



# Newsletter

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## Notices:

**Executive MBA program and class information of interest.**

**First Year Students** - Thursday, August 28, 6-9PM in RH1213, "Microsoft Word Review" (Optional Seminar)

**First Year Students**—The 08/26/03 presentation on Internet Researching can be downloaded at : <http://emba.unomaha.edu/WebSearch.ppt> The websearch form from the seminar is available at: <http://emba.unomaha.edu/EvalForm.pdf>



Have a great  
Labor Day Weekend

## Did You Know?

- A lump of pure gold the size of a matchbox can be flattened into a sheet the size of a tennis court.
- Absolutely pure gold is so soft that it can be molded with the hands.
- An ounce of gold can be stretched into a wire 50 miles long.
- The most abundant metal in the Earth's crust is aluminum.

## Productivity Tips:

**Tips designed to help make your time on the computer easier and more productive.**

**Word: Create impact with tables** - It's easy to include attractive, informative tables in your business documents. Find out how to apply design formats and use color, borders, and shading effectively with Microsoft Word 2000.

[http://www.hp.com/sbso/advice/articles\\_general74.html](http://www.hp.com/sbso/advice/articles_general74.html)

**PowerPoint: Avoid Missing Font Styles** - Three simple tricks you can use to make sure your slides will display with the font you intended. # 1: The fastest and easiest way to make sure your slides display the way you intend them to is to use basic fonts that almost everybody uses - basic fonts like Arial, Times New Roman, Symbol, and Courier New - Advantage: fast and easy; Disadvantage: dull and over-used. # 2: Embed your fonts. You can select an option to Embed any True Type fonts when you save your presentation - Advantage: saves fonts with your presentation; Disadvantage: increases file size. You can embed, or save with the presentation. To embed fonts in: On the File menu, click Save As. In the Save As dialog box, click Tools, and then click Save Options. In the Save Options dialog box, select the Embed True Type Fonts check box, and then select Embed all characters. Click OK. # 3: Package your presentation with the Pack and Go wizard. Advantage: saves all the files you need to support your PowerPoint presentation; Disadvantage: adds an extra step to the end of your slide-creation process, prior to your presentation. When you want to run your presentation on another computer, you can use the Pack and Go wizard to tie together all the files you need. In addition to fonts, the Pack and Go wizard provides you with the option to package graphics, and any linked files. The Pack and Go wizard will also compress the packaged file to take up less disk space.

To package your presentation with the Pack and Go wizard: On the File menu, click Pack and Go. Follow the instructions that the wizard provides. To unpack and run your presentation on another computer: Insert the floppy disk or connect to the network location where your presentation is saved. In Windows Explorer, go to the location of the packaged presentation, and double-click Pngsetup. In the Pack and Go setup dialog box, browse to the location where you've saved your presentation and click OK. Follow the directions that the wizard provides.

**Windows XP: Get out of trouble fast** - Windows XP users need to take a second to set a System Restore point. It will take you back to a system configuration that worked. It's easy: From the Start menu, choose Control Panel, System; System Restore tab, select the amount of disc space to be allocated, and insure the Turn Off System Restore box is NOT checked.

**Internet Explorer: Google Launches Calculator/Conversion Option** - "To use Google's built-in calculator function, simply enter the expression you'd like evaluated in the search box and hit the Enter key or click the Google Search button. The calculator can evaluate mathematical expressions involving basic arithmetic (5+2\*2 or 2^20), more complicated math (sine(30 degrees) or e^(i pi)+1), units of measure and conversions (100 miles in kilometers or 160 pounds \* 4000 feet in Calories), and physical constants (1 a.u./c or G\*mass of earth/radius of earth^2). You can also experiment with other numbering systems, including hexadecimal and binary."

**Excel:** Free Microsoft Office Training, 80 pages.  
[http://www.knowwareglobal.com/pdf/excel\\_2000\\_01-83.pdf](http://www.knowwareglobal.com/pdf/excel_2000_01-83.pdf)

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**Career Center:**

Recruit employees; find a job; learn Internet job market resources and protocols. Send job or employee wanted ads to : [cbayer@mail.unomaha.edu](mailto:cbayer@mail.unomaha.edu)

**Resources**

**Microsoft Template Gallery** – Over 100 sample resumes, 45 cover letters, 16 interview follow-up letters, 9 request references responses, 7 job offer responses and 12 resignation letters. <http://search.officeupdate.microsoft.com/TemplateGallery/ct115.asp>

**The After-50 Career Change** — Successful career changing for the over-50 group requires a variety of adjustments. by James C. Gonyea, Monster Contributing Writer. [http://content.monster.com/careerchangers/articles/self\\_assessment/50/](http://content.monster.com/careerchangers/articles/self_assessment/50/)

**What's Keeping You From Changing Careers?** - By Julie Jansen on WSJ CareerJournal.com <http://www.careerjournal.com/jobhunting/change/20030225-jansen.html>

**Random Thoughts:****Wisdom and observations culled from many sources.**

"Don't argue with an idiot; people watching may not be able to tell the difference." **Anon**

"An education isn't how much you've committed to memory, or even how much you know. It's being able to differentiate between what you do know and what you don't know."

