

2009

## UNIBusiness: The Alumni Magazine of the College of Business Administration University of Northern Iowa, 2008-2009

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# UNI Business

The Alumni Magazine of the College of Business Administration University of Northern Iowa 2008-2009



## The Road Less Traveled

*Nancy Aossey brings hope and healing to the world's neediest areas*

## Down But Not Out

*Small Business Development Center springs into action after area devastation*

## Talk Among Yourselves

*UNIBusiness alumni discuss building businesses and ballparks*

# UNI Business



Earned Excellence



UNIBusiness is published annually by the University of Northern Iowa's College of Business Administration for its alumni, friends, faculty, staff, and students. Comments, suggestions, and letters to the editor are welcome.

Address all correspondence to [UNIBusiness.editor@uni.edu](mailto:UNIBusiness.editor@uni.edu).  
Editor, UNIBusiness  
College of Business Administration  
University of Northern Iowa  
Cedar Falls, IA 50614-0123  
Phone: 319-273-6240  
Fax: 319-273-6230  
[www.cba.uni.edu](http://www.cba.uni.edu)

Managing Editor: Dale Cyphert, PhD  
Editor: Ruth Goodman '82  
Editorial Assistant: Lynnette Wagner '10  
Design: Rachel Letcher

*Thank you, James H. Slife (Accounting '73),  
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*Alumni share insights, ideas, and reflect on their UNI experience.*

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## On the Cover

*Nancy Aossey (Marketing '82, MBA '84), president and CEO of International Medical Corps, and her worldwide network of volunteers offer hope and healing to those devastated by disaster. Photography by Epic Photography, Jesup.*



# A Story of Hope

*Two alumnae paths cross at spring commencement.*



*Dean Farzad Moussavi, Nancy Aossey, and Nancy Umuhire.*

Nancy Umuhire was a little girl in Kigali, Rwanda, during the 100-day ethnic genocide that devastated her homeland in 1994. She survived, but her mother was among the nearly 1 million people who did not. Two million others were displaced.

Nancy Aossey was in Kigali at the same time. She had chosen to position her relief operation there, close to the killing fields, unlike many other organizations that had opted to set up shop in the relative safety of neighboring countries.

The two Nancys did not cross paths

then, but they would be on the same stage years later during the May 2008 commencement ceremony at UNI. Umuhire would be the commencement speaker, representing her class of

graduating seniors; Aossey would receive an honorary doctorate from her alma mater for her worldwide humanitarian work. Any business school would be proud of these two alumnae for what they have overcome and what they have accomplished!

That afternoon, as I watched the two Nancys sitting on either side of President Allen, it struck me that

*Any business school  
would be proud of  
these two alumnae  
for what they have  
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accomplished!*

beyond the captivating story each could tell, there was another story the two of them could only tell together. Aossey left UNI to bring hope and the promise of a better life to every devastated corner of the world, including the one in which Umuhire lived. Years later, having lived through one of the most tragic moments in human history, Umuhire came to UNI, hoping for a good education and a better life.

Together, they represented a full circle, a whole story of hope, and I was happy to be representing the school where this particular story took shape. I could see my school as a landing place for those determined to improve their own lives and as a launching pad for those determined to improve the lives of the others. Isn't this dual, complementary role what allows business schools to occupy a central place in today's society?

Thanks to the two Nancys, I had a chance to think about the greater purpose of higher education. The moment felt so good I wanted to capture it and share it with you. Read the stories of Nancy Umuhire and Nancy Aossey, and please share with me other inspiring stories that took shape at UNI.

Farzad Moussavi, Dean  
College of Business Administration  
Fall 2008

# The Road Less Traveled

*Applying business principles allows a nonprofit to impact the world's neediest sectors.*



*Nancy Aossey distributed art supplies to children in Indonesia after the 2005 tsunami. Children in California donated the supplies to IMC's mental health program.*

On a blistering-hot day on the eastern coast of Africa, **Nancy Aossey** (Marketing '82, MBA '84) and her team of relief workers unloaded supplies at an airport in Somalia. This much-needed cargo would be used to help thousands of people who had been injured in the 1991 civil war in Somalia. As the unloading continued, the sound of gunfire split the air. An instant later, the man who had been sent to protect Aossey and her team lay dead.

As president and CEO of International Medical Corps (IMC), Aossey has seen her share of evil. Yet she and

her worldwide network of volunteers persevere, responding to global disaster, strengthening the health and well-being of women and children, providing mental



health care, and promoting self-reliance.

International Medical Corps, a Santa Monica, Calif.-based nonprofit, provides training programs to pass on skills and knowledge that are essential for self-reliance. The principle is simple: people who can generate income and feed themselves are better able to confront the consequences that are associated with widespread regional conflict. "We don't just 'give a person a fish,'" said Aossey. "We teach people how to fish. This sort of grassroots training can last a lifetime."

Aossey, the granddaughter of Lebanese immigrants, grew up in Cedar Rapids



where service to the community was an ingrained value. “America is a land of opportunity,” she said. “I took that for granted until I went to places where children go to bed hungry and die before the age of 5 from a preventable disease. The reason to serve is because you can do something for someone who wasn’t born into your same situation.”

After completing her MBA degree at UNI, Aossey went the “traditional” route and joined a for-profit company, AT&T Information Systems, selling phone networks to small businesses. When a job transfer took her to Fresno, one of Aossey’s first priorities was to find ways to be of service. Her interest was piqued by International Medical Corps, which was looking for someone to lead its humanitarian efforts. After meeting the organization’s founder, physician Robert Simon, and the volunteer board of directors, Aossey was instantly sold. “I could tell this was a can-do, innovative, fearless group of people, and I wanted to be part of what they were doing,” she said.

Although she had volunteered for nonprofit organizations throughout her life, Aossey had never worked for one, let alone run one. Realizing that for-profits and nonprofits are more similar than they are different, Aossey applied everything she learned in her UNI MBA studies to her work with International Medical Corps. Over the years Aossey strategically guided IMC from its three-employee beginning into a \$120 million relief organization with over 3,500 volunteers and staff working in more than 25 countries and regions. Under her leadership IMC has received the highest



*“This day was one of the highlights of my life,” said Nancy Aossey, who received an honorary Doctorate of Humane Letters degree during UNI’s spring 2008 commencement exercises.*

“We have two sets of shareholders, our donors and the people we serve. We are accountable to both. We need to deliver results to them every year, just like a for-

profit company. We’re measured by lives saved and people trained.”

might be in a business suit, participating in a White House briefing with the president on tsunami aid efforts. She is accomplished and highly respected in both roles. In 2006 Aossey received the Distinguished Alumni Award from the Center for Creative Leadership and was named Nonprofit CEO of the Year by the *Los Angeles Business Journal*. In 2007 she earned the Distinguished Alumni Award from the American Association of State Colleges and Universities. This award is given to a graduate of one of its member institutions who has made a significant contribution to the public, intellectual, or cultural life of the nation. Past recipients include President Lyndon Johnson, Representative Barbara Jordan, and General Colin Powell.

Part of Aossey’s role as president and CEO involves increasing peoples’ awareness and support of the organization, a task she finds challenging since most of its work is done thousands of miles away. “The concept of ‘getting a lot for your money’ is really there,” said Aossey, “because lives are being saved.” After the Yogyakarta, Indonesia, earthquake in 2006, for example, International Medical Corps was on the ground within 12 hours; over the next several months IMC distributed emergency supplies to 2,800 families and food supplements to an additional 6,000.

“I may be biased,” Aossey said, “but Americans are the most compassionate and generous people in the world. Just look at the amount of money that poured in after the tsunami. People saw the devastation and related to it. It’s not always easy to explain things to people because [events like these] are so out

*“Working together versus outperforming others was really nurtured at UNI. I’ve carried that lesson with me throughout life.”*

possible ratings from all of the leading nonprofit watchdog groups.

“Working for and running a nonprofit is definitely rewarding, but it’s not really any easier than working for or running a for-profit company,” Aossey admitted.

profit company. We’re measured by lives saved and people trained.”

On any given day, Aossey might be in jeans and a T-shirt, gathering medical supplies and water purification tablets for people in Uganda; the next day she

of context. But when people can see the destruction, it suddenly becomes something they can relate to.”

Learn more about International Medical Corps at [www.imcworldwide.org](http://www.imcworldwide.org).

# A Change for the Better

*Saying goodbye to family and friends, a determined young woman leaves Rwanda to find peace, acceptance, and a bright future.*



*"I keep looking at how bright the future is. Blessings are all around," said Nancy Umuhire.*

Nancy Umuhire (MIS '08) came to UNI from Rwanda in 2004, leaving behind her family and a war-torn country to receive her education in the U.S. As she stepped off the plane in Waterloo, unable to speak English, Umuhire knew her life was about to change forever.

We recently sat down with Umuhire to learn more about her journey. Here's what she had to say.

**UNIBusiness:** How did the 1994 Rwandan genocide impact you?

**Umuhire:** My family and I hid from Hutu militia members during the 100-day killing spree. We were all spread out, and all we could do was pray for each other. It seemed as if Rwanda was housing all evil. Approximately 1 million innocent people were slaughtered, and most infrastructures were destroyed. The future seemed very hopeless.

**UNIBusiness:** You have a special relationship with alumna Nancy Aossey (see the Dean's Message on page 1).

**Umuhire:** When I met Nancy at UNI's graduation ceremony, I felt very connected to her. She told me she was one of the first people to get into Rwanda after the war to help people. I felt like she understands where I came from and what my country has been through. Nancy is such a great role model, and I would like to follow in her footsteps, especially when it comes to making a difference in this world.

**UNIBusiness:** What brought you to UNI?

**Umuhire:** Everything in my country was destroyed after the war. Although some Rwandan universities reopened their doors, there was a two-year waiting list to get into college. I didn't want to wait that long to continue my education, so I spoke to my cousin, who was attending UNI at the time, and she helped me make arrangements to come. I enrolled in UNI's Culture and Intensive English Program right away and also met with a conversation partner twice a week to build my conversation skills.

