

# UIndy BizHounds

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## Go Hounds Go

These hounds don't play around when it comes to gameday. With new head coach, Chris Keevers, the hounds are ranked 8th nationally in the AFCS DII coaches poll. Keevers stated in an interview earlier in the season, "We haven't changed the culture... (but) You'll see things on the field be different." The athletes still play as a team and they have adapted to the differences; as they are ranked 3rd for the NCAA Super Region rankings.

Observers describe the hounds as a team that displays discipline, accountability, and respect - and it shows on the field. With an average of 47.13 points per game and over 2,000 total yards gained the hounds really know how to play.

When looking for an insider, BizHounds interviewed senior marketing major Matt Thompson to see what it was like to be a student athlete. Matt described how the football team worked and how the term "student athlete" is put into play. Coaches expect their athletes to put school first and to graduate in four years. He went on to say that although the NCAA sets the minimum GPA at a 2.3, coaches monitor grades and if an athlete has more than one C they are required to attend study tables until the grade is brought up. With a strong emphasis put on school by the coaches, the hounds average a team GPA of a 3.0. Matt is an example of a true Student Athlete, as he is part of the UIndy BS/MBA program, which allows top students to earn two degrees in 5 years.



## Finance Lab Dedication

On September 28, 2018, the University of Indianapolis School of Business became the home of the first, official Bloomberg Lab in central Indiana. While officially opened and dedicated last fall, classes were not held in the new Finance Lab until January 2019. This project has been in the making for a long time. The lab is one of the few in Indiana that is complete with a news and stock ticker. The high-tech software provides students the opportunity to analyze financial markets, get the latest economic data and use the tools as used by Wall Street experts. Using this advanced technology, students can apply conceptual knowledge into applied projects and business forecast models.



Another unique factor of the Finance Lab is the ability students have to earn a Bloomberg Market Concepts (BMC) certification. Given the competitive job market, being BMC certified gives UIndy students an edge up on other candidates, as several employers require this certification. The Finance Lab serves as another example of the ways in which UIndy provides a hands-on learning, not available elsewhere. Its implementation has been a unique asset to the School of Business and will continue serving as a learning space for a variety of majors in the department.

Since its opening at the beginning of the year, the Finance Lab has served as both a classroom and resource for business students. Tutoring has also been held in this facility as well as special events. A typical Bloomberg subscription can cost over \$2,000 per month, but UIndy students can access this system and the related certification at no additional cost. UIndy is able to cover this cost for students, providing them a unique edge and opportunity.

## Alumni Spotlight

Cari Palmer, a 2017 MBA alum from the University of Indianapolis School of Business, says she's proud to be an alum because "UIndy cares about its students. I have had multiple professors connect with me on LinkedIn or touch base with me to see how things are going. They truly care that the education you received had a positive impact on your life and career." Cari started at Energy Plus a year out from her undergrad degree. She began as the Marketing/Business Development Coordinator in 2008. Over the course of the next decade she worked to learn each aspect of the business attending many classes on a variety of topics including compliance, HR, lending and finance.

When her path to the CEO seat became clear, she spoke with the then CEO and the Board of Directors about her preparation for the top job. That is what prompted her to go back to school for her MBA. While finishing her last year, the CEO at the time announced he would be leaving Indiana and Cari expressed her desire to be his successor. Cari is currently the CEO for Energy Plus Credit Union, where she spends the majority of her time reviewing new products or services for the credit union which allows her to explore new trends in financial services. "When I am not working on new projects, I am putting together board reports, building budgets, working with my managers on strategies to bring in new members, or creating presentations to teach high school seniors about financial security. Every day is different but I get to see the impact directly on our members and connect with them on how the credit union has enhanced their lives."

When asked if she had any advice for high school juniors and seniors who are interested in UIndy Cari said "Visit the campus and see for yourself how accessible the faculty are. Checking out the campus will give you a feel for what life at UIndy will be like. The common spaces are open and inviting and there are tons of computer labs to work in and spaces to meet with groups or teams."



## CEO of Netlogx on UIndy's Campus

In October of 2019, Audrey Taylor, CEO of netlogx, one of the top technology companies in Indiana, spoke to over 200 business students at UIndy about her life and career. The Student Business Leadership Academy (SBLA) brought her to campus to inform students of the importance of personal branding, even at the college level. Ms. Taylor's talk focused on her journey to get to become a leading technology CEO, how she created her company from scratch, as well as how she brands herself and her company for success.

Ms. Taylor was born and raised in the United Kingdom, immigrating to the USA and eventually opening her own business. She focused on how she branded herself as a woman CEO and the challenges she overcame. Ms. Taylor encouraged students to think outside the box on how people will remember you. Her referenced her own her red hair and British accent as examples of her uniqueness in the USA and how it was a mechanism of how people remembered her. The SBLA officers had the pleasure of a private dinner with her and received excellent advice on business and leadership skills..

Ms. Taylor opened her keynote talk to the school of business student body by telling her personal life story. She began her career immediately after high school. Her plan was to take a gap year which quickly turned into opportunities she couldn't pass up. Soon after working for a company she loved she realized she wanted to expand her knowledge and work on her own. She traveled to Indianapolis, without any knowledge of what she would do and soon started her own company. Her husband shortly followed and they started a family in Indiana. After tough battles she had to face opening a company she learned and created a company that has won countless awards. Ms. Taylor says it is important to maintain your core values and she has done to to this day. She wants to know all of her employees personally and treat them how she wants to be treated. Her speech was very inspiring when talking about her background and how she thrives as a female CEO.

