



# News Release

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## WESTERN ANNOUNCES STUDENT ACHIEVEMENTS

**St. Joseph, Mo.** — Feb. 8, 2004 — Missouri Western State College announces recent achievements of its students:

- Two teams consisting of students from the computer science, mathematics and physics department received honorable mention at the Computer Science ACM International Collegiate Programming Contest held in Kansas City, Mo. Jordan Day of St. Joseph, Mo., James Letcher of St. Joseph, Mo., and Caleb Tounzen of Brookfield, Mo. made up one team, with Ken Johnson, assistant professor of computer science, as coach. Comprising the other team were Fred Cline of King City, Mo., Brian Parrish of DeKalb, Mo. and James Smith of Ridgeway, Mo., with Deborah Becker, instructor of computer science, as coach.
- Business major Elizabeth Aderton of Platte City Mo. and Dr. Shiva Nandan, associate professor of marketing, co-authored an article entitled “Traditional Brands vs. Online Brands: A Comparative Assessment.” It was recently published in the Journal of Business & Economics Research.

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Missouri Western State College is a four-year public institution providing a blend of traditional liberal arts and professional degree programs. The college offers student-centered, high quality instruction that focuses on experience-based learning, community service, and state-of-the-art technology. Western is located in St. Joseph, Mo. and is committed to the educational, economic, cultural and social development of the region it serves.