

# The Dodecahedron



## IE Success Story at J.B. Hunt

Ask several 2011 graduates where they will be working and there seems to be a recurring theme... J.B. Hunt Transport. The actual journey of IEs within JBH started back in May of 1992 when the first engineer, Frank Broadstreet, was hired from the University of Arkansas. It was a meeting between the then Sr. Vice-President of Operations at J.B. Hunt (JBH) and Dr. Rick Malstrom that kick-started the Engineering Services department. Nearly twenty years later, IEs from the University of Arkansas have made a lasting impact on the company.

### Industrial Engineering at J.B. Hunt

Upon joining J.B. Hunt, the typical IE new hire starts in the Delta Center, Hunt's main IE group.

Of course delta is the symbol for change, but it also an acronym for Dynamic



Execution of Logistics and Transportation Analysis. The group values a pioneering spirit, having fun solving problems, upholding high professional standards, and being humble. Other new hires can be found across the company in areas from Pricing to Human Resources.

The stated mission of the Delta Center is to build the J.B. Hunt of tomorrow: both people



and processes. Dr. Imhoff used a concise definition of IE that went something like "improving organized activity". That is exactly what I.E.s do at Hunt. Using industrial engineering principles and tools, I.E.s improve the performance and management of the company by instilling sound business decision-making and problem-solving processes throughout the organization while building the interpersonal skills and industry knowledge to become effective managers and leaders of the enterprise.



Following a UPS model, engineers are encouraged to pursue business roles at an early point in their career. Based on this experience, they may return to the Delta Center (like Frank did) or continue in business leadership roles (like John McQuin and Tarek Taha among others have). In either case, I.E.s play a transformative role within the Hunt organization, helping keep the company at the forefront of the dynamic transportation logistics service industry throughout their career.

### The J.B. Hunt Transport/University of Arkansas IE Relationship

While the journey of IEs within JBH started twenty years ago, the relationship between JBH and the U of A Industrial Engineering (UAIE) department started even earlier. From the early '90s through

*(Continued on page 3)*

## Fall 2011

The AAIE Officers for 2011-2012

Grant DuCote  
*President*

Bryan Grimsley  
*President-Elect*

Tarek Taha  
*Secretary*

Jim Burgin  
*Treasurer*

Lee Hartz  
*Past President*

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## From the President

### Looking Back to Look Forward

Fellow Academy Members,

It's my honor to write to you as the AAIE President for this year. This past Spring we celebrated our 25<sup>th</sup> Anniversary – a major accomplishment and milestone in its own right. But it's the impact on IE students' lives and courses of study that we should be most proud. John Imhoff and Rick Malstrom definitely had a vision for enabling IE student success through the Academy. I remember John admonishing my classmates and me that "The past is prologue – study the past!". So our Academy should look back at our past accomplishments and how we've attained them and use that as a springboard to boldly step into the next 25 years and beyond. As such, I'm excited to share that your Board of Directors is working to align with the IE Department's strategic plan. We're looking for ways to leverage our existing strengths and find new ways where we can bring our well-seasoned IE skills to bear. Initially, we've identified several areas where the Department wishes to

excel and that we could potentially support with our time, talent and/or treasure. The establishment of a complementary AAIE strategic plan will be a focus area during the fall and winter months. We're planning to share as much as possible with everyone at the Spring banquet in May.



**Grant DuCote**  
BS '91, MS '93

In the meantime, please review your address lists and send potential member nominations to Mike Gross. Also, our "100-for-100" campaign is closing-in on its \$100k goal, but we're not quite there yet. We've added 8 new Imhoff Fellows and several new named scholarships, and we'd love to add more. Even a small contribution for this campaign would make a difference. Looking forward to a great year!

*Warm Regards,*  
Grant DuCote, '91, '93

*"We can be proud that our organization has maintained a focus on the mission of providing scholarship support to IE students."*

The Arkansas Academy of Industrial Engineering (AAIE) was established in 1986 to recognize the achievements of University of Arkansas Industrial Engineering graduates and to provide continuing guidance and support to the Department of Industrial Engineering.

The Academy also provides its members with the opportunity to nurture and support the organization that played an important role in their professional growth and development.

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You may contact the editor at [ddyoun@ipa.net](mailto:ddyoun@ipa.net).

**IE Success Story at JB Hunt...**  
(Continued from page 1)

today J.B. Hunt has been actively involved with either direct or in-kind sponsorship of academic research. One early project involved simulating a segment of a new business endeavor J.B. Hunt had started with the railroad called Quantum Transport. That was the very beginning of the J.B. Hunt Intermodal business unit which is now responsible for more than \$2B of annual company revenues.

