

2015

## UNIBusiness: The Alumni Magazine of the College of Business Administration University of Northern Iowa, 2015

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# UNIBusiness

The Alumni Magazine of the College of Business Administration University of Northern Iowa 2015



Longtime friends  
of UNIBusiness close  
out 2014 with a  
transformational gift:

**The Robert P. and  
Margaret C. Bradford  
Chair in International  
Business**

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for nine consecutive years

One of the best MBA  
programs for working  
professionals

One of the best business  
schools for America's  
veterans



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**UNI***Business*<sup>®</sup>  
UNIVERSITY OF NORTHERN IOWA  
COLLEGE OF BUSINESS ADMINISTRATION

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UNIVERSITY OF NORTHERN IOWA  
COLLEGE OF BUSINESS ADMINISTRATION

# UNIBusiness

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As 2014 came to a close, Robert and Margaret (Liberal Studies '91) Bradford established a faculty chair in international business. Read more on page 21.

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**UNIBusiness** thanks James H. Slife (Accounting '73), CEO, Pioneer Graphics, for his company's generous support.





**We claim to be one of the best business schools in the world.** Our AACSB International accreditation – earned by less than 5 percent of business schools in the world – lends credibility to that claim. And as university budgets are challenged and calls for accountability rise, accredited schools must vividly demonstrate the impact of their work beyond the classroom.



In preparation for our upcoming re-accreditation review by AACSB, we have taken an in-depth look at the impact of our work. The outcome is impressive, as the following sample suggests:

- Practitioners in compensation and benefits recognize **Atul Mitra** as one of the most influential scholars in their field.
  - More than 500,000 students have used **Dave Hakes'** Principles of Economics study guide.
  - The Equal Employment Opportunity Commission invited **Mary Connerley** to present her workplace diversity research to the EEOC Commissioner and staff in Washington, D.C.
  - Over 56,000 users each month link to an influential decision support systems website created by **Dan Power**.
  - A paper **Bulent Uyar** coauthored prompted the statistical software giant SAS to modify its regression procedure.
  - **Dennis Clayson** was the most frequently published author in the Journal of Marketing Education during the last decade.
  - **Tony McAdams'** Legal Environment of Business text, in its 11th edition, has reached 200,000 students in America and abroad.
  - **Marty Wartick** is among the top-10 accounting scholars based on number of publications in the top accounting journals.
  - **Mohammed Rawwas'** work is one of the most cited in the Journal of Business Ethics and appeared in the Special Collection of Classics to mark 30 years of the journal's publication.
- Naturally, these accomplishments were earned by senior faculty members who have reached prominence in their fields. But how well will our junior faculty maintain our tradition of impact in and out of the classroom? Two recent occasions gave me the answer.
- Andy Anderson** (Management '05) and **Dan Bumblauskas**, two new supply chain management faculty members, met with our Executive Advisory Board during

its spring 2014 meeting. Despite their relative youth, these two have years of practical experience all over the globe. They share a genuine enthusiasm for teaching, perform cutting-edge research that directly advances the practice, use their research to intellectually stimulate students, and are developing professional certification options for our students. It's no wonder our Supply Chain Management program is experiencing record enrollment!

The second reassuring occasion came when I introduced **Tim Williams** (Accounting '71) to the three faculty members who will hold the Tim Williams Junior Faculty Fellow title consecutively over the next three years: **Rusty Guay**, **Adam Smedema** and **Alicia Rosberg** (Economics '06). All three had multiple employment options, but they chose UNIBusiness because our values matched their desire to be true teacher-scholars.

All five of these relatively new faculty members respected and appreciated our commitment to high standards and rigor and our refusal to lower expectations for students or faculty. And now that they are with us, they cherish our support of their careers based on both dimensions of impact — in and out of the classroom.

So yes, thanks to our talented newcomers, we will continue to keep our tradition of excellence alive. In a tight job market for business faculty where our niche is even smaller because of our insistence on high classroom expectations, we are grateful to know many bright, young Ph.D.s are attracted to us precisely for our traditional values.

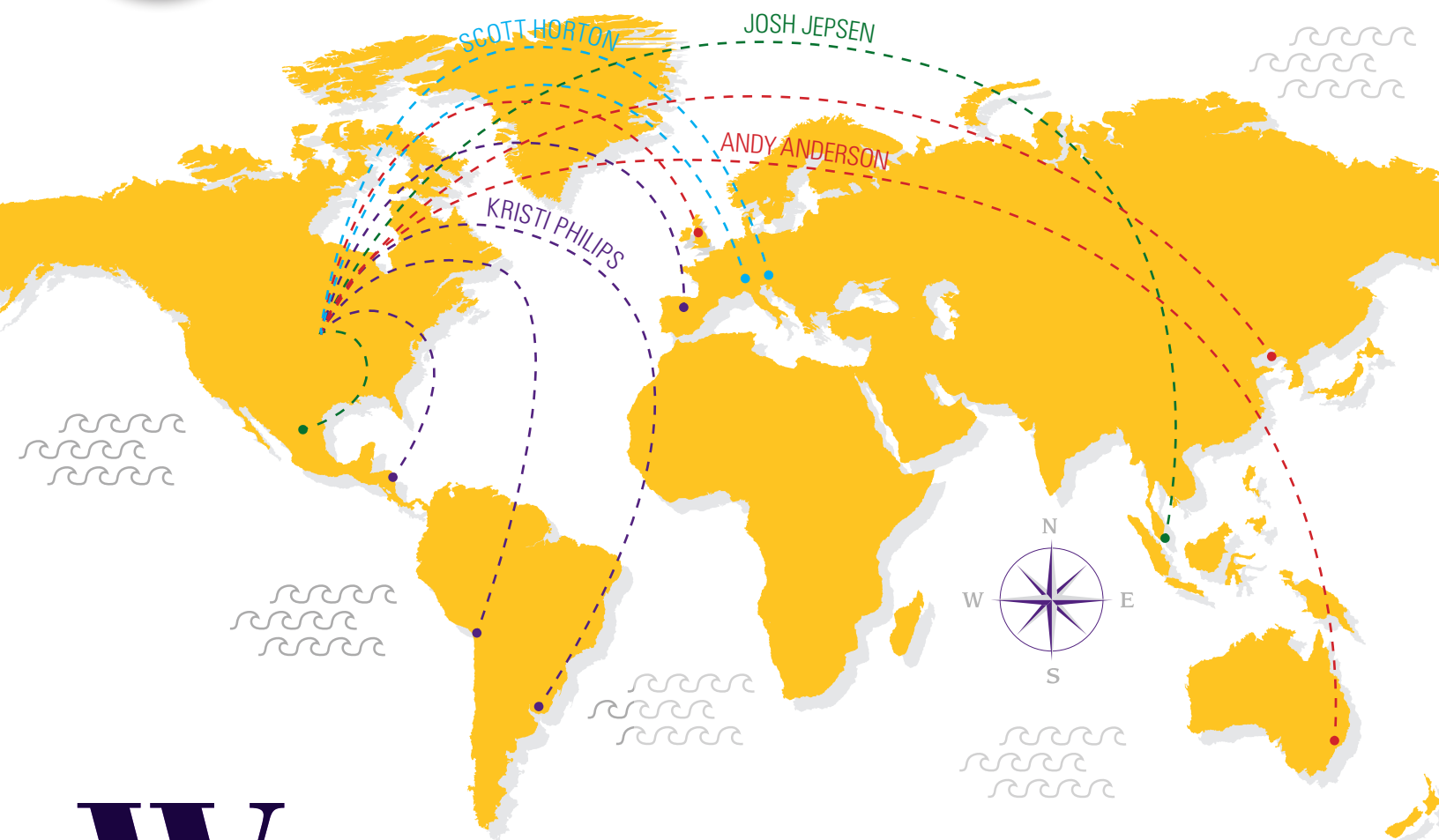


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# Global Experien



**W**hen Hamilton ESP International Fellow for Supply Chain and Logistics Management **Dan Bumblaskas** recruited at college campuses for ABB of Zurich, one of 15 Fortune 500 companies headquartered in Switzerland, he was searching for engineers and business professionals for a company of 145,000 employees in more than 100 countries.



"We liked candidates who had traveled abroad, lived abroad and knew a second language," Bumblaskas said. "I firmly believe that international experience is a differentiator, and depending upon the organization, a requirement for most careers today."

YaLi (Ann) Tang, manager of Global Staffing at Deere and Company headquarters in Moline, Ill., echoes

Bumblaskas's sentiments.

"One of the many factors John Deere considers in selecting new employees is the candidate's experience in study or work-abroad programs," said Tang. "These opportunities enhance a potential job candidate's global perspective and provide experiences in a different cultural setting."

Deere values leadership skills that can

develop as students study and work abroad, she added.

Responding to the needs of an increasingly global business environment, UNIBusiness connects students to the world, from Nicaraguan sewing circles to Chinese conference tables. As study abroad participation increases for students, international careers flourish for UNIBusiness graduates.

# ce = Global Careers

BY KRISTI PAXTON

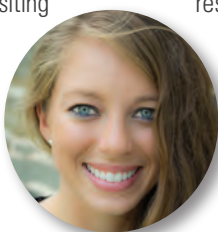
## KRISTI PHILIPS

Kristi Philips (Economics and Spanish '11) stepped onto UNI's campus in fall of 2007. She infused her education with study abroad programs, visiting Arica, Chile, in 2008; Oviedo, Spain, in 2009; and Siales, Nicaragua, in 2010.

Philips's undergraduate work culminated in a 2011 project targeting Zona Franca Masili, a small textile/sewing cooperative in Nueva Vida, Nicaragua.

"The internship was not a cookie-cutter program," Philips said. She and her partner, Robyn Odegard (Spanish '11), identified a weakness with the cooperative's business model, recommended a strategy to fix it and then traveled to help them implement it.

"At this point in my career at UNI, I had already done three other study abroad programs," she said. "[The Nicaraguan] experience provided a 'stepping stone' for future work.



"It became extremely relevant when the following summer I spent three and a half months in Buenos Aires, Argentina, doing research for my master's thesis [at NYU]," Philips said. "It would have been really easy to get sucked up in the life of being a tourist in an incredible city, but I had the experience and confidence from the Zona Franca Masili to know that I could show up, start asking questions about a process and analyze the answers."

Thanks to her UNI study abroad experiences, Philips also knew how to find a short-term rental unit online, travel to Buenos Aires, contact local organizations and ask pertinent questions. "Starting with the UNI Nicaraguan study abroad project, the focus of my international travels shifted from doing it for me to using what I have to help others," explained Philips.

"It is also relevant now in my professional life: I work for a non-profit that conducts

humanitarian work in Honduras. I manage the non-profit Central American Relief Efforts and supervise all of our employees living in Central America," she said. "And I regularly negotiate projects with local mayors, all in Spanish."



## JOSH JEPSEN

Foreign language played a role in Josh Jepsen's (Accounting and Spanish '01) experience before, during and after his UNI fall 1997 study abroad semester in Chihuahua, Mexico. "Classes were conducted 100 percent in Spanish, and in all but one class I was the only foreign student," said Jepsen, now John Deere Asia-Region 1 Controller.

"I always hoped that I would get an opportunity to work overseas. I thought about working overseas while



in college and began to prepare myself while at UNI, adding language skills, the international business program and interning abroad."

His plan also included building connections and relationships.

"I visited the John Deere factory in Chihuahua during my study abroad stay, as I had contacted John Deere about my interest in working with the company," Jepsen said. "I was provided the contact information of the factory controller Jim

Payne, who was an American on an expat assignment at the time. This connection with Jim helped me better understand John Deere and opened the door for me with the company."

"I learned a great deal about myself during study abroad. I am from a small town of fewer than 2,000 people (Durant, Iowa), and I moved to a city of over 1 million people in which I knew fewer than five of them," Jepsen added. "This pushed me out of my comfort zone and helped to shape my thoughts on inclusiveness, hospitality and taking risks." ▶

Jepsen's 1997 study abroad experience launched a finance and accounting career with John Deere that has propelled him

across the United States, on to Mexico and now to Asia, where he lives with wife, Laura Luttinen Jepsen (Elementary

Education '01), and daughters Jae (8) and Joannah (6). They moved from Cedar Falls to Singapore in 2013 and now live on the 27th floor of a high-rise condo and use public transportation to go everywhere. His current role supports the John Deere sales and marketing team in Region 1, which covers Sub-Saharan Africa, India, Southeast Asia and China. He also works with the finance directors on financial planning, strategy and tactical execution. The job covers a large geography and a range of markets from emerging to developed.