**UNIBusiness:** You were one of the spring commencement speakers. What did you tell audience members?

**Umuhire:** I told them how thankful I am for UNI and how much I grew during my four years on campus. While at UNI, I organized a two-week mission trip to Rwanda and took 12 students from UNI, Iowa State, and Wartburg. We held fund-raisers on campus to raise money to purchase goats for those in Rwanda who are less fortunate and to provide housing for children in orphanages. Also, I talked with Education majors every semester, shared photos of my country, and even brought some African dress to class. This helped educate students about Rwanda, which will help them as they teach in classrooms that are becoming more diverse.

**UNIBusiness:** Why did you choose to major in business?

**Umuhire:** My father instilled in me the importance of college and said that people who go to college have a different style of living, a better style of living. My father is a pastor and my mom was a nurse before she was killed in the genocide. I wanted to be a nurse too, but that changed when I got here. I went to a career fair, found out about careers in MIS, and felt it was a good fit.

**UNIBusiness:** What are you doing now?

**Umuhire:** I am working in Minneapolis at Ernst & Young as part of the Technology Security Risks Services Team. We analyze the security challenges and threats of Fortune 500 companies and offer the best solution for their security issues. UNI helped develop my technology skills so I could accept a position like this and the internship I had with John Deere. I spent 20 hours each week at John Deere and developed web applications to support the manufacturing engineers. I appreciate everything I have now because at one time, I didn't have anything.

# This Moment Brought to You by the Dean's Fund for Excellence



*Andy Anderson with coworkers from the International Logistics department of First Automobile Works' Dalian, China, location.*

Today's highly competitive global market requires preparation beyond a solid classroom education. UNIBusiness offers opportunities on campus and around the world for our students to build their professional edge.

Faculty goes the extra mile to create and deliver extracurricular opportunities. Students make extraordinary commitments to take advantage of these opportunities. The Dean's Fund for Excellence allows us to meet our obligation to support their remarkable efforts.

**The Dean's Fund  
For Excellence**

To contribute, contact Derek Thoms at 1-800-782-9522, 319-273-4444, [derek.thoms@uni.edu](mailto:derek.thoms@uni.edu), or visit [www.cba.uni.edu/deansfund](http://www.cba.uni.edu/deansfund).



# Global Partnerships

UNIBusiness continues to cultivate global partnerships that provide a win-win situation. Internships and study abroad offer faculty and students a global experience, while UNI's partners gain a U.S. business perspective. We spoke with **David Ren**, general manager at Foreign Enterprise Service Co., Ltd (FESCO), a company that hosts UNIBusiness interns in the Dalian Development Area. "The student's growth over the year is obvious," he

said, "but we benefit just as much. A hard-working self-starter contributes much to any company, and these students also bring an entirely different perspective on how business can be done."

Programs include degree partnerships with Dianji and HoHai universities in China, an international business seminar at Institut Supérieur du Commerce in France, and internships at the Dalian Hi-Think Computer



Company and Free Trade Zone in China, as well as academic

exchanges at Duisburg Essen in Germany, Austria's Klagenfurt University, ESC Rennes in France, and the Plekhanov Russian Academy of Economics in Moscow.



## UNIBusiness Works to Broaden Students' Worldview

*Our newest partnership brings a global business perspective to UNI's Liberal Arts Core*

A grant from the U.S. Department of Education included an initiative to integrate a global business component into the university's Liberal Arts Core. Grant administrator and Management instructor **Christine Schrage** partnered with English instructor **Corrine Holke-Farnam** to develop a globally focused version of College Writing and Research, a course that is part of the university's Liberal Arts Core. Five sections were offered during the 2007-2008 academic year and five more this year. Nearly 300 students from various majors have broadened their understanding of international business as a result of this grant.

The motivation behind this partnership was to introduce business topics into the Liberal Arts Core, allowing students

to explore the social, political, and philosophical implications of a global economy as an integral part of their university education. Students learn the issues and arguments surrounding immigration, employment outsourcing, free trade, labor laws, and human rights. Class discussions focus on how ethical behavior and social responsibility within business contexts affect the entire world.

The program provides additional benefit to UNI students in any major and a glimpse into the ways a Liberal Arts major can make a difference in the global economy. UNIBusiness works with many employers who value graduates who have been exposed to other cultures and can speak a foreign language, regardless of their undergraduate majors. These students are viewed as

self-motivated, independent, willing to embrace challenges, and able to adapt to new situations. What's more, many companies are in dire need of employees with international knowledge and foreign language skills who can help them successfully negotiate and conduct business in diverse cultures around the world. With some exposure to the important international role of business, students with an interest in culture, language, ethics, history, or philosophy can explore ways they might contribute to the world through a career with a business organization.

*Thanks to Bill and Charlotte Kimball for their continued support of global business programs.*

# A Great Idea is Hatched

*After nurturing his startup in UNIBusiness' Student Business Incubator, Carlos Arguello's business takes flight.*



*Carlos Arguello and his business partner/mother, Lorena Lopez, publish a newspaper for Spanish-speaking Iowans that was launched in the Student Business Incubator on the UNI campus. Photo courtesy of the Carroll Daily Times Herald.*

The latest figures from the U.S. Census Bureau show an increase in Iowa's Hispanic population: 82,473 residents in 2000 grew to 119,724 residents in 2007. When **Carlos Arguello** (Marketing '06) and his family moved from California to Carroll in 1997, they found that resources for Spanish-speaking people were sorely lacking.

"There are critical components people need to establish themselves in a new town," said Arguello, "and those needs were not being met for Spanish-speaking people. My family and I realized that a newspaper for Hispanic people could be the vehicle to educate and inform newcomers. It could be the bridge

between the Anglo and the Hispanic communities."

In 2006, Arguello launched a Spanish-language newspaper called *La Prensa* (The Press) during his senior year at UNI and ran the business out of the Student Business Incubator (SBI) at the John Pappajohn Entrepreneurial Center (JPEC) on campus. The SBI provides student entrepreneurs with office space, equipment, and expert advice from JPEC staff members to get their ventures off the ground. That same year Arguello was named the John Pappajohn Student Entrepreneur of the Year for his ground-breaking efforts in creating this important communications tool.

Arguello said, "I credit most of my entrepreneurial success to the people in the SBI – **Randy Pilkington, Katherine Cota-Uyar, and Maureen Collins-Williams**. The workshops they held, all the resources and tools they offered, the summer entrepreneurial seminar I attended in Okoboji... Their help was monumental."

Arguello's newspaper offers local, state, and national news, along with a growing number of advertisements, mostly from U.S. businesses, for products and services that are of interest to the Hispanic market. Arguello focuses on marketing, sales, and strategic planning; all of the copy is written by Arguello's business partner and mother, Lorena Lopez, who was a journalist in Nicaragua prior to coming to the U.S. "This truly is a family affair," noted Arguello, whose two younger brothers distribute the newspaper and provide office support.

Two years ago *La Prensa* barely generated enough income to cover production costs. Today, the newspaper is thriving. Already twice the pages and five times the readership it was when he graduated from UNI's incubator just two years ago, Arguello is thinking about adding even more pages to the publication. Arguello's ultimate goal is to make *La Prensa* a household word. "We want to help the Hispanic community integrate into Iowa communities. We're striving to be the sole vehicle American-owned businesses use to attract Hispanic customers."

Learn more about *La Prensa* at [www.laprensaiowa.com](http://www.laprensaiowa.com).

## Grad's New Business Thrives

After being launched in the Student Business Incubator, *La Prensa* is well on its way to becoming the medium of choice to attract Hispanic customers.

MAY 2006	MAY 2008
8 pages	16 pages
7 advertisers	30+ advertisers
3,000 biweekly readers	16,000 biweekly readers
3-town distribution: Carroll, Dennison, Storm Lake	7-town distribution: Carroll, Denison, Storm Lake, Fort Dodge, Humbolt, Spencer, Perry



**Thank You** **UNIBusiness** Kathy McCoy, H.D. "Ike" Leighty, the R.J. McElroy Trust, Peterson Genetics Inc., the Ross Christensen family, Young Plumbing & Heating Company, Central Iowa Power Cooperative, and the Okoboji Entrepreneurial Institute for sponsoring the SBI. Thank you to Matt and Katie Hesse and Team Companies for sponsoring student businesses in the SBI.



# Faculty Awards

*Faculty members were honored at the annual UNIBusiness Graduation Celebration for their commitment to students, the College, their profession, and the community.*



*Faculty award recipients Rick Francis, Steve Corbin, Lisa Jepsen, Richard Followill, and Mark Bauman. Not pictured: Michael Spencer.*

OUTSTANDING JUNIOR FACULTY,  
SPONSORED BY UNIVERSITY BOOK &  
SUPPLY

**Rick Francis**, *Accounting*

Professor Francis was recognized for his teaching expertise and his ability to connect with students. He received high praise from students for “making class interesting” and “always being willing to help.”

STUDENTS’ CHOICE;  
OUTSTANDING CONTRIBUTION TO  
BUSINESS AND COMMUNITY SERVICES

**Steve Corbin**, *Marketing*

Professor Corbin was selected by students as one of their favorite faculty members. His second award recognized, among other accomplishments, his championing of a process to combine two Entrepreneurship certificates into one certificate program, creating a special Principles of Marketing course

for small-business owners, and serving on the John Pappajohn Entrepreneurial Center advisory council.

OUTSTANDING SERVICE

**Lisa Jepsen**, *Economics*

Professor Jepsen was acknowledged for serving as advisor for the Economics Club and pre-Law students. She also skillfully manages the College’s partnership with the Plekhanov Russian Academy of Economics in Moscow.

TEACHING INNOVATION

**Richard Followill**, *Finance*

Professor Followill designed a program to help students better grasp the time value of money, a fundamental skill employers look for. Distilling the essence of the TVM concepts taught in our Finance classes, Professor Followill created a free, noncredit, total-immersion seminar.

OUTSTANDING SCHOLARSHIP

**Mark Bauman**, *Accounting*  
Professor Bauman, holder of the McGladrey Professorship in Accounting, was recognized for the numerous articles he’s published in prestigious academic journals. In addition to his scholarly pursuits, Professor Bauman is outstanding in the classroom – a perfect teacher-scholar.

FACULTY TEACHING EXCELLENCE,  
SPONSORED BY SHORT’S TRAVEL  
MANAGEMENT

**Michael Spencer**, *Management*  
Professor Spencer is consistently recognized by our MBA students as one of the best professors in the program. He is a conscientious and thorough mentor to students completing their MBA capstone requirement and has supervised more projects than any other member of the graduate faculty.

