



Fall 2007



on the **HORIZON WITH LAMP**

Welcome to On the Horizon

Indiana University's Liberal Arts and Management Program (LAMP) is an honors-level program for undergraduate majors in the College of Arts and Sciences, sponsored by the College in cooperation with the Kelley School of Business. For more information, see the LAMP website at <http://www.indiana.edu/~lamp>.

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Spotlight on the Curriculum: Two New LAMP Sophomore Seminars

LAMP seminars are the heart of the Program. Seminars provide students intensive reading, writing, and discussion—all focused toward development of sophisticated critical thinking and effective communication skills. Sophomore seminars combine business and humanities subjects in ways that encourage multidisciplinary perspectives.

One of the two new LAMP sophomore seminars this academic year is "Globalization and the Culture of Business in East Asia." Taught by Professor Mike Robinson in the Department of East Asian Languages and Culture, the seminar will investigate the post-World War II emergence of East Asia as a new locus of economic, technological, and cultural dynamism. Students will study Japan's economic

challenge in the 1970s and the recent rise of China as a global trading super-power in order to understand East Asian variants of capitalism. The seminar will also consider how East Asian economic successes have

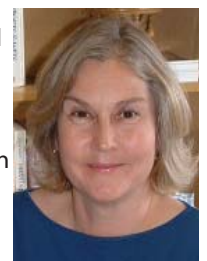


Professor Robinson

transformed the way Americans do business in a global setting. Professor Robinson is an expert on Korean history and a frequent visitor to Korea and Japan. His new book is titled *Korea's Twentieth-Century Odyssey*.

Chris Von Der Haar from the Department of Sociology is teaching a new sophomore seminar titled "Global Marketing and Advertising." In

studying how advertising influences people's thoughts, feelings, and behaviors, students will learn how to recognize and appreciate cultural differences. Their final semester projects will include the preparation and presentation of a multi-national advertising



Prof. Von Der Haar

campaign. In addition to her academic expertise in the field of social psychology (and the author of a leading textbook in the field), Professor Von Der Haar earlier worked for several years as the Manager of Surveys for the CBS/New York Times Poll.

Senior Seminar: “Rights, Responsibilities, and Ethics”

LAMP’s senior seminars allow advanced students to draw on their many semesters of learning. Professor Norm Furniss regularly teaches a seminar on “Rights, Responsibilities, and Ethics,” which focuses on helping LAMP seniors think about independent lives and careers beyond college: How do we navigate the troubled boundary between the value of individual liberty (doing what we want unless someone else is harmed) on the one hand and the values and obligations of living in a pluralistic, democratic society on the other?

“I do not expect to reach definitive conclusions to these matters. My more modest, but still significant, aim is to make a start on what should be a life-long journey.”

Professor Furniss’ seminar focuses on ethics in public and private issues. Seminar members examine questions such: Do you agree with Justice Holmes that “taxes are what we pay for a civilized society?”; in this post 9/11 time of heightened religious and ethnic tensions, should we, in the words of former French president Chirac, avoid saying or writing “anything likely to offend the beliefs of others, particularly religious beliefs?”; on personal matters, should each of us feel free to end a marriage if/when we are no longer “in love”?



From right, Professor Furniss discusses ethics with senior Jennifer Thomas.

turning to the world of work, is it ethically incumbent upon each of us to subscribe to the sentiments of the suggestion by the Graduate Pledge Alliance: “I ___ pledge to explore and take into account the social and environmental consequences of any job I consider and will try to improve these aspects of any organization for which I work?”

The key intellectual goal is not to take up each of these examples discretely, but rather to develop a coherent ethical perspective through which these and other important questions can be understood, a perspective which also allows systematic engagement with other points of view. Professor Furniss notes that “I do not expect to reach definitive conclusions to these matters. My more modest, but still significant, aim is to make a start on what should be a life long journey.”

