



Spring 2010

# On the HORIZON WITH LAMP

## Spotlight on the Curriculum: New Sophomore Seminar

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Fall, 2009, brought to the LAMP curriculum a new seminar titled “Art, Commerce, Culture.” Professor Michelle Facos, from the Department of History of Art, offered a course that explored the intersection of art, science, capitalism, law, and public policy. A key issue was the various ways in which art acquires value and the impact such value has in the public and private spheres. As in all LAMP seminars, there was a lot of reading, writing, and discussion, and there was exploration and learning beyond students’ comfort zones.

A feature of the seminar was a trip to Chicago that Professor Facos arranged to meet with art dealers and auction houses -- a trip one student reported “tied together our semester-end research projects in a particularly interesting manner.” Another student in the seminar concluded that “although I will probably never work in an art gallery, museum, or the CIA’s Stolen Art Recovery program, I have learned so much across the spectrum of the ‘business of art.’ Professor Facos’ passion for the subject was contagious and inspired the budding art collector within all of us to examine the true value, both monetary and intangible, of art.”

At the end of the semester Professor Facos noted that “it was a privilege to work with such bright, diligent and savvy students. Their independent projects demonstrated just how much one can learn about economics, ethics, diplomacy, and even organic chemistry, with the art market as a starting point. I think I learned more from them than they did from me!”



Sophomores in **Professor Michelle Facos’s** LAMP seminar, “Art, Commerce, Culture,” got a firsthand look at the world of art dealers and auction houses on their November trip to Chicago. They visited Sothebys, Leslie Hindman, and R.S. Johnson Fine Art, a renowned dealer of Old Master prints.



## From The Director James H. Madison

Times are tough, of course. We've just prepared a LAMP budget for next academic year with a mandated two percent reduction--on top of earlier cuts. We've reached a point where students have begun to feel the loss of programs and opportunities.

Yet, in this troubled economy, LAMP thrives. We have our founding curriculum: a high quality liberal arts education mixed with challenging LAMP seminars and good classes in the Kelley School of Business. We have excellent students—among the best college students in the world. We have a faculty with academic expertise, teaching excellence, and dedication.

Last fall LAMP Associate Director Jane Rogan and I attended a conference on “Liberal Learning for Business Education,” organized by the Carnegie Foundation for the Advancement of Teaching and the NYU Stern School of Business. The Carnegie Foundation is engaged in a large project on this subject and, we're pleased to report, is using LAMP as one of their case studies. As well as warm fuzzies for LAMP, the New York conference provided additional basis for our faculty to fine-tune a mission statement, shown on the back cover.

I'm bullish on LAMP. I'm particularly delighted that the College of Arts and Sciences has appointed as my successor Professor Pamela Walters, who will become director on July 1. Professor Walters is a distinguished sociologist with a record of teaching and administration that makes her an excellent choice. I've immensely enjoyed my seven years as director, but it's time for fresh leadership and for me to return full-time to the History Department, where I'll continue to treasure contact with LAMP students and alumni (and hope to see some at our Chicago reunion, May 21-22).

LAMP thrives. But we need your help, now more than ever. Please give your expertise and your financial support.

James H. Madison  
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**Don Blue**, Senior Financial Manager for General Mills Consumer Food Sales, meets with LAMP students before a simulation exercise to create and cost out an innovative new cereal.



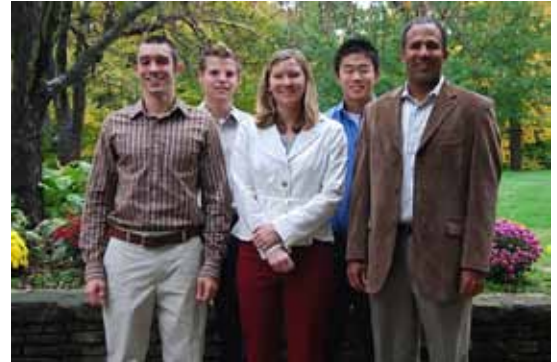
**LAMP alum Jim Trilling** offered a Leadership Lunch session on “Law, Government, and Litigation” for interested students. A member of the College of Arts and Sciences Alumni Board, Jim is Senior Attorney in the Federal Trade Commission's Division of Advertising Practices.

# LAMP/HOG Interns Learn By Doing

A team of four LAMP interns had a wonderful opportunity to work with the Hoosier Oncology Group throughout the fall semester. Affectionately known as “the HOG” and headed by IU alumnus Quake Pletcher, the non-profit Indianapolis organization works with community and academic partners, particularly the IU Simon Cancer Center, to advance cancer research, education, and patient advocacy. The LAMP/ HOG internships were supported in part by a grant from the Lilly Endowment to promote a culture of entrepreneurship in Indiana.

The LAMP team of Michael Cui, Jon Bell, Ellen Knecht, and Brad Kleinschmidt worked closely with HOG professionals to define their research questions and to gather and analyze their data. In December the team presented their results to the HOG staff. CEO Quake Pletcher reported that his colleagues were “impressed with the students’ poise, their grasp of the complexities of what we do, the creativity with which they approached the challenge with appropriate methodology, and the effectiveness of their communication of their analysis.”