Since that time, JBH has continued to support research and student learning with multiple projects. Some projects have helped develop proprietary technology for use in the business or helped analyze potential business models, while others have been geared toward understanding industry issues such as safe driving performance and employee retention. In some cases the work was as simple as sponsoring Senior design projects. Today JBH engineering continues to be actively involved with CELDI (Center for Excellence in Logistics and Distribution) and the PI (Physical Internet) Initiative. The JBH and UAIE relationship continued to grow in the 1990's when Gary Whicker (Sr. VP Engineering Services) began participating on the UAIE industrial advisory council. Eric Ervin (Sr. Director Engineering Services) has also served as the JBH representative on the advisory council.

The JBH relationship with AAIE really started in 2007 when Grant DuCote and Tarek Taha were the first JBH inductees. The fall of 2007 also marked the beginning of JBH participation in the AAIE Mock Interview event on campus. Today, JBH engineer Frank Broadstreet along with Angela Harrison Kuli (AHK Consulting) co-lead the SHUR committee responsible for helping organize the mock interview event along with the upcoming WOW project geared to attracting freshmen engineers into the department.

**J.B. Hunt - Building People and Processes**

In many companies engineering is viewed as a one stop career shop – graduates come in and work within the engineering function for their entire career. At J.B. Hunt Transport, the engineering function is viewed as a resource for talent across the company. There are alumni of the engineering department working in all four of JBH's business segments and within about every functional area of the company including operations, sales, marketing, finance, pricing, HR and the traditional IT organization. "About 80% of our new hires move on into other roles in the company within 3-5 years of starting here" said Eric Ervin, Sr. Engineering Director. "Anyone should be able to find a rewarding career at J.B. Hunt based on their strengths and interests. There are many diverse career paths representing many opportunities for IE's." He adds, "We hire so many graduates every year because we are constantly moving our people up through the ranks of the company". J.B. Hunt also provides a path for a traditional "career" engineer, who would become part of the core engineering team to architect solutions, to coach new hires and to manage relationships with the business.

Here are some interesting statistics regarding the IE talent that has been infused into the JBH organization over the years:

*In just the past 10 years, JBH has hired 111 people into engineering positions within the company.*

*There are currently 50 IE positions in the corporate Delta Center group, and another 10 engineering positions reporting directly to the business areas.*

*Fifty-four alumni of the JBH engineering department currently work in business roles across the company.*

*For last year's graduating class, JBH hired 8 of the 52 candidates.*

*"At J.B. Hunt Transport, the engineering function is viewed as a resource for talent across the company."*

## Scholarship News

Our scholarship campaign goal is within reach. The AAIE scholarship campaign to increase the AAIE Academic Scholarship endowment by \$100,000 was initiated in September, 2009. As of September 1, a total of \$77,827 has been added to the endowment as gifts from members, friends, company matches, and a Board transfer of funds.



Dewey Freeman, BS '74

Direct Contributions	\$65,427
Company Match	\$7,400
Board transfer from General Fund	\$5,000
<b>Total Campaign</b>	<b>\$77,827</b>

Have you wondered about other ways to contribute to AAIE besides direct cash contributions? Members may also make contributions to the AAIE scholarship endowments by transferring stock or, for a limited time, through what is called a “charitable IRA rollover” from your account.

If you have appreciated, publically traded securities that you would like to contribute to the AAIE endowments, you may transfer them to the University of Arkansas Foundation. Your charitable deduction will be based on the fair market value of the securities when received by the Foundation. You avoid capital gains taxes on the appreciation of the securities. Contact Karen Standley, or Sandy Sehon, in the Industrial Engineering department for detailed instructions.

If you are age 70 ½ or older, you can transfer up to \$100,000 from your IRA

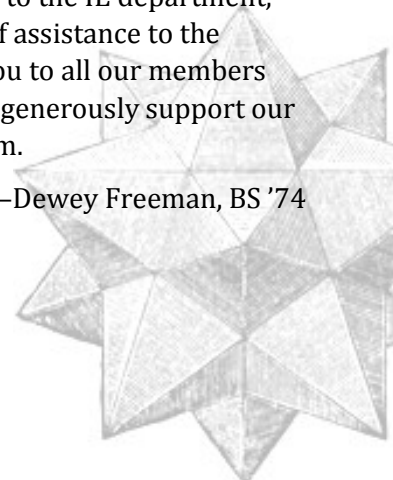
directly to the University of Arkansas Foundation tax-free. This is known as a “charitable IRA rollover” or a “qualified charitable distribution” (QCD). This distribution is not included in your taxable income and therefore, does not generate a charitable deduction. The contribution does count against any minimum IRA distribution requirement you may have. Current law only allows charitable IRA rollovers through 2011. Direct your IRA custodian to issue a check made payable to the University of Arkansas Foundation, Inc. Contact Karen Standley, or Sandy Sehon, to let them know which AAIE endowment should benefit from your contribution.