"My first full internship with John Deere in the summer of 1999 was at Motores John Deere (engine factory) in Torreon, Coahuila, Mexico," Jepsen said. "Study abroad experience and language skills allowed me to be more open and curious. When I joined John Deere full time this led to opportunities to travel around the world on the Internal Audit staff. Cultural sensitivity and the ability to build relationships allowed me to get those assignments."



Jepsen and colleague Nate Clark with farmer and entrepreneur Ibu Maryuni (front, left) and her two daughters in West Java, Indonesia.

## ANDY ANDERSON

John (Andy) Anderson (Management '05) began his journey at UNI in 2002, traveled around the globe and returned to UNI as faculty in 2014.

"I studied abroad in Newcastle, Australia, from January to July of 2003," said Anderson. "I wanted to learn a new way of thinking from a different culture and learn about the indigenous population from the perspective of the local Aboriginal people."

Anderson admits he also learned a bit about surfing and a great deal about how to interact with people from all over the world.

"Living in an international dormitory environment forced everyone to embrace a new, irreplaceable, cultural identity. This was driven by a desire to assimilate in Australian culture, but in hindsight



it was a multi-faceted replication of our various individual perceptions of Australian culture mashed up against reality," Anderson said. "I would say this cultural understanding — not of Australian culture, but of 'international collectivism' culture — was my most valuable learning experience from studying abroad."

Upon graduating from UNI, Anderson had a job offer in operations management in Utah. But he also had a chance to go to China to work as a student intern in the international logistics department of First Auto Works.

"UNIBusiness Global Opportunities Coordinator **Chris Schrage** convinced me it would be a good move to go work for free in China rather than take the \$50,000-a-year job in Utah," said

Anderson. "Looking back, this choice is the crucial inflection point that would define my life path."

*Continued on page 36*

Showing Panther pride on the summit of Mt. McKinley on June 4, 2014



# A SCHOLARSHIP FOR AN 'INTERNATIONAL ADVANTAGE'

International experience as an undergraduate student at UNI shaped the career of **Scott Horton** (Accounting and German '97). He was initially hired by Honeywell to work in its corporate audit department, which audited global operations. From June 2010 to June 2014, Horton lived overseas, serving as vice president and CFO, Honeywell Environmental Controls: Europe, Middle East and Africa. He returned to the U.S. in August as vice president and CFO, Honeywell Automation and Controls in Minneapolis.

"My German and international exposure were a big part in my getting [that first] job," Horton said. "My current role is a global role, and I have a truly global staff with which my previous experience helps."

While an undergraduate student, Horton worked part-time in the International Programs Office at UNI, where he advised other students on their study abroad options. His own personal overseas experiences began in Austria, visiting twice before graduation.

"The first time, during my sophomore year, I focused on a two-month language class led by UNI faculty in Klagenfurt, Austria," explained Horton. "While there I stayed with an Austrian family and really got a sense of local life and how things were different from the U.S."



Two years later Horton stayed in a little house in Viktring, Austria, with four other UNI students. They arrived during a teacher strike.

"We took advantage of a bad situation to travel and take in Europe before the teachers returned to work," he said.

It was a pleasant misfortune.

"My eyes were opened to different perspectives and cultures. I learned that while language and culture might be different than in the U.S., it is no worse or better. Just different."

Horton has a soft spot for students who would love to study abroad but might not be able to afford it.

"I struggled myself financially to support my study abroad experiences, and I want to ensure those who have an interest are able to go," Horton explained.

He and his wife, Angie, started the Scott and Angie Horton Accounting Study Abroad Scholarship in 2011. Their fund provides \$2,000 each year to an accounting student who is at least a junior and has studied or will study abroad.



Scott Horton and family in Switzerland

## INCREASING PARTICIPATION

Not long ago, only one in 20 *UNIBusiness* students graduated with international experience, but today it's one in five.

"In 2012 *UNIBusiness* became the UNI college with the highest student participation rate in study abroad activities following a long history of being the UNI college with the lowest participation rate," said *UNIBusiness* Associate Dean Leslie Wilson.

Some of that increase can be attributed to programs that offset the costs of studying abroad, including:

- **Cost Neutral Semester Abroad:** for specific programs, we guarantee the cost for a semester abroad will not exceed the projected cost of studying for a semester at UNI and that the time abroad will not require an extra semester at UNI.
- **Fly-Free Summer Programs:** the College covers the cost of airfare to and from certain program destinations.
- **Scholarships:** some scholarships are designated for students studying abroad.



# Satisfying an Entrepreneurial Hunger

UNIBusiness doesn't offer a "food and beverage" emphasis with any of its majors, yet many alumni have made a national impact in that arena. Here's a look at three who are making waves in these industries from different angles, all from within Iowa. *by Rachel Routier*



## Organic Entrepreneurship



**Bill Evans**  
(Management '84)  
didn't set out to be  
an entrepreneur and business owner.

"I always thought I'd work for somebody," he said.

But today Evans is the owner of Kalona Organics and Farmers' All Natural Creamery in Kalona, Iowa, putting products on the shelves of Whole Foods stores in more than 30 states.

After graduating from UNI and passing his CMA exam in the 1980s, Evans worked in accounting. However, when he, his wife and their six children moved to the Kalona area, he got involved as consultant and then became CEO at Farmers' All Natural Creamery. From there he had an opportunity to start Kalona Organics, producing organic dairy products marketed as Kalona Supernatural.



Bill Evans

"I started to discover my entrepreneurship skills," Evans said about taking on the job with Kalona Organics and then managing Farmers' All Natural Creamery, "and we've set up a company that's continually looking at growing and developing other companies."

And growing it is. Sales are up 35 percent from last year. Kalona Supernatural products now include butter, cheese, yogurt, Greek yogurt, milk, eggs, cottage cheese and sour

cream, and the plan is to introduce dips soon.

The entrepreneurial spirit that was sparked a decade ago is still burning bright, as his company has begun procuring milk from the southern U.S. and re-marketing it to other companies. Meanwhile the milk in Iowa is taken to the creamery and made into the Kalona Supernatural products. To top all that, Kalona Organics has also started a trucking company. Fifty percent of what the trucks haul are their own products, and Evans hopes to have an independent trucking company one day.

"We've taken this natural organic food marketplace," he said, "and kind of worked our relationship with farmers and others to develop this brand and hopefully others as we grow."

*For more information about Kalona Supernatural products, visit [kalonasupernatural.com](http://kalonasupernatural.com).*



Kristin Porter



## Digital Entrepreneur



**Kristin Porter's** (Marketing '05) goal has long been to be her own boss. While it didn't

happen overnight, eventually her blog "Iowa Girl Eats" developed into a business and a gateway for Porter to become a host and freelance writer for various Iowa food and farm related organizations and national brands.

In March 2009, while working fulltime, Porter began to blog to connect with like-minded people interested in healthy living,

fitness and cooking. Fueled by the motto "Eat Well, Run Often, Travel Far" she wrote about her day-to-day life in Des Moines, Iowa, the food she fixed for her family, her workouts and travels, interspersed with photos and links. Over the years her blog evolved to have a sharper focus on her own recipes, illustrated by colorful photos she sets up and takes herself.

Now a fulltime blogger and freelance writer, she also hosts "Join My Journey," brief news segments for the Iowa Food and Family Project started by the Iowa Soybean Association, and writes recipes and blogs for national clients such as Sabra, The Laughing Cow, DOLE Foods,

Jones Dairy Farm and Challenge Butter.

Porter develops and cooks her own recipes, shoots and edits her photos, and writes every single post. However, with the growth of her site and freelance business, she now uses a virtual assistant to help with social media and other small tasks.

"At some point you realize you can't do it all, and while I would never outsource my content — photos, recipes and posts — I have found that a good, trustworthy team is invaluable to a small business owner," she said.

Visit Porter's blog and browse her recipes at [www.iowagirleats.com](http://www.iowagirleats.com).

## Entrepreneurial 'Spirit'



Iowa hadn't seen a licensed distillery since Prohibition until **Jeff Quint** (Accounting '85) and his wife, Laurie, opened Cedar Ridge Winery and Distillery near Swisher, Iowa, and began producing whiskey, gin, rum and vodka in addition to their wines.

When they first began this project in 2002, they did it for a lifestyle change. Both kept their day jobs at first, but now Laurie works at the winery fulltime while he maintains his position as CFO of Involta in Cedar Rapids.

"We knew it was the kind of job that wasn't work per se — it's fun," Quint said.

"We had to be responsible as parents and homeowners to keep an income stream coming in, but also built this thing over time over the years."



Jeff Quint

Cedar Ridge Vineyards is nestled in the Iowa countryside with 5,000 grape vines surrounding the 7,000-square-foot winery, distillery, tasting room and event center. In addition to tastings and tours, they serve food, host live music and dinner theatre events, and cater for weddings and other special occasions.

From the beginning the Quints were convinced that their best chance for success went beyond a hobby winery to creating a place that's much more than wine.

"It's about adult relaxation and relationship building," Quint said.

It's also about creating quality products. Cedar Ridge has received numerous awards for its wines, the five-time medal winning Reserve Bourbon is one of the top-selling bourbons in Iowa. In 2013 it released its first Cedar Ridge Single Malt Whiskey to the public, and it currently has 100 barrels of whiskey aging.

"We didn't expect it would get this big when we started," Quint said. "It certainly exceeded our expectations."

Visit [crwine.com](http://crwine.com) to learn more about Cedar Ridge Vineyards, its products and events.



# 25 Years of Success: Management Information Systems Puts the Business Perspective in IT



By Rex Karsten,  
Nationwide Mutual  
Insurance Company  
Professor



In fall 1989, UNI students first had the opportunity to declare Management Information Systems (MIS) as their major. Twenty-five years and over 1,000 degrees later, the MIS program is going strong, responding to the latest technological needs in business.

Even today, many people wonder what MIS is. Simply put, it applies information technology (IT) to solve business problems, but unlike purely technical fields, it treats technology users as customers to keep happy. The blend of technical and business skills that MIS offers has been very appealing to employers, with our graduates regularly earning some of the highest average entry-level salaries among UNI alumni. In 2013, the latest data available, about 90 percent of UNI MIS graduates secured a job in their field upon graduation, and their average starting salary was nearly \$50,000!

The curricular foundation that professors **Roberta Roth** and **Leslie Wilson**, now the College's associate dean, laid out over 20 years ago has stood the test of time. It has allowed us to provide a solid technical foundation for our students with room to adapt to the ever-changing



MIS FACULTY Back row, from left to right, are Dan Power, Nikhil Mehta and Rex Karsten. Seated are Betsy Ratchford and Robby Roth.

*Although majors in MIS had begun to appear at some universities in the mid-1970s, UNI was the first of the three Iowa Regent institutions to have a dedicated major in MIS.*

technological landscape.

We are constantly challenged to keep course content up-to-date, but what ultimately distinguishes our program is its emphasis on hands-on learning in small classes. Our students learn to apply their knowledge to realistic, challenging projects before they graduate. No wonder they are prepared to hit the ground running from day one. **Ben Lahue** (Accounting and MIS '14), a recent graduate employed as an advisory associate at PwC, states that "the UNI MIS program taught me how to communicate effectively, work in teams, think critically, problem solve, and most importantly, utilize all

of my available resources. MIS faculty and staff have made a lasting impact on me, both personally and professionally."

To learn more about UNI's MIS major, visit [business.uni.edu/mis](http://business.uni.edu/mis).

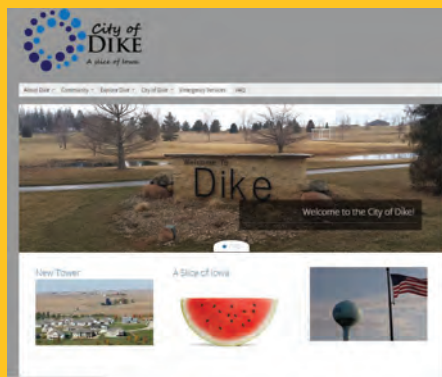
# Real Clients, Real Results

At the culmination of the MIS curriculum, students work in teams on a final group project, designing and programming an information system for a real-world client's website. The project is a culmination of their coursework over the years, bringing all of the concepts together for one, real-world application. Here are several examples of their work.