The four students reported long and hard weeks of work that produced a superb learning experience. As one team member concluded, “the HOG experience was a great synergy of my science background and knowledge acquired through LAMP classes. I was able to integrate business skills with scientific reasoning to create an end product that would not have been possible otherwise.”



LAMP’s HOG team met on campus with Hoosier Oncology Group CEO, **Quake Pletcher**, right. From left are students **Brad Kleinschmidt, Jon Bell, Ellen Knecht**, and **Michael Cui**.

## LAMP Marketing Team

It takes some thought and hard work to get the best first-year students in the College of Arts and Sciences to apply to LAMP. LAMP students have stepped up and created their own Marketing Team. After developing expertise in strategic planning, copywriting, graphics, and distribution, they are

executing this semester a brilliant campaign called “Reasons to Love LAMP.” The Marketing Team has placed posters in residence halls, on campus buses, and in academic buildings. Members are presenting to freshmen classes and preparing a video to explain why they love LAMP.

# LAMP Alumni Reunion



Our first LAMP reunion was a grand success--one to be repeated. Several dozen LAMP alumni gathered on a beautiful fall weekend in Bloomington. At the Friday evening College Alumni Banquet LAMP alum Ben Londergan received the 2009 Outstanding Young Alumni Award. Saturday and Sunday mornings gave alumni an opportunity to mix with faculty and current students to talk about classes, skills, and preparation for careers. Left above, Ben Londergan and Amy Montgomery; right above, LAMP Director Jim Madison, with Gabriel Ratliff and Brittany Becher.



Professor Dan Maki speaks. Dan is one of the original LAMP faculty members and one remembered fondly by many alumni as the teacher of L316.



Alumni John Gilbert and Jamie Potash at the Saturday evening LAMP reception.



LAMP alumni pose in front of one several welcome banners created by current students. Left to right: Kasie (Zweig) Tenbarge, Tim Lemper, Gabriel Ratliff, Ryan Funk, Adam Schau, Liz Oates, Jamie Gold, Abbey Stemler, Grant McFann, Brittany Becher, John Gilbert and Lauren Hawkins.



Associate Director Jane Rogan with Liz Oates.



Tim Lemper and Ryan Funk. A LAMP alumnus from the class of 1995, Tim is now a professor in the Kelley School of Business, where many current LAMP students take his business law class.

# LAMP Students Study Overseas

With support from LAMP's Robbins-Hutton Scholarships, students leave the campus for all parts of the world. Pictured here are a few of the many.



**Jeremy-Allen Pingul**, at the top of the Reichstag in Berlin, Germany.



**Alison DenOtter** at Machu Picchu--"one of the most beautiful and thought provoking experiences I have ever had."



**Sam Zeller**, in front of the Plaza de Espana in Seville, Spain.

## Sophomore Fall Retreat



A longtime LAMP tradition is the fall sophomore retreat, designed to help newly admitted students meet their colleagues, develop leadership skills, and have a good time. Gathering on a crisp fall day at Bradford Woods, sophomores enjoyed a hearty breakfast served by the SAB (dressed in something other than formal business wear). Pipes, spider webs, and wooden skis offered a day of challenge and physical activity. This great LAMP experience is one fondly remembered by seniors at the LAMP Commencement (set this year for May 7).

## SAB Members



LAMP's Student Advisory Board (SABers) gathered at Bradford Woods to plan for the annual sophomore retreat. The SAB plays a key role in organizing student events and in serving as the eyes and ears of the LAMP staff and faculty.

# We Welcome Your Help



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### **MATCHING GIFTS**

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### **TAX ADVANTAGES**

Gifts to Indiana University are deductible as charitable contributions within the limits of the Internal Revenue Code. Indiana taxpayers are eligible for a 50% tax credit for gifts up to \$400 on joint returns, or \$200 on individual returns.



## **LIBERAL ARTS AND MANAGEMENT PROGRAM**

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### CHICAGO AREA LAMP REUNION MAY 21 - 22, 2010

At the LAMP fall reunion in Bloomington several alumni suggested holding events elsewhere. Chicago will be our first effort. So, mark your calendar for the LAMP Alumni Gathering in the Windy City: Friday evening, May 21, for an informal meal at a local restaurant/bar; and then the main event, Saturday evening, May 22, featuring drinks, very short speeches, and conversation. Plan to meet other LAMP alumni, make new IU friends, and spend the weekend in one of the world's great cities. LAMP staff and some LAMP faculty plan to be there. (There is a big convention that weekend, so if you need a hotel room, book now.) We'll announce exact times and locations later. If you have ideas for the event, please contact the chair of the volunteer planning committee, Jamie Gold, at [jamie.r.gold@gmail.com](mailto:jamie.r.gold@gmail.com)

### LAMP MISSION STATEMENT

LAMP is a selective interdisciplinary certificate program that supplements the strengths of a liberal arts discipline with the practical skills of business management. Collaborative and motivated, our students form a close-knit learning community with faculty and alumni.

Both in and outside the classroom, LAMP's unique curriculum asks its students to analyze issues critically, evaluate problems from multiple perspectives, and hone the communication skills needed to meet challenges, both great and small, from an informed, creative, and ethical point of view.

LAMP students succeed, lead, and make a difference throughout their professional lives.

**Mark the Date: Chicago Area LAMP Alumni Reunion, May 21-22, 2010**