Students Take Advantage of Leadership Luncheon Opportunities During Semester

One of LAMP’s most popular events is the Leadership Lunch, which brings a small group of students to an informal lunch meeting with a successful manager or leader. Among the guests last semester was Todd Pedersen (’94), who talked about his work promoting Indiana’s economic development programs in the life sciences industry. Sophomore Andrew Wendahl said after the meeting that “we all enjoyed some really good conversation. Todd was a great guy, and he just gave me another perspective of where careers can go within the life sciences.”

Alumni interested in having lunch with a small group of current students should contact the LAMP office. Fridays are the

best day for student schedules and might offer also an opportunity to enjoy a weekend back in Bloomington.



Todd Pedersen(center) answers questions about Indiana's economic development in the life sciences industry at a leadership luncheon last spring.

Our LAMP Academic Advisor: Goodbye and Hello

For the last four years LAMP students have lined up outside the office of Amy Elson, LAMP’s academic advisor. She has helped them with course selection, overseas study choices, and many small and large decisions. At a surprise thank-you party at the end of the spring semester LAMP students and faculty offered warm praise for Amy’s intelligent and caring work. “She’s the best advisor ever,” was a phrase heard again and again. We are very delighted to have recruited Stephanie Gray as the new Academic Advisor. Stephanie is an IU alumna who comes to us from the Admissions Office. She knows the campus and students well (her duties included directing the IU campus tour guides). She has jumped quickly into LAMP advising and already knows why it is that certain classes count for a particular degree and others do not.



Stephanie is taking on additional duties as well. We were grateful that the College agreed to expand the position from half to full time, so that Stephanie is now Assistant Director for Student Services as well as Academic Advisor. She is coordinating the many programs and activities that enhance student learning and career opportunities, including working with the recruiters and alumni. You can contact her at LAMP@Indiana.edu.



Amy Elson (center) celebrates with students at her goodbye party in April.

Three LAMP Alumni Work Together at IMA

A common thread binds three Indianapolis Museum of Art staff members: Roseanne Hennessey Winings from the education department, Katie Beyer Zarich from the marketing department, and Jyl Kuczynski from the development department are all LAMP alumnae.

Since joining IMA in May 2005, Roseanne has helped to create, develop, and facilitate educational programs. She recently traveled to Rome and Paris for the IMA as part of the team that collaborates on the creation of digital media projects. (See the web videos she helped produce at www.theromansarecoming.com). Roseanne also works to develop and manage communications and programs for universities and colleges.

"The core concept of my job at IMA is to identify and create connections between art and other areas of study, inquiry or interest. My job is constantly evolving and crossing boundaries. LAMP is interdisciplinary at its core—it asks students to consider unlikely or overlooked connections between topics, which is what I do every day at work," Roseanne explained. Roseanne graduated from IU in 2002. She has master's degrees in Journalism and Art History from IU.

Katie has worked at the IMA since June 2005. "I began at a very exciting time. The museum had just completed a large expansion, making it the fifth largest general art museum in the country. We're working on the Virginia B. Fairbanks Art & Nature Park, which is set to open in 2009, and we're working on many very exciting exhibitions," she said. "In college, I never would have expected to be working in the museum field, but it's been a tremendously fulfilling role for me. I think LAMP's diversity of course work helped give me the courage to apply for the job even though I do not have an art history background."



From left, Zarich, Winings, and Kuczynski are LAMP alumni and are all employed at the IMA.

In her position as public relations manager, Katie works with local, national, and international media to help the public and the art world know about what is happening at the IMA. She graduated from IU in 2004 and attends law school at IU – Indianapolis.

Jyl is the LAMP alum who has most recently joined the IMA staff. She helps to identify corporate and foundation funding sources for specific projects; to draft grant proposals, project budgets, and grant reports to submit to federal and private agencies, among many other responsibilities.