## 220East

220East is an arts and entertainment venue in downtown Waterloo, Iowa, and the owner turned to the MIS program for its very first website. The team of students sorted through information to determine the site content and its organization. Based on their prototype, the students developed an easy-to-update, interactive site with a calendar of events, photo gallery and social media integration. The client wanted the site to have an “eclectic and funky” feel, so the students’ work included logo design and image editing in addition to information systems development.



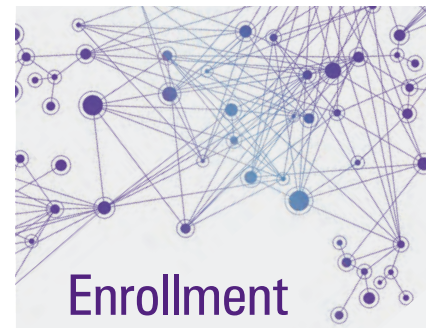
## City of Dike

The city of Dike, Iowa, needed its website re-worked and the content organized, so the student team took on the organizational task and created a new website template for easy maintenance and easy navigation by site visitors. The students also created a

new logo for the city, which was adopted by the Dike City Council and put on the town's new water tower this summer.

## The Pheasant Guy

The team of MIS students developed this new site from a basic blogspot.com-hosted website. The students’ work included importing all of the old blog posts, text and images, and creating an easy-to-update, visually appealing site that allows for multiple blogs. The students also created a new logo to help develop The Pheasant Guy's brand.



## Enrollment Management

Interest in the MIS major quickly grew during the 1990s. The enrollment peaked along with the dot-com boom, and, no surprise, dropped after the dot-com bubble burst. But it's back on the rise. In spring 2014, about 160 students were majoring in MIS. Given employer demand, we hope to grow the program in such a way that students continue to receive the individualized instruction that has characterized our program from its beginning.



## High Job Satisfaction

A national survey of 10,900 college graduates found MIS grads to be among the most satisfied with their career path.

## Pella Pride: UNI MBA Program Branches Out

An MBA can advance careers, but not every community has a program offered nearby, and not every busy business professional wants to get a degree from a computer.

The UNI MBA program is filling the niche for Iowa business professionals who want to be face-to-face with their classmates and instructors but don't have an affordable, accredited program in their backyard. In 2013, UNI launched its first Iowa-based, off-campus MBA program in Pella, Iowa, to address this need.

"I had investigated online programs, but I preferred the added benefit of face-to-face interactions with classmates and professors," said **Whitney Klinkenborg**, an MBA student who works for Pella Corporation. She was interested in pursuing an MBA to round out her knowledge base and increase her skillset.

### UNIMBAPella

"We are interested in hearing from community leaders who believe we can serve an unmet need for a high-quality, face-to-face MBA program in their community."

- UNI MBA Program Director **Leslie Wilson**

"This program provides a higher level of engagement and insights [than the online programs]."

UNIBusiness Associate Dean and MBA Program Director **Leslie Wilson** said they began exploring the MBA Pella program in the fall of 2011, after Klinkenborg made an inquiry. The closest in-person programs were in Des Moines, a 50-minute drive from Pella.

The MBA program administrators began to explore the market, and by May 2012 there was sufficient interest for a cohort program to begin that fall.

"That was the advent of our mobile MBA program," Wilson said. "We can offer a

## UNI MBA Students' Class Project Helps Bring Success to Pella Nonprofit

Before



After



As a component of his Research and Analysis for Management Decisions class, professor of marketing **Dennis Clayson** challenges beginning MBA students to get their heads out of textbooks and head out into the world. In 2013, a team of four students took their textbook knowledge to 602 Franklin St. in Pella, Iowa, and offered fresh insight to a 25-year-old non-profit retail store named The Work of Our Hands.

The students are required to do a business research project for a real-world client, and Clayson encourages student groups to select non-profit organizations for three reasons:

- The MBA program should be giving back to the community.
- Students can be involved in the service as they do research for that service.
- Not all business models are similar, and the non-profit sector often encourages more thought and creative solutions.

The Research and Analysis class syllabus explains, "Business research is very expensive. Small firms and service-oriented organizations can seldom afford to engage in this activity. By completing these projects, you will give the community about a quarter of a million dollars' worth of service at no charge."

One of Clayson's MBA teams, a part of the UNI MBA Pella cohort, was familiar with The Work of Our Hands, and team member **Nisha Suresh**, who works for Pella Corporation, had noticed the store's unrealized potential. Suresh's team unanimously agreed to work with the organization, and Suresh contacted Work of Our Hands manager Cheryl Newendorp.

highly ranked program in an area of the state not currently served by a Regent's institution."

Similar to the UNI MBA program in Hong Kong, the Pella program is delivered in an intensive executive-style format. Within that format, each course is taught over an eight- to 11-week time period, depending upon the need for pre-requisites. Classes are held on Friday evenings and Saturdays with at least three weekend face-to-face sessions for each class. This setup was ideal for Pella area residents like Klinkenborg.

"I was able to have a classroom environment without driving a long distance several nights a week," she

said. "The schedule was perfect for a busy life."

December 2014 saw the 16 Pella-based MBA students graduate, and Wilson is looking for new areas with the potential to support the mobile MBA setup.

"We are interested in hearing from community leaders who believe we can serve an unmet need for a high-quality, face-to-face MBA program in their community," Wilson said.

If you are interested in bringing the UNI MBA program to your area, please contact Wilson at [leslie.wilson@uni.edu](mailto:leslie.wilson@uni.edu) or call 319-273-6240.

## Mobile MBA Lands in China

Currently a mobile MBA program is being offered near Guangzhou, China, in partnership with the global banking giant HSBC. UNIBusiness and bank executives are exploring the potential to deliver the UNI MBA on a regular basis at this location while providing international experience to UNI MBA faculty and generating tuition revenue, similar to the UNI MBA program established 12 years ago in Hong Kong.



Read about the MBA program's newest national accolades on page 16

In their initial meeting, the Pella MBA students got to know Newendorp, to understand the store mission and to determine the direction and scope of their project. The team then collected marketing data and created customer surveys. But their work didn't stop there.

"Dr. Clayson wanted all of us to volunteer in the store, so we also learned a lot about the operation that way," explained team leader and Central College employee **Jean Clark**. "We also noticed that the front of the store didn't say anything about what was inside."

From their research and analysis, they learned that Newendorp's marketing wasn't reaching her target.

"It turned out that 61 percent of marketing expenses impacted only 10 percent of the store's customers," Clark added. "We felt we could help reallocate marketing dollars."

Social media and the web offered free advertising, and the team also recommended advertising in Warm Welcomes to You, a Welcome Wagon type of service.

"After the project was over, Cheryl Newendorp called us and asked what we thought about moving the shop to an entirely new location," said Clark.

Moving placed The Work of Our Hands in the way of prime tourist traffic.

"Business research is very expensive. By completing these projects, students give the community about \$250,000-worth of service at no charge."



"The move has proved to be the best thing we could ever do," Newendorp said.

While sales for 2013 were down 12 percent at the end of July, by the end of the year they were up 23 percent from the year before, and in August 2014 were up 73 percent from 2013. And customers recently voted The Work of Our Hands one of the top-10 gift shops in Marion County.

"Today the letters on the store windows are higher and white, just as we recommended," said Clark. "The new location is aesthetically pleasing with polished wood floors and a fireplace, and there are no trees in front."

The Pella team's plan and analysis of results also impressed their professor.

"The class itself is non-traditional and covers the creation and evaluation of information both in theory and practice. It requires a student to become a philosopher and then take that theory right down to the basement and start building an edifice that can exist in a very real world," Clayson said.

# Professional Readiness Program

**UNIBusiness**



A UNIBusiness graduate's competitive advantage? A unique combination of values, knowledge and skills that every employer seeks. Our Professional Readiness Program equips graduates with the exceptional professional skills necessary to contribute immediately and confidently in the workplace.

## Ready for Business

Eight UNIBusiness students completed the fourth and final level of the Professional Readiness Program during the fall 2014 semester.

These students took part in numerous training sessions, learning about the strengths they bring to the table, how to manage conflict and negotiate, and how to proactively distinguish themselves in the workplace.

"The skills that I have developed in the Professional Readiness Program can be transmitted into how I present myself in the workplace. I have a better understanding of how to deal with

tough situations, and I have learned how to maintain professional composure in all situations," said **Derek Hertges** (Accounting and MAcc). "The seminars that we participate in are the same as training events that corporations pay big bucks for their employees to attend. By attaining these skills [from the professional-level trainings] before we enter the workforce, we have an edge on our peers."



**Ali Al Rebh**  
(Management)



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(Marketing)



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**Sarah Wolver**  
(Accounting and MAcc)



**Joe Noonan**  
(Management)



## Going for the Gold: Grads completing PRP recognized with medallion

It takes commitment, initiative and a lot of additional work to complete all four levels of the Professional Readiness Program. But students who complete the final level walk away with business savvy and confidence, and now they will walk through graduation with the mark of professional excellence hanging around their necks. Students receive these medallions upon completion of the fourth level of the program and can wear them at Commencement to recognize their achievement.

# Professional Readiness Program Builds Business Writing Skills

Professional writing skills are crucial for a successful business career, and this fall UNIBusiness upped its commitment to students' writing preparation by hiring professional writing coach Corrine Holke-Farnam and offering a professional endorsement in business writing through the College's Professional Readiness Program.

"A consistent message from recruiters nationwide is that they have difficulty finding employees who have the written communication skills that they need," said UNIBusiness Associate Dean **Leslie Wilson**. "The College is committed to making sure its graduates have the skills that employers require. We are pleased to add a professional writing coach to our staff giving students yet another resource. Students who take advantage of these resources will ensure that they will graduate career-ready."

career resources communication  
**Business Writing** employers  
PROFESSIONAL creative development  
students memos writing PROGRAM SKILLS DOCUMENTS  
commitment COACHING REPORTS presentations COMPETENCE

## Writing Coach

Holke-Farnam earned a B.S. in English at Illinois State University and her M.A. in English with an emphasis in Creative Writing from the University of Northern Iowa. She has taught writing at UNI since 2001 and College Writing and Research with a Global Emphasis in partnership with a UNIBusiness faculty

member since 2007.

As the College's writing coach, Holke-Farnam works directly with students participating in mid-program writing activities. She provides feedback on reports and memos prepared by the students, makes suggestions for revisions, and works with students individually

to help them develop their professional writing skills.

Professional Readiness Program Manager **Katie Hillyer** said, "Having access to Corrine will allow UNIBusiness students to have one-on-one coaching for specific writing projects."

## Professional Endorsements

The Endorsement in Business Writing is the first of what PRP leaders hope will be many professional endorsements available to UNIBusiness students, including critical thinking, business research and presentations.

The endorsement process involves a skill demonstration to a team of business professionals and faculty. Assessments vary with the skill, but they typically involve hands-on tests of competence such as document production, in-basket exams, presentations or demonstrations.

"Recruiters already look at GPA or technical certification to evaluate business knowledge, and they can discern a graduate's values from campus activities, work history and community contributions. With the Professional Endorsement program, recruiters can now look for special expertise in key areas of professionalism," said associate professor of management **Dale Cyphert**. "The accomplishment can be listed on a résumé, highlighting a student's skills during the job search. Because the endorsements are based on objective

assessment of competence, students might also use them as a reference for independent, freelance work."

With the introduction of each endorsement, the College's Professional Readiness Program will roll out a package of resources and review materials, including workshops, online learning modules and sample exam materials. Endorsement exams are designed to assess a candidate's knowledge of when, how and why to utilize a skill in a professional setting.

UNIBusiness celebrates excellence in student competition, program milestones, and faculty and staff accomplishments throughout the year, and there is much to celebrate. The following is a small sample from the hundreds of success stories posted at [business.uni.edu](http://business.uni.edu) each year.



## Nemesi Elected to Highest National Student Position

**Jessie Nemesi** (Marketing), a member of the UNI chapter of Pi Sigma Epsilon (PSE), Epsilon Theta, was elected the national collegiate vice president of the organization. This role on the National Council is the highest student position within PSE.

## UNIBusiness is "Best for Vets"

UNI was selected as a Best for Vets Business School in Military Times' 2014 rankings, a distinction that recognizes business schools for their commitment to providing opportunities to U.S. veterans based on the school's MBA program.