### Memorials

As you all know, AAIE awards a scholarship in the memory of our members who pass away. AAIE also accepts memorial contributions to the scholarship endowments from members and friends in honor of the memory of the deceased member. It was Bill Keltner’s wish, and his family requested, that memorials for Bill take the form of contributions to the AAIE scholarship endowments. Bill and Pat Keltner had contributed a named AAIE scholarship, and hopefully we will receive enough funds to add another named scholarship.

AAIE scholarship endowments are such a tremendous asset to the IE department, and a vital source of assistance to the students. Thank you to all our members and friends who so generously support our scholarship program.

—Dewey Freeman, BS '74



*“AAIE scholarship endowments are such a tremendous asset to the IE department, and a vital source of assistance to the students.”*

*“Scientists dream about doing great things.*

*Engineers do them.”*

*-James A. Michener*

## From the Department

Dear Academy Members,

Hello! We are off to another great academic year. Wonderful things are happening at the university, college and department levels. The University of Arkansas continues to experience historic enrollment growth, and on August 30 reported exceeding 23,000 students for the first time in its history. Preliminary enrollment figures showed that there were 23,153 students enrolled for the fall 2011 semester, an increase of more than 1,700 over the previous year. Undergraduate enrollment reached 19,033 students, another record number. The incoming freshmen class totaled more than 4,400 new students on the Fayetteville campus, and is one of our most academically accomplished and diverse classes ever, with average ACT scores of 26 and a grade point average of 3.6. We also welcomed 41 National Merit Scholars in this class, up from 31 last year. The incoming freshmen class is also more diverse, with preliminary figures showing that the number of African American students increased by 25% over the previous year, and the Latino enrollment growing by 28% in this year's freshmen class.

Now, getting on with departmental news, there were several faculty departmental awards of note for 2011. Dr. Manuel Rossetti received the *Outstanding Teacher Award*, Dr. Ed Pohl received the *Outstanding Student Service Award*, Dr. C.S. Nam received the *Outstanding Research Award*, and Dr. Richard Cassady received the *AAIE Faculty Member of the Year Award*. Dr. Russell Meller received the *David F. Baker Distinguished Research Award* and Dr. Kim Needy was named a *Fellow* at the IIE Annual Conference held in Reno, NV May 21-25, 2011. There was even more good news from the IIE Conference. Dr. Heather Nachtmann and her doctoral student

Jingjing Tong received the *IERC Best Paper Award for the Homeland Security Track*. Dr. Ashlea Bennett Milburn served as the Healthcare Systems Engineering Track Chair.



*Dr. Kim Needy*

Staff members received awards from AAIE. Mrs. Karen Standley was the recipient of the *2011 AAIE Administrative Staff Member of the Year Award*. Karen serves as Assistant to the Department Head and serves as our primary point of contact with AAIE. In one word, she is FABULOUS! Mr. Matthew Sparks was the *2011 AAIE Support Staff Member of the Year Award*. Matt serves as Scientific Research Technologist. He was praised for his tremendous level of customer service. I also want to brag about Mrs. Sandy Sehon who was recently promoted to Fiscal Support Analyst. Sandy also assists Mr. Jim Burgin, AAIE Treasurer, with navigating through the U of A financial systems.

Our talented students have also received numerous honors. Doctoral student Hector Vergara was awarded the *IIE Sierleja Memorial Fellowship* and received third place in the *IIE Doctoral Colloquium Poster Competition*. Hector is advised by Dr. Sarah Root. Doctoral student Lisa Thomas and undergraduate student Robert Curry received scholarships from the Material Handling Education Foundation.

**Mr. William (Bill) Harrison** (B.S.I.E. 1966) received the *2011 Engineering Alumni Award from the College of Engineering*. Bill is CEO and Owner of

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*“The University of Arkansas continues to experience historic enrollment growth...”*

## Fall 2011 Record Enrollment

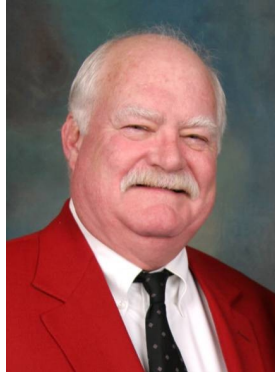
College of Engineering Welcomed nearly 700 new freshmen!

## Featured Article

### It Seems to Me

It seems to me that media accounts in recent years describe America as losing its 60-year reign as the number one global manufacturing power. The usual stated reasons point to overseas manufacturers using cheap labor and operating without various government regulations. A closer review of some factual data gives me some insight regarding the perceived “demise” of the US as the number one global manufacturer.

According to IHS Global Insight, one of the leading global providers of economic consulting services, China accounted for 19.8% of world manufacturing output in 2010, a fraction ahead of the United States’ 19.4%. Now let’s compare apples and apples. The US has a huge productivity advantage in this regard in that it produced only slightly less than China’s manufacturing output in 2010 but accomplished this with 11.5 million US workers (down from an historical high of 19.4 million in 1978), compared to 100 million workers employed in the same



**Bill Denton, BS '76**

sector in China. Additionally, the US has shifted away from manufacture of “commodity” or low cost consumer goods, effectively spinning off commodity manufacturing to low-skill/ low-costs manufacturers overseas. US manufacturers employ a highly educated workforce, produce high-value goods and continue to set the global standard in manufacturing productivity.