 *Thank Short’s Travel and University Book & Supply for their generous support to our College and faculty.*



# Student Excellence

*Annual gala highlights the notable achievements of UNI Business students.*



## *Purple and Old Gold Award*

UNI's Purple and Old Gold Awards recognize students for meritorious scholarship based on their GPA, academic activities, and overall contribution to the College. This year's recipients were **Abby Lageschulte** (Management), **Molly Deutmeyer** (MIS), **Jessica Young** (Marketing), **John Fordyce** (Economics), and **Kelly Hayes** (Accounting). Not pictured: **Sarah Schares** (Finance).



## *Student Leader Awards*

**Grayson Jones** (Management, far left) and **Ellen Schiltz** (Finance, far right) accepted the Student Leadership Award for the outstanding leadership shown while serving as co-presidents of the President's Council. The council is comprised of presidents from the College's 21 student organizations, including (next to Jones) presidents **Michelle Drey** (Marketing), **Tyler Schmitz** (MIS), **Stephanie Wesely** (Management), and **Stephen Rausch** (Management).

## *Student Organization of the Year*

The Society of Human Resource Management (SHRM) was honored for organizing seminars, bringing speakers to campus, and providing hands-on experiences to its members. SHRM members also volunteered at the Cedar Bend Humane Society and held a food drive for the Northeast Iowa Food Bank.



*John Pappajohn, the Cedar Falls Brown Bottle/Montage, ESP International, and Peterson Contractors, Inc. for sponsoring this year's awards.*



## *John Pappajohn Student Entrepreneur of the Year*

**Joseph Eibes** (MIS & Marketing) received the John Pappajohn Student Entrepreneur of the Year award for Theater by Demand (TBD), a marketing and consulting company for movie theaters and digital distributors that gives community members the chance to select the movies shown at their local theaters. Theater owners can also offer a wider array of films since Eibes and his company assist in the digitization of older films.



## *Wall Street Journal Award*

Since 1948 the Wall Street Journal Award has been given to undergraduates in each state who display high academic achievement in business-related programs. **Diane Wilson** (Accounting) was this year's winner.

# Paving the Way

*New faculty appointments enhance student's learning within UNIBusiness.*



**Haihao Jin**, *Department of Management*, first went into law, an emerging profession in China, but ultimately decided to earn a PhD in Business Administration from the University of Kentucky, specializing in global supply chain design and technology management issues in supply chain contexts. He then was a visiting assistant professor of Supply Chain Management at the Fogelman College of Business and Economics at the University of Memphis. When it came time to put down some permanent roots, Jin chose UNI.

"My colleagues are collegial, devoted, and committed to education and research; students are self-disciplined and self-motivated," said Jin. "I am impressed by UNI's commitment to local business and find the Regional Business Center for entrepreneurs both unique and exciting."



**Gordon Klein**, *Department of Finance*, said, "One of the biggest draws of UNI was the people. The second draw was the mission. I attended a similar university as an undergraduate, so I feel quite comfortable at UNI."

Professor Klein received his master's degree in Mathematics and his PhD in Finance from the University of Iowa. Prior to joining *UNIBusiness* he was a visiting assistant professor at Cornell College and an adjunct professor at Loyola University; he also worked as an actuary in Des Moines and Chicago for nearly 15 years.



**Dennis Schmidt**, *Department of Accounting*, was a UNI Accounting professor from 1993 to 2005, then joined the faculty at Montana State University from 2005 to 2008. Going to MSU was "a chance to live in the West again and experience new adventures and challenges," he said. Prior to earning his PhD at the University of Nebraska-Lincoln, Schmidt earned his MBA at the University of Wyoming and spent many family vacations in the West.

"Although we had a nice time living and working in Bozeman, we really missed our friends and colleagues in Cedar Falls, the performances at the Gallagher-Bluedorn, and the facilities at the Curris Business Building. We were thrilled to have the chance to return to Cedar Falls and UNI."



**Marty Wartick**, *Department of Accounting*, has been named head of the Accounting department after serving as interim department head since 2004. Professor Wartick also serves as the Gaylon Halverson Professor of Accounting. The endowment for this professorship honors the strong tradition of Accounting excellence initiated under the leadership of Gaylon "Doc" Halverson.

"We have some important tasks to accomplish in the next couple of years, including accreditation and academic program review," said Wartick. A 10-year veteran of *UNIBusiness*, Wartick said, "I appreciate the university's focus on student learning and admire my fellow faculty members for their talents, commitment, and caring."

Professor Wartick is active within her field and serves as vice president-elect of the American Taxation Association, an executive board member of the Accounting Programs Leadership Group, and chair of the Regional Programs Committee of the American Taxation Association.



# Down But Not Out

*Regional Business Center helps business owners rebuild after a one-two punch from Mother Nature.*



*UNIBusiness' Small Business Development Center staff and volunteers meet with business owners to assess their options after a tornado and flood hit Eastern Iowa.*

On May 25, a tornado ravaged the town of Parkersburg, 25 miles west of Cedar Falls, killing six residents and destroying hundreds of homes and businesses in one breathtaking instant. Thirty-two small businesses were reduced to rubble; another 35 suffered serious damage. The few businesses that escaped physical damage found their market displaced and their distribution channels dismantled. Less than two weeks later, struggling business owners were still reeling from the devastation when another disaster struck: widespread flooding.

Estimates from UNIBusiness' Regional Business Center/Small Business Development Center (RBC/SBDC) indicated that more than 1,200 small firms in rural communities were affected by the tornado and flooding. "We were inundated with phone calls

and emails from community leaders and entrepreneurs across the state, requesting assistance to help these small companies reassess, rebuild and, potentially, reopen," said **Maureen Collins-Williams**, SBDC director.

Taking direction from business

counselors who helped victims of the 2006 flood in South Dakota and a 2007 tornado in Greensburg, Kansas, Collins-Williams and her staff knew they must be patient while the business owners recovered from shock. As they did, the RBC/SBDC prepared to serve them with customized, high-quality consulting assistance to make critical decisions about the future of their businesses.

The RBC/SBDC held a series of town meetings in rural communities for small business owners to gather, share their experiences, and learn about resources and services available to them.



In less than two weeks, more than 300 impacted business owners attended these meetings throughout Northeast Iowa. Working with a lender in Parkersburg and the Iowa SBDC system, Collins-Williams and her staff set up a tent in Iowa State Bank's undamaged parking lot, hung banners, and invited business owners to visit with a certified disaster recovery SBDC consultant any time the banners were out.

"We asked a retired director from the North Iowa Area Community College SBDC to help us with the Parkersburg recovery effort and placed him in that tent for several days each week," said Collins-Williams. "It was hot, windy, messy, and not very professional, but they came – sometimes just to talk and sometimes with FEMA or SBA paperwork in hand." Since May five businesses have reopened and half a dozen others continue to work with the RBC/SBDC on rebuilding.

Winnebago Industries in Forest City loaned the RBC/SBDC a recreational vehicle this fall and winter to put an SBDC consultant on the road in Greene, New Hartford, Allison, El Dorado, and other flood-affected communities. The consultant provides one-on-one consulting and planning assistance similar to the tent recovery efforts in Parkersburg.

"As we move forward, we know that this disaster recovery will be a long and involved process for thousands of Iowa business owners," said Collins-Williams. "We have a burgeoning relationship with many of these rural entrepreneurs and hope we can continue to use the relationships and communications linkages to keep business owners engaged and linked to the resources and services they need to recover in rural Iowa."

*UNIBusiness Thanks Winnebago Industries for their support of the RBC/SBDC.*



# Students Take the Initiative and Develop Their Professionalism

*The College's Professional Skills Initiative helps UNIBusiness students hit the ground running as professionals in the workplace.*

**Kirk Tibbetts** (Accounting '77) Financial Controller, Principal Financial Group, formerly a recruiter for an accounting firm, admits, "I always found UNI graduates to be knowledgeable and hardworking, but not as competent or confident in soft skills such as writing and presentation skills, creativity, and conflict resolution. In contrast," he says, "graduates from 'name-brand' schools showed much more professional poise and were more assertive in advancing their careers. However, they didn't necessarily have as much to show for it with regard to technical knowledge, commitment, discipline, and sense of responsibility.

"I too was knowledgeable and had the right set of work values coming out of college," Tibbetts recalls, "but lacked the strong personal skills necessary in today's business environment. UNI's new program adds professional skills, the missing link, to the two strengths our graduates already have."

This same sentiment, shared by just about every alumni we've talked to over the past few years, clarified UNIBusiness' strategic direction and motivated us to add professional skills to the College's mix of qualities we want our graduates to deliver. During spring semester 2008, 60 sophomore business majors joined the College's new Professional Skills Initiative (PSI), which is designed to help students begin to think of themselves as professionals, become intentional and thoughtful about their careers, and understand how professional skills

are interconnected with the College's educational intent.

An orientation seminar kicked off the program with an etiquette luncheon and presentations from **Randy Stromley**



*The College's Professional Skills Initiative helps graduates add professional skills to the business knowledge and traditional work values they already deliver.*

(Management, '88), VP & Regional Director, Institutional Trust Services, Wells Fargo Bank; **Cain Hayes**, 2nd VP Institutional Market Segment, Principal Financial Group; **Gary Kroeger**, Creative Director, Mudd Advertising; and **Ann Kegler** of C. H. Robinson Worldwide, among many others.

Students in the PSI program commit to attending a professional development activity each week until they graduate. The sessions address a wide range of topics and are delivered in a variety of formats, but the distinguishing feature is that they are offered by alumni, business partners, and working professionals who have recognized the role they must play in a young person's education. For example, **Gary Walljasper**, Principal Financial Group's vice president for organizational

development, came to campus to present a workshop on leadership skills; **Kevin Steere** (Accounting '69), a member of the College's Executive Advisory Board who has also demonstrated his commitment to PSI through a generous donation, held a mentoring session via webcast from his office in Seattle. **Pat Galasso**, co-owner of several businesses in Clear Lake, including Gejos on the Lake, presented an interactive session on entrepreneurship, and the Worthington Partnership's **Cynthia Goro** provided a session on first impressions and social graces. Through consistent, targeted opportunities like these, students are shaping rewarding futures for themselves.