The Military Times — comprised of Army Times, Navy Times, Air Force Times and Marine Corps Times — focused on both culture and curriculum when conducting and scoring the survey on which the schools' rankings were based.



## MBA Program Among the Top in U.S. News & World Report



UNI's MBA program was listed among U.S. News & World Report's top part-time MBA programs. U.S. News & World Report's rankings are among the most widely sought-after university recognition sources in the world. Criteria include assessment by business school deans, admission selectivity and students' prior work experience.

"It is gratifying to receive this outside recognition for our MBA program," said UNIBusiness Dean **Farzad Moussavi**. "The high quality of instruction and strong student focus for which the MBA program was recognized define the education we deliver in the entire College."

See page 12 to learn more about the MBA program at UNI.



## Recent Alum Receives Top CPA Award

**Tim Williams** (Accounting '12, MAcc '13) passed the CPA with a cumulative average score above 95.50 across all four sections of the Uniform CPA Examination. This achievement earned him a prestigious Elijah Watt Sells Award from the American Institute of Certified Public Accountants (AICPA). In 2013, about one half of 1 percent of individuals who took the exam received this honor.

Williams credits UNI for his performance. He says the education he received really

drove the fashion in which he prepared for and took the CPA exam.

"It prepared me for the exam in a two-fold manner," he said. "First, by laying the framework of accounting knowledge and, second, by providing a study schedule for the months leading up to the exam."

Williams was one of 16 UNI MAcc grads who passed all four sections of the CPA exam on their first attempt and within 30 days of completing their degrees in 2013. **This was a 100-percent pass rate for UNI accounting students who completed both their undergraduate and master's degrees at UNI.**



## Jepsen Receives Highest National Advising Award

UNI associate professor of economics **Lisa Jepsen** received the Outstanding Advising Award, the National Academic Advising Association's (NACADA) highest award for faculty advisors. NACADA represents the global community for academic advising.



## Robinson and Lamar Recognized for Academic Achievement

Kelvin Robinson (Management '14) and Sharnae Lamar (Economics) received Alliant Energy Erroll B. Davis, Jr. Achievement Awards in 2014. This award recognizes academic achievement in engineering or business administration, leadership in campus and community organizations, and potential for future career success.

Robinson is a member of multiple student organizations. He has volunteered for Habitat for Humanity and worked as a resident assistant at Campbell Hall.

Lamar is a member of the UNI women's

basketball team and maintains a 3.5 GPA. She also participates in SAAC (a student advisory committee), works youth basketball camps and regularly volunteers at the Salvation Army.

The Erroll B. Davis, Jr. Achievement Award was created in honor of Erroll B. Davis, Jr. and his nearly 30 years of service to the utility industry. The scholarship seeks to recognize the importance of scholarship and leadership by under-represented minority students attending one of the state schools in Iowa.

## 'Best Business School' 9 Years Running

The University of Northern Iowa is an outstanding business school for the ninth consecutive year, according to The Princeton Review.

"It is gratifying to receive continued recognition from The



Princeton Review, which is internationally respected for its independence and relies heavily on current students' opinions," said UNIBusiness Dean Farzad Moussavi. "What The Princeton Review finds so appealing — high quality of instruction and strong student orientation — defines the academic philosophy of the entire college."

## UNI's Regional Business Center Receives Excellence in Economic Development Award

The University of Northern Iowa's Regional Business Center received a Gold Excellence in Economic Development Award in the category of entrepreneurship for communities with populations of more than 500,000 people from the International Economic Development Council.

The Business Concierge program, for which the Regional Business Center received the award, provides on-call and online business intelligence to startups and small businesses in Iowa. Since its inception there have been 825 service requests fulfilled, resulting in more than 30 new business starts and 20 newly added products.

## Clark Earns Highest Ever SHRM Assessment Score

Jessica Clark (Management '14) took the Assurance of Learning Assessment exam in spring 2014 and passed it with the highest score ever by a student.

The Society for Human Resource Management (SHRM) Assurance of Learning Assessment is used to measure students' knowledge of human resources practices. Passing this assessment shows employers that students are prepared and have the knowledge necessary to start a career as a successful HR professional.



# UNIBusiness Annual Giving

UNIBusiness recognizes alumni and friends who made financial gifts to the College during the 2014 fiscal year, which runs July 1, 2013-June 30, 2014. Your support is greatly appreciated.

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University Book & Supply  
James D. Usgaard  
Jamie Van Nostrand  
David P. Vonderhaar  
Gayle L. Voshell  
Susan K. Voss  
Kathy R. Vrehas  
Wabtec Corporation  
Stacy Lynn Wade  
Kevin J. Wadle  
Paul A. Wagler  
Matthew J. Walker  
Megan E. Walker  
Brian R. Ward  
Larry W. Ward  
Lori A. Ward  
David E. Watson  
Jason J. Watters  
David & Maggie Weber  
Abby Nichole Wegner  
Jana & Ryan Wegner  
Bryce Wehling  
George M. Wessel  
Ben John White  
Brian White  
Paul A. Wielage  
Christine & David Wiese  
Chad E. Wigham  
Jean Wiley  
Angie Williams  
Kirk & Christie Williams  
Richard & Colleen Williams  
Steven & Abbie Winter  
Benjamin Wobschall  
Luann & Jeff Woodward  
Christopher & Jennifer Yarrow  
Rhonda Yee  
Mark J. Zimmerman

**UNIBusiness***thanks* 469 alumni and friends who gave gifts from \$1 to \$99. Large or small, every gift makes a difference!

**Panther Phone-a-thon Fund Drive Results**

Each year, **UNIBusiness** students call alumni to invite them to contribute to the Dean's Fund for Excellence. This fund allows the College to offer scholarships and extracurricular opportunities to help more of our students start their careers with a professional edge and a global perspective.

Thanks to the generosity of 569 alumni and friends, \$50,345 was raised during the 2013-2014 phone-a-thon. If you still need to fulfill your pledge or would like to make an additional gift to **UNIBusiness**, contact Senior Director of Development Michelle Rourke at 800-782-9522, 319-273-4444 or michelle.rourke@uni.edu. You also can give online at [business.uni.edu/deansfund](http://business.uni.edu/deansfund).

## Dean’s Fund Leadership Circle

UNIBusiness recognizes those who have made the Dean’s Fund for Excellence a focus of their giving. Members of the Dean’s Fund Leadership Circle give at least \$1,000 each year specifically to the Dean’s Fund for Excellence. This unrestricted fund supports UNIBusiness students who are willing to invest time and effort building a professional edge that will be of immediate, marketable value upon graduation. UNIBusiness recognizes those who are helping the College with unrestricted gifts at the leadership level:

Gary & Becky Anderson  
Debora Blume & Eric Woolson  
Ted Breidenbach  
Gary & Diane Bridgewater  
Michael & Rachel Calhoun  
Chad & Laura Chandlee  
Chris & Linda Cook  
Deloitte Foundation  
Brian & Teri Donnelly  
Regina J. Fett  
Michael & Mary Jo Fox  
General Electric Company/GE Foundation  
John & Patricia Hall

Scott & Mary Ellen Hassenstab  
Patrick & Traci Hellman  
Jill Hemphill  
HNI Charitable Foundation  
Charles & Carolyn Hoefer  
Scott & Anglea Horton  
IBM Corporation  
Ingersoll-Rand Company Ltd.  
John Deere Foundation  
KPMG Foundation  
Daniel P. Kunkel  
J. Michael & Virginia McBride  
Benjamin & Jennifer Miller  
Kurt & Joyce Moser

Dennis & Lynn Mullen  
Douglas & Deann Opheim  
Joseph M. Otting  
David & Cynthia Petratis  
Richard & Jacqueline Pullen  
James R. Proctor  
Andrew R. Reutter  
Gary & Patsy Roling  
Jeffrey Scudder  
Derek & Aaron-Marie Thoms  
UFG  
Wells Fargo Foundation  
Ben & Melissa Windust



**UNIBusiness***thanks* those who give to the Dean’s Fund for Excellence at the leadership level.

## Matched Gifts

The following companies matched their employees’ gifts to UNIBusiness:

AEGON/Transamerica Foundation  
Alliant Energy Charitable Foundation  
Allstate Foundation  
Athene Charitable Foundation  
Bertch Cabinet Manufacturing  
Chevron USA Inc.  
CSG Systems Inc.  
Dell Corporation  
Deloitte Foundation  
Dun & Bradstreet  
Equifax Inc.  
Ernst & Young Foundation  
FBL Financial Group Inc.  
Federated Insurance  
Fidelity Foundation  
Fifth Third Bank  
GE Fund  
General Electric Company/GE Foundation

Grinnell Mutual Reinsurance Co.  
Hormel Foods Corporation  
IBM Corporation  
Ingersoll-Rand Company Ltd.  
Jewelers Mutual Insurance  
John Deere Foundation  
KPMG Foundation  
Lennox International Inc.  
Marsh & McLennan Companies Inc.  
The Medtronic Foundation  
MetLife Foundation  
MidAmerican Energy Holdings Company  
Midland National Life Insurance Co.  
Nationwide Insurance Foundation  
NCMIC Group Inc.  
Northwestern Mutual Foundation  
Pearson Education

Pella Corporation  
PepsiCo Foundation  
Pioneer Hi-Bred International Inc.  
PricewaterhouseCoopers Foundation  
Principal Financial Group Foundation Inc.  
Rockwell Collins Matching Gift Program  
State Farm Companies Foundation  
Suez Energy North America  
Thrivent Financial for Lutherans  
Tyco International  
U.S. Bancorp Foundation  
UBS Financial Services Inc.  
Verizon Foundation  
Wabtec Corporation  
Wellmark Blue Cross and Blue Shield  
Wells Fargo Foundation

**UNIBusiness***thanks* the employers who matched their employees’ gifts.



Dean’s Fund for Excellence. Over time, the gifts have increased to become major contributions that make a huge impact! Then named funds are established to direct these gifts to the programs, scholarships or initiatives that resonate most with the donors.

I often hear alumni say, “Someday I am going to do something to help or give back.” The reality is everyone can do something today. It just might mean starting small and thinking big.

We work hard to create a culture of philanthropy by showing sincere appreciation for your gifts, telling your story, and sharing the impact your gifts have on students. We encourage routine giving through our department newsletters, phone calls from students and email invitations. The next time you receive one of these messages, please start small and think big!

With sincere gratitude,

Michelle Rourke (Marketing ’81)  
Senior Director of Development  
College of Business Administration  
Michelle.Rourke@uni.edu  
319.273.4444 or 800.782.9522

## Development Notes: Start Small. Think Big.

A colleague recently told me about a donor who applied this philosophy to his philanthropy: start small; think big. Right after graduation the donor started giving \$10 a month to his alma mater. As his career progressed and his salary grew, he increased his gifts. He graduated several years ago and today gives \$300 a month! He isn’t worried about how the money will be spent. He had a great experience in college and knows the university needs his support to provide opportunities for today’s students.

Some of the transformational gifts you’ll read about in this issue of the UNIBusiness Alumni magazine came about in exactly the same way: small regular gifts that started many years ago, probably given to the annual fund or

## Latest UNIBusiness Scholarships

Hundreds of deserving UNIBusiness students receive scholarships each year thanks to the generosity of alumni, friends and organizations. Below are the new UNIBusiness scholarships\* received in fiscal year 2014.

### Joe and Sue Cunningham Endowed Accounting Scholarship

established by Joe (Accounting ’80) and Sue Cunningham.

### Severson Scholarship for Veterans in Business

established by Dennis “Denny” (Accounting ’69) and Patty Severson.

### Dustin Heintz CFA Review Fund

established by Dustin Heintz (Finance ’98).

### Jenny Overhue Memorial Scholarship

established by David Overhue and economic development programs in the Heartland group.

### United Fire Group CBA Support Fund

established by UFG.

### Mark and Jill Oman Endowed Scholarship

established by Mark (Accounting ’76) and Jill (Office Information Systems ’85) Oman.

### Eastern Iowa Cash Management Association Scholarship Fund

established by the Eastern Iowa Cash Management Association through the Greater Cedar Rapids Community Foundation.

### Principal Financial Group Freshman Scholarship

established by the Principal Financial Group Foundation.

### UNI Supply Chain Forum and Global Trade Issues Conference Fund

established by John Deere Waterloo Works.