Industrial engineers, both experienced and those new to the workforce, do not appear to be exiting the manufacturing workplace in mass. Recent occupational surveys conducted of employed AAIE members indicate 38 percent are employed in manufacturing and related industries. Exit interview data from U of A IE undergraduates over the last several years indicates that over 49 percent accepted employment with manufacturing and related industries. Additionally, the Bureau of Labor Statistics projects a robust demand for IEs in manufacturing industries.

It seems to me the long-term trends of US manufacturers towards increased productivity and manufacture of higher technology products will support continued future manufacturing employment opportunities for IEs.

*“...the Bureau of Labor Statistics projects a robust demand for IEs in manufacturing industries.”*

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*You may be an engineer...If...*

*...you can type 70 words a minute but can't read your own handwriting.*

*...you rotate your screen savers more frequently than your automobile tires*

## 25th Anniversary Celebration!

*And what a celebration it was! One highlight was the encore performance of the Bill Keltner (founder) AAIE Goodtime Kazoo Band! Take a closer look...I'm sure you will discover people you know who have hidden talents.*



*Scientists investigate that which already is;*

*Engineers create that which has never been.*

*-Albert Einstein*

### Imhoff Hour

*(To the tune of 'Crocodile Rock', lyrics by Bryan Grimsley)*

**(v.1)**

I remember when I.E. was young,  
 Dr. Imhoff had so much fun.  
 Shuffling slides on the overhead,  
 You never knew what was going on  
 in his head.  
 But the biggest thing I would devour  
 Was doin' a thing called the 'Imhoff Hour'  
 After Civ-E's had gone up to take a  
 shower,  
 We were jokin' and laughin' in the  
 'Imhoff Hour'!

**Chorus**

Well, 'Imhoff Hour' will make you cover  
 when your name goes on the screen,  
 I've never known me a better time; it's  
 the best I've ever seen.

O' Lawdy Mama! Those banquet nights  
 when John would gather us 'round him  
 tight,  
 Well, Imhoff hour was ou-ou-out of  
 si-yi-yi-ight!

**(v.2)**

Oh the years went by and Imhoff died,  
 We were filled with sorrow, oh how  
 much we cried.  
 Well I never thought the day would come  
 that we would part  
 But you know that he left foot prints in  
 my heart  
 And the biggest thing I would devour  
 Was doin' a thing called the 'Imhoff Hour'  
 Havin' fun as the years went past  
 I really thought those Imhoff Hours  
 would last.



**Bryan Grimsley BS '82 (as Elton John!)**

## SHUR Liaison Report

### “What have you done for me lately?”



**Frank Broadstreet,**  
BS '92, MS '96

It's college football season again and most any Saturday morning, you can hear the TV talking heads say that the SEC is a “What have you done for me lately?” conference. Hopefully, where INEG students are concerned, we can be sure AAIE has recently made a solid contribution.

Through joint efforts between the IE Department, the IIE Student Chapter with faculty advisor Dr. Chase Rainwater and AAIE, we were able to hold the 6<sup>th</sup> Annual Mock Interview Day Tuesday, September 13th. Similar to previous years, we brought 10 engineering professionals from top companies to provide a friendly but realistic interview experience for students. As in years past, this event was held the week before Engineering Expo, giving our students the chance to dust off the resume and get ready for the Expo.

The event kicked off Monday evening, September 12, at Bordinos where several of the professionals, current IIE/APM student leaders, and INEG faculty/staff representatives gathered for dinner, discussion, and planning.

For the big day ABF, AHK Consulting, The Hall Group, J.B. Hunt, and Sam's Club all had representatives on campus:

Shauna Bowen, Sam's Club

Mark Brewer, J.B. Hunt

Frank Broadstreet, J.B. Hunt

Eric Ervin, J.B. Hunt

Ken Gaines, The Hall Group

Jeff Gwaltney, ABF

Angela Harrison Kuli, AHK Consulting

Travis Johnson, Sam's Club

Doug Mettenburg, J.B. Hunt

Eddie Sorg, ABF

As the group of professionals fanned out over the eight interview spots in Bell Engineering Center and Engineering Hall, forty different IE students got their turn in the proverbial hot seat. Each student had a 45 minute interview where they were asked real interview questions,



**Angela Harrison Kuli**  
BS '92

received coaching on their responses, were given advice on other questions they might hear in a real interview, and were provided a few tips for refining their resumes, attire and mannerisms where appropriate.

From the interviewer's side, the companies involved got an early look at the upcoming class of graduates from the department and a head start in figuring out who they may want to recruit in the upcoming months.