"It's exciting to see alumni step up to take responsibility for the Professional Skills Initiative," said **Farzad Moussavi**, Dean of UNIBusiness. "We have an outstanding faculty that provides a rigorous and relevant curriculum. The students take responsibility for the work values that will allow them to contribute immediately to an organization. It's really our alumni — those who've honed their own professionalism — who can help our students develop the contemporary professional skills they will need."

A growing group of alumni, employers, and friends is being organized into an Executive Support Network who have made a commitment to assist UNIBusiness in expanding the Professional Skills Initiative. A second sophomore class will be invited to join this spring, doubling the number of development opportunities that we will need to offer. Please think about how you can contribute your expertise to the Professional Skills Initiative and share your ideas. There may be other professionals in your firm or elsewhere who might be interested in participating as well. Participants do not need be UNI graduates. Contact Program Administrator Ronelle Langley at [ronelle.langley@uni.edu](mailto:ronelle.langley@uni.edu) with your suggestions.

# Imagine Your Impact



Greetings, UNIBusiness Alumni and Friends.

It's hard to believe that a year has passed since I wrote my first letter to you. A lot has happened since then! UNI is kicking off a major fund-raising campaign called *Imagine the Impact* that will help create student scholarships, faculty fellowships, and faculty professorships.

Eighty-five percent of UNI students need some form of financial aid, which is why scholarships are so important. Perhaps you were one of those students. If so, you know firsthand the importance of scholarships

to ensure accessibility and affordability to talented students seeking a UNIBusiness education.

In addition to funding student scholarships, *Imagine the Impact* will focus on the recruitment, retention, and recognition of accomplished faculty. UNIBusiness professors prepare students who are ready and eager to make an immediate impact in their careers. With your financial gifts for professorships and fellowships, we are able to attract and retain world-class teacher-scholars in a highly competitive market where demand for business faculty far surpasses the supply of new PhDs.

I hope you'll take a moment to reflect on the impact your UNI education has had on your life. Which faculty member inspired you? What UNI activities helped shape your life? Now, *Imagine the Impact* your support can make on current and future UNI students.

Feel free to share your stories with me and come see for yourself what's happening on campus and in the College of Business Administration. I'd be happy to give you a tour, as it's always a pleasure to meet our valued alumni and friends.

To learn more about how you can make an impact, please contact me at 1-800-782-9522, 319-273-4444, or [derek.thoms@uni.edu](mailto:derek.thoms@uni.edu).

With Panther Pride,


A handwritten signature in black ink that reads "Derek Thoms". The signature is fluid and cursive.

Derek Thoms (Economics '02)  
Director of Development  
College of Business Administration

## Gifts Multiplied

The following companies matched their employees' gifts to the College:

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 *Thankless* the companies that matched their employee's gifts to UNIBusiness.

# Annual Report on Giving

*The College of Business Administration recognizes alumni and friends who made a financial gift to the College during the last fiscal year.*

JULY 1, 2007-JUNE 30, 2008 GIVING LISTED BY CUMULATIVE GIVING LEVELS

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**UNThankless** donors who supported UNIBusiness during the past fiscal year. Donation ranges reflect CUMULATIVE giving totals for those who made a gift this year.

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

Each fall UNIBusiness students call alumni to ask for their help in supporting 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 your generosity, \$58,881 was raised during our 2007-2008 phone-a-thon. If you still need to fulfill your pledge, or if you would like to make an additional gift to UNIBusiness, contact Development Director Derek Thoms at 1-800-782-9522, 319-273-4444, or derek.thoms@uni.edu. You can also give online at www.cba.uni.edu/deansfund.



# So Many Ways To Give...

*Those who support UNIBusiness can chose from multiple ways to make an impact.*

## SCHOLARSHIP

*Mitch and Jodi Christensen provide scholarship support.*

**Mitch Christensen** (Management '76) and his wife, Jodi, were on campus in September to meet **Scott Kelly** (Real Estate '10), this year's recipient of the Grant W. and Shirley A. Christensen Scholarship. This scholarship was established in honor of Christensen's parents. This full-tuition scholarship will be presented each year to a junior or senior UNIBusiness major with a GPA of at least 3.0. Preference will be given to Iowa high school graduates who demonstrate financial need.

"We were looking for a way to honor my parents, and establishing a scholarship in their memory seemed appropriate, given how UNI was a part of their lives for so many years," said Christensen,



*While on campus this fall, Christensen also worked with the Professional Skills Initiative and provided a campus-wide talk on public speaking as a business professional, as well as a seminar on career issues for PSI participants.*

whose father worked in the construction business. When Grant Christensen worked in the private sector, he served as the superintendent for the construction of UNI's Schindler Education Center and the

UNI-Dome. When he retired from private contracting, the elder Christensen was hired by the university to oversee the construction of the Curris Business Building.

## PROFESSIONAL PREPARATION

*Jerry Jensen helps prepare future finance, investment professionals.*

When students are willing to invest hours and hours of work to gain a professional edge, the least we can do is make sure they can afford the preparation costs.

Thanks to the generosity of

**Jerry Jensen** (Marketing '69), US Bank's vice president - commercial real estate, **Sarah Schares** (Finance and Economics '08) was able to take the preparation course for the Certified Financial

Analyst (CFA®) exam. Each year Jensen's \$2,000 financial award provides this opportunity to a student who otherwise would not have the financial means to take the course.

## FACULTY SUPPORT

*Jack Ingle's gift supports both faculty excellence and student efforts.*

**Jack Ingle** (Accounting '81), CFO at Jacobson Companies in Des Moines, gave a \$15,000 gift to UNIBusiness to help further student and faculty development. Half of the funds will go to the Dean's Fund, which provides

financial support for students building their professional edge through internships, professional seminars, and participation in rigorous academic competitions. The other half will be used to fund an alumni fellowship in the

Department of Accounting.

This gift will support the expenses of accounting faculty who engage in research that benefits both students in the classroom and professionals in the field.

# Alumni Spotlights

*Accounting alumni connect and reconnect in Des Moines.*

UNI accounting alumni gathered for a reception at the new headquarters for Wells Fargo's Home Mortgage and Consumer Credit Group in West Des Moines, hosted by **Mark Oman**, senior



*Mark Oman hosted the Accounting alumni reunion at the Wells Fargo Home Mortgage headquarters in West Des Moines.*

executive vice president for Wells Fargo & Company. Alumni, including many who hadn't seen each other in years, had an opportunity to reconnect and network among the nearly 75 alumni who were present. UNI president **Ben Allen**, UNIBusiness dean **Farzad Moussavi**, and current and former UNI Accounting faculty were also in attendance to meet and reconnect with alumni.

"As a faculty member, it was gratifying to see our alumni doing so well in their careers," said Accounting department head **Marty Wartick**. "I enjoyed catching up and visiting with them about life after UNI. Credit must be given to **Diane Bridgewater** (Accounting '85), **Wendell Crosser** (Accounting '81), and **Mark Oman** (Accounting '76) for the success of this event."

Wells Fargo's 960,000-square-foot office campus in West Des Moines houses 2,300 Wells Fargo Home Mortgage and Consumer Credit Group employees



*Diane Bridgewater and Wendell Crosser helped organize Des Moines' first Accounting alumni event.*

who had previously worked in 11 other locations in the Des Moines metro area. As Wells Fargo continues to hire additional team members, the new campus can accommodate up to 4,500 workers.





# Hong Kong Alumni Group Grows

*UNI held its second graduation ceremony in Hong Kong, conferring degrees on 48 MBA candidates.*



*Offering an MBA program in Hong Kong allows faculty to stay in touch with today's global business environment as well as providing an alternative source of funding for the College.*



*Amy Yeung (MBA '04), president of UNI's Alumni Chapter in Hong Kong, welcomed the new graduates.*



*UNI President Benjamin Allen and Dean Farzad Moussavi joined members of the UNI MBA Club Soccer team following a game in Hong Kong. This was President Allen's first trip to UNIBusiness' Hong Kong location. Although the alumni association's Panther team didn't win, everyone had a great time playing and watching.*

*The soccer game was part of the weekend's commencement activities, along with "Meet the President Night" when members of UNIBusiness faculty and President Allen, who presided at the following day's ceremony, were on hand to congratulate the 48 degree candidates and wish them a bright, successful future. Since its inception in May 2003, more than 100 students have graduated from the College's internationally recognized program.*



# Focus on Alumni

## 1937

**Stanley Benz** (*Economics*) retired as dean of students at San Jose State University. He lives in Pacific Grove, Calif.

## 1951

**Gladys (Sawtell) Schmidt** (*Business Education*) is a tax preparer for H&R Block.

## 1964

**William Barquist** (*Marketing*) retired as office supervisor of Fareway Stores Inc. He lives in Ames.

## 1965

**Joe Enderlin** (*Economics*) retired after teaching Social Science courses in the Spencer High School District for 36 years. Enderlin will continue as a part-time substitute teacher.

## 1966

**Wallace Parrish** (*Economics*) completed mediation training through the International Academy of Dispute Resolution. Parrish has 41 years' experience as an attorney and practices law at the Parrish Law Firm.

## 1967

**Jim Davidson** (*Business Education*) retired after 40 years as a business teacher and coach in the Burlington Community School District. Davidson and his wife, **Sandy (Reihman) Davidson** (*Marketing* '67) plan to remain in Burlington.  
**Larry Fox** (*Marketing*, MA '71) achieved the Private Wealth Advisor designation and is a financial advisor with Larry K. Fox and Associates, an affiliate of Ameriprise Financial.

## 1970

**Kevan Cortright** (*Marketing*) joined his real estate business with Lockard Realty in Cedar Falls.

**Jim Davids** (*Marketing*) is chief credit officer at Ogden BancShares Inc. He lives in Urbandale.

**Roger Goldsberry** (*Marketing*) was inducted into the Waterloo Optimist Club Baseball and Softball Hall of Fame. He has coached youth baseball and softball for more than 30 years and has served as a club officer since 1977.

## 1971

**Herbert Frye** (*Accounting*; MBA '80) is director of finance for LaBarge, Inc.

**Robert Lehman** (*Business Education*) was named administrator of the Winneconne Community School District in Wisconsin.

