

Hope you enjoy the holiday season!

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UNIVERSITY OF
CENTRAL MISSOURI
HARMON COLLEGE OF
BUSINESS AND
PROFESSIONAL STUDIES

NEWS & EVENTS

DECEMBER 2020



Greetings from the Harmon College of Business and Professional Studies!

Dear Colleagues and Friends,

As we reflect on the unusual events that have happened this year, and as we continue to adapt and modify our daily practices, I would like to express my gratitude to the faculty and staff members of the Harmon College, and to our alumni and supporters, for their dedication and continued assistance during these challenging times. We look forward to working with you in the new, and hopefully brighter, new year.

Hope you and your family enjoy the holiday season!

Sincerely,

Jose Mercado

Dean, Harmon College of Business and Professional Studies

HIGHLIGHTS & NEWS



UCM Board Action Makes Possible New Terminal Building at Skyhaven Airport

Benefitting from philanthropic support, the University of Central Missouri's Board of Governors recently took a significant step toward achieving UCM's vision for a state-of-the-art airport terminal and flight education center at [Max B. Swisher Skyhaven Airport](#).

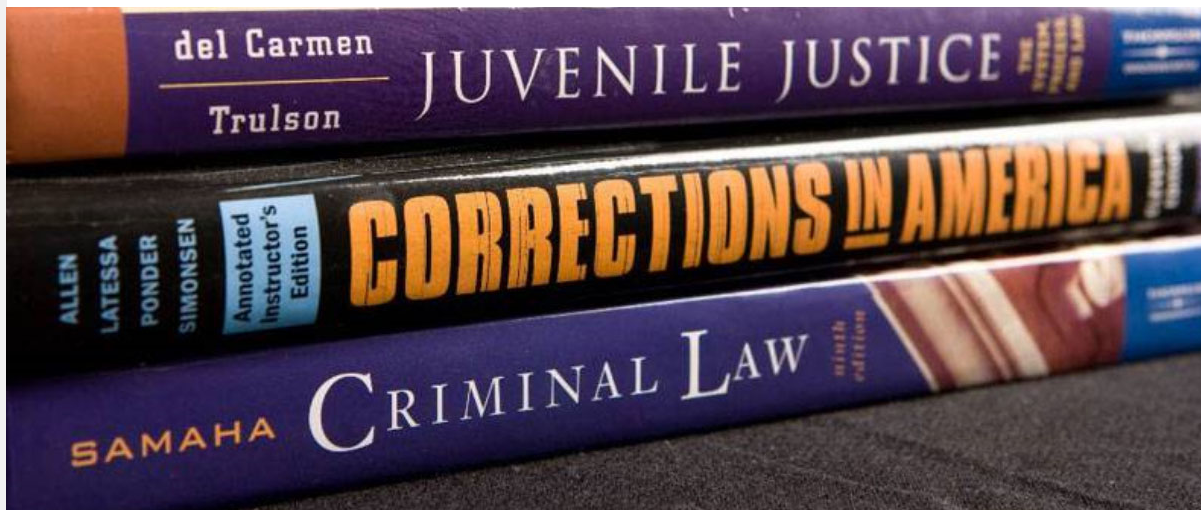
On October 22 the board approved the award of a contract to Kansas City firm McCownGordon, to serve as the professional design/build team to erect a 10,000-square-foot terminal building that helps meet community and campus aviation needs. The \$2.8 million total project budget is being funded entirely from private gifts through the UCM Alumni Foundation.

HCBPS Dean Jose Mercado said the college was excited to learn that the university's governing board approved the design/build team to construct a new state-of-the-art aviation center. "This project will renew our School of Aviation's current capabilities and support the future growth of our programs," Dean Mercado said. "Our aviation academic programs provide students the knowledge and skills necessary to become successful pilots and aviation professionals, and this project will help us develop and build the adequate infrastructure we need to meet future aviation educational challenges and enhance regional economic development."