During a break in the interview sessions the interviewers had the chance to sit down for quick lunch with Department Head, Dr. Kim LaScola Needy. The lunch discussion revealed common themes interviewers were seeing in the morning interviews and also shared general feedback regarding recruiting and trends in industry.

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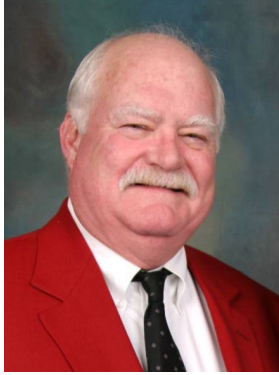
*“Over 40 seniors, juniors, and graduate students participated in 45 minute interview sessions...”*



## Global Studies

### JOHN L. IMHOFF GLOBAL STUDIES ENDOWMENT SCHOLARSHIP AWARDS INCREASED

The number of U.S. students earning college credit from study abroad dropped in 2008-09, a decline of almost 1 percent from the previous year and the first decline in the 22 years since the data has been reported



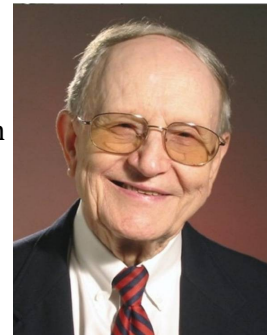
**Bill Denton, BS '76**

by the Institute of International Education. Not surprisingly, the single most significant reason for the downturn in overseas study by US college students appears to be the current recession. A similar decline in students pursuing overseas study was noted at the U of A Office of Study Abroad and International Exchange as well. A Global Studies Pilot Survey was administered by the IE Department to IE undergraduates in the spring of 2011. The survey results indicated that 76% of the students had a desire to engage in study abroad but 45% cited lack of finances as the most significant prohibiting factor. Based on the pilot survey results, the IE Department has prepared an electronic survey and tentatively plans to launch it to the entire U of A College of Engineering by the end of the fall 2011 semester.

According to the U of A Office of Study Abroad and International Exchange, total summer costs of overseas study average \$8,000 and spring/fall costs average \$18,000 with the largest single cost being tuition at overseas institutions. The previous GSE scholarship awards (\$1,500 summer and \$2,500 fall/spring) have

generally supplemented approximately 15 percent of total IE student overseas study costs.

The GSE Development Committee determined that IE student demand for GSE scholarships was declining during the last few years and conducted a study to determine a sustainable increase in the GSE scholarships. The committee made recommendations to increase the scholarship amounts to the AAIE Board and the board voted



**John Imhoff**

unanimously to increase the GSE scholarship awards to \$2,500 for summer IE student overseas study applicants and \$3,500 for fall/spring applicants.

Overseas study is here to stay as evidenced by the almost 700,000 foreign students enrolled in U.S. institutions that according to the U.S. Department of Commerce pump an estimated \$20 billion into the U.S. economy. Chancellor Dr. G. David Gearhart, himself a Fulbright Scholar, is an ardent supporter of overseas study programs at the U of A. If your employer has similar interests in international education please contact me at [wbdenton@swbell.net](mailto:wbdenton@swbell.net) and the GSE Committee will inform your organization about the details of our program and how they can participate.

— Bill Denton, BS '76

*“John Imhoff knew how critical it was for students to have the experience of studying and traveling abroad. That is why he began the Global Studies Endowment Scholarship.”*

**IE Success Story at JB Hunt...**  
(Continued from page 3)

Examples of the people and their career journey include:

**Adam Keeley**, BSIE/MSIE '07/'09, University of Arkansas, Logistics Engineer II, Rail Carrier Relations - "The education I received from the University of Arkansas Industrial Engineering Department has been invaluable to my career at J.B. Hunt. I am continually



challenged to solve problems by understanding how the details impact the bigger picture. My background in IE taught me how to approach complex problems and how to clearly communicate the results."

**John McQuin**, BSIE '93, University of Arkansas, Vice President of Intermodal Operations - "One's work (and life) is often like a Prof. Hamdy Taha linear programming model: you're pulling in the constraints when controlling cost, pushing outward when driving revenue, all the while tweaking the angles maximizing profit (however one wishes to define). When work goes nonlinear, things can get really fun but one might wish he had majored in something more practical for the situation...like psychiatry."

**Amanda Dearman**, BSIE '11, University of Arkansas, Logistics Engineer I - "Right out of school and new in my career, the team environment at J.B. Hunt has made it extremely easy to fall into my new role. I learn something new every day and get to work with great professionals in the

process. I could not be happier in this first step of my career."

**Tarek Taha**, BSIE/MSIE '91/'93, University of Arkansas, Director of Intermodal Carrier Relations - "I am so thankful for the opportunity I had to work for Gary Whicker in J.B. Hunt's Engineering Department. The challenging work



and personal coaching I received made an enormous difference in my career and personal development. As a proud Razorback and IE alumnus, I have no doubt that my career has been bolstered by the excellent education I received at the U of A."