**William Feather**, US author, publisher

"Let us not be satisfied with just giving money. Money is not enough, money can be got, but they need your hearts to love them. So, spread your love everywhere you go." **Mother Teresa**, Nobel Laureate

"When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has been opened for us." **Helen Keller**

"I know God will not give me anything I can't handle. I just wish he didn't trust me so much." **Mother Teresa**, Nobel Laureate

"With a lift of his chin, and a bit of a grin/ Without any doubting or "quit it,"/ He started to sing, as he tackled the thing/ That couldn't be done, and he did it." **Edgar A. Guest**, US poet, journalist

"Growing older is not upsetting; being perceived as old is." **Kenny Rogers**, US singer, actor

**FYI:****Odds & Ends****Uncommon Practice: Customer Experience Economics** –

"Creating a customer experience that truly differentiates your brand turns conventional economic wisdom on its head. A late 2001 Carlson Marketing Group survey found that brand loyalty had decreased by 25 percent over the previous year. Younger age groups seemed particularly promiscuous with 70 percent of under 35's professing only slight or no loyalty to their financial services provider. Yet the same survey found that those organizations providing a good experience for their customers over multiple touch-points and over a variety of channels had loyalty levels 33 percent higher than the norm. A 30 percent higher retention rate translates into significant increases in valuation as was discovered researchers at Satmetrix Systems. They conducted a study to determine if there was any link between improved customer satisfaction and higher price-earnings ratios and discovered that the P/E ratios of companies with above-average brand loyalty scores were more than double that of their competitors. That spread translated into a US \$1 Billion market valuation for even the smallest of the Fortune 1000 firms. It is this relationship between customer satisfaction and earnings that allows some organizations to be price leaders and also be very profitable. Their cost of sales are so much lower and their share of customer spend so much higher that they defy normal economics and achieve margins competitors can only dream of. William Morrison, a supermarket chain in the UK, operates

at a very low price point and has customer loyalty of twice the industry average. As a result, its like-for-like sales are the highest in the sector and it reports the highest margins. However, we need to be much more precise when we think of customer satisfaction. According to Forum research, 80 percent of customers who switch suppliers express satisfaction with their previous supplier, so traditional measures of customer satisfaction have little to do with the levels of performance that William Morrison enjoys. Revenue growth has everything to do with "advocacy", in other words, the readiness of customers to favor a supplier and then refer friends, relatives and colleagues. We measure this by the percentage of customers who give you "top box" scores (5 on a five-point scale for example). Advocacy translates into increased share of market and higher levels of retention all of which mean good news for your bottom-line. The brand is, or should be, no less than the DNA of the organization, the fundamental building block and expression of its very existence. For organizations wishing to increase margins by driving down sales costs while driving up revenues, there is no easy answer. It requires you to know who your most profitable customers are and to consistently deliver a customer experience that provides value to them in a way that no one else can. Only then will these loyal and highly profitable customers be prepared to recommend your organization to others. Learn more. Download The Forum Corporation's whitepaper, "[Loyalty by Design](http://bmtk.net/z.z?l=www.forum.com%2Ftruths%2Floyalties.pdf&e=29943250)," at <http://bmtk.net/z.z?l=www.forum.com%2Ftruths%2Floyalties.pdf&e=29943250>

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**CyberResources:****Web resources worth a look.**

**Euroguide** – “Euroguide, developed by a group of libraries, is a gateway to Web sites which contain information about the European Union. When you do a search on Euroguide, the links take you to specific pages within sites, instead of just the home page, so you find the information you need as fast as possible.” <http://www.euroguide.org/euroguide/subject-listing/>

**FASB Statements: Full Text, Summaries and Statements** - Anybody who's ever used the FASB looseleaf service to find Financial Accounting Board statements, exposure drafts, comments, and articles is going to love it. <http://www.fasb.org/st/>

**Mapsarea** – “A gateway to world maps and atlases. There are maps of continents, oceans, outer space, planets, weather systems, and roads, to name just a few. There are also atlases of information, like a historical atlas of the 20th century, that present statistics (population, wars, mortality, etc.) in a visual format that is easy to understand.” <http://www.mapsarea.com>

**Export-Import Law** - Free legal guides, trade updates, and interactive on-line quizzes on a host of international trade and law subjects like foreign trade zones, the Customs-Trade Partnership Against Terrorism (C-

TPAT), INCOTERMS, broker exam quizzes, immigration, Foreign Corrupt Practices Act, and export compliance. Online courses also offered. <http://www.Exportimportlaw.com>.