Dean Mercado also expressed his gratitude to School of Aviation "friends and supporters" – the donors who are making this and other projects at the airport possible through their generosity. Consistent with the airport master plan, the university is continuing to work through the UCM Alumni Foundation to raise funds for additional airport renovation. Learn more by contacting **Courtney Goddard**, vice president for

University Advancement and executive director of the UCM Alumni Foundation, at cgoddard@ucmo.edu.

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UCM Recognized by Learn.org Among “Best Online Bachelor’s in Law Enforcement” Schools

Demonstrating the quality of its criminal justice program, UCM was not only ranked among the nation’s best but was the only institution in Missouri to recently be included by [Learn.org](#) on a list of schools that have the “[Best Online Bachelor’s in Law Enforcement](#).”

UCM was ranked 10th by Learn.org, based on a methodology that assessed data from hundreds of colleges and universities across the United States with regard to academic and career resources, quality of faculty, cost, value and other factors critical to students’ academic decisions. This data came from sources such as the U.S. Department of Education and the National Center for Education Statistics, and includes tuition statistics from the 2019-2020 academic year.

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Distinguished Speaker Series Opens with Technology Strategist

An experienced technology leader, strategist, digital advisor and education advocate, **Greg DeYoung**, director of Technology Strategy for Microsoft Education, opened the 2020 fall Distinguished Speaker Series at UCM. His free virtual presentation on the “Impact of the Public Cloud on Digital Transformations in Organizations” took place on Friday, November 13, via Zoom.

The Distinguished Speaker Series is made possible by the Computer Information Systems and Big Data and Business Analytics programs within the UCM [Harmon College of Business and Professional Studies](#).

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Big Idea Speaker Series Features Holistic Healer and Best-Selling Author

Serial entrepreneur and experienced healthcare provider **Dr. Michelle Robin** was the featured speaker at the UCM Big Idea Speaker Series on November 18, where she shared her message of hope for the future with students, staff and faculty. As a chiropractor, author, teacher, holistic healer, podcast host, unshakable optimist, international speaker, and founder of Your Wellness Connection, Small Changes Big Shifts®, and Big Shifts Foundation®, Dr. Robin has left an impression on thousands of lives for helping them find a way to live a vibrant, happy, and healthy life. For 30 years, she has guided people to create small changes that ultimately shift their habits and their lives. Your Wellness Connection has become one of the nation's most successful integrative healing centers.

Spring 2021 will feature two more entrepreneurs as the Big Idea Speaker Series continues.

Accountancy Now Offers New Programs

Beginning in fall 2020, the Master of Arts in Accountancy now offers two emphasis areas: Certified Public Accountant and Certified Management Accountant. Each area consists of a 30-credit-hour program and classes are designed to permit advanced study in topics related to each certification exam. The majority of courses are offered as hybrid, online, or evening classes to allow for flexible scheduling.

STUDENT FOCUS

Accountancy Student Organization and Beta Alpha Psi Presses Ahead

The officers of Accountancy Student Organization and Beta Alpha Psi are not allowing the pandemic to hinder their networking opportunities and are continuing to provide valuable experiences to members. Accountancy majors have embraced the virtual environment and hosted professional speakers from MarksNelson, Adams Brown, Creative Planning Tax, BKD, CliftonLarsonAllen, and JMW & Associates. In addition, students participated in virtual social events throughout the semester that involved ice cream, trivia, board games, and a Pictionary competition. These students serve as a great example of adapting and thriving!



Big Idea Business Pitch Competition Provides Opportunity to Students

The fifth annual Big Idea Business Pitch Competition was held on November 12, providing an opportunity for UCM students to pitch their innovative business ideas to potential investors and to win prize money of up to \$500. After judges reviewed the 15 competitors' recorded five-minute video pitches, seven finalists were selected to deliver their pitches "live" during this well-attended event.

