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[david.steele@thesteelgroup.us](mailto:david.steele@thesteelgroup.us)**Steele Receives Third Schuyler F. Otteson Award for Undergraduate Teaching Excellence**

INDIANAPOLIS - David E. Steele, Managing Principal of The Steele Group, LLC and adjunct faculty member at Indiana University, Kelley School of Business - Indianapolis (IUPUI), has been awarded for the third time the Schuyler F. Otteson Award for Undergraduate Teaching Excellence. This prestigious teaching award is given by the Kelley School of Business Indianapolis Student Government.

The Otteson Award is granted by the students and recognizes faculty members that have made an impact on them as students, future professionals, and as people. The nominations which are submitted by Kelley students attest to how a teacher has: changed or reinforce their career direction, inspired future decisions, displayed innovative teaching, made a difference in how they view business or education, serve as a mentor or role model, improved understanding of challenging material.

The award is named after long time Dean Schuyler F. Otteson, who started his career at Indiana University as a marketing professor, and became the sixth dean of the business school from 1971 through 1982. During his years as dean, the School of Business experienced a period of tremendous growth. When Otteson retired in December of 1982, the school had grown to include many more women and minorities, was routinely sending students to study abroad, and had gained the respect of the nation and world as a place to learn business administration. The Schuyler F. Otteson award is given to professors at Indiana who demonstrate excellence in teaching.

Steele said "The Schuyler F. Otteson award for teaching excellence is one of the highest affirmations a professor can receive from the students at Kelley. The award recognizes through the eyes of our students much of what we hope to accomplish in our effort to create an excellent learning culture in the classroom; and particularly affirms we are doing many of the right things in helping our students accomplish their academic goals and ensuring they are prepared to make an impact as they move forward with their careers post-graduation".

Steele was also awarded the Otteson award in 1999 and 2006. He will be presented his third award by Executive Associate Dean Philip L. Cochran during commencement exercises at the Indiana Convention Center on Sunday, May 12, 2013.

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About The Steele Group:

The Steele Group is a privately held management consultancy specializing in the customer side of business success. The company supports clients in all business sectors with a focus on customer expectation, acceptance and integration of emerging process applications designed

to yield financial and customer satisfaction improvement. The Steele Group is headquartered in Indianapolis, Indiana and may be found on the web at [www.thestelegroup.us](http://www.thestelegroup.us).