



News Release

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TWO WESTERN STUDENTS EARN NATIONAL WRITING AWARDS

St. Joseph, Mo. — May 5, 2005 — Two Missouri Western State College students in the business department earned second and fourth places in the national 2005 Student Writing Contest sponsored by the Association for Business Communication (ABC), an international association of professors who teach business communication-related courses.

Adam Kling, a senior finance major from Rolla, Mo., received second place in the contest and \$200 for his entry. In October, he will travel to New Orleans to attend the annual ABC convention where he will be recognized at the conference luncheon. He has also been invited to serve on a panel at the conference discussing the writing competition. Kathrin Carpenter, a junior management major from St. Joseph, Mo., placed fourth in the competition.

“The Student Awards Committee was very pleased with not only the number of entries received, but also the quality of the entries received,” said Dr. Carol White, chair of the Student Awards Committee and instructor of marketing at Georgia State University. “Both our academic and business judges commented on the exceptional quality of this year’s entries.”

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Dr. White said the contest is held is to raise business students' consciousness about the importance of good business writing and to recognize excellent undergraduate business student writers.

"These are wonderful students," said Carol Roever, Western's associate professor of business. "They were willing to give up their personal time to spend time on their contest entries."

The contest, open to undergraduate business majors, involved a mock case that required students to create business documents. This year's case involved a response to a fictitious situation in which a customer received poor service at wallpaper and flooring company. Students were asked to write a letter to the dissatisfied customer, a memo to employees emphasizing the importance of customer satisfaction and a memo explaining the strategy used in each of the other documents. The entries were judged by an awards committee and business leaders.

Last year, two Western students also placed second and fourth in the contest. Gabe Wishnie, a senior computer science major from Jefferson City, Mo., won second place and Brandon Crosser, a senior business major from St. Joseph, Mo., won fourth place.

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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.