## 1972

**Gary Anderson** (*Management*) is employed by Bonwell RE/MAX Home Group as a licensed real estate agent.

**Mike David** (*Marketing*) was recognized for customer satisfaction excellence under the J.D. Power and Associates Distinguished Insurance Agency program. David is an agent for American Family Insurance in Cedar Rapids.

**James Lentz** (*Accounting*) retired from General Mills after 35 years with the company. He recently moved to Green Valley, Ariz.

**Douglas Penn** (*Marketing*) is vice president and Midwest manager for United Fire and Casualty. He lives in Marion.

**Ray Stewart** (*Marketing*) recently retired after working in multiple positions with Hy-Vee. He lives in Clive.

## 1973

**Gerry Kraus** (*Management*) was elected president of the National Alliance of Life Companies. Kraus, who is vice president of compliance at Homesteaders Life Company, lives in Ankeny.

## 1974

**William Mowery** (*Business Education*) retired from teaching at East High School in Waterloo.

**Del Shepard** (*Business Education*) is director of career services at Simpson College in Indianola.

**Paul Tilkes** (*Management, Marketing*) retired from his position as manager - industrial engineer at Hormel Foods.

## 1975

**Richard Ahlstrom** (*Marketing*) completed U.S. Investigations Services training and received the Leadership Award for his class. Ahlstrom serves as an investigator in Iowa and surrounding states.

**Gary Iversen** (*Accounting*) is a community planner for the Iowa Northland Regional Council of Governments.

**Randall Thomas** (*Accounting, MBA '98*) received the 2006-2007 Excellence in Teaching Award from Upper Iowa University. He has served as an adjunct instructor of Accounting, Finance, and Economics for the past five years.

## 1976

**Bob Aanes** (*Marketing*) is territory manager for the direct mail division of Mudd Advertising in Cedar Falls.

**Steven Harvey** (*Accounting*) works for the Iowa Finance Authority. He received the George C. Askew Award from the American Academy of Certified Public Managers, which is given to state and city employees who helped develop a new template for the State of Iowa Internship Program.

**Mark Oman** (*Accounting*) was inducted into the Iowa Business Council's Hall of Fame. He is senior executive vice president for Wells Fargo.

**Jamie Van Nostrand** (*Economics*) is executive director of the Pace Energy and Climate Center at Pace Law School in White Plains, N.Y.

## 1978

**Gordon Druvenga** (*Accounting*) is CFO of YouthWorks, Inc., an organization in Minneapolis that facilitates mission trips for youth groups.

## 1979

**Paul Boisjolie** (*Management*) retired from Hy-Vee as store manager in Austin, Minn.

**Dale Ensminger** (*Management*) joined Willis Programs as vice president - growth leader for the Car Pac insurance division.

**Monica Haag** (*Accounting*) has worked for Carney, Alexander, Marold, and Co. since 1979. She is a past president of Quota International of Waterloo, is treasurer of the Waterloo Exchange Club, and is a member of the Waterloo Elks Lodge.

**Todd Hoyer** (*Management*) is director of the departments of surgery, anesthesiology, pain management, and otolaryngology at Wheaton Franciscan Healthcare/Covenant Clinic.

## 1980



**Jerry Ask** (*Management*) has been a financial services professional for 25 years. He owns Jerry K. Ask Investment Services in Cedar Rapids and has been the top U.S. independent broker with Princor Financial Services Corporation for the last 10 years. He also owns Jerry Ask Real Estate, a commercial real estate business.



**Joseph Dunsmore** (*Management*) was named a 2008 Ernst & Young Entrepreneur of the Year award winner for the Upper Midwest Region. Dunsmore is chairman of Digi International Inc. in Minnetonka, Minn.

**Sally (Sullivan) Mainquist** (*Accounting*) is president and CEO of Certes Financial Inc. She lives in Hopkins, Minn.

**Richard Thompson** (*Economics*) is U.S. Cellular's director of sales for the state of Iowa.

## 1981

**David Bruner** (*Management*) was appointed city attorney in Carroll.

**Timothy Carlson** (*Accounting, MBA '99*) is senior manager/assistant controller - investment operations for Aegon in Cedar Rapids.

**Jayne (Thomas) Hall**

(*Management*) is sales manager at Arthur Davis Publishing Agency in Cedar Falls.

**Sue Joseph** (*Economics*) is interim dean of the UNI Graduate College.



**Craig Lathrop** (*Management*) is CIO of Americas' SAP Users' Group and was featured in

*Information-Week* magazine as a top tech executive.

**Michael Mosher** (*Marketing*) is senior director of field sales for Conesco Worksite. He lives in Carroll.



**Joseph Otting** (*Management*) is senior officer for US Bancorp's West Coast operations and lives in Los

Angeles. Otting continues to oversee the organization's commercial banking division nationally.



**David Petratis** (*Management*) was named president and CEO of Quanex Building

Products Corp.

**Bill Sikula** (*MBA*) appeared in *Lend Me A Tenor* at the Cedar Falls Community Theater. He retired from John Deere as an engineer.

**Tamara (Wilson) Kenworthy** (*Business Education*,) is founder and principal of On Point Strategies in Des Moines, a company that helps organizations develop marketing programs. Kenworthy is one of only three Iowans to achieve Professional Certified Marketer status through the American Marketing Association.

## 1982

**Jon Austin** (*Marketing*) has been a professor of marketing at Cedarville University in Cedarville, Ohio, since 2001 and recently received tenure.

**Rose (Evens) Burke** (*Accounting*) is a controller at the RiverTown Newspaper Group in Red Wing, Minn.

**Beth (Howie) Delagardelle** (*Marketing*) is assistant manager at World's Window in Cedar Falls.

**Avis Handorf** (*Management*) owns Bob's Guitars in Cedar Falls with her husband, Bob, and serves as the store's office manager.

**Bradley Lundquist** (*Accounting*) is senior vice president - finance and administration at Vernon Co.

**Gregory Piehl** (*Marketing*) is a broker at the Waterloo office of the Warner Group.

## 1983

**Andrew Brannon** (*Accounting*) is finance director at Shrine of Our Lady Guadalupe in La Crosse, Wisc.

**Bob Claassen** (*Marketing*) joined Cedar Valley Real Estate as a broker associate.

**Don Coffin** (*Management*) is managing director and head of the Des Moines office of PrivateBank. He is also the incoming chairman and a board member of Easter Seals of Iowa.

**Duke Dierks** (*Marketing*) became Ozark National Life Insurance Company's all-time highest in-force producer.

**Kevin Hanson** (*Accounting*) is vice president and CFO for HosePower USA, a hydraulics and industrial hose and fittings company in Phoenix.

**Julie (Shaw) Harvey** (*Accounting*) is vice president of finance for *The Des Moines Register*. She won Gannett President's Rings in 2006 and 2007, which are awarded to executives for outstanding achievement.

**Judy (Herrick) Haven** (*Accounting*) is a tax manager with Schenck Business Solutions. She lives in Cedarburg, Wisc.

**Deanna Schultz** (*Accounting*) is an assistant professor of Career and Technical Education at the University of Alaska in Anchorage.

## 1984

**Michael Betzer** (*Marketing*) is senior vice president - relationship technology management for Convergys Corp. He lives in Austin, Texas.

**Robert Umsted** (*Accounting*) is employed as an audit manager at Kiesling Associates, LLP.

## 1985

**Kent Harfst** (*Marketing*) is the assistant city manager, park and recreation director, for Webster City.

**David Hartman** (*Marketing*) was elected vice president of the Ronald McDonald House board of directors in Des Moines. He has been a member of the board since January 1999.

**Brad Kirkpatrick** (*Management*) received the Certified Business Intermediary designation from the International Business Broker's Association. He is president of Midwest Business Advisors in Tipton.

**Jeff Quint** (*Accounting*) established Cedar Ridge Distillery in 2005 with his wife, Laurie. Their most recent release, Clearhart Gin, is one of several created at the distillery. The Quints live in Cedar Rapids.

**Carla Stebbins** (*Marketing*) is director of the Heath Care Administration program at Des Moines University and helped create online courses for students throughout Iowa and the U.S.

**Todd Steil** (*Marketing*) is a manager at United Building Center in Waterloo.

**Dan Tegtmeier** (*Marketing*) is general manager of a Superstition Trailers dealership in Phoenix and Tuscon. He lives in Chandler, Ariz.

## 1986

**Toby Lawrence** (*Accounting*) joined Clifton Gunderson in Cedar Rapids and is a consulting partner with a focus on financial institutions.

**David McCammant** (*MBA*) is the energy efficiency product manager at MidAmerican Energy in Davenport.

**Don Walsh** (*Management*) joined Dalton Plumbing, Heating, and Cooling as controller. He lives in Cedar Falls.

## 1987



**Lisa (Vermulm) Dreyer** (*Economics*) is vice president, regional private banking

manager, at Wells Fargo in Des Moines.

**Karl Kruse** (*Marketing*) is vice president - general merchandise for Hy-Vee's corporate headquarters and lives in Johnston.

**Michael McLain** (*Accounting*) is an economic advisory services director at the Kansas City office of Grant Thornton, LLP.

**Paul Rothamel** (*Management*) is president and CEO of Pamida, Inc.

**Patrick Scheetz** (*Marketing*) is assistant sales manager at Millhiser Smith in Cedar Rapids.

## 1988

**Lori (Lyness) Cole** (*Management*) was named vice president at F&M Bank in Manchester.

**Denice (Evans) Ostrander** (*Accounting*) is employed by Wellmark BlueCross BlueShield in Des Moines as a senior operational analytics and reporting consultant.

**Terry Toale** (*Accounting*) was promoted to COO with BankIowa and lives in Independence.

## 1989

**Kevin Hansen** (*Marketing*) was promoted to vice president for creative strategies at Hellman, a marketing and advertising agency in Waterloo. He was also named to Hellman's board of directors.

**Troy Henkels** (*Management*) is a communications technician for the Matanuska Telephone Association in Eagle River, Alaska. He enjoys long-term, outdoor expeditions in Alaska and has also spent time in Antarctica.

**Carol (Brown) Heth** (*Marketing*) is a planning and compliance specialist for Operation Threshold, an Iowa community action agency serving Black Hawk, Buchanan, and Grundy counties.