\* Named scholarships begin at \$1,500 (annually funded for at least five years) or endowed with a gift of \$30,000 or more.

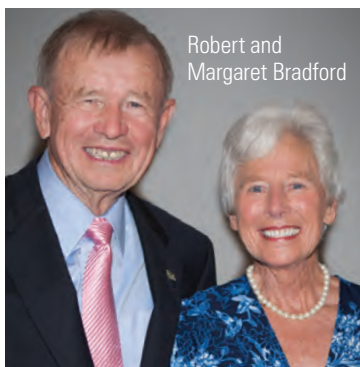
# Robert and Margaret Bradford Establish Chair in International Business

At the end of 2014, UNIBusiness received a generous donation from **Robert and Margaret Bradford** to establish a chair — the highest academic designation to bestow on a faculty member.

The holder of the Robert P. and Margaret C. Bradford Chair in International Business will be devoted to enhancing UNI's global presence, creating new international internships for our students, enlarging our network of partners around the world, and infusing international content into our curriculum at home.

"I am so grateful for this wonderful gift, one of the largest we have ever received," said UNIBusiness Dean **Farzad Moussavi**. "For years Bob and Margaret have touched the lives of our students with their generous scholarships. Their enthusiastic support has also been instrumental to our internationalization efforts. With the expertise and resources made available to us through this endowed chair we will now be able to solidify our international presence in ways we could not have done before."

Robert Bradford, managing partner of Bradford & Associates, is a pioneering



This gift is one of the largest ever received by UNIBusiness; a chair position is the most prestigious designation a faculty member can hold.

entrepreneur who turned a small local firm into a thriving global business. Margaret Bradford is a painter, musician and world traveler with a Ph.D. in archaeology.

"Bob's entrepreneurial drive across the

globe and Margaret's life-long sense of discovery have been inspirational to me at both personal and professional levels," Moussavi said. "My entire family has come to admire their curiosity, sense of adventure and warmth."

In addition to participating in numerous business and community boards and activities, Robert Bradford has served on the UNIBusiness Executive Advisory Board since 1997 and on the UNI Research Foundation Board since 2001. The Bradfords are both members of the UNI Foundation President's Club and have long supported the College and UNI's music, arts and athletics programs.

The inaugural holder of the Robert and Margaret Bradford Chair in International Business will be named in spring 2015 to assume the role in fall 2015.

*Editor's note: This news came to us as we were going to print. A more complete story will come in future communications.*

**UNIBusiness** thanks Robert and Margaret Bradford for their generous support of UNIBusiness.



*Robert Bradford at the fall 2014 UNIBusiness Executive Advisory Board meeting. He is the longest-serving member of the board.*

## Omans Establish UNIBusiness' Largest Endowed Scholarship Fund

Mark (Accounting '76) and Jill (Office Information Systems '85) Oman have committed \$1.1 million to the University of Northern Iowa Foundation, with roughly half of the proceeds supporting scholarships for UNIBusiness students.



The Mark and Jill Oman Scholarship will be awarded to deserving students majoring in business or with an intent to pursue a business major at UNI.

"Mark and I co-chaired the UNI presidential search process, during which I came to know Mark and Jill very well,"

said UNIBusiness Dean **Farzad Moussavi**. "We could not ask for more credible and better respected advocates for the high quality, rigorous education we deliver. We are extremely grateful they included us in their generous philanthropic plans."

In addition to scholarships for business

students, the Omans' endowed fund will support the UNI Annual Fund and the Don and Jo Fuerhoff Scholarship.

"UNI will always be a very special place for my wife and me," Mark Oman said. "It gave us an outstanding education in business and in the liberal arts, preparing us for successful and satisfying careers and lives. We hope our gift will enable future students to enjoy the same educational advantages that we found at UNI."

Mark Oman retired as the senior executive vice president of Wells Fargo & Company in 2011. He joined Wells Fargo in 1979 and within 10 years became president and CEO of Wells Fargo Home Mortgage, which he helped shape into one of the largest mortgage lenders in the nation. By 1997, he was group executive vice president of Wells Fargo & Co. As senior executive vice president, Oman oversaw the Wells Fargo Home and Consumer Finance Group, which is composed of Wells Fargo Home Mortgage, Wells Fargo Financial and Wells Fargo Consumer Credit Group.

The Oman gift is part of the Focus on Students: UNI Scholarship Initiative, a \$40 million campaign dedicated to building funds to support current students and attract future students.

**UNIBusiness** thanks Mark and Jill Oman for their generous support of UNIBusiness students.



## UFG Gift Helps Create Space for Student Development

UNIBusiness' main conference room in Curris Business Building was remodeled this fall thanks to a generous gift from UFG, which is led by alumnus and Executive Advisory Board member **Randy Ramlo** (Management '83), and renamed the UFG Seminar Room.

# Scholarships Give Veterans Fresh Start

## RUE FAMILY ENDOWED ACCOUNTING SCHOLARSHIP FOR VETERANS



**Dick Rue** (Accounting '77) was a married military veteran as he studied the ins and outs of accounting in *UNIBusiness'* challenging program. He went on to a successful career that started in public accounting before moving in to the private sector. In 1989 he joined ITAGroup as vice president of finance, retiring from

the company as senior vice president and CFO. Wanting to help others who find themselves entering college with military experience and a family, Dick and his wife, Judy, established the Rue Family Endowed Accounting Scholarship for Veterans.

**Mike Dunlop** (Accounting) is the first beneficiary of this unique scholarship. Married with four children and a military veteran of 23 years, Dunlop feels very fortunate to receive the Rue Family Scholarship. He enjoyed the opportunity to meet Dick Rue and his son, **Dave Rue** (Accounting '03), at the UNI Accounting Scholarship Awards Ceremony in April 2014.

"I found that my situation was similar to that of Mr. Rue when he attended college after serving in the military and starting a family,"

Dunlop said. "It was enjoyable and insightful to hear not only how someone else handled college in these circumstances, but also how those experiences proved beneficial after graduation and entering the job market.

"The Rue Family Scholarship means a lot to not only me, but my family as well. Even though I am in college, my wife and I are still responsible for providing for the needs of our children. It is difficult to do this with one income, and the scholarship goes a long way to make ends meet in paying for tuition and expenses so that we are able to use our other resources for family needs."

**UNIBusiness thanks** Dick and Judy Rue for establishing the Rue Family Endowed Accounting Scholarship for Veterans.

## SEVERSON SCHOLARSHIP FOR VETERANS IN BUSINESS

When **Denny Severson** (Marketing '69) returned to Iowa after serving his country in Vietnam, he discovered that his pre-military college experience — during which he focused on football as he bounced from college to college — fell short of most admission standards. He was allowed a probationary enrollment in summer school at UNI, which became a proving ground for his academic intentions. During that time he proved to UNI and to himself that he could live up to the UNI College of Business Administration's high standards.

While in school and living off campus, Severson worked fulltime and graduated with a 3.4 GPA. He took a job at Quaker, where he spent his 30-plus year career, working several years from the Chicago office and retiring from the Cedar Rapids, Iowa, facility.

Severson has been forever grateful for

the opportunity UNI gave him and was determined to show his appreciation for the chance he was given as a veteran. He named UNI as beneficiary of a life insurance policy that would ultimately create a scholarship for veterans. However, upon learning how many veterans were enrolled at UNI — more than 300, with about 20 percent of them pursuing a major in the College of Business Administration — Severson decided to activate his scholarship immediately. In addition, PepsiCo, Quaker's parent company, provided a matching gift which doubled his gift's impact.

**Kaleb Luse** (Computer Science, Economics and MIS) is the first recipient of the Severson Scholarship. In addition to taking classes for his triple major, Luse serves in the Air Force National Guard out of Des Moines, Iowa, and works at his base on the network systems and computers.

"After I graduate I hope to get a job as a civilian contractor for the military working on and developing information systems on the base," Luse said. "And after my time in service I would really like to start a small business that evaluates the security of companies' network systems and information systems."

And not only do Severson and Luse share military experience, they also share roots in northeast Iowa.

"Mr. Severson is from Radcliffe, which is about 20 minutes from my hometown [of Eldora]," Luse said. "It was really neat and rewarding to find out that my scholarship was coming from someone from my community."

**UNIBusiness thanks** Denny Severson for establishing the Severson Scholarship for Veterans in Business.

The updated space supports students' professional development by serving as a professional setting for student presentations, meetings and events, simulating the environment they'll encounter as professional business interns and full-time employees.

The UFG Seminar Room also represents *UNIBusiness'* strong commitment to excellence and will be where student organization leader meetings are held, academic advisory boards meet, faculty development presentations are given and numerous educational seminars take place.

**UNIBusiness thanks** UFG and Randy Ramlo for creating an environment for professional development and excellence in the College.

Delivering an engaging business education in a vibrant, supportive environment requires outstanding faculty willing to demand the best of themselves and of their students. *UNIBusiness* congratulates the following faculty members for their outstanding contributions to their students' education and their academic disciplines.

### UNIBusiness Faculty Awards



Tim Williams Faculty Teaching Award, *in memory of LaVerne Andreessen*  
**Ken McCormick**, professor of economics



PwC Faculty Research Award, sponsored by Tim Thronson  
**Dan Power**, professor of MIS



PwC Faculty Service Award, sponsored by Tim Thronson  
**Tim Lindquist**, PwC Professor of Accounting



Gaylen & Glenna Miller Special Recognition Award  
**Atul Mitra**, professor of management



University Book & Supply Outstanding Teaching Award  
**Rusty Guay**, Tim Williams Junior Faculty Fellow

**UNIBusiness thanks** Gaylen (Accounting '72) and Glenna Miller, PwC, Tim Thronson (Accounting '83), Tim Williams (Accounting '71) and University Book & Supply

### Named Professorships

To help *UNIBusiness* attract and retain outstanding faculty, generous donors have established prestigious professorships. Proceeds from donor gifts allow faculty to stay on top of their fields and develop new educational opportunities for students.

#### Tim Williams Junior Faculty Fellowship: Accounting alum directs support to new faculty



Through his extensive involvement with *UNIBusiness*, **Tim Williams** (Accounting '71) knows that attracting and

retaining young, talented faculty is no easy task. In that light, he created the Tim Williams Junior Faculty Fellowship to reward and recognize outstanding new professors in the College.

Each year for three years a different faculty member will hold the honored title of Tim Williams Junior Faculty Fellow:

**Rusty Guay**, assistant professor of management, 2014-2015

**Adam Smedema**, assistant professor of finance, 2015-2016

**Alicia Rosburg**, assistant professor of economics, 2016-2017

The fellowship is an incentive for these faculty members to excel in their quest for tenure, and the funds allow them to take part in professional development and scholarly activity during the summer.

"With a tendency to want to wait to reward success, I think it's important that with this fellowship we have the chance to recognize their successes early" said UNI President **Bill Ruud** at the *UNIBusiness* Faculty Awards Ceremony.

"I am truly honored and humbled to have been chosen as the first recipient of the Tim Williams Junior Faculty Fellowship,"

Guay said. "I have been shown a great deal of support and encouragement during my three years at UNI. The creation of this new fellowship continues to show how much our alumni and the College value the development and retention of junior faculty members."

*UNIBusiness* Dean **Farzad Moussavi** expressed great appreciation for Williams' gift and his foresight to recognize up-and-coming faculty members.

"Tim Williams knows the College well, so it is especially gratifying that he has chosen to direct his support to our junior faculty," Moussavi said. "Tim recently spent time with the three Fellows and quickly realized they are committed to delivering the same student-centered education that he came to appreciate

as a student here.”

“I was thrilled to meet the three junior faculty members selected for my fellowship. It reinforced why I wanted to make this gift,” Williams said. “My goal is to, in some small way, help *UNIBusiness* retain young faculty who are committed to teaching, continuing the tradition at UNI that made such a big impact on my career. I look forward to future meetings with the

fellowship selectees and seeing the positive impact they are making on the students in the College.”

Williams has been actively engaged with *UNIBusiness* for many years, serving on the Accounting Advisory Council and Dean’s Executive Advisory Board, and now as a trustee on the UNI Foundation Board. He recently retired as senior vice president and CFO from Blackbaud, although he is still

very involved on several corporate boards. Williams states, “I would not have been able to achieve all that I have in my career without the great educational foundation I received at UNI and the personal interest many of my professors showed in me.”

