Students in Sullivan University's Graduate School of Business are using what they learn in the classroom to help local industry. The COLLABORATIVE: Greater Louisville Business School Network for Urban Development is an innovative community development endeavor that partners business and education to provide small businesses with recommendations to help them meet specific goals. It involves schools of business from Greater Louisville area universities including Sullivan University, University of Louisville, Bellarmine University, Spalding University, and Indiana University Southeast.

**Students received “real world” experience**

Two groups from The Graduate School of Business at Sullivan University (pictured above) participated in projects that engaged students in “real world” problem-solving exercises, and then the students presented their findings and recommendations at a luncheon held at Glassworks. Noted guests at the luncheon included Mayor Jerry Abramson, the Executive Committee of the COLLABORATIVE, members of Greater Louisville, Inc., representatives from participating universities, and dignitaries from around the community.

Students Anne Michael and Mark Gallo worked with Full Court, an athletic apparel company owned by Derek Anderson, NBA player for the Portland Trailblazers. Anne and Mark analyzed the company and made recommendations on how it could identify and expand its customer base for increased sales. The second group, Roberta Nicholson, Sean Saunders, and Tammy Kaelin, developed a marketing plan for ASTA, a specialty coatings company, which helped the firm increase sales by 50%. Working with the COLLABORATIVE is just another way Sullivan University prepares its graduate students to meet the “real” challenges confronting professionals in today's business world.

**SULLIVAN'S PHI Beta LAMBDA CHAPTER.**

Front, left to right: Greg Perkins, Parliamentary, Carole Myers, President, Ann Moore, Adviser, Stephanie Long, Internal Vice President, Karen O’Rourke, and Maria Martinez-Campos. Middle: Bobbi Fuller, External Vice President, Aaron Baer, Reporter, Laura Priddy, Secretary, Charlena Stroud and Monica Anorum, Scholarship, Eric Hanks, Historian, Shawn Murphy, Richard Fox, Patrick Sanders, and Aymie Mullins, Treasurer. Not pictured are Angie Wilson, Ruth Biskis, James Puckett, Eric Davis, Leah Edelen, Tori Embry, Terrell Jones, Natasha Hewlett, Le'Tonya Parker, and Chris Walker.

Congratulations! First and second place winners will compete at the National PBL Convention, held in Denver, Colorado on July 9-12. The next issue of The Herald will feature all the exciting news!