**Darla (Eggers) Meisner** (*Business Teaching*) is a Special Education teacher at Preston High School.

**Mark Moser** (*Management*) is a project superintendent at Turnkey Associates. He lives in Waterloo.

**Dan Schmitt** (*Marketing*) was appointed to the board of directors of MaxLife Fund Corp.

**Joe Stocker** (*Accounting*) is vice president, secretary-treasurer at Vernon Co. He has been with the company since 1995 and lives in Des Moines.

## 1990

**Amy (Hipschen) Bristow** (*Marketing*) is a Defense Intelligence Agency strategic analyst and was chosen to participate in the Department of Defense's Executive Leadership Defense Program.

**Steve Drake** (*Marketing*) is senior director of marketing communications at Mercy Medical Center in Cedar Rapids.

**Scott Durscher** (*Management*) is a wealth management registered representative at First Insurance Services in Waverly.

**Tim Foreman** (*Management*) is a senior contract underwriter at Merchants Bonding Co.

**Pam (Kilburn) Hanson** (*Management*) is vice president of human capital for First American Bank, working from the Ames-Duff location.

**Sarah (O'Byrne) Smerage**

(*Marketing*) is a corporate communications consultant for ARAG in Des Moines.

**Julie (Andersen) Starnes** (*Management*) is senior sales manager at RSM McGladrey in Cedar Rapids.

**Kevin Swanson** (*Management*) is general manager - packaged oils for Archer Daniels Midland Company and assumed global responsibility for ADM's packaged oils. He lives in Maroa, Ill.

**David Truka** (*Economics*) is director of customer service and planning at Heartland Express Inc. in North Liberty.

**Mark Zehr** (*Management*) is executive director of Meridian Gardens Assisted Living. Zehr lives in Columbus, Neb., with his wife, LuAnn, and two sons.

## 1991

**Kurt Brannian** (*Marketing*) is president of SoyClean in Brooklyn.

**Chris Brauns** (*MBA*) is a senior pastor in Stillman Valley, Ill. His book, *Unpacking Forgiveness: Biblical Answers for Complex Questions*, was released in October 2008.

**Diane (Stoffregen) Caley** (*Accounting*) is controller for the Greater Cedar Valley Alliance.

**Todd Kielkopf** (*Finance*) was appointed general manager of Indianola Municipal Utilities' board of trustees. He has worked for the city of Indianola since 1999.

**Douglas Moon** (*Marketing*) is category analysis manager for Kraft Foods' Customer Development and Shopper Insights. He lives in Leawood, Kan.

**Kathleen (Till) Stange** (*Accounting*) was named one of "Forty under 40" in the *Des Moines Business Record*. She is the investor relations vice president at FBL Financial Group Inc. in West Des Moines. Stange is a member of United Way of Central Iowa's Women's Leadership Connection Committee and a founder/member of the Professional Women's Networking Group.

**Tammy Thies** (*Finance*) is assistant vice president - loan review officers with Community National Bancorporation. She lives in Raymond.

## 1992

**Kim Babberl** (*Accounting*) received the Most Involved in the Community award from the Valuation and Forensic Services Client Service Center. She is on the Fund-raising Committee for Prevent Blindness Iowa and volunteers in the Polk County attorney's office in the elder care financial abuse department.

**Joyce (Picht) Barbatti** (*Management*) is co-publisher and business manager of a quarterly sports magazine launched in December 2007. She lives in Cedar Falls.

**Andrea (Taylor) Elliott** (*Marketing*) is marketing manager for Junior Achievement of Eastern Iowa Inc.

**Jeff Hassman** (*Management*) is COO of VGM Group, Inc. He lives in Cedar Falls.

**David Rogers** (*Accounting*) is a partner in the CPA firm Carney, Alexander, Marold & Co., LLP. He has been at the firm since 1992 and lives in Cedar Falls.

**Martin Rosacker** (*Finance*) is vice president of ING Investment in Minneapolis.

**Kurt Schmitz** (*Management*) is assistant vice president-sales manager of the homecare division for VGM Financial Services. He lives in Waterloo.

**Steve Schweizer** (*Accounting*) is a partner at Denman & Co., LLP, a certified public accounting and business consulting firm in West Des Moines.

**Lori Tigges** (*Management*) is a dental hygienist with Drs. Barlett and Ruisch in Des Moines.

## 1993

**Greg Blythe** (*Accounting*) is vice president - financial division and treasurer of the IMT Group in West Des Moines.

**Dan Callahan** (*Marketing*) is regional vice president of sales, central and national accounts manager, for Endocare, Inc. He lives in Marion.

**Steve Nida** (*Marketing*) joined Wells Fargo Investments as a financial consultant at the Cedar Falls location. He earned his Series 66 license, which enables him to maintain an Investment Advisor Representative registration.

**Brian Sankey** (*Management*) graduated from Des Moines University in May 2008 as a doctor of osteopathic medicine. He is a resident physician at the Northeast Iowa Family Practice Center in Waterloo.

**Scott Wegmann** (*Finance*) joined Community Savings Bank as vice president and branch manager in Earlville.

**Darin Woodward** (*Finance*) is vice president and treasury services manager at Bankers Trust Company in Des Moines.

## 1994

**Scott Gloede** (*Accounting*) is manager of the retail division of Petroleum Services Co. He lives in La Porte City.

**Debra (Andersen) Oliver** (*Management*) is director of the new MBA program at Mount Mercy College in Cedar Rapids.



**Shawn Rathje** (*Accounting*) is chief accounting officer for Hypercom Corporation. He lives in Phoenix, Ariz.

**Pat Skelton** (*Finance*) is location president at Midstates Bank's Missouri Valley and Mondamin offices. He is a member of the Missouri Valley Community Schools Board of Education, treasurer of the Missouri Valley Development Corporation, and a member of the Missouri Valley Lions Club.

**Matt Wagner** (*Business Teaching*) is vice president of CSBank in Fort Dodge. He serves as chairman of the advisory board for the Iowa Bankers Association Commercial Lending School.

## 1995

**Jack Barnes** (*MBA*) is senior engineering project specialist for Rockwell Collins Government Systems. He lives in Norway.

**Heather (Riley) Gunderson** (*Accounting*) is a principal at Bergan, Paulsen and Company, PC.

**Eric Hodgson** (*Marketing*) joined the University of Iowa Foundation as web content manager. He previously worked in higher education web development with Stamatis in Cedar Rapids and Estrada Content Management in Birmingham, Ala.

**Kevin Platz** (*Marketing*) is association executive for the Cedar Rapids Area Association of Realtors. He was named one of "Forty Under 40" in the *Corridor Business Journal* in 2007.

**Mike Roozeboom** (*Finance*) is president of MidWestOne Investment Services Inc. in Pella.

**Curtis Schneekloth** (*Accounting*) is the investor relations director for Cooper Tire and Rubber Company. He lives in Findlay, Ohio.

**Todd Thorson** (*Accounting*) is a partner at the West Des Moines office of Kiesling Associates, LLP.

**Duane Webb** (*Accounting*) purchased the Claney & Corbett, Ltd. tax and accounting practice in Clarence.

## 1996

**Susan Chizek** (*MBA*) joined Liberty Bank as a commercial banker at the Cedar Falls branch. **Tyler Duit** (*Marketing*) is owner and manager of Spoken Wheel Cyclery in Iowa Falls.

**Brian Graham** (*Accounting*) is audit manager at Bergan, Paulsen and Company, PC.

**Heather (Stocker) Hutzel** (*Management*) is a user services consultant at Pioneer Hi-Bred International.

**Sara (Lanphier) Larson** (*Finance*) is second vice president at American Trust and Savings Bank in West Des Moines.

**Olga Logvina** (*MBA*) is head of research at Troika Dialog, the oldest and largest private investment bank in Russia. Logvina oversees investment research and stock selection activities.



**Bradley J. Schaufenbuel** (*MIS*) has been named senior vice president and chief information

security & privacy officer at Midwest Banc Holdings, Inc., a \$4 billion bank holding company headquartered in Melrose Park, Ill. He formerly worked at Zurich Financial Services.

**Brian Newton** (*Accounting*) serves on the Finance Committee of the Young Women's Resource Center and is a senior manager at McGowen, Hurst, Clark & Smith, PC. He lives in Pleasant Hill.

**Aaron Prewitt** (*Accounting*) is manager in the Sheldon office of Williams & Co., PC.

**Clint Sargent** (*Marketing*) was elected mayor of Missouri Valley.



**Scott Sernett** (*Marketing*) received Financial Planner certification and is a financial

advisor for Northwestern Mutual Financial Network. He was named one of the "20 under 40" featured in the *Waterloo-Cedar Falls Courier* for 2007.

**Steven Smith** (*MIS*) is employed by McKee, Vorhees & Sease, PLC. He has been with the firm since 2003, specializing in intellectual property agreements. He lives in Ankeny.

## 1997

**Sara (Lanphier) Larson** (*Finance*) has been in the banking industry for 12 years and is second vice president of American Trust & Savings Bank in West Des Moines. Larson and her husband, Justin, live in Waukee with their two children, Jake and Lauryn.

**Jill (Schoeberl) Murray** (*MIS*) is dialer administration supervisor for The CBE Group, Inc. in Waterloo.

## 1998

**Steven Albers** (*Marketing*) is the marketing communications specialist for Accenx Technologies in Irvine, Calif.

**Troy Campbell** (*Accounting*) is employed by Chortek & Gottschalk, LLP, as an accounting and business consultant. He lives in Sussex, Wisc.

**Joshua Janeczko** (*Management*) is general manager at Innovative Injection Technologies of West Des Moines.

**Stacy Kennedy** (*Management*) is working toward her master's degree in Human Resources at Capella University and lives in Woodbury, Minn.

**Jeremy Rasmussen** (*Accounting*) is a vice president at Wells Fargo Bank in Mason City, specializing primarily in agriculture loans.

**Angela (Muller) Thoren** (*Finance*) is a personal financial adviser at Power, Westemeier and Associates, a branch of Ameriprise Financial.

## 1999

**Dustin Beenken** (*Accounting*) is financial reporting manager - accounting for MidAmerican Energy. He lives in Waukee.

**Shellie (Dinsdale) Bolt** (*Marketing*) is assistant vice president, marketing director, at Community National Bancorporation. She lives in Reinbeck.