**Tyler Bellamey**, BSIE '11, University of Arkansas, Logistics Engineer I - "As an entry-level engineer straight out of school, J.B. Hunt has already encouraged me to take ownership in forging my career path. Your work here is in large part what you choose to bring to the table."



**Douglas Mettenburg**, MSIE '07, University of Arkansas, Engineering Director - "Working at J.B. Hunt, I have a good balance between technical and business roles. I am able to develop and maintain optimization tools and systems for use within J.B. Hunt, while also supporting our external customers by working with sales to help win, support and maintain their business. This balance has given me a great opportunity to grow

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*"The team environment at J.B. Hunt has made it extremely easy to fall into my new role. I learn something every day and get to work with great professionals in the process."*

*Amanda Dearman  
BSIE '11*

(Continued from page 10)

professionally while maintaining the technical skills I learned getting my M.S. of Industrial Engineering at the University of Arkansas."

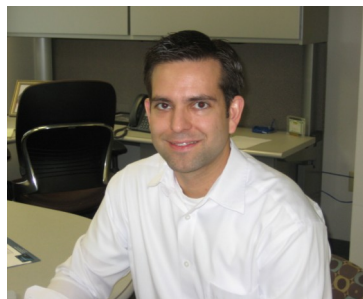
**Joe Baureis**, BSIE '02, University of Arkansas, Intermodal Operations Logistics Engineer II – "J.B. Hunt's Engineering Department provides it's engineers with multiple avenues to grow both personally and professionally and is a great platform to build future leaders for the company."



**Nick Martin**, BSIE '11 (projected), University of Arkansas, Engineering Intern – "Working as an intern at J.B. Hunt has allowed me to immediately apply my knowledge to real world problems in a friendly and encouraging environment. I have been challenged, and I have acquired many skills that I never had the opportunity to learn in school."



**Mark Brewer**, BSIE/MSIE, '97/'99, University of Arkansas, Director of Marketing Strategy – "An interdisciplinary education in Industrial Engineering has provided me with an opportunity to lead in a variety of positions that span engineering, logistics, information technology and marketing. This flexibility to shape my career as I change has



been and will continue to be an invaluable differentiator."

**Marc Alley**, BSIE '00, University of Arkansas, Engineering Director – "The IE program at the University of Arkansas prepared me to be well rounded and ready to take on varying challenges. This has continued at J.B. Hunt, an ever evolving transportation provider that continues to challenge itself, its people, and its industry to make each better tomorrow than they are today."

### Transformation Legacy

At the beginning of 1992 J.B. Hunt was one of the largest over the road (OTR) truckload transportation providers in the nation operating just over 5,000 trucks in the contiguous 48 states. Annual company revenues were approximately \$800M with more than 90% of that being generated by the OTR operation. Fast forward twenty years and JBH has changed dramatically. The company now boasts estimated annual revenues in excess of \$4B across four distinct business units. The OTR business unit is now the smallest asset operation within JBH. The 1992 fledgling business units of Dedicated Contract Services and Intermodal now operate over 5,000 tractors, generate \$3B in revenue, and lead the dedicated contract carriage and intermodal transportation industries they helped create.

The legacy of the University of Arkansas' IE department includes helping enable the growth and success of J.B. Hunt Transport. Without the close relationship JBH has enjoyed with the department, it is safe to say the company and its successful growth and transformation would not be what it is today. In turn, the growth and transformation of the organization are what have made JBH a challenging, engaging, and rewarding place for Razorback I.E.s over the last twenty years and for many years to come.

*"The legacy of the University of Arkansas' IE department includes helping enable the growth and success of J.B. Hunt Transport."*

## Membership Committee



**Mike Gross, BS '84**

Here are two great ways to get involved with AAIE. The 1<sup>st</sup> is to nominate someone as a candidate for membership in AAIE. We all know someone that we graduated with or have worked with that would be a great member. Our growth and strength depends on the participation of our members. A strong Academy will allow us to continue to assist the University of Arkansas IE Department to be the one of the best in the country and to offer scholarship opportunities to aspiring students.

The basic membership requirements are: University of Arkansas Industrial Engineering graduate for at least 15 years (1997 or earlier) and professional activities that attest to a distinguished record in their career field. Many of our members are in fields other than traditional IE fields, such as healthcare, banking, business, or a business owner.

Each candidate that is nominated will be reviewed by the Membership Committee and then sent to the Academy Board. After

the Academy Board reviews and recommends the nominees, a ballot will be sent to all active members for final acceptance.

To nominate a candidate, please fill-out the nomination form which can be downloaded from the AAIE website at <http://aaie.ineg.uark.edu/>. Click on the Membership tab and then the **Nominate a Member** section. Please complete the nomination form with as much information as possible and send to Karen Standley at [standle@uark.edu](mailto:standle@uark.edu) or mail to:

AAIE  
c/o Department of Industrial  
Engineering  
4207 Bell Engineering Center  
University of Arkansas  
Fayetteville, AR 72701

Nominations should be submitted no later than December 31, 2011. Thank you for your help.

