

For immediate release
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University wins OCB awards

Honored for its ongoing support of Operation City Beautiful and dedication to maintaining an attractive campus, University of Southern Indiana received OCB's Business of the Year award in October.

"The Business of the Year is awarded by the board of OCB to businesses that go above and beyond the call of duty," said Ms. Kalah Jerstad, the organization's executive director.

The University was responsible for the first campus-wide Adopt-A-Spot program, Jerstad explained. USI also has hosted the Tour de Bloom, a fund-raising bicycle ride, and landscape symposiums. It has supported new programs and fund-raising efforts, and has established "outstanding grounds maintenance."

Leadership provided by Sherrienne Standley, USI's vice president for Advancement, also was a factor in the organization's decision-making process.

"You couple that all together, and that warrants a Business of the Year," Jerstad said.

Standley, a former OCB board chair, captured an individual honor as well. The organization awarded her lifetime membership, a recognition bestowed only seven times before in OCB's history.

"At the end of her chairmanship, she was dubbed 'Miss Enthusiasm,' because at every board meeting she was just a ball of enthusiasm, and everyone just loved being around her," Jerstad said. "Certainly, this was long overdue for Sherrienne."

USI alumna Debbie Goedde and her husband Bob also shared in the awards. The Evansville couple received OCB's Adopt-A-Spot Volunteer of the Year Award, honoring their two-year cultivation of a spot on campus near USI's Technology Center and Art Studio.

"They surpassed all expectations," Jerstad said. "It's just amazing the energy they put into that spot."

Founded in 1972, OCB is a private not-for-profit organization dedicated to community beautification. It is a special committee of the Metropolitan Evansville Chamber of Commerce.