Students in the Visual Communication class were given an opportunity to work with a real client in a professional setting. Graphic design instructor Sunni Goentzel presented students in the Visual Communication class the chance to re-design the logo for the Arkansas City Country Club.

The students visited with Arkansas City Country Club general manager Darren McBride and McBride gave the students a tour of the facility and provided them with information on the history of the Country Club. He then answered any questions the students may have had.

The 10 students in the course hope to use the visit to the Country Club as inspiration for their logo designs. Each of the logo designs will be on display and voted on by members of the Arkansas City Country Club, with the winning design serving as the re-design of the current logo.

Prior to the logo re-design; students in the Visual Communication class have worked on creating identity marks, as well as studied design principles, typography, and color. Most of the work focuses on the creation and use of symbols.

Goentzel has had previous classes work on creating logo designs for businesses such as the Muffin Top in South Haven, the Sumner County Community Drug Action Team, Cowley County Conservation District, and the Winfield Area Chamber of Commerce.

“We are excited about working with the Arkansas City Country Club and hope we can phase in the new logo really soon,” Goentzel said.

For more information on programs offered thru Cowley College’s Graphic Design program, contact Sunni Goentzel at 620-441-5266 or goentzels@cowley.edu.

“The students will all be working toward the same goal,” Goentzel said. “It should serve as friendly competition and help push the students to see how their work stacks up against their peers.”
COWLEY COLLEGE STUDENT PATROL
GAINING UNIQUE LEARNING OPPORTUNITY

Cowley College Student Patrol consists of students that have declared a major in Criminal Justice and are enrolled in either Criminal Justice Topics I or II or Criminal Justice Internship I and II. The primary focus of Student Patrol is education through experience.

Cowley College has an excellent working relationship with the Arkansas City Police Department. Through this relationship, the school has managed to create a unique learning opportunity for the students. In addition to their class room lessons, the students enrolled in Criminal Justice Topics I and II are required to patrol both the downtown business district of Arkansas City and the Cowley College Campus every night of the semester. Students progressing from Topics I and II to Criminal Justice Internship I and II are required to complete their class studies and fulfill a mandatory number of hours as ride along with actual law enforcement agencies to complete the course.

Students participating in the Student Patrol program are doing so both as a requirement and out of a desire to help the community by learning about their chosen profession. They are not certified law enforcement officers nor are they considered professional security. They are students in a unique position. They do not have any more enforcement powers than any regular citizen but they are working closely with both Arkansas City Police Department and Cowley College security.

Student Patrol officers have a variety of in class learning activities. They learn police procedure and protocols. They become fluent in the police 10-codes and alpha codes. They achieve national certification in Taser and ASP expandable baton. They study the proper ways to conduct low risk and high-risk traffic stops. They have a unit of self-defense, learn about the dangers of drugs and meth labs, and learn how to detect and process DUI offenders. They learn about the psychology of being in law enforcement and the needs to have hobbies and interests outside of their career.

They are also required to complete a physical fitness program called the 100-mile trek every semester they are in the program.

Student Patrol Officers patrol in a fully equipped patrol vehicle that has been authorized by Arkansas City Police Department. They patrol in official uniforms and are equipped with radios equipped with frequencies for all local agencies. Student Patrol Officers do not write citations, make arrests, or make traffic stops.

Student Patrol officers assist the Arkansas City Police Department by providing them with extra personnel that the local department needs for larger events like the Arkalalah festivities every year. During these events the Student Patrol are actually given the ability to enforce traffic regulations the same as officers would for the safety of the community. Students cannot issue citations but officers can, based on student observations. This can be a real eye-opener for students when they see that people often do not listen or pay attention to what they are told. They also assist the Arkansas City Police Department with training activities and simulations.

Throughout the semester the Student Patrol are graded on how they respond to mock calls that are given by the instructor. So at some point while they are on patrol they will be given a call and are evaluated on how professionally they respond to and take the call. The call can come at any time and they have to be prepared based on what they have learned and discussed in class. The mock calls are designed to have them combine classroom instruction with real world skills. The mock calls also help develop critical thinking and deductive reasoning skills.

Student Patrol Officers are volunteers. They are students that are dedicated to learning through hands on experience. If you see them please say hi and thank them for the service they provide. They really are dedicated to what they do.

Those interested in Cowley College’s Criminal Justice Program should contact Frank Owens at 620-441-5285.
Business & Industry Training, a branch of Cowley College, is committed to providing working partnerships for every business and industry we serve—from manufacturing, to professional business services, to retail and beyond. We know this not only pays dividends for our industry and business leaders, but also provides vitality to the local economy by supporting the communities we serve.

The City of Arkansas City recently contracted with Cowley College’s Business and Industry Training program for training on Microsoft Excel 2010 software. Rae Dale, Cowley College Business Technology Department instructor, tailored the three-hour training session to the needs of the city employees. With this training session, employees learned new skills that they can utilize at their jobs.

Any business or industry that is interested in customized training should contact Beverly Grunder, Cowley College’s Director of Business & Industry Training, at 620-441-5267 or grunder@cowley.edu for further information.

“We frequently do this when businesses are upgrading their software to a newer version, so that the employees can upgrade their skills to go along with the upgraded software,”

Rae Dale, Cowley College Business Technology Department instructor, said.

In the nearly 40 years that FBLA-PBL have been united with the March of Dimes, FBLA-PBL has consistently ranked as the top clubs and organizations fund-raising partner, raising over $15 million dollars. The March of Dimes started with conquering polio and today they fight to improve the lives of the half million infants born premature every year.