The 2<sup>nd</sup> way to get involved is to serve on a committee. The membership committee needs 2 or 3 members to help identify and follow-up with candidates. If you are interested in helping with membership or have questions, you may e-mail Mike Gross, Membership Chair, at [MGross@ElderIndependence.com](mailto:MGross@ElderIndependence.com) or call 501-847-6102.

*“One way to participate is for you to identify and nominate candidates for the Academy. . . The second way is to serve on a committee.”*

---

*To the optimist, the glass is half full.  
To the pessimist, the glass is half empty.  
To the engineer, the glass is  
twice as big as it needs to be.*

**From the Department....**  
(Continued from page 5)

Trane Arkansas, Past President of AAIE 1995-1996, and former President of ASHRAE (the American Society of Heating, Refrigerating and Air-Conditioning Engineers).

In other news, the department is working closely with **Mr. Bill Denton**, AAIE Global Studies Program Chair, to determine how to achieve our departmental 2015 strategic goal that 25% of our undergraduate students receive a global studies experience prior to graduation. The department developed and tested a pilot paper-based survey to 106 undergraduate IE students in May and learned the following interesting facts. Based on the 64% male and 36% female survey participants, 74.5% reported that they had already traveled outside of the U.S. 72.6% reported that they would like to complete a study abroad experience while at the U of A,

preferably in the summer. Finances were reported as the number one factor prohibiting more students from studying abroad. Results from this preliminary survey are being used to develop and launch a new online survey which will be administered this fall to all undergraduate students in the College of Engineering. Final results will be shared with AAIE once they are obtained.

I am certain that you will agree, that the department is doing great things, and I can promise you that we plan to continue on this trajectory. In closing, don't be a stranger. If your travel plans bring you onto campus, please stop by to learn more about some of the wonderful things that we are doing. Perhaps we will even see you for the Homecoming festivities on November 5th? Together we can make this an even greater program!

Warmly,  
Kim Needy

*You may be an  
engineer...*

*If you have ever  
saved the power  
cord from a  
broken appliance*

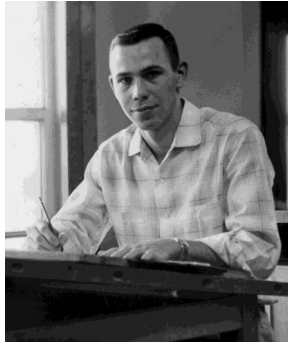
We are pleased to announce that our department head, **Dr. Kim LaScola Needy** (<http://www.ineg.uark.edu/2158.php>) has been nominated for **President-Elect** to the national industrial engineering society, **Institute of Industrial Engineers (IIE)**! The official announcement from IIE will be included in the December issue of the Industrial Engineer magazine. The ballot will be available and voting starts on December 15<sup>th</sup>. If you are a member of IIE, please show your support by voting on December 15<sup>th</sup>. [www.iienet.org](http://www.iienet.org)

*A mathematician, a physicist, and an engineer were all given a red rubber ball and told to find the volume. The mathematician carefully measured the diameter and evaluated a triple integral. The physicist filled a beaker with water, put the ball in the water, and measured the total displacement.*

*The engineer looked up the model and serial numbers in his red-rubber-ball table.*

## In Remembrance

On August 14, 2011, the Arkansas Academy of Industrial Engineering lost a founding member, as well as our Leader of the Band – the AAIE Kazoo Band, Bill Keltner (BSIE 1959). In



**Bill Keltner**

addition to a 33-year career with AT&T and Southwestern Bell, Bill was a founding member of the UA College of Engineering Dean's Advisory Council, and played a leadership role in numerous service organizations. One of Bill's fondest UA memories was serving as president of the Freshmen Booster Club and catching a greased pig at the half time of a Razorback football game and having to hold the pig for the remainder of the game.

Bill Keltner was mentor and friend to many, including me. Not only was he a fellow UA IE graduate, but also he was a fraternity brother. Bill was a senior when I transferred to the UofA for my sophomore year and lived in the Sigma Nu fraternity house. Bill influenced my choice of majors, industrial engineering.

When I stepped down as chancellor, the College of Engineering presented me with a framed collage that includes, among other things, Bill Keltner's Post slide rule, which he donated. In addition to having his slide rule, I am also the proud recipient of one of Bill's "gold kazoos." More importantly, I have fond memories of my interactions with Bill over the years.

One word comes to mind when I think of Bill: family. He placed family first, but Bill defined family broadly; beyond his biological family, Bill's family included his fraternity brothers' families, his fellow AAIE members' families, his business associates' families, his fellow church members' families, his neighbors and friends' families, and the families of those he worked with as a volunteer.

