

### **Tourists spend their money in Indiana, creating jobs in various industries**

Each dollar spent on tourism promotion and marketing by Indiana's convention and visitors bureaus generates roughly \$15 in taxable revenues, creating jobs in a sometimes overlooked industry, says a new report by Ball State University.

A preliminary analysis of innkeeper's taxes and tourism marketing in Indiana finds the industry producing a positive economic impact on nearly every county in the state, said Michael Hicks, director of Ball State's Center for Business and Economic Research (CBER).

"Tourism is sometimes overlooked as a major industry in Indiana, but it has a major economic impact," Hicks said. "Thousands of people visit the state's various attractions from around the country each year. The industry goes far beyond hotels and motels; it includes restaurants, retailers and manufacturing."

"The return on investment of 15 to 1 not only creates jobs but also supports state and local governments. In the end, tourism is a driving force in our state's economy," he added.

"Tourism Related Commerce in Indiana: The Innkeeper's Tax, Industry Structure and Impacts" was prepared by Ball State for the Indiana Association of Convention and Visitors Bureaus. The full report is now available online. The study found:

- The impact of tourism-related taxes occurs within the year the expenditure is made.
- In 2006, the average county in Indiana received about \$11.7 million in wages from hotel and motel accommodations, \$66 million in food service, \$7.5 million in amusement and gaming, almost \$2 million from museums and \$19.5 million from the arts and recreation activities.
- Other commercial economic activities supported by tourism include general merchandise, which accounts for more than \$22 million per year in wages in the typical county.
- Statewide, spending on hotels — an almost exclusively tourism related activity — exceeded \$1.4 billion in 2006. About 60 percent of the value added production from hotels and motels stays in the state in the form of wages and investment.

Indiana supports tourism marketing and development through its convention and visitor bureaus in 62 locations around the state. Funding for such operations is provided by local innkeeper's taxes.

## **Ball State brings Oscar Wilde's 'The Importance of Being Earnest' to the stage**

The wit of Oscar Wilde comes to the Ball State stage Feb. 12 with the opening performance of the classic comedy "The Importance of Being Earnest."

The Department of Theatre and Dance will present the play at 7:30 p.m. Feb. 12-14 and 18-21 with a 2:30 p.m. matinee on Feb. 15. All shows will be at University Theatre.

Described as a "trivial comedy for serious people," "The Importance of Being Earnest" is one of Wilde's best-known works and follows the adventures of two bachelors as they pursue two women who have their hearts set on marrying Earnest, no matter who he is.

Directed by Michael Daehn, assistant professor of theater education, the witty performance centers around a clever case of "manufactured" mistaken identity with a cast that features students Josh Jeffers as Algernon Moncrief, Jonathan Jensen as Ernest (Jack) Worthing, Erin Neuffer as Gwendolyn Fairfax, Kate Martin as Lady Bracknell and Meg Ward as Cecily Cardew.

Daehn said the play remains relevant with viewers today, more than 100 years after it first premiered on the London stage.

"It continues to resonate with the audience because people still obsess on what makes them superior or inferior to others in the way they dress or speak, how funny or smart or clever they are, whether they are going to get the guy or the girl and how to deal with disapproving parents in the matters of romance and independence," he said. "It's a 'social' play which should speak volumes in laughter to an audience trying to figure out where they fit in."

Tickets cost \$12.50 for the general public, \$11.50 for faculty and staff, \$9.50 for senior citizens and \$6.50 for students. They are available from the University Theatre Box Office, open noon to 5 p.m. Monday through Friday. Contact the box office at 765-285-8749 or visit [www.bsu.edu/theatre](http://www.bsu.edu/theatre) for more information. Other upcoming productions include:

- "Dance Revelations" — 7:30 p.m. March 26-28; 2:30 p.m. March 29. This show explores the timeless art of dance as it is blended with emerging media and reimagined for the 21st century.
- "The Full Monty" — 7:30 p.m. April 23-25, April 29-May 2; 2:30 p.m. April 26. Based on the hit 1997 film, this musical follows a cast of men who bond over one crazy idea to make money and restore their manhood by giving the city of Buffalo a show to remember.

## **Department of Technology scholarship established by retired professor**

An alumnus who taught at Ball State University for more than 25 years has created a scholarship in his name to benefit the Department of Technology. The Dr. Kenneth E. Poucher Department of Technology Scholarship was created with a \$26,000 donation from Poucher, who earned both his bachelor's and master's degrees from Ball State.

The scholarship is available to sophomores majoring within the Department of Technology. The student must demonstrate financial need and have a grade point average (GPA) of 2.5 or higher on a 4.0 scale.

Poucher joined the Ball State faculty in 1958. He retired as a professor of industry and technology emeritus in 1985.

Poucher is a licensed private pilot and was an instructor of the Private Pilot Ground School at Ball State. He is also a certified manufacturing engineer. Poucher was awarded the State of Indiana Distinguished Hoosier Award by the governor in 2006.