***UNIBusiness* thanks** Tim Williams for his generous support of our junior faculty.

## Smith Named Accounting Alumni Faculty Fellow



Professor of accounting **Gerald Smith** has been named *UNIBusiness*’ new Accounting Alumni Faculty Fellow. This fellowship was created by the Accounting Advisory Council and funded by contributions from hundreds of accounting alumni. In establishing criteria for holding

this fellowship, the Council determined that the holder should be a professor who is giving of his or her time and is a positive influence in the students’ development.

Smith has worked at *UNIBusiness* since 1989, serving as Department of Accounting Head for 15 years. In addition to having numerous academic and pedagogical papers published in professional journals, outside of the classroom Smith is an advocate for professional development activities for all business students. Recently, he presented to students at the Rider Hall Business Living and Learning Community and was named as one of the professors at UNI who had a positive impact on our first year students’ transition to university life.

## Mary Christ Named Halverson Professor of Accounting



Master of Accounting Program Director **Mary Christ** has recently been named the interim head of the Department of Accounting and Halverson Professor of Accounting.

The Gaylon Halverson Professorship was established in 2003 by a group of UNI alumni

to honor the strong tradition of excellence in accounting education initiated under the leadership of Gaylon “Doc” Halverson and is awarded to UNI faculty who continue the tradition of excellence leading the Department of Accounting.

Christ received her Ph.D. from the University of Texas at Austin; an M.S. in Accounting from the University of Wisconsin-Madison; and a B.B.A. in Management Science and Management Systems from the University of Iowa. Christ is a C.P.A. and previously worked for Arthur Young and Co. in Milwaukee.

## Deloitte Alumni Raise Fellowship to Professorship

The Deloitte Accounting Faculty Fellowship fund has risen to the professorship level thanks to an increase in gifts from alumni employed at Deloitte. The holder of this new professorship will be named in the coming year. Watch for more information at [business.uni.edu](http://business.uni.edu) and in next year’s *UNIBusiness* Alumni Magazine.

**Deloitte.**

## New Faculty

Demand for Ph.D.s in business far exceeds supply, and *UNIBusiness* is further limited by the fact that it wants those special Ph.D.s who have a passion for teaching and can transfer their practical experiences into an exciting, rigorous classroom environment.



### Amy Igou

Assistant professor of accounting

Amy Igou joined the *UNIBusiness* faculty after a distinguished career at Deere

& Co. in Moline, Ill., and earning her Ph.D. from Southern Illinois University where

she received the Sekaran Award for Most Outstanding Female Ph.D. Student in 2013.

Igou spent 19 years with John Deere, working as a business analyst and project manager. She is a Certified Management Accountant and has served as president of the MidAmerica Council of the Institute of Management Accounting. She is also a member of the American Accounting Association and the Association for Information Systems.

# 2014 UNIBusiness Graduation Celebration

The University of Northern Iowa's College of Business Administration celebrated past achievements and inspired future success during the Class of 2014 Graduation Celebration on April 10, 2014.

At this annual event we say goodbye to our graduating seniors, welcome back distinguished alumni, celebrate student achievement and thank those who have positively influenced our students.

**Our Alumni in Residence** — distinguished alumni from each undergraduate department — spent the day on campus visiting classes, speaking to students from their respective departments and taking part in Graduation Celebration events.



**Chris Terhark** (Accounting '92)  
Director, Deloitte & Touche LLP  
Des Moines, Iowa

Terhark, CPA, CMA, started her career with Deloitte & Touche LLP's audit practice in 1992 and was the first female in the Des Moines office to be promoted to the director level. Her career has primarily focused on helping clients solve complex accounting and financial reporting issues. Terhark leads the Des Moines office recruiting efforts on Iowa college campuses, champions mentoring and women's leadership programs, serves on the UNI Accounting Advisory Council and is involved with numerous other community and charitable endeavors.



**Jay S. Doeden** (Management: Financial '85)  
Director, Deloitte & Touche LLP  
Arlington, Va.

Doeden is a director in Deloitte & Touche LLP's Audit & Enterprise Risk Practice and has served some of Deloitte's largest federal clients, focusing on governance and regulatory compliance process improvement, enterprise risk management and finance transformation. He has advised clients that include U.S. government agencies, financial institutions, central banks in emerging markets and government officials. Prior to Deloitte, Doeden served as a national bank examiner with the Office of the Comptroller of the Currency (U.S. Treasury). In addition to his degree from UNI, Doeden has an MBA from the Kellogg Management School at Northwestern University.



**Pat McGrath** (Marketing '80)  
President, McGrath Automotive Group  
Cedar Rapids, Iowa

McGrath oversees more than 500 employees in nine McGrath Automotive Group franchises in Iowa, a Honda-Kawasaki-Polaris-Yamaha store, and a Harley-Davidson Store. He started out working in sales for his brother at Bruce McGrath Pontiac-Mazda-Jeep in 1980. Seven years later they bought the Oldsmobile-GMC Truck-Isuzu dealership in Iowa City, and in 1990 he bought out his brother and purchased a Chevrolet franchise in Cedar Rapids. Eventually Pat McGrath, Bruce McGrath and Mike McGrath formed the family-owned McGrath Automotive Group, which employs four generations of McGraths.



**Brian Asmus (MIS '97)**  
IT director, First Data Merchant Solutions  
Omaha, Neb.

Asmus is the IT Director for First Data Merchant Solutions (FDMS), a \$300 million business within First Data Corporation. First Data is the world's largest processor of electronic payments, and Asmus' IT organization supports and develops payments-system software for the 2.5 million small merchants that process on the FDMS platform. In addition to his degree from UNI, Asmus has an MBA from the University of Nebraska, Omaha.



**David A. Jones (Economics '79)**  
President and CEO, Grinnell State Bank  
Grinnell, Iowa

Jones is the third generation of his family leading the charge at Grinnell State Bank. He has developed the independent community bank's economy-of-scale and product offerings to allow it to compete regionally, developing a Midwest-based industry-specific lending niche and acquiring a three-branch bank in Polk County from an F.D.I.C. Receivership. The bank has continued to grow and be profitable through all the changes during Jones' oversight. Jones has a degree from the Graduate School of Banking at the University of Wisconsin-Madison and served as director for the Community Bankers of Iowa Association for 10 years.



## Class of 2014 Forum

*sponsored by HNI and Rockwell Collins*

The Alumni in Residence joined together in front a large crowd of students and faculty to discuss "Experience Speaks: Life after Graduation."



## UNIBusiness thanks

### Class of 2014 Mixer Sponsor

UFG

### Class of 2014 Forum Sponsors

HNI

Rockwell Collins

### Class of 2014 Awards Ceremony Sponsors

Montage

V2 Wine Group / Dan (Marketing '81)  
and Katy Leese

### Class of 2014 Sponsors

Nancy Aossey (Marketing '82, MBA '84)

Bergan Paulsen

CUNA Mutual Group

Deloitte / Jeff Provost (Accounting '84)

Taylor Veterinary Clinic

University Book & Supply

### Faculty and Student Award Sponsors

Robert Bradford, managing partner  
of Bradford Associates

John Hall (Marketing '65)

Pat Hellman (Management '87)

Jill Hemphill (Management '91)

John Pappajohn Entrepreneurial Center

Gaylen (Accounting '72) and

Glenna Miller

PwC

Tim Thronson (Accounting '83)

University Book & Supply

Tim Williams (Accounting '71) in memory  
of LaVerne Andreessen

### Musical Entertainment Sponsor

Adam Baumgartner (Marketing '07)





## Class of 2014 Mixer

sponsored by UFG

Prior to the forum, students, faculty and alumni gathered in the Hall of Flags for the Class of 2014 Mixer.



Associate Director of the UNI John Pappajohn Entrepreneurial Center Katherine Cota-Uyar (center) visits with guests during the awards ceremony.



Executive Advisory Board member **Bob Bradford** presents the Student Organization of the Year award to Economics Club President **Renee Croghan**.



Executive Advisory Board member **Jill Hemphill** (Management '91) traveled from New York City for the annual celebration.



## Class of 2014 Awards Ceremony

sponsored by Montage and V2 Wine Group/Dan & Katy Leese

Jingyi "Jenny" Wang (Finance) gave a special musical performance during the Class of 2014 Awards Ceremony.

## Student Award Winners



### UNIBUSINESS STUDENT ENTREPRENEUR OF THE YEAR

Sponsored by the John Pappajohn Entrepreneurial Center

Tyler Polk (Accounting '13) & Zackary Hampton (Art '14), founders of College Dayz



### STUDENT LEADERS OF THE YEAR

Sponsored by PwC

Olivia Cezar (Management and Marketing '14)

Joe Noonan (Management)



### STUDENT ORGANIZATION OF THE YEAR

Sponsored by Robert Bradford, managing partner of Bradford Associates Economics Club

## Purple and Old Gold Awards

Sponsored by Jill Hemphill



**ACCOUNTING**  
Abby Wenck  
(Accounting '13)



**FINANCE**  
Mitchell Holmes  
(Economics and Finance '14)



**ECONOMICS**  
Caryn Knight  
(Economics and Math '14)



**REAL ESTATE**  
Dexter Klostermann  
(Finance and Real Estate '14)



Emcee Olivia Cezar (Management and Marketing '14) and Jingyi "Jenny" Wang (Finance) relax before the awards presentation.



Dexter Klostermann (Finance and Real Estate '14) talks about his plans after graduation.



Department of Management Head Mary Connerley and Alumnus in Residence Brian Asmus (Management '97) present Ashley Fricke with the Purple & Old Gold Award for Business Teaching.

Sponsored by Pat Hellman



**BUSINESS TEACHING**  
Ashley Fricke  
(Accounting and Business Teaching '14)



**MANAGEMENT**  
Jessica Clark  
(Management '14)

Sponsored by John Hall



**MIS**  
Benjamin Lahue  
(Accounting and MIS '14)



**MARKETING**  
Erin Schon  
(Marketing '13)



## Accounting

### CLASS NOTES

'69 **Dan Fliger**, Ankeny, Iowa, retired in 1999 after 25 years with Bank of America. He and his wife, Patricia, are active in their community, with Dan serving on Ankeny's planning and zoning commission.

'77 **Diane (Ramstad) Luber**, Cedar Park, Texas, was named controller for Alchemy Systems. She will manage all of Alchemy's accounting and reporting functions.

'81 **Timothy Carlson** (Accounting, MBA '99), Tea, S.D., is a controller at Midland National Life.

'83 **John Bakewell**, Brentwood, Tenn., was appointed as CFO at Lantheus Medical Imaging. The company is a global leader in developing, manufacturing and distributing innovative diagnostic imaging agents.

'83 **Judy (Herrick) Haven**, Cedarburg, Wis., joined SVA Certified Public Accountants as a tax manager.

'94 **Chris Honkomp**, Cedar Rapids, Iowa, was elected as the new managing partner of Bergan Paulsen, a certified public accounting firm.

'99 **Brian Steenhard**, Gilbert, Ariz., was promoted to chief financial officer of Aventine Renewable Energy Holdings, Inc.

'02 **Ryan Hannam**, Cedar Falls, Iowa, owns Financial Designs in Waverly.

'04 **Meagan Miller** (Accounting and Marketing) was named one of the Cedar Valley's 20 under 40 by the Waterloo/Cedar Falls Courier for 2014. She is currently a controller for the Isle Casino Hotel in Waterloo, Iowa.

'07 **Brian Aronson**, of Waterloo, Iowa, received the 2014 Rising Star Award from the Iowa Society of CPAs. The award recognizes individuals under 40 who have demonstrated strong leadership abilities and volunteer activities. He is currently an assurance supervisor with Bergan Paulsen & Company.

'07 **David Weber** (Accounting, Finance and Real Estate), of Johnston, Iowa, is audit leader for Wells Fargo Audit & Security.

'10 **Brett Flack**, Minneapolis, is now with Ernst & Young's financial accounting and advisory services division.

'10 **Joe Pudenz**, Waukee, Iowa, is senior assurance associate at McGladrey.

'12 **Timothy Williams**, Milwaukee, received the 2013 Elijah Watt Sells Award from the American Institute of Certified Public Accountants. The award recognizes outstanding performance on the CPA Exam.

### MARRIAGES

'07 **David Weber** (Accounting, Finance and Real Estate), married Maggie (Stalter) Weber on Dec. 20, 2013.

'10 **Ryan Hilleshiem** (Accounting and Economics) married Kaitlyn Hilleshiem on Dec. 22, 2013.