**Take It Or Leave It: The Only Guide to Negotiating You Will Ever Need** - If you want to be a better negotiator, you can buy 24 books, take 12 courses, and attend 7 seminars -- or, you can read this article. <http://www.inc.com/magazine/20030801/negotiation.html>

**The BBC Style Guide** - The British Broadcasting Corporation is in my humble opinion the uncontested global king of quality broadcasting. So when I found out they have published their style guide online I jumped to it. Now allowing for local differences, namely the use of International English (and a section entitled "Americanisms") it includes a wealth of tips. <http://www.bbctraining.co.uk/pdfs/newsStyleGuide.pdf>

**Scholarship/Loan Search** – Search for the limited number of scholarships, and the many loan programs available for MBA students. <http://www.ed.gov>, <http://www.finaid.org>, <http://www.gradloans.com>, <http://www.fastweb.com>, as well as <http://www.myrichuncle.com>



**CBA's tornado shelter is in the lowest level of Roskens Hall**

**CyberTools:****Tools & things, usually free, worth checking**

**Total Memory Workout** - Can't remember the name of your client's spouse, or where you filed the spec sheet on that new product? Try these proven techniques for training your brain and improving recall. [http://www.hp.com/sbso/advice/articles\\_personal20.html](http://www.hp.com/sbso/advice/articles_personal20.html)

**PureText v1.2** - Ever notice that when you copy something from a Web site and paste it into a text document, you preserve fonts and formatting you don't really want? This text utility strips formatting, HTML code, and other unwanted tagalongs from the text you paste into your clipboard. Access PureText either with a system tray icon or with a hot key selected by you. <http://stevemiller.net/puretext/>

**Spanish-English Online Dictionaries** - Dictionary with a good number of entries which include words and phrases, and translations. [http://info.babylon.com/cgi-bin/temp.cgi?id=2187&layout=qt\\_new.html](http://info.babylon.com/cgi-bin/temp.cgi?id=2187&layout=qt_new.html)

**Browser Hijack Blaster** - Your browser is just that: yours. The last thing you want is to have someone else take it over. This program watches several components of Internet Explorer to make sure no one hijacks your browser or tries to slip spyware into it. If an invader does

attempt to change your IE's home page, default Page, or Search Page, Browser Hijack Blaster will let you know. The program also keeps a database of known values common to spyware programs; when possible, it gives details and specialized instructions for shaking loose the leeches. <http://www.wilderssecurity.com/bhblaster.html>

**HDD Health** - Wondering how long your hard drive has to live? This utility will help you make the most of your time together, so you can prepare for life without it once it's gone. From its vantage point in your system tray, HDD Health uses Self Monitoring and Reporting Technology (S.M.A.R.T.), which is built into all new hard disks to assess your hard drive's condition and send you alerts when it's time to put your hard drive's affairs in order. Neither these alerts nor the records the program logs for you will tax your system resources. <http://www.panterasoft.com/>

**PoerMenu** – Put a reminder on your screen that is transparent so that other applications are not hidden by it; or give a sluggish application full access to all of your computing power, plus many other added functions – all free. <http://www.veridicus.com/tummy/programming/powermenu/>

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Archived newsletters are available at:

<http://emba.unomaha.edu/Archive/2003/archive2003.htm>

**Did You Know?**

- The College of Business Administration has many highly qualified and motivated students seeking internships. If your company is interested, contact Dr. Jonna Holland at: [jholland@mail.unomaha.edu](mailto:jholland@mail.unomaha.edu) or (402) 554-3156
- Many of our professors are available for summer internships. They can bring their expertise to the projects or problems of concern to your firm. Contact Dr. Amy Rodie at 554-2596 or [arodie@mail.unomaha.edu](mailto:arodie@mail.unomaha.edu) for more information.

**Class Notes:**

Email your student news items for posting in Class Notes to: [cbayer@mail.unomaha.edu](mailto:cbayer@mail.unomaha.edu).

Trying to find an Executive MBA Alum? Check our EMBA Alum database on the EMBA Student site.

**Class of 2004:** Class Schedule: <http://cba.unomaha.edu/xmba/schedule/2004Sched.htm>

**Class of 2005:** Class Schedule: <http://cba.unomaha.edu/xmba/schedule/2005sched.htm>

**All:** International Project Planning Documents / info at: <http://cba.unomaha.edu/xmba/Project/ProjectHeadstart.doc>



That 'old gang of mine' one last time! The just graduated Executive MBA Class of 2003 decompressing at a day-after celebration.

