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KATIE LORBER

ships have given her exposure to marketing practices in two very different industries. In summer 2006, she interned at Caterpillar in Peoria, Illinois, where she did marketing for the North American Commercial Division. This past summer, Schmidt interned in the Communications Department at Lands’ End headquarters in Dodgeville, Wisconsin, where she gained experience in event planning, graphic design, and advertising, as well as learning how the company sells merchandise through four unique marketing channels.

Before graduating in May 2008, Schmidt will add one final item to her list of experiences. She plans to study in Ireland next spring as part of the Regents’ Study Abroad Program. This unique opportunity is financially feasible due to the scholarships she received during her first three years at Iowa State.

► **Katie Lorber**

Junior
Marketing

When Katie Lorber enrolled at Iowa State in fall 2005, it represented a big change in her life. She grew up in New London, Iowa, a town of less than 2,000 residents, about half the number of freshmen entering Iowa State each year.

Knowing she wanted to major in marketing, Lorber visited Iowa State to check out the College of Business. “I fell in love with the campus,” she says. “Iowa State is a big school with lots of opportunities, but it has a small-town feel and that is what I liked.”

Now a junior, Lorber is paying half of her college expenses herself with scholarships, loans, and the income she receives from a job with Clem Insurance Company in Ames. While she received scholarships from a variety of sources her first year, most were nonrenewable. For 2007–2008, she received a College of Business marketing scholarship. “I was really excited to receive the scholarship,” she says. “It reduces the amount of loans I have to get. I am working hard to keep my debt as low as possible. I don’t want my loan payments to mean I have to continue to live like a student once I am out of college.”

Although her classes and her job keep her busy, Lorber is involved in a range of other activities that are helping her develop skills applicable to a marketing career. For example, she has been an ambassador to the career fair sponsored by the Colleges of Business and Liberal Arts and Sciences,

interacting with company representatives to ensure the fair goes smoothly; a Destination Iowa State team leader, helping new students get acclimated to campus prior to the start of classes; and a Business Council peer adviser, assisting students in the registration process.

This fall, Lorber began a new assignment as a member of the Cyclone Alley central committee. Cyclone Alley is a student spirit group for Iowa State men’s and women’s basketball. “We promote participation and attendance at games through our Web site and e-mail,” says Lorber. “It is primarily for basketball, but we promote attendance at one event for each of the other varsity sports too. We also organize road trips and other special activities.”

Lorber’s involvement with these different groups has introduced her to other opportunities as well. Several of her friends from Business Council studied in Spain this past



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KOFI ODOOM

summer, and she hopes to study there next summer. “They said it is an amazing experience,” she says. “The business world is so globalized, I think it is really important to immerse myself in another culture and see how other people live.”

► Kofi Odoom

Graduate Student
Accounting

When Kofi Odoom talks about balancing school, family, and work, a spreadsheet might prove a useful tool. One wonders how he manages to find time for the many priorities in his life.

A native of Ghana, West Africa, Odoom came to Iowa in 1997 to attend Luther College. He earned a B.A. in management and then accepted a job with GEICO Insurance in Coralville. With a long-term goal of returning to Ghana as an entrepreneur who starts and sells companies, Odoom decided to study finance so he could work with risk adjustment and forecast. He moved his family to Ames and enrolled at Iowa State in fall 2005.

Odoom, who is 30, completed coursework for his B.S. in finance and is now working on a master’s in accounting. While he has always made balancing family and school a priority, Odoom has taken on new parenting responsibilities this fall. His wife is living in New York where she is a first-year dental student at Columbia University, and Odoom cares for

the couple’s three-year-old son, Joshua, in Ames.

To help support his family, Odoom works 20 hours a week for the Department of Public Safety on campus. He writes parking tickets, a job that can be stressful.



“I can feel the love in the air,” he laughs. “One girl asked if I get paid on commission. I don’t.”

Odoom is also interim pastor at the Assembly of God Church in Oelwein. “I have been preaching since I was in high school,” Odoom says. “It helps me keep my ethics and morality straight.”

Even with his full schedule, Odoom makes time to help his classmates. As president of the finance club last year, he arranged for the proceeds from the investment challenge competition to

be used as scholarships to the University Book Store. This year, he is working with GEICO, his former employer, to set up an accounting scholarship.

Odoom says he is driven by the desire to make a difference. “Nationally, Iowa State student debt ranks quite high,” he explains. “I want to help students deal with college finances.”

In addition though, he is intent on honing his leadership skills. “My goal was to take the club to a new level,” he explains. “The scholarships are one way that has happened, but we also got more students involved, increasing the membership from around 40 to more than 80. Being involved will help students be successful.”

For his own expenses, scholarships from the Iowa State International Students and Scholars Office and the College of Business have covered about two-thirds of Odoom’s tuition. Student loans and work help pay the rest.

When he completes his master’s next spring, Odoom wants to work in the portfolio management investment division of AEGON, a worldwide life insurance and pension company. Because of his international status, Odoom needs an employer who will do the paperwork that will allow him to stay in the United States a few more years. He interned with AEGON in Cedar Rapids last fall, and says the company is interested in hiring him. ■