



Spring 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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Seminars Challenge LAMP Sophomores

LAMP seminars are multidisciplinary in subject matter and approach and directed toward our commitment that "One Perspective is Never Enough." All sophomores take a seminar on a particular subject that combines business and the humanities. These seminars require large amounts of reading and writing. Small class size means that every student is expected to participate actively in lively discussion.

One of the sophomore seminars offered last fall was Prof. William Wiethoff's "Crisis Management and Speech Communication." Students investigated case studies of particular business crises and then developed managerial strategies of response. They studied various models of crisis communication and learned how to gather data to prepare press releases, internal memoranda, and other messages that responded to a particular crisis. The



seminar also studied ethical issues in crisis management and the challenges of communicating bad news such as layoffs or executive misconduct.

One student in Professor Wiethoff's seminar said that this was his favorite course at IU so far because "I felt that I could use exactly what I learned in the real world."

Reserve Your Spot for LAMP Graduation

Parents and families of our LAMP seniors are invited to join us as we celebrate their graduation. The celebration will include a commencement program and a light buffet supper beginning at 6:30 p.m. Please RSVP by March 31st for the May 4th event by emailing lamp@indiana.edu or calling 812.856.4966.

LAMP Alumni Return for Leadership Lunches

January brought two LAMP alumni back to Bloomington to join small groups of current students for lunch and conversation. David Snavelly (Sociology and LAMP '94) is a senior consultant for IBM, where he focuses on technology strategy development and organizational change management for the financial services industry. After talking over lunch, Lane Lowenstein said that David's career path "demonstrated the great benefits that a liberal arts major combined with LAMP offers."

Roseanne Hennessey Winings (Art History and LAMP '02) is coordinator of Adult & University Programs at the Indianapolis Museum of Art. Sophomore Aubrey Dougherty found lunch with her "an amazing opportunity to understand some of the real benefits and difficulties facing individuals with a career in an arts organization." Deanna Elkins says that she "really appreciated the opportunity of being placed in a relaxed setting where I can learn about both professional and life experiences from someone who I aspire to be like."

Leadership Lunches are part of our Pathways to Professionalism Series. Building on the sophomore career development course taught by Jane Rogan, students explore and prepare for career opportunities through internships, workshops, and the Leadership Lunches. We're always seeking volunteers to come talk with students about their careers and the world of work. Email Professor Madison at Madison@indiana.edu if you are interested.



Above, Roseanne Hennessey Winings (second from right) joins LAMP students to discuss careers in arts organizations. Below, David Snavelly (third from right) and students in another Leadership Lunch discussion.



LAMP Hosts Its First Etiquette Dinner



Above, Audrey Beckley instructs LAMP students on how to eat a salad properly and which fork to use.

Right has five letters; therefore, drink and other objects with five letters go on the right. Whereas, left has four letters; thus, food and other objects with four letters go on your left. This was just one tip learned on October 19 when 35 LAMP students made their way out to the IU Foundation for a free, five-course dinner. They not only enjoyed an excellent meal, but they received crucial instructions for proper dinner etiquette.

The evening started off with LAMP students learning a firm handshake while managing an appetizer plate and drink. The group then proceeded to the dining area where Audrey Beckley and Ann Hyer, the two etiquette instructors, took them through each course. Though it was a formal setting, people learned it was okay to make mistakes, because they were

there to learn together. "It was a great way to get over the initial fears of dinner manners. All of the awkwardness and hesitancy was taken away since we were all learning and figuring it out together. I'll never forget dropping the salt in my lap - now that it has already happened, chances are that it won't happen at a real business interview!" said sophomore Sarah Taylor.

The etiquette dinner taught skills that can be applied to any formal dinner or even a dinner with a potential employer. This was the first etiquette dinner LAMP has sponsored; however, from the positive feedback of students, it could become a yearly tradition. (Article contributed by LAMP student Tara Maloney, chair of the Student Advisory Board Communications Committee.)

Overseas Study



A few of the large numbers of LAMP students who studied abroad this year, all with the aid of LAMP's Robbins-Hutton Scholarship. Above, Callie Blyze in front of the Louvre in Paris. Above right, Nick Bechert in front of the Temple of the Sacred Family in Barcelona. Below right, Maegan Ionoff and Megan Papenfuss, who studied at the University of Kent, overlooking Canterbury Cathedral.



Two Sophomores Given New LAMP Writing Award

LAMP recognizes the importance of careful and effective writing in awarding the LAMP Sophomore Writing Excellence Award to one sophomore in each seminar. The award winner in fall, 2006, in Professor Wiethoff's seminar was Ben Inskeep. In Professor Sandy Shapshay's seminar on "Justice and the Business of Health Care," Sarah Murray received the award.



Sophomore Retreat



LAMP sophomores enjoyed an all-day retreat in the woods of Brown County last October. It was a day for sophomores to develop team and leadership skills, to make new friends, and to begin the happy process of creating a LAMP community.

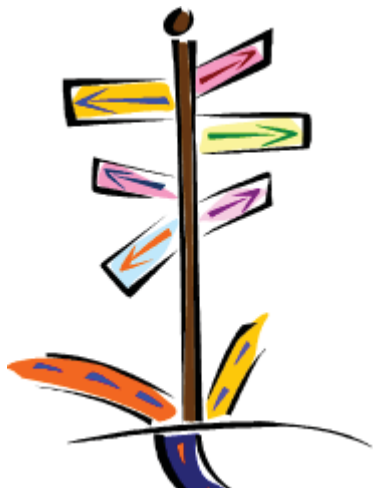


ON THE HORIZON

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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.

Name: _____ Last Name While at IU: _____

Spouse/Significant Other Name: _____ Graduation Date: _____

Home Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Business Title: _____ Company/Institution: _____

Company Address: _____

Mailing Preference: Home Business

Your News: _____

ONE PERSPECTIVE IS NEVER ENOUGH

Please mail to above address or fax to 812-856-4672