With sponsorship from the Blaine Whitworth Memorial Foundation and Caliber Smart, 21 business leaders and entrepreneurs donated their time and expertise as judges and mentors including many UCM alumni. InTrust Bank, T-Mobile, Asurion, Central Bank, Virtus Investment Group, and SkillPath Seminars were represented, in addition to community partners like State Fair Community College, Warrensburg Main Street, and the Missouri American Legion.

The top prize went to **Colleen Wright** (junior) whose Hosaena CoffeeHouse has a mission to create a sustainable supply chain that provides maintainable wages to farmers, unique services to coffee roasters, and joy to customers. With the \$500 prize money, Colleen plans to invest in her first coffee roasting machine and to launch the business. Second place went to **Dakotta Hunt** (senior) with his new business, Polarize Products, a company focused on promoting critical thought through bold and attention-grabbing stickers. Third place went to **Katie Staples** (senior) and her company, You Be You, offering customized accessory boxes for girls that include a button, scrunchie, pair of socks, and iron-on patch that are categorized into personalities.

The UCM Big Idea Business Plan Competition, with a top prize of \$3,000, will be held in spring 2021.



*Pictured are the Event Management students and **Madilyn** and **Sydney** from RISE. This picture was taken in September when the students delivered their initial event pitches.*

Events Marketing & Management Students Present to Client

On Wednesday, November 18, after three months of hard work, the Events Marketing and Management students (EMM 3825) presented event proposals to their client, RISE Community Services. At the conclusion of the presentations, RISE chose the virtual event that will be executed by the Advanced Events Marketing and Management students (EMM 4825) this spring.

The event, Puzzle Palettes, is a paint-along event that will result in a permanent mural to celebrate RISE and the unique individuals they serve. Congratulations to all the students on their great ideas and hard work!

Management Students Assist Local Organizations

The Innovation, Quality, and Sustainability (MGT 4310) class assisted local non-profit organizations and small businesses with research and recommendations in the areas of CRM, HR, customer feedback and revenue generation as part of a Kaizen Blitz quality initiative during the fall semester. The students appreciated working with Warrensburg Main Street, Echo, Big Brothers Big Sisters, Old Drum Coffee Shop, Cuddle Up Pup, and Zarda BBQ.

FACULTY, STAFF, AND RESEARCH

Dr. Doug Longhofer, Assistant Professor of Accountancy, published an article

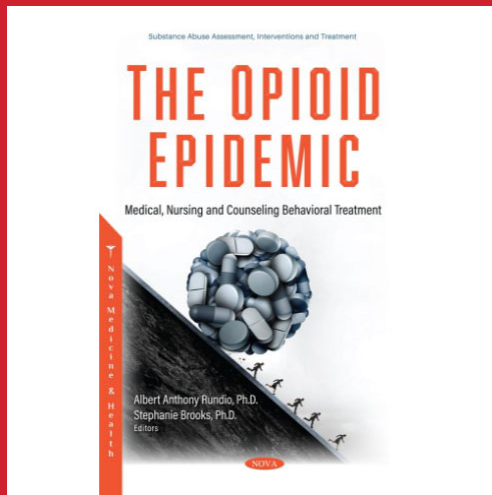
entitled “Eroding Conservation, Preserving Abuse - A Flawed IRS Strategy” in *Tax Notes, Volume 169*.

Several faculty members in the Child and Family Development Program presented and participated in the 2020 National Council on Family Relations virtual conference.

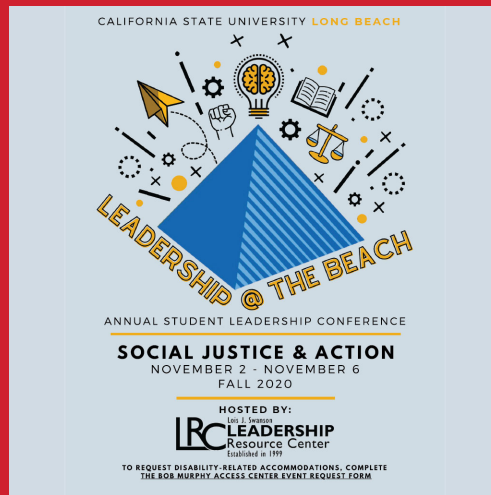
Dr. I. Joyce Chang presented *School-Issued Devices for Home Use in Kindergarten Through 5th Grade and Parent Perceptions of Child Learning, Behavior, and Conflict*.