**Daniel Dufner** (*Management*) and his wife, **Andrea**

**(Nechanicky) Dufner** (*MBA* '00), moved to Tianjin, China, where he serves as manager of China tractor engineering for John Deere.

**Melissa Edsill** (*Economics*) is an environmental planner for Stanley Consultants in Coralville.

**Steve Lindaman** (*Finance; MBA* '07) is a business development officer and branch manager at Farmers State Bank in Cedar Falls.

**Emily (Schmitt) Nolting** (*Accounting*) is controller at Schmitt Telecom Partners Inc. in Waterloo.

**Colli (Eichorn) Peters** (*Finance*) works at Midland Loan Services and lives in Lee's Summit, Mo.

**Ted Pladsen** (*Marketing*) is the chain account manager for Miller Brewing in Atlanta.

**D'Carlos Redmond** (*MIS*) is a programmer analyst for Thomas L. Cardella & Associates in Cedar Rapids.

**Denae Rinderknecht** (*Management*) is an assistant accounting manager with Onthank Co. and lives in Des Moines.

**Randy Schafer** (*Accounting*) is a manager at Carney, Alexander, Marold & Co. in Waterloo.

**Neil Schmidt** (*Management*) is general manager and head golf pro at Woodhaven Country Club in Fort Worth, Texas.

## 2000

**Luke Bartlett** (*Management*) is managing partner of Papa Murphy's Pizza in Eastern Iowa. He lives in Cedar Falls.

**Jennifer (Sokolowski) Bonuso** (*Marketing*) received her MBA from the University of Tennessee. She works for Whirlpool Corporation and lives in St. Joseph, Mich.

**Mark Funk** (*Finance*) is managing director of Northwestern Mutual in Waterloo.

**Andrew Knupp** (*MIS*) is a software consultant at Perceptive Software in Kansas City, Mo.

**Josh Norton** (*Finance*) is a West Bank vice president, focusing on the business development of commercial clients. He lives in Wauke.

**Dale Otte** (*Business Teaching*) is athletic director for the Saydel Community School District in Des Moines.



**Betsy (Hoffman) Ratchford** (*MIS; MBA '03*) is a Management Information

Systems instructor and webmaster at UNI.

**David Trebel** (*Marketing*) was promoted to senior account executive at Hellman in Waterloo. He has been with the company since 2005.

## 2001

**Raeann Eckhoff** (*Finance, Real Estate*) is assistant cashier and information technology officer at Security State Bank in Waverly.

**Carl Ericson** (*Management*) joined Oakridge Realtors and lives in Cedar Falls.

**Dmitry Hashimoto** (*MBA*) runs his own real estate consulting firm, Roundup KK.

**Jennifer (Davids) Kramersmeier** (*Finance*) is assistant vice president and mortgage lender for Manufacturers Bank & Trust Company in Lake Mills.

**Brooks Martin** (*MBA*) received the Young Entrepreneur Award from Junior Achievement of Eastern Iowa. He lives in Cedar Falls.

**Holly Olson** (*Finance*) received her master's degree from UNI in Post-Secondary Education.

**Marc Reifenrath** (*Marketing*) opened a Des Moines office for his web development company, SpinUtech. He lives in Parkersburg.

**Alicia (Severson) Wemark** (*Accounting*) is a manager at Carney, Alexander, Marold & Co., LLP. She lives in Denver, Iowa.

**Kris (Watson) Wieland** (*Marketing*) is an account executive at ME&V. She lives in Waterloo.

## 2002

**Josh Barnes** (*Accounting*) is an audit manager at Deloitte & Touche, LLP, in Davenport.

**Jason Buhrow** (*MIS*) is an IT consulting manager for RSM McGladrey in Des Moines.

**Wes Cooling** (*Marketing*) is a project development manager in charge of new business sales for Vernon Research Group in Cedar Rapids.

**Beth (Clark) Greene** (*MIS*) is an information systems specialist at PepsiCo. She lives in Cedar Rapids.

**Janell Halverson** (*Accounting*) is an audit manager with Deloitte & Touche, LLP, in Cedar Rapids.

**Stacy Paul** (*Management*) is director of finance and operations at the Community Foundation of Northeast Iowa in Waterloo.

**Andrew Reutter** (*Finance*) joined Stone Point Capital as a senior credit associate. Prior to this position Reutter was a senior investment analyst in the Corporate Debt Group at The Blackstone Group.

**Julie Schricker** (*Marketing*) is a marketing manager for Sandford Brands. She lives in Shorewood, Ill.

**Ryan Smith** (*Marketing*) joined Prairie Meadows Casino as sales manager for special events. He lives in Grinnell.

**Adam Steenblock** (*Management*) earned the Investment Adviser Representative designation and works for Monat Financial Services in Waterloo.

**Bradley Thatcher** (*Accounting; MAcc '03*) is a supervisor at RSM McGladrey in Cedar Rapids.

**Olya (Zelenski) Warden** (*Accounting, Finance*) is an assurance senior associate at McGladrey & Pullen, LLP, in Des Moines.

## 2003

**Tiffany (Neisen) Asche** (*Finance, Real Estate*) is assistant vice president and real estate loan officer at Peoples State Bank in Dike.

**Steve Bruere** (*Marketing*), president and CEO of People's Co., has expanded the number of agents at the company from four to 30.

**Kari (Walkup) Cooling** (*Marketing*) is an account executive at Holmes Murphy in Cedar Rapids.

**Robin Fairchild** (*Marketing*) is a marketing generalist at Open Systems, Inc. in Shakopee, Minn.

**Britni (Luethye) Gookin** (*MAcc*) is director of finance at the Crystal Group, Inc. in Hiawatha.

**Casey Haars** (*Accounting*) is an assistant controller for Keely Asset Management in Chicago.

**Chad Haskell** (*Marketing*) is business development coordinator for Mercy Medical Center in Clinton.

**Travis Heimbuch** (*Accounting*) is an account executive at Professional Office Services Inc. He lives in Waterloo.

**Jill Kenkel** (*Marketing*) is a loan specialist with Wells Fargo in Des Moines.

**Scott Kipp** (*Management*) is business development manager at PIPAC in Cedar Falls.

**Marcus Pitts** (*Marketing*) joined Peoples Co. as president of the commercial division. He lives in Urbandale.

**Tracey (Schatz) Plueger** (*Management*) joined Auxiant in Cedar Rapids as human resources manager.

**Jared Ringus** (*Management*) is a sales associate for CB Richard Ellis/Hubbell Commercial. He lives in West Des Moines.

**Christine Thorington** (*Finance*) is an independent broker-dealer for M Holding Securities, Inc. in Portland, Ore.

**Marcus Wilcke** (*Management*) is employed by Principal Financial Group in Des Moines.

**Lindsey (Aves) Winberg** (*Management*) is employed by Veridian Credit Union in Cedar Falls.

## 2004

**Josh Bard** (*Accounting*) is the dairy manager at Fareway in Cedar Falls.

**Timothy Brenden** (*Marketing*) was promoted from territory manager to east central regional sales manager for Mudd Advertising in Cedar Falls.

**John Cho** (*MAcc*) is a senior auditor at Beach, Fleischman & Co., PC, in Tucson, Ariz.

**Aaron DeJong** (*Economics*) is an assistant economic development director for the city of Dubuque.

**Brooke (VenHorst) Eastburn** (*Marketing*) is a sales executive for Xerox Corporation. She lives in Davenport.

**Brett Feddern** (*MIS*) is a systems analyst at Fennemore Craig, PC, one of the largest law firms in the Southwest. He lives in Chandler, Ariz.

**Carissa Gappa** (*Marketing*) is a regional sales coordinator for DTN-Trading Markets in Omaha.

**Kattie Hamann** (*Marketing*) is a business information analyst at National Sales Solutions in West Des Moines.

**Jennifer Hannah** (*MIS*) is a mobile manager for Best Buy in Portland, Ore.

**Kevin Kann** (*Marketing*) works in community relations for the American Cancer Society in Waterloo.

**Leslie (Mitchell) Lien** (*Management*) is employed in the Humbolt office of Erpelding, Voigt & Co., LLP.

**Dylan Long** (*Marketing*) was accepted into the MBA program at Iowa State University.

**Morgan Maxwell** (*Management*) is a group manager for JELD-WEN Doors and Windows in Grinnell.

**Ben Phillips** (*Marketing*) is sales manager at Allied Insurance and lives in Raleigh, N.C.

**Megan (Hammes) Plecker** (*MAcc*) was promoted to senior associate at RSM McGladrey, LLP.

**Nick Steinbeck** (*MIS*) is director of information systems for Barmuda Corporation. He lives in Waterloo.

**Troy Tabbert** (*Accounting*) works in the audit department of RSM McGladrey, LLP, in Mason City.

**Nicole Weber** (*Accounting*) is communications research specialist at Veridian Credit Union.

**Laura Weeces** (*Accounting*) is a senior accountant at Clifton Gunderson, LLP. She lives in Streamwood, Ill.

**Tim Wolfe** (*Finance, Real Estate*) is employed at Smitty's Tire and Appliance. He lives in Cedar Falls.

**Justin Zimmerman** (*Accounting*) was promoted to manager with Clifton Gunderson in Cedar Rapids.

## 2005

**Scott Brandt** (*Finance*) is a credit analyst at First American Bank. He lives in Waukegan.

**Luke Donnenwerth** (*Management*) is employed by West Bank where he was promoted to second vice president at the Dubuque Street Branch in Iowa City.

**Megan (Schall) Duncan** (*Accounting*) is a financial analyst at Fisher Controls in Marshalltown.

**Steve Ertl** (*Marketing*) is a sales representative for Medtronic Spinal and Biologics in Iowa City.

**Carey Fraise** (*Accounting*) is a senior assurance associate with Clifton Gunderson and lives in West Des Moines.

**Nathan Hannover** (*MIS*) is a systems analyst at Iowa State University.

**Jason Jiskoot** (*Accounting; MAcc '06*) received the Elijah Watt Sells Award from the American Institute of Certified Public Accountants, which recognizes outstanding performance on the Uniform CPA Exam. Jiskoot was one of 10 award recipients who passed all four sections of the exam on the first attempt, earning the highest cumulative scores. Jiskoot works at Pella Corp. as a cost management specialist.