Jyl believes that her LAMP education has been valuable. "In my current role, I feel

like the poster child of LAMP. Kelley School of business courses gave me a great background that I use in corporate work, and my liberal arts degree gave me the analytical background necessary for grant writing and research. LAMP also helped me realize that there are many more meaningful occupations than are traditionally conceived and reinforced the fact that I could indeed get a job after college." Jyl graduated from IU in 2004 and has recently returned to the Indianapolis area after living abroad.

If you'd like more information about the IMA, contact Roseanne (rwinings@ima.museum), Katie (kzarich@ima.museum), or Jyl (jkuczynski@ima.museum).



LAMP alumnus Ben Londergan ('98), CEO of Group One Trading LP, demonstrates trading technology for new hire Darryl Wagner (LAMP '07) on the floor of the Chicago Board Options Exchange.



LAMP Graduation

LAMP's *gala graduation* welcomed the class of 2007, their families, and LAMP faculty to the Tudor Room on the Friday of Commencement weekend. In addition to good food and fellowship, LAMP faculty read a short biography of each graduating senior--a warm tradition.

We Welcome Your Help

IU alumni and friends have become increasingly important to the on-going success of LAMP students. You have offered workshops on careers, sponsored a summer intern, and made financial contributions for program needs that are essential to providing the kinds of opportunities our students value. Deborah Pettry ('73) is one alumna who gave in time and talent, when last February she conducted a leadership behavior simulation for LAMP students. (See The College magazine for fuller report at <http://www.indiana.edu/~college/alumni/office/mag.shtml>.)

If you'd like to contribute financially to LAMP we'd added a clip-out form to the newsletter. You can also call 800-558-8311 or go online at www.givetoIU.edu. If you can contribute in other ways, please get in touch.

My email is madison@indiana.edu. Phone is 812-855-6241. Address is Wylie Hall 245, Indiana University, Bloomington, IN 47405. Please get in touch.

James H. Madison



Deborah Pettry evaluates students during simulation in spring 2007.



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Last year alumni and other friends of Indiana University boosted their contributions through corporate matching gifts. You can double or even triple the value of your contribution by taking advantage of your employer's matching gift program. Simply consult your personnel office to obtain a matching gift form and to find out the details of the program. If your employer participates, please enclose the completed form with your contribution.

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.

LAMP Students Go to Korea

LAMP students in Professor Mike Robinson's class on the culture and business of Korea had the great opportunity to see for themselves what they had learned in the classroom by visiting Seoul over the spring break. Accompanied by LAMP Associate Director Jane Rogan as well as Professor Robinson, the students visited corporations, such as Samsung Electronics and Amore Pacific, one of Asia's leading cosmetics manufacturers. The students also visited cultural and historical sites of importance, including the imperial palace, Geongbok, and Chogyesa Buddhist Temple in downtown Seoul. A visit to the Demilitarized Zone, which included a tour of North Korean infiltration tunnels and the ancestor shrine to North Korean relatives provided some good insights into the history and reality of a nation divided. On the final evening in Korea, the Indiana University Seoul Alumni Club treated the students to a palace-style dinner which offered students a chance to meet with Koreans and, in some cases, make arrangements for summer internships.

The students fared very well in the large city, making good use of public



transportation to get around and taking ample opportunity to meet with young Koreans. For at least three students this trip represented the first time they had been on a plane and the first time they had left the United States. The trip was made possible by a grant from the Freeman Foundation secured in part by the East Asian Studies Center. Without this funding and the collaboration of faculty and staff across academic units and disciplines this trip would not have been possible and these students would most likely not have sought to travel to Asia.

Calling All Newly Admitted LAMP Sophomores and Juniors



All sophomores are required to attend the LAMP retreat on Sunday, October 21. We know from the very positive response of previous sophomore classes that you will learn and enjoy as you work and play together in the wooded hills of Morgan County.

Buses will leave from the Musical Arts Center circle drive (on Jordan across from the International Student Center) at exactly 8:00 a.m. We'll return by 5:00 p.m. Bring layers of clothing in preparation for changing weather and plan on good food and good times together.



