

Career Center News

VOLUME III, ISSUE 2

OCTOBER 2009

Obstacles: An Opportunity for Advancement

By Tiffany Benson



With the entire world rapidly moving towards globalism and interconnecting their resources, Luke Wolkers, International Business major and marketing minor graduate of Park University, believes it is absolutely necessary to hop on the bandwagon of success. Though our economy has become somewhat of a slippery slope, Luke has managed to keep his head far above water with a self-motivated and positive approach to the marketing and communications world. Luke, originally from South Africa, took advantage of the sacrifice his parents made to come to the United States, leaving all security and familiarities behind. He expressed his desire to seize the relocation as an opportunity that would enable him to reach success beyond average standards. Luke did stress that there is no taking the “easy way” when it comes to meeting your goals. In fact, he started as an intern and worked diligently to become an asset to Cowell Insurance Group. He immediately contributed to the company’s success with his proficient business and marketing skills. After a few short months, Luke was unexpectedly hired as a permanent associate. To this day, Luke finds himself continuing to perform above company standards. He enjoys his range of communication and the opportunities where he finds himself helping his superiors. So, whether you are an international student or not, there is definitely an opportunity for advancement when you give your best 100% of the time. Luke imparts a special thanks to the professors, staff members, and students at Park University who offered accountability, encouragement, and contributed to his success.



By Tiffany Benson

Cowell Insurance Group is the company to call on in these harsh economic times. Luke Wolker’s, a personal/commercial loan Accounting Executive, contributes a major part of his marketing success to the business professionals he works with on a daily basis. Cowell is more than just a simple insurance company. Alternative Risk Services, Midwest Management Care, and Premium Audit Results are only a few of the entities that rest under the Cowell Insurance Group umbrella. From car insurance and nursing case management to payroll auditing, Cowell Insurance Group is a company that offers the premium benefits of insurance and loss prevention, while working to reduce their clients’ expenses. Cowell is definitely comprised of competent and knowledgeable individuals who strive to offer their consumers the very best in products and services. Luke is highly interested in Cowell’s upcoming expansion of their services—services that may even meet the needs of international students at Park University. There are several providers who trust Cowell and its associates to deliver maximized quality and maintain an effective level of service. There is integrity, boldness, and a standard of excellence that Cowell ceaselessly perfects in their daily communications. If there is a company dedicated to their clients, steadfast in performance, and faithful to their commitments, Cowell Insurance Group is the one.

Visit <http://cowellins.com> for further details and information.

William Venable

By Marissa Garcia

There is no doubt that William Venable is an individual who keeps busy and wears a lot of hats. Not only is he Assistant Professor of Marketing and Management at Park University, but he is very active in the small business community and more recently, he was elected as the Vice President of the Faculty Senate. Venable is from Kansas City. He went to Rockhurst High School, followed by the University of Kansas, where he earned his undergraduate degree in journalism. He then went on to get his Master's in Business Administration at Rockhurst University and his Master's in Public Administration at UMKC. At UMKC, he was also awarded the Arthur Mag Ph.D. Fellowship, the highest graduate honor at the university. He will begin studies in the Executive Doctorate of Business Program at Georgia State next fall. Before joining Park, Venable gained over 20 years of experience in marketing and finance with firms such as Sprint, Hallmark Cards and UMB Bank. Today, Venable continues his active involvement in businesses, and particularly enjoys working with his wife as the consult with minority business owners at The Eighth Rung Foundation. This organization allows Venable to consult with minority business owners who derive a competitive advantage by locating in an urban environment.



While Venable is clearly active in the small business community, his top priority is his students. Ever since he first taught at Rockhurst University, as a graduate student, his interactions with students has been one of the most rewarding aspects of his job. To any student interested in marketing, Venable says that one quality it takes is to “enjoy working with people at all levels.” Venable says that individuals involved in marketing management must wear a lot of hats and to know which hat to wear at all times. In his opinion, marketing managers must have a broad base of interests and understand the marketing process every step of the way. Venable advises any student interested in marketing not to be afraid to ask questions because “the more knowledge you can acquire, the better you can perform.” He also says, “Don’t sit around and wait for things to happen. Make it happen.”



NOT ENOUGH TIME!

By Marissa Garcia

Have you ever felt like there are not enough hours in the day to get everything accomplished? Between classes, jobs, family, and other responsibilities, most college students can relate to this feeling. The feeling often indicates that there is room for improvement in time management skills. Having good time management skills is essential for reducing stress and keeping your work under control. Some things you can do to help manage your time effectively are set goals, prioritize your tasks, manage interruptions, avoid procrastination, and schedule your tasks. Some of these things are obviously easier said than done, but working on these areas can go a long way in reducing stress.

For more tips and details on how you can improve your time management skills, a great website to visit is www.mindtools.com. This website provides links to a variety of articles that not only help with time management, but also help with other areas such as stress management, memory improvement, decision making, leadership, and communication.

Park University Career Fair
Wednesday, October 28th
10-1
Breckon Sports Center
East Dome