Bill's memorial service, held August 19 at Trinity United Methodist Church, was well attended by AAIE members, Sigma Nu brothers, and numerous friends and business associates. It was a beautiful service. A copy of the slide presentation that accompanied the service is available at <http://www.youtube.com/watch?v=75C4ptnb5IE>.

Each of Bill's three children played a role in the memorial service. His youngest, Julie, recited a tongue twister that Bill used to share with his children:

*Theophilus Thistle, the successful thistle sifter,*

*In sifting a sieve full of unsifted thistles,*

*Thrust three thousand thistles through the thick of his thumb.*

*Now, if Theophilus Thistle, the successful thistle sifter,*

*In sifting a sieve full of unsifted thistles,*

*Thrust three thousand thistles through the thick of his thumb;*

*See that thou, in sifting a sieve full of unsifted thistles,*

*Thrust not three thousand thistles through the thick of thy thumb.*

*Success to the successful thistle sifter,  
Theophilus Thistle!*

There were many smiles and lots of laughter as family and friends recalled time spent with Bill.

The service ended appropriately with the playing of Taps. As the last notes of the bugle faded, I thought I heard an echo coming from a kazoo. Thank you, Bill, for all that you did for all of us. May you continue to lead a celestial band, equipped with gold kazoos.

*Remembrance by Dr. John White, BS '62*

Professor Ronald Wayne Skeith, 72, of Fayetteville died Friday, May 13, 2011, in a local hospital. He was born Sept. 15, 1938, in Henryetta, Okla., to Bay Alonzo and Olive Skeith.

*(Continued on page 15)*

*"Thank you Bill,  
for all that you  
did for all of us.  
May you  
continue to lead  
a celestial band,  
equipped with  
gold kazoos."*

**In Remembrance....***(Continued from page 14)*

He graduated from Henryetta High School in 1956. He earned his B.I.S.E. and M.S.I.E. industrial engineering degrees from Oklahoma State University and a Ph.D. engineering degree from Arizona State University in 1966.

**Dr. Ron Skeith**

Dr. Skeith joined the faculty at the University of Arkansas in 1965 and served for 44 years as a professor and administrator in the College of Engineering. He was the founding department head of the Computer Systems Engineering Department at the University and served in that capacity for 12 years.

He was a member of the Teaching Academy of the University of Arkansas and was awarded the University's Outstanding Teaching Award. He was a member of numerous professional and honorary societies including Alpha Pi Mu, Sigma Xi, Sigma Tau and American Society of Engineering Educators. He also held an advanced amateur radio operator license and was a registered professional engineer licensed by the State of Arkansas. Dr. Skeith retired to the title of professor emeritus in 2009.

His retirement resolution from the University of Arkansas Board of Trustees aptly stated that Dr. Skeith was a respected colleague and teacher held in the highest regard by his students and peers. Ronald Wayne Skeith, teacher, father and friend, will be sorely missed. May he rest in peace.

*"Dr. Skeith was a respected colleague and teacher held in the highest regard by his students and peers."*

**SHUR Liaison Report...***(Continued from page 8)*

Following suit from previous years, the day culminated with a Q&A session between students and interviewers. The discussion provided the students another chance to ask questions and gives the interviewers an opportunity to provide broad-based feedback to the students in general. A new twist was added to the event this year as we kicked off the panel session with a brief presentation by Dr. George Winters. Dr. Winters coordinates the Engineering Co-Op and Internship program and shared with students the importance of applicable work experience on a resume. He told the students that relevant work experience on their resume can be just the edge a student needs when looking for their first job. Dr. Winters, Dr. Needy, and Dr. Rainwater offered key talking points and asked great questions throughout the Q&A session.

To wrap up the experience, the student participants were asked to submit their resume for distribution to the participating companies. We will also be surveying the professional participants as well as the students who participated to learn what

went well and what we can do to improve the experience and drive even more learning at future events.

A huge AAIE thanks to all who participated and specifically to the following people: Angela Kuli, AHK Consulting, who provided organization and coordination leading up to the day and real time logistics during the event which brought the whole effort off without a hitch. Also, special thanks need to go to Dr. Needy, Dr. Rainwater, Sandy Sehon and Carrie Pennington who played the key role in hanging flyers, securing rooms across Bell Engineering and Engineering Hall, maintaining the sign-up sheet, ordering food, and ultimately making the event a great success. Lastly, AAIE throws a huge thanks to Frank Broadstreet for visiting 2 upper-level INEG classes the week before the Mock Interview event to announce the event, answer questions, and get student participation. It is these investments in our students that continue to grow our department and build the futures of our students.

Next on the SHUR agenda – the "WOW" project....

To make a contribution...

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Dept of Industrial Engineering

4207 Bell Engineering Center

University of Arkansas

Fayetteville, AR 72701



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***We're on the web [www.ineg.uark.edu/aaie](http://www.ineg.uark.edu/aaie)***



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