Brandi Angrick from LAMP's L316 class, taught by Shelley Nelson, presents to Stonebelt staff the results of her team's investigation of employee turnover. L316 is a junior level seminar that develops both analytical and quantitative skills and teamwork capabilities by investigating real-world problems with real-world clients. LAMP is always seeking clients with data, problems, and the willingness to help student learn.



Minho Kwon is shown measuring cell density of Sf9 cells, which is an essential component in phospholipid research. He works in the Daleke lab, which studies the mechanism underlying assembly as well as maintenance of phospholipids in biological membranes.

Minho is one of several LAMP Life Science Scholars. The Scholarship allows highly talented LAMP students to prepare for careers in life sciences business leadership by combining an undergraduate degree with a Kelley School of Business MBA.

Student Interns for Timmy Foundation

Many LAMP students are interested in social entrepreneurship and in careers in non-profit organizations. For the past three summers LAMP has sponsored an intern with the Timmy Foundation in Indianapolis. Timmy seeks to strengthen community-based health and education initiatives for children as it also helps American volunteers share their energy and compassion.



The 2007 LAMP intern was Molly Carpenter, who is pictured here with children she worked with in La Cocha neighborhood in Quito, Ecuador. The Timmy Foundation has adopted this neighborhood to work long-term with its citizens to help them "build healthy futures." At the end of the summer Molly said that "I will never forget my experiences in Ecuador. It was so amazing also to see that the work I did here in Indianapolis for Timmy helps make trips to places like Ecuador possible."

LAMP Students Head to Summer Internships

Erin DeSutter, below left, was as an Account Coordinator intern this summer with Finelight Strategic Marketing in Bloomington. She wrote proposals, created estimates, and worked with a team to develop successful marketing plans. Erin says that "The internship was a great opportunity to learn how the advertising industry works as well as how the 'real' world functions." Below right, Matt Robinson (standing) was this summer's LAMP intern at UBS in New York City. IU alum Mike Singh has generously offered this internship to a LAMP student the last three summers.



Simulating a real-life networking event

Each spring at the LAMP Mocktail event students in the sophomore career development class get a chance to practice conversation with a soft drink in hand. They present their career interests and practice putting their best face (and handshake) forward to community volunteers, who then provide feedback and advice. In this photo, LAMP student Leah Richey meets Judge Edward W. Najam, Jr. ('68).

Inside an Auto Factory



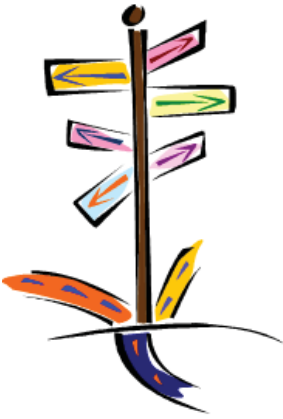
Sophomores in Professor Madison's LAMP seminar had a chance not only to read, write, and talk about the economic, social, and cultural issues raised by the automobile but also to visit an Indiana factory. Touring the Subaru plant near Lafayette was an eye-opening experience for the students. One student concluded that "Being able to see and experience firsthand what we had spent all semester studying, really helped me appreciate the very large impact the auto industry has had on all aspects of American culture and society." The seminar field trip was one of many activities funded by financial contributions from IU alumni and friends.



Studying Overseas

Many LAMP students continued the learning process away from the IU Bloomington campus this past year. LAMP students studying abroad have special financial assistance from an Overseas Study Scholarship generously endowed by Walt Robbins and Ed Hutton. From top left continuing clockwise, Julianne Ellis in Denmark; Abbey Stemler in Australia; Jesse Hatcher in Mexico; and Catherine Hooker in Japan.





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We love to hear from IU alumni and friends, and especially from LAMP Alumni. We're eager for suggestions and for offers to help in connecting LAMP students with the world of work and career. And we're always grateful for financial contributions, which are so very important in enhancing our core mission.

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