'10 **Joe Pudenz** married **Cassandra (Loecke) Pudenz** (Marketing '10) on June 8, 2013.

'11 **Emily (Monroe) Gillam** married Chad Gillam on Sept. 7, 2013.

### BIRTHS

'02 **Laurie (Rueber) Munding** (Accounting and Finance), son Jake Adam born April 4, 2014. They live in Eau Claire, Wis.

'03 **Brooke (LaCoste) Sudol** and Bradley Sudol (Elementary Education '00), son Brennan and daughter Brylee born May 20, 2013. They live in Algona, Iowa.

'08 **Geoffrey Juza** and Molly (Steffen) Juza (Spanish '10), son Matthew Geoffrey born March 18, 2014. They live in Waterloo, Iowa.

'09 **Betsy (Lindahl) Flack** and **Brett Flack** (Accounting and Economics '10), daughter Lillian Margaret born Dec. 14, 2013. They live in Minneapolis.

## Economics

### CLASS NOTES

'03 **Justin Meyer**, Chicago, is an associate in the markets group at the Federal Reserve Bank of New York.

'09 **Joshua Mahoney**, from Sioux Falls, S.D., graduated from the University of Chicago Law School in May 2013. He is currently clerking for Judge Melloy in Cedar Rapids, Iowa.

'10 **Jack Luze** (Economics and MIS), of Wilmington, Del., is clerking for Judge Kevin Gross, U.S. Bankruptcy Court, in the district of Delaware. He graduated in May 2013 from Washington University Law School.

'12 **Scott Breon** (Economics and Finance), Windermere, Fla., is a financial analyst for The Walt Disney Company.

### MARRIAGES

'10 **Ryan Hilleshiem** (Accounting and Economics) married Kaitlyn Hilleshiem on Dec. 22, 2013.

## Finance/Real Estate

### CLASS NOTES

'99 **Justin Dams** (Finance and Mathematics, MBA '01) was named one of the Cedar Valley's 20 under 40 by the Waterloo/Cedar Falls Courier for 2014. He currently works for CUNA Brokerage Services Inc.

'05 **Tyler Dingel**, Clive, Iowa, was given the honorary title of first vice president with CBRE|Hubbell Commercial. The title is based on revenue production and tenure.

'06 **James Mulick**, Chicago, is the production analyst of seniors housing for PNC Bank.

## 2014 Career Fairs

Many UNI Business alumni represented their organizations to recruit students during UNI's 2014 career fairs.



**Bridget Nulty** (Marketing '14), **Amanda Perales** (Marketing '04), **Jon Mumma** (General Studies '02) & **Benjamin Carton** (Accounting & Finance '12, MAcc '13) work for HNI Corporation.



**Ali Chambers** (Management '14) & **James Conley** (Management '12) work for Enterprise Rent A Car.



**Stephanie Sweers** (Accounting '12) works for CRST International, Inc.

# UNIBusiness alumni honored at UNI's Distinguished Awards Celebration

## Young Alumnus Award



Bruere with UNI President Bill Ruud

**Stephen Bruere** (Marketing '03) received the 2014 Young Alumnus Award, which recognizes University of Northern Iowa graduates who are 40 or younger and have excelled in their professions. Bruere is the president and owner of Peoples Company, a business

that is currently ranked 21 among the top 30 real estate auction houses in the country.

Bruere demonstrated early success in his career and has

remained engaged with UNI since graduating.

Bruere credits much of his success to his rigorous UNIBusiness education. And because he recognizes the quality of students who graduate from UNI's business programs, he regularly hosts student interns, many of whom are later hired by the Peoples Company for full-time, permanent positions. He also serves on the Advisory Council for the UNI Real Estate Program.

**Art Cox**, director of the Center for Real Estate Education at UNI, says, "Steve has unbounded energy and imagination. His passion is infectious. He is more than words and is action personified."

In addition to his continued involvement with UNI, Bruere is engaged in economic development projects throughout Iowa and collaborates with local economic development organizations and governments to bring local development projects to fruition.

## Emerging Philanthropist Award



Stoll with UNI President Bill Ruud

**Julie Wood Stoll** (Management '85) received the 2014 Emerging Philanthropist award, which recognizes an individual or couple, no older than 50, who has provided philanthropic support and creative leadership to the University of Northern Iowa.

Stoll, a State Farm agent in Merriam, Kan., never misses an opportunity to sing the praises of UNI. She is a one-woman

public relations crusade for promoting the university where she works and to students in the Kansas City area where she lives. Stoll participates in the matching gift program at State Farm and encourages her co-workers to do the same. She is a strong supporter of Panther athletics and the UNI Annual Fund, has hosted an Alumni Association event and served two terms on the Alumni Association Board.

Stoll's colleague, Maurice Barkley (General Studies '87), says, "Julie was instrumental in getting me involved with the [UNI] Alumni Board. Her leadership and willingness to go the extra mile for the people and organizations she cares about is a benefit to all who know her."

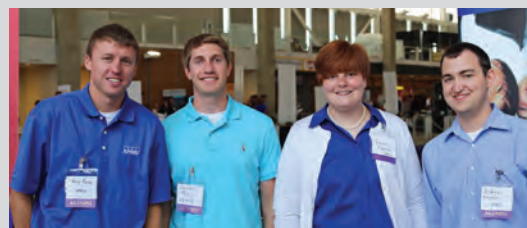
Much of what Stoll does is not measurable, as it falls into the category of intrinsic loyalty and commitment to a university that she says opened doors to endless possibilities for her career path at State Farm.



**Lynnette Wagner** (Accounting '10), **Carl Franzen** (Accounting '94), **Ryan Powell** (Finance '10) & **Jenny Nowland** (MAcc '09) work for Cargill.



**Caryn Knight** (Economics '14), **Darcy Novotny** (Actuarial Science '09) & **Bryce Paulson** (MIS '05) work for Transamerica.



**Kory Ross** (MAcc '10), **Justin Thier** (Accounting '11, MAcc '12), **Rachel Ruplinger** (Accounting '09, MAcc '10) & **Andrew Mogolov** (MAcc '09) work for KPMG LLP.

'07 **David Weber** (Accounting, Finance and Real Estate), of Johnston, Iowa, is audit leader for Wells Fargo Audit & Security.

'12 **Scott Breon** (Economics and Finance), Windermere, Fla., is a financial analyst for The Walt Disney Company.

## MARRIAGES

'07 **David Weber** (Accounting, Finance and Real Estate), married Maggie (Stalter) Weber on Dec. 20, 2013.

## BIRTHS

'02 **Laurie (Rueber) Mundinac** (Accounting and Finance), son Jake Adam born April 4, 2014. They live in Eau Claire, Wis.

'06 **James Mulick** and Emily (Klemz) Mulick (Elementary Education '04), daughter Natalie born on Aug. 1, 2013.

## ▶ MBA CLASS NOTES

'81 **Gundars Kaupins**, Boise, Idaho, published a book titled "Aha! Tips: Ethics for Managers."

'98 **Patricia Beck**, Buckingham, Iowa, along with spouse, Louis, were among 110 new inductees into the Iowa 4-H Hall of Fame at the 2014 Iowa State Fair.

'99 **Timothy Carlson** (Accounting '81, MBA), Tea, S.D., is controller at Midland National Life.

'01 **Justin Dams** (Finance and Mathematics '99, MBA) was named one of the Cedar Valley's 20 under 40 by the Waterloo/Cedar Falls Courier for 2014. He currently works for CUNA Brokerage Services Inc.

'05 **Amber Youngblut** (MIS and Music '02, MBA) was named one of the Cedar Valley's 20 under 40 by the Waterloo/Cedar Falls Courier for 2014. She is currently working on an executive development team at Veridian Credit Union.

'07 **Nick Kloberdanz** (Management '07, MBA), Ankeny, Iowa, is the accelerated management program associate at Wells Fargo Home Mortgage.

'08 **Lynn Blythe** was named one of the Cedar Valley's 20 under 40 by the Waterloo/Cedar Falls Courier for 2014. She currently is a specialty clinic manager at Grundy County Memorial Hospital.

'13 **Brandon Hsieh**, Eagan, Minn., began a new job as senior marketing analyst for Pearson Vue's GET Testing Services in September 2014.

## Management/Management Information Systems/Business Teaching

### CLASS NOTES

'70 **Catherine (Krueger) Smith** (Management, M.A. '77), West Des Moines, Iowa, ran the Gasparilla 5K. She

was the eighth woman to finish out of 137 in her age group of 65-69.

'73 **Gerry Kraus**, Ankeny, Iowa, is vice president of compliance at Homesteaders Life Company. He was appointed to an unprecedented fifth three-year term on the Board of Directors of the National Alliance of Life Companies (NALC). He is Homesteader's longest tenured officer, having joined the company in 1982 and has served on the NALC board since 1999.

'75 **Gerald Johnson**, Cedar Falls, Iowa, is an independent insurance agent with 34 years' experience, specializing in the senior care market.

'78 **Polly (Seefried) Anderson**, Ankeny, Iowa, retired from the State of Iowa in Dec. 2011 after 32 years of service as a human resources associate.

'80 **Duane Smith**, Cedar Rapids, Iowa, was named an Upper Midwest Regional finalist for Ernst & Young's Entrepreneur of the Year Award. He is currently CEO of TrueNorth companies.

'81 **Michael Lind**, Pella, Iowa, was named vice president of operations for Pella Corporation. He was also recently elected to the board of directors for the National Association of Manufacturers.

'83 **Mary (Weber) Christensen**, Independence, Iowa, celebrated her 30-year anniversary with Hydrite Chemical Co.

'83 **Rick Fleener**, Ankeny, Iowa, is the assistant vice president producer for Lincoln Savings Bank Insurance at the Clive branch.

'86 **Mary Braun** was appointed state relations officer for the University of Northern Iowa by the Board of Regents, State of Iowa.

'90 **Sherri (Van Wyhe) Hotzler**, Webster City, Iowa, is now president and CEO of Vantec, Inc., a world-class plastic injection molder. She is a member of the board of directors of the National Association of Manufacturers (NAM), the largest industrial trade association in the U.S. She is also a member of the Marathon Maniacs and 50 State Club, working on running a marathon in all 50 states.

'95 **Brooke (Battey) Rembold**, Overland Park, Kan., is a human resources manager at Teva Pharmaceuticals. She and spouse, Eric, have two children, 11-year-old Brody and 8-year-old Gwenyn.

'98 **Aaron Schurman**, Cedar Falls, Iowa, is CEO of Phantom EFX, which received a 2014 Prometheus Awards from the Technology Association of Iowa in the "Break-Out Company of the Year" category.



Senior **Sarah Becker** (Finance & Economics), **Jacqui Gulick** (Accounting '07), **Del Borntreger** (Finance & Accounting '10) & **Jessica Gofforth** (Management '12) work for Rockwell Collins.



**Michael Rugger** (Marketing), **Tyler Nugent** (Marketing '10) & **Lauren Anderson** (Public Relations '12) work for Aerotek.



**Nick Jans** (Finance & Real Estate '13), **Loren Gardner** (Social Science Education '03) & **Kelsey Motley** (Liberal Studies '11) work for Northwestern Mutual.



## UNIBusiness well represented among Twin Cities' Top CFOs

**Two UNIBusiness alumni were among the 18 CFO of the Year Award winners named by the Minneapolis/St. Paul Business Journal in 2014.**

**Kelly Larson** (Accounting '95) is the CFO of Summit Brewing Co., a company that outsourced most of its accounting responsibilities before she joined the team. According to the Business Journal, Larson was solely responsible for securing financing to invest \$15 million in equipment and real estate, which allowed Summit Brewing to construct an addition and buy adjacent property that doubled the brewery's physical footprint and its annual capacity to 240,000 barrels.

**Steven Regaller** (Accounting '80) is the vice president and CFO of Cretex Companies, Inc., which manufactures products for medical, aerospace and defense, infrastructure and industrial markets. In his Business Journal profile, Regaller is noted as an instrumental leader in Cretex's transformation from a company with an infrastructure-products manufacturing focus to primarily a medical-devices manufacturing company today.

'99 **Roman Briskine**, of Zurich, Switzerland, earned his Ph.D. in computer science from the University of Minnesota. His dissertation was titled "Computational approaches for analyzing variation in the transcriptome and methylome of Zea mays." He and his wife relocated to Switzerland in January 2014.

