 37 countries hold AACSB accreditation.

For more information about the SBT, visit [www.uwp.edu](http://www.uwp.edu) Keyword: *Business* or call 262-595-2280.