Dr. F. Ryan Peterson presented with **Melissa Werner**, graduate student in Marriage and Family Therapy, a poster entitled *Sexual Identity Disclosure and the Sibling Impact*.

Dr. Jaimee Hartenstein co-presented with **Dr. Tonya Ricklefs** on *Navigating the Waters of Administrative Appointments Before You are Tenured*.



Dr. Adriatik Likcani and Dr. Ryan Peterson authored a chapter on Drug Courts in the book *The Opioid Epidemic: Medical, Nursing and Counseling Behavioral Treatment*. [Learn More](#)



Dr. Alethea Rollins presented a paper, “Talking about Race with Children,” at the (Virtual) California State University-Long Beach Annual Student Leadership Conference in November.

Missouri Speech-Language-Hearing Foundation Elects Trustee

Dr. Carlotta Kimble has been elected to serve on the Missouri Speech-Language-Hearing Foundation. The Missouri Speech-Language-Hearing Foundation, governed by a separate Board of Directors, is affiliated with the Missouri Speech-Language-Hearing Association, the non-profit state organization representing professional speech-

language pathologists and audiologists as well as other personnel and students whose occupations support persons with communication impairments.

Communication Disorders Professor Receives Award for Continuing Education

Dr. Carlotta Kimble has been granted an 11th Award for Continuing Education (ACE) from the American Speech-Language-Hearing Association (ASHA). Speech-Language Pathologists and Audiologists may meet the requirements of the ACE by earning seven ASHA Continuing Education Units (CEUs), which is equivalent to 70 contact hours in a 36-month period. Some individuals complete the requirement in less time and are awarded successive ACEs in less than three years.

ALUMNI, ADVISORY, AND GIVING



PRWeek Awards UCM Alumna with 40 Under 40 Honor

PRWeek chose **Melissa Layton**, Senior Manager, Global PR & Influencer Marketing, at Crocs as one of their [40 Under 40 Class of 2020](#). These 40 individuals have been chosen this year because they have been redefining the role of communications, PR, and marketing.

Layton graduated from UCM in 2002 with a bachelor's degree in Public Relations. In her role as senior manager, she is credited with helping Crocs achieve record sales and positive brand metrics in 2019 through her PR and influencer marketing strategy. The activations she spearheaded range from a surprise shoe giveaway in collaboration with singer-songwriter Post Malone to fashion mashups with restaurant chain KFC, streetwear brand Chinatown Market and luggage and handbag designer Vera Bradley.

And Layton didn't miss a step when the coronavirus pandemic threatened to derail the footwear company's momentum. With its "Free Pair for Healthcare" initiative, Crocs donated 100,000 pairs of shoes to healthcare workers on the front lines and registered its biggest-ever monthly jumps in PR impressions, online searches, and social followers.

[PRWeek's 40 Under 40 Awards presentation](#) took place virtually on October 29.

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UCM Alumnus Speaks on Impact of AI on Healthcare Industry in Distinguished Speaker Series

A presentation on the "Artificial Intelligence Impact on Healthcare and Other Industries" was the second offering of the fall 2020 Distinguished Speaker Series at UCM. **Abidur Rahman**, vice president of Intouch Solutions, made remarks on Thursday, November 19, via Zoom.

Rahman is a UCM alumnus, having received a Bachelor of Science in Computer Information Systems in 2003, followed by a Master of Science in Information Technology in 2005. His professional background includes 18 years of experience in software engineering and more than 15 years in pharmaceutical marketing and technology.

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