For the 2011-2012 school year Cowley College’s Phi Beta Lambda organization is 2nd in the state of Kansas for overall fundraising on behalf of the March of Dimes.
Several members of Cowley College’s Phi Beta Lambda Club attended the “Gateway to Greatness” National Fall Leadership Conference in Little Rock, AR during late November. The students spent two days listening and interacting with great speakers on topics such as leadership, time management, dressing for success, making effective presentations, financial literacy, teambuilding, and getting along with others.

Attending the conference provided the students with many resources to aid them in their development on the road to achieving greatness. The students learned the power of saying no to prevent getting overwhelmed. They learned the 21 characteristics of a leader, along with building a personal brand and keeping it.

“The Gateway to Greatness Conference was very informative,” said Cowley College freshman Tonia Fuentes. “Derek Clark was my favorite speaker. His story was very powerful and his energy was very refreshing to see. I also enjoyed Kent Julian’s session titled “Never Settle for Average”. His discussion on E+R=O was very interesting. It provided the idea that experiences plus one’s response to those experiences determines outcomes.”

Freshman Lacey Tipton also found the conference beneficial. “I really enjoyed a time management session that will help me work on my procrastination issues,” Tipton said. “Also, the closing speaker, Derek Clark, was very uplifting and made me realize that anyone can become great, it just takes one person to believe in you, and you can do the rest.”

Sarah Mathews, co-sponsor for PBL accompanied the group to Little Rock.

“I believe the students truly enjoyed the conference and the experience,” Mathews said. “Our closing speaker was very inspirational and made an impact on several of the students.”

Those pictured are, from left, Brandon Coon, Haley Rouleau, Samantha Francis, Samantha Nolting, Talia McNickle, Tania Fuentes, Jennifer Mendez, Shannon Mahon, Lacey Tipton, Amanda Yauch, and sponsor Sarah Mathews.

### UPCOMING FUNDRAISERS

**MARCH 13-28**

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Visit: [http://order.tupperware.com/pls/htprod_www/!twxSeparty_ctl.p_guest_welcome?pv_eparty=53a085136936e1ce71de54f847086c71](http://order.tupperware.com/pls/htprod_www/!twxSeparty_ctl.p_guest_welcome?pv_eparty=53a085136936e1ce71de54f847086c71) and help support Phi Beta Lambda as we head to Nationals this summer.

**SATURDAY, APRIL 21**

It’s time for a little Spring cleaning! Let Cowley’s PBL students wash your car, truck, or van. Stop by the Super Wash car wash at Summit and Vine in Arkansas City Saturday afternoon, April 21, and we will send you away shining.
Cowley College hosted the 61st Annual Kansas Phi Beta Lambda State Leadership Conference on March 2-3. Cowley College had 22 PBL members participate. Of those, 13 placed in the top-three, and 10 students qualified to attend the National PBL Leadership Conference in San Antonio, Texas, June 24-27.

Co-advisors of the Cowley College PBL chapter, Sarah Mathews and Sunni Goentzel, are extremely proud of the PBL member’s accomplishments.

“We enjoyed hosting the 61st Annual State Leadership Conference,” Goentzel said. “It was a lot of work however it paid off; the reward came when we heard our students’ names announced as front-runners. We are all very excited to attend the National Conference in San Antonio.”

Cowley College student awards include:

**Individual Results**

- **Brandon Coon of Newkirk, OK**
  - 3rd for Financial Concepts
- **Patrick Curl of South Haven**
  - 1st in Accounting for Professionals
  - 2nd for Statistical Analysis
- **Ashley Gray of Ponca City, OK**
  - 2nd for Project Management
- **Jessica Holdt of Harper**
  - 1st for Management Analysis and Decision Making
  - 2nd for Impromptu Speaking
  - 3rd for Public Speaking
- **Jill Kanning of Plentywood, Montana**
  - 1st for Sales Presentation
  - 3rd for Justice Administration
- **Shannon Mahon of Derby**
  - 1st for Integrated Marketing Campaign
- **Samantha Nolting of Wichita**
  - 3rd for Project Management
- **Jordan McDowell of Arkansas City**
  - 1st for Impromptu Speaking
  - 1st for Public Speaking
- **Haley Rouleau of Wellington**
  - 2nd for Financial Concepts
  - 2nd for Microeconomics
- **Elizabeth Walker of Winfield**
  - 2nd for Accounting Principles
- **Amanda Westerman of Valley Center**
  - 3rd for Client Services

**Team Events**

- Team of Jill Kanning, Jordan McDowell, Samantha Nolting, and Haley Rouleau placed 1st in Parliamentary Procedure.
- Team of Brandon Coon, Patrick Curl, Samantha Francis, and Ashley Gray placed 3rd in Parliamentary Procedure.
- Team of Jessica Holdt and Samantha Nolting placed 3rd in Hospitality Management.
- Team of Ashley Gray and Rhiannon Rosas placed 1st in Desktop Publishing.

Other colleges participating at the 61st State Leadership Conference were: Brown Mackie College, Butler Community College, Central Christian College of McPherson, Colby Community College, Emporia State University, Flint Hills Technical College, Fort Hays State University, Labette Community College, Sterling College, and the University of Kansas.
## BUSINESS, COMPUTER, & INFORMATION TECHNOLOGY

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Check on all programs of the Business, Computer & Information Technology Department at