'99 **Brad Meester**, Jacksonville, Fla., retired from the National Football League after 14 seasons, all with the Jacksonville Jaguars.

'02 **Amber Youngblut** (MIS and Music, MBA '05) was named one of the Cedar Valley's 20 under 40 by the Waterloo/Cedar Falls Courier for 2014. She is currently

working on an executive development team at Veridian Credit Union.

'05 **Bryce Paulson**, Robins, Iowa, is the IT manager at Transamerica in Cedar Rapids.

'07 **Nick Kloberdanz** (Management, MBA '12), Ankeny, Iowa, is the accelerated management program associate at Wells Fargo Home Mortgage.

'10 **Jack Luze** (Economics and MIS), Wilmington, Del., is clerking for Judge Kevin Gross, U.S. Bankruptcy Court, in the district of Delaware. He graduated in May 2013 from Washington University Law School.

### BIRTHS

'05 **Amy (McDonald) Kaplan** and Austin Kaplan, daughter Chesney Wynn born on Oct. 22, 2013. They live in Ankeny, Iowa.

### DEATHS

'73 **Lawrence McMahon** died Sept. 28, 2012 in Minier, Ill.

### Marketing

#### CLASS NOTES

'49 **Clarence Lippert**, a retired teacher from Des Moines, Iowa, received the French Legion d'honneur or "Legion of Honor" in January 2014 for his actions since joining the U.S. military over

70 years ago. The Legion of Honor is the highest decoration bestowed in France and was first established by Napoleon Bonaparte in May 1802.

'79 **Lowell Vick**, Berkley, Mich., retired after 33 years in sales and marketing with Maytag and Whirlpool. He is now the owner of the Sales Effectiveness Consulting.

'83 **Duke Dierks**, Cedar Falls, Iowa, qualified for the Ozark National Life Insurance 2013 President and Cabinet convention for the 29th year. He was the eighth highest individual producer in 2013 and is Ozark's all-time highest producer.



Jonathan West (General Studies '08), **Kristin Kucera** (Management '04), **Jessica Grandgenett** (Management '11) & **Nate Lane** (Management '08) work for Target.



**Harrison Hargett** (Marketing '13) & **Andrea Huffman** (Management '14) work for Terex Corporation.



**Tim Williams** (Accounting '12, MAcc '13), **David Kerns** (Accounting '12, MAcc '14), **Kyle Woiwood** (Accounting '10) & **Emily Schippers** (Accounting '10, MAcc '12) work for PwC.

'83 **Vickie (Wilgenbusch) Moore**, Windsor, Colo., is human resources director for the Orthopedic Center of the Rockies.

'94 **Christie (Chase) Fleming**, Burlingame, Calif., is senior vice president of marketing for Chicken of the Sea. She went to Des Moines as part of the brand's 100th anniversary tour of 39 cities, which also included distributing \$10,000 checks to local non-profits.

'03 **Steve Bruere** is president of Peoples Company, based in Clive, Iowa. The Land Report magazine named Peoples Co. as one of "America's Best Brokerages" in its Summer 2014 issue. This is the third consecutive year that Peoples Co. has been honored by the national publication.

'04 **Meagan Miller** (Accounting and Marketing) was named one of the Cedar



Valley's 20 under 40 by the Waterloo/Cedar Falls Courier for 2014. She is a controller for the Isle Casino Hotel in Waterloo.

'08 **Micaela (Grob) Greenfield**, Sioux Falls, S.D., was promoted to customer support manager with Raven Industries.

'09 **Dan Ruth**, Hills, Iowa, is president of Bering Distributors Inc.

'10 **Courtney Althoff**, West Des Moines, Iowa, is the senior audience acquisition manager at Meredith Corporation.

'10 **Cassandra (Loecke) Pudenz**, Waukee, Iowa, is marketing manager at Hubbell Realty Company.

## BIRTHS

'01 **Kristina (Watson) Wieland** and Cary Wieland (Physical Education '01, M.A. '09), daughter Kendall Kristine born May 29, 2013. They live in Cedar Falls, Iowa.

'08 **Lea (Schellhorn) Hensel** and Jason Hensel (Earth Science '09), son Jayden Lee born Dec. 4, 2013. They live in Davenport, Iowa.

## DEATHS

'60 **Keith Benjamin** died Jan. 4, 2014 in Davenport, Iowa.

'64 **Charles Reid** died Dec. 8, 2013.

(Faculty) **Saul L. Diamond** died June 12, 2014, in Cedar Falls, Iowa.

## Pita Pit

### Alumnus is Nation's Top Pita Pit Franchisee

In 2007, Mike Rink (Marketing '04) opened his first Pita Pit franchise in Cedar Falls, Iowa. The next year he opened a location in Waterloo, Iowa, and then one in Ankeny, Iowa, in 2012. The company recognized his hard work and dedication and named him the Franchisee of the Year in November 2014, as Rink was working to open his fourth location in Urbandale, Iowa, before the end of the year.



**Mike Engler** (MIS '11) works for HyVee, Inc.



**Jessica Harmon** (Accounting '09), **Lisa Johnson** (Accounting '07), **Amy Zimmerman** (Accounting '03), **Jeff Lappe** (Accounting '09), **Amanda Smith** (Marketing '05) & **Brent Cheeseman** (Manufacturing Tech '05) work for John Deere.



**Shawn Huyser** (Public Relations '00) & **Dustin Deppe** (MIS '14) work for Pella Corporation.



**Kara Mach** (Accounting '08) works for Eide Bailly LLP.

## 2014 MBA Alumnus in Residence: Make a Difference in your Business & the World

**Paul Greene**, manager of the Nestle USA Waverly facilities, was the 2014 UNI MBA Alumnus in Residence. He provided feedback to teams of MBA students on their Capstone Experience during the 2014 MBA Conference in June and also encouraged them to look beyond responsibilities and income as they start their careers.

"Expand the scope of your career to include the differences you can make in the world, the people you can help, and the community you build along the way," Greene said.

At Nestle, Greene was instrumental in implementing practices that have led to a 96-percent decrease in the plant's water use, which adds up to 2 billion fewer gallons of drinking water used over 10 years. The plant's move to zero landfill waste inspired the beverage division to do the same, and now Nestle USA has challenged all its North American plants to become zero landfill.

"And that all started in Waverly," Greene said.

"These examples are not only environmentally friendly, but they're good business. They've positioned Nestle to be more competitive in a very competitive food market. And they claim to the world that we care about the world we live in.

"My MBA helped me get into a position where I could make more of a significant difference than I may have otherwise been able to do."

Greene also uses his resources and talents outside of work to make life more rewarding for people with disabilities.

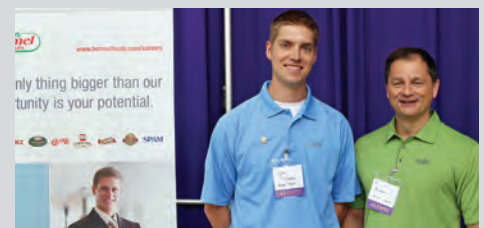
Greene challenged the May 2014 MBA graduates with this: "Think about how you can change the world for the better in your area of interest and study."



**MacKenzie Sprain** (Accounting '10) and **Blaine Moats** (Accounting '88) work for Latta, Harria, Hanon & Penningroth, L.L.P.



**Amela Andelija** (Marketing '13), **Shanna Bovee** (Management '99) and **Katrina Langreck** (Accounting '06) work for Principal Financial Group.



**Tyler Tweeten** (MIS '10) and **Frank Kubesh** (Accounting '84) work for Hormel Foods.



## Exploring the World at Home

UNIBusiness is dedicated to exposing all our students to international experiences right here on campus. For example, the UNIBusiness Global Associates Club, open to all students, is dedicated to creating an educational and cultural environment in which business students can share ideas and experiences within the university setting and community at large. It allows both domestic and international students to network with each other and learn international business concepts and customs.

Members meet twice a month, take field trips to meet international executives, learn about careers, explore international business regulations and network with others in global business.

**UNIBusiness thanks** the following leading supporters of study abroad programs and international experiences for students: AEGON/Transamerica; Steven and Sandra Dickinson; Gene and Mary Anne Dietz; the late Lawrence Jepson; Bill and Charlotte Kimball; and Mike and Jacqueline Mrosko.



Anderson (center) at the Dalian Port (China) in 2005, standing in front of what was, at the time, the world's largest container ship, the CSCL America.

Anderson arrived in China not knowing a single person in the country, or on the continent, for that matter.

After the internship in China, Anderson drew upon his experience abroad and embarked on an international journey. After a stint with the Swedish company Atlas Copco in Denver, he returned to China to work on his command of the Mandarin language and move toward his goal to earn a Ph.D.

In 2009 he earned a master's degree from Lancaster University, U.K., took a lecturing position back in China, and returned to England for his Ph.D. at Durham University. Each new location added to his melting pot of international

friends and global experiences.

"After Durham, I took an adjunct lecturing position teaching Business Analytics (spreadsheet modeling) in Drake University's MBA program," Anderson said. Then in July 2013, he came full circle and returned to UNI in the John Deere Endowed Faculty Fellow position.

"Working abroad was not a goal of mine; that is just how things turned out," he said, reflecting on his journey that began at UNI. "I think studying abroad is incredibly useful. A bit of exposure to a new (host) culture is valuable, but what is more important is positively engaging in international communities." ■





## The UNIBusiness Executive Advisory Board

The Dean's Executive Advisory Board directly links UNIBusiness to the business community. This group of accomplished executives provides advice on academic programs, faculty and student development, outreach, strategic positioning and other issues of interest. Collectively and individually the members serve to strengthen the College's reputation, improve its visibility, promote its interests and help develop its relationships with important constituents.

**Robert Bradford**, managing partner, Bradford Associates

**Randall Bray**, principal, three-sixty group LLC

**Ted Breidenbach**, global director (retired), Deere & Company Ag & Turf Division

**Lisa Dreyer**, senior vice president, regional private banking manager, Wells Fargo Bank

**Joseph Dunsmore**, president & CEO (retired), Digi

**Greg Engel**, partner, KPMG

**Cynthia Goro**, principal, Business Legacy LLC

**Jeff Hamilton**, president & CEO, ESP International

**Scott Hauser**, director, McGladrey LLP

**Jill Hemphill**, corporate tax, GE

**Matt Kinley**, CFO, Equity Dynamics Inc.

**Dan Leese**, president & CEO, V2 Wine Group

**Gaylen Miller**, CEO (retired), Ag Services of America

**Kent Miller**, global strategic director, Quality Ag & Turf Division, Deere & Company

**Dave Petratis**, chairman, president & CEO, Allegion

**Jeff Provost**, partner, Deloitte & Touche LLP

**Randy Ramlo**, president & CEO, UFG

**Richard Rue**, senior vice president & CFO (retired), ITAGroup Inc.

**John K. Sorensen**, president & CEO, Iowa Bankers Association

**Kevin Steere**, financial executive (retired)

**Tim Thronson**, partner, PwC

**Jean Trainor**, CEO (retired), Veridian Credit Union

**Mark Walter**, independent management adviser

**Mary Mehrtens-West**, president, Roy West Companies

Boards that focus on accounting, finance, marketing and real estate also serve UNIBusiness. UNI's Business & Community Services Division has leadership boards that serve the UNI Institute for Decision Making, UNI John Pappajohn Entrepreneurial Center and the Iowa Waste Reduction Center. Learn more about the executive and departmental boards at [business.uni.edu/advisoryboards](http://business.uni.edu/advisoryboards).



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When students want to study a topic in-depth, publish and present their research at national conferences and gain useful experience for graduate and law school admission, we want to help.

Your contributions to the Dean's Fund for Excellence can fund a student's attendance at professional conferences, purchase airline tickets for international experiences, buy CFA seminar books, fund a scholarship and much more.

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To contribute, contact Michelle Rourke at 800-782-9523, 319-273-4444 or [michelle.rourke@uni.edu](mailto:michelle.rourke@uni.edu), or visit [business.uni.edu/deansfund](http://business.uni.edu/deansfund).

UNIBusiness students studying Supply Chain Management traveled to Panama to learn first-hand about the Western Hemisphere's hub of trade and visit companies in the region. Many UNIBusiness students are able to study abroad and become more prepared for a global business environment thanks to generous donations to the Dean's Fund for Excellence.