Availability of the Dr. Kenneth E. Poucher Department of Technology Scholarship is dependent upon an award selection process established by Ball State and its academic departments. For specifics about this scholarship, contact the Department of Technology at 765-285-5642.

For more information about other scholarships at Ball State, contact the Office of Scholarships and Financial Aid at 765-285-5600 or visit [www.bsu.edu/finaid](http://www.bsu.edu/finaid).

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## **ON CAMPUS**

### **Adult Physical Fitness Program open to new members**

Ball State's Adult Physical Fitness Program is encouraging the campus community to make a commitment to their health in 2009.

The program provides a comprehensive health screening, development of a personalized exercise plan, supervision by trained fitness instructors, and an excellent training facility on campus. It is currently enrolling new members and offering a free five-month membership extension for anyone who joins by March 15. For more information about joining the Adult Physical Fitness Program, call Lynn Clark 765-285-1140 or visit [www.bsu.edu/apfp](http://www.bsu.edu/apfp).

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## **IN THE NEWS**

### **Ball State University**

A Ball State University study was featured in a Jan. 12 Indianapolis Star article, "Advocates Want Ban on Smoking Broadened, Effort Would Make All Workplaces

Smoke-free, Including Bars." Indianapolis is debating whether smoking should be restricted to protect public health. A 2007 Ball State study done for Smoke Free Indy found the smoking ban had no statistical impact on Marion County bar and restaurant sales or employment.

**Michael Hicks**, director of the Center for Business and Economic Research

The New York Times quoted Hicks in a Jan. 19 article, "As Economy Stalls, Fewer New Yorkers Moving out of State." New York lost fewer residents in 2007 and 2008 than during any year in at least a generation. Hicks said this recession is different in terms of migration. "In a typical recession, major job losses occur in a single sector that is concentrated in one part of the country," he said. "This recession seems to be in full force everywhere. That means if you lose your job in Indiana, New York or California, you cannot easily move somewhere else and find a job. Because of housing markets, and nearly simultaneous job losses around the country, domestic migration will be far less pronounced during this downturn than in previous recession."

**Melinda Messineo**, associate professor of sociology

WIBC-FM featured Messineo in a Jan. 19 broadcast, "Obama Inauguration Carries Symbolic Weight, First African-American President Could Shift Perceptions of Racial Possibilities." The inauguration of Barack Obama could mark a turning point in the way white Americans and African-Americans perceive race. Messineo said Obama's election does not mean racial discrimination is extinct. There's a risk people will conclude those battles over.

**Tom Taylor**, vice president for enrollment, marketing and communications

Business Wire quoted Taylor in a Jan. 13 article, "Sitecore Recognizes Ball State University as Sitecore Site of the Year for North America." Sitecore is the leading provider of .net Web content management system (CMS) software and named Ball State as the North American Sitecore Site of the Year. Ball State chose Sitecore to launch and manage its 220+ Web sites. Since the launch, Ball State has won four awards. "Sitecore has been invaluable as we reposition Ball State," said Taylor. "More than window-dressing, the Web re-launch is a perfect example of our commitment to a distinctive and consistent brand experience for our students. Sitecore's features and flexibility allow content contributors across campus to engage and actively participate while providing the tools needed to ensure the brand message and experience remaining clear and consistent across the site. For the online component of repositioning our brand, nothing could be more important."

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## **SPOTLIGHT**

### **Recognition**

**Joseph McKinney**, Department of Educational Leadership, received Top Practitioners in Leadership Development recognition from Leadership Excellence magazine in November 2008.

### **Publications**

**Mir Masoom Ali**, Department of Mathematical Sciences, co-author,

- "Some Skew-symmetric Reflected Distributions," American Journal of Mathematical and Management Sciences, Vol. 28, p. 41-59, 2008.
- "Stochastic Orderings of Integer Valued Random Variables," American Journal of Mathematical and Management Sciences, Vol. 28, p. 101-114, 2008.

**Chu-yuan Cheng**, Department of Economics, "The Causes and Effects of the Financial Crisis and the Future of American Capitalism," World Journal Weekly, No. 1296, New York, Jan. 18, 2009.

### **Presentations**

**Teh-Kuang Chang**, Department of Political Science, "The Prospect of Obama's Foreign Policy and U.S.-China-Taiwan Relations," Zhejiang University, Hangzhou, China, Jan. 6, 2009.

**Kevin Gerrity**, School of Music, "Considering the Implications of NCLB for Music Teacher Education: Is it Time to Sound an Alarm?" Ohio Music Education Association, annual professional development conference, Columbus, Ohio, Jan. 15-17, 2009.

**Rhonda Murr**, College of Applied Sciences and Technology, "Innovative Findings in Integrated Health and Productivity Programs Utilizing Evidence Based Tools," National Business Group on Health, 22nd National Conference on Health, Productivity and Human Capital, San Diego, Dec. 8, 2008.

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