**David Klein** (*Marketing*) is a graphic artist for Sports Image. He lives in Cedar Falls.

**Casey Klug** (*Accounting*) is a staff auditor at McGowen, Hurst, Clark & Smith, PC, in West Des Moines.

**Andrew Nixt** (*Marketing*) is a marketing supervisor for Interstate All Battery Center in Des Moines.

**Bryce Paulson** (*MIS*) was promoted to tier 2 network/server operator at RuffaloCODY in Cedar Rapids.

**Ashely (Allen) Rambo** (*Finance*) is employed by Aegon USA NS and lives in Urbana.

**Emily Schrad** (*Management*) is studio manager for Sayles Graphic Design and lives in Clive.

**Adam Watkins** (*Marketing*) is an outside sales representative with Associated Materials Inc./Alside. He lives in Chesterfield, Mo.

**Michelle (Sammon) Wilson** (*MBA*) works in supply chain management at John Deere.

**Tara (Schmillen) Wise** (*Accounting*) is employed by Dalton Plumbing, Heating, and Cooling.

**Jennifer (Anderson) Wolfe** (*Finance, Real Estate*) is employed at Principal Financial Group. She lives in Cedar Falls.

## 2006

**Lee Bower** (*Marketing*) is a territory manager for Barron Equipment in Des Moines.

**Jenna Davis** (*Marketing*) is aftermarket manager - Columbus Branch for John Deere. She lives in Raleigh, N.C.

**Katie (Gambell) DeRouchey** (*Finance, Real Estate*) is an assistant closing consultant for Principal Global Investors. She lives in Ankeny.

**Sarah Gavin** (*Accounting*) is employed by Raining Rose Inc. and lives in Fairfax.

**Ross Hannam** (*Economics*) is a credit analyst at Farmers State Bank.

**Jake Heimer** (*Finance*) is employed by Wells Fargo in Mason City.

**Bradley Henderson** (*Management*) is employed by Wal-Mart in Cedar Falls.

**Amy Johanningmeier** (*Marketing*) works at the Cedar Falls branch of Farmers State Bank.

**Kelly McCabe** (*Marketing*) is a sales representative for Kerry Ingredients and Flavours. She is also actively involved with the Junior League of Kansas City.

**Erika Mealhow** (*Marketing*) is marketing coordinator for VGM Nationwide Respiratory.

**Valerie Noll** (*Marketing*) was promoted to district sales supervisor in the Grand Rapids, Mich., area for the Hershey Company.

**Ashley Smith** (*Finance, Real Estate*) is an associate financial representative at Northwestern Mutual Financial Network. She lives in Waterloo.

**Travis Squires** (*Finance*) is a junior associate investment banker at Piper Jaffray in Des Moines.

**Vaska Tosic** (*Management*) is a member of the Waterloo Police Department.

**Nathan Trumm** (*Marketing*) is a sales executive at Cottingham and Butler.

**John Volkert** (*Marketing*) is a sales representative with the Company of the Americas in Cincinnati, Ohio.

**Judd Wagner** (*MIS*) is a business analyst for Gentiva Health Services. He lives in Tampa, Fla.

**Brad Walker** (*Accounting*) is a corporate tax accountant at AEGON in Cedar Rapids.

## 2007

**Stacy (Meester) Ascher** (*Business Teaching*) teaches business at Lynnville-Sully School.

**Adam Baumgartner** (*Marketing*) is a sales executive at Phoenix International in Kansas City, Mo.

**Matt Bernard** (*Marketing*) is a general manager with Fastenal Company. He lives in Omaha, Neb.

**Manoj Bhandari** (*MBA*) is employed as an Oracle consultant in St. Charles, Ill.

**Brianna Crowley** (*Marketing*) is a revenue examiner for individual taxes for the Iowa Department of Revenue.

**Joe Ellerbroek** (*Finance*) is employed by Wells Fargo in Cedar Rapids.

**Nick Johnson** (*Finance, Economics*) is a credit analyst at GreatAmerica Leasing in Cedar Rapids.

**Kristen Jorgenson** (*Management*) is an administrative assistant for Upper Iowa University's international office in Fayette.

**Tara King** (*Marketing*) is associate regional sales manager - strategic alliances/national accounts for Allstate Workplace Division.

**Justin Koester** (*Economics*) is a financial analyst for mergers and acquisitions for BCC Advisers in Des Moines.

**Kara Kunkel** (*Accounting*) is an associate at Eide Bailly, LLP, in Dubuque.

**Emre Ozdogan** (*MBA*) works as an Oracle consultant in St. Charles, Ill.

**Jennifer (Brau) Pudenz** (*Management*) works for Western Iowa Networks and lives in Carroll.

**Paul Rosenboom** (*Finance, Real Estate*) is a credit analyst for Midland Loan Services in Overland Park, Kan.

**Jamie Stiefel** (*Management*) is employed at the Cedar Falls branch of Farmers State Bank.

## 2008

**Micaela (Grob) Greenfield** (*Marketing*) is a sales assistant at Raven Industries in Sioux Falls, S.D.

**Ann Henderson** (*Management*) is employed at Northwest Bank in Spencer.



# Alumni in Residence

*Distinguished alumni return to campus to share their business expertise.*



*2007–2008 Alumni in Residence (from left) Rob Gettemy, Steve Howard, Tim Williams, Dave Petratis, Steve Neighbors, and Nancy Aossey (pictured below).*

UNIBusiness is proud of the significant impact its alumni have on the world. One way they bring their expertise “back home” is through the Alumni in Residence program. This year, the following distinguished graduates returned to campus during the College’s annual recognition gala to help students connect theory to practice.

**Rob Gettemy** (Economics ’87) is co-founder and president of IM4JC.com, a Christian T-shirt sales and social-networking site; he is also a partner in Acceleration Management Group, a startup consulting firm focusing on high-potential technology companies. Gettemy has 15 years of corporate executive management experience with an emphasis on merger and acquisition integration, operations, and marketing.

**Steve Howard** (Marketing ’77) is dealer/co-owner of Dale Howard, Inc. Chrysler, Ford, & General Motors. His dealership is one of only a handful of stores in the U.S. that have franchises for all three domestic manufacturers in one location. In 2007, Howard’s dealership was recognized as *Time*

magazine’s Quality Dealer of the Year for the State of Iowa.

**Tim Williams** (Accounting ’71) is vice president and CFO of Blackbaud, Inc., a global provider of software and related services for nonprofit organizations. Before becoming CFO in 2001, Williams was executive vice president and CFO of Mynd, Inc., a software and services provider to the insurance industry.

**David Petratis** (Management ’81) is president and CEO of Quanex Building Products Corp. Upon graduation Petratis joined Square D, the flagship brand of Schneider Electric; in 1994 he was appointed president of MGE UPS Systems America, a Schneider spin-off, and grew the company from \$60 million in annual revenue to more than \$300 million in 2001. In 2003 Schneider Electric reacquired MGE, and Petratis was promoted to COO of Schneider Electric North America; he became president and CEO of Schneider Electric’s North American Operating Division in 2004.

**Steve Neighbors** (Finance ’92),

director of capital markets for Fidelity Real Estate Group, is responsible for all financing and sales efforts related to Fidelity’s real estate funds assets, as well as management of the company’s acquisition line of credit and all other capital markets activities associated with fund investments. Neighbors is a 14-year veteran of the commercial real estate industry.



Under the direction of CEO **Nancy Aossey** (MBA ’84), International Medical Corps has become a leader in crisis response.

Among her many affiliations, Aossey is chairman of the board of InterAction, the nation’s largest coalition of international relief and development agencies, a member of the Council on Foreign Relations, and a commissioner for the Women’s Commission for Refugee Women and Children.

# UNI *Business* CONVERSATIONS



## Iowa Roots, Global Reach

*Alumni David Takes and Jeff Hamilton discuss the importance of being global players*

### Also in this issue

#### **Air Apparent**

*An open-air stadium for the Twins makes perfect sense to Kip Elliott (Accounting '89)*



# Sharing Insight and Ideas

*UNI alumni realize they have more in common than just their alma mater.*

Although their businesses are quite different, David Takes and Jeff Hamilton found they have a great deal in common when working with their partners in Asia. Takes (pronounced tay'-cus) and Hamilton were both Accounting majors, graduating in '81 and '80, respectively, but they had never met prior to May 15, 2008. That was the night *UNIBusiness* brought these accomplished alumni together to discuss their Iowa-based businesses and why it's essential to enter the global marketplace. Three hours later they were still talking! Here's an excerpt from that conversation.

## FROM IOWA TO ASIA

**David Takes:** To be a stable, long-term company, you need to be a global player. A lot of our competitors have waned and died because they weren't willing to see how to deliver their product in new

arenas. It may be appropriate to talk about going global like it's unique today, but in 10 years it'd better not be. Anyone who's not doing so may not be around.

**Jeff Hamilton:** It's not cheap and it's not easy, that's for sure. At ESP we had to ask ourselves, "How do we continue to service our customers at a high level? What are we going to do to change this business?" Obviously, going global was part of that, which started back in 1999. We started selling globally because some of our customers, like Emerson and John Deere, sold globally, and we knew we had to do something to assure our business with them. We looked at what our products went in, what they go with, and how we could put our products in something else to provide a value-added to the customer.

**Takes:** If all you do is provide a built or

manufactured-to-print product, sooner or later the low-cost countries will step up and compete with you because you're not providing the value-added.

**Hamilton:** That's right. So you provide that value-added design with a low-cost-country strategy. That keeps the competition at bay and provides value that's hard to match.

**Takes:** For Doerfer, going global was a double-edged sword. Our customers said, "If you want to keep our North American and European business, you're going to come work for us in Asia. We need a global supplier." We stiff-armed that as long as we could because the customer would never guarantee us a certain amount of business or revenue. They had to get to a point where they had enough going on that would justify our presence and investment. The tipping point came when we learned we could build and install equipment in Asia and, at the same time, begin to harvest a low-cost-country relationship for some of our work.

**Hamilton:** Picking up on the word "investment," we're developing long-term relationships with a number of different global suppliers. Some have asked, "Can you do strategic planning for us to help make our business better?" When you get to that level of trust, when suppliers are willing to open their business to you to help them make it better, that's pretty appealing. It's to our benefit, so I'll spend a weekend with them doing strategic planning. I'll invest the time to make them a better supplier because it brings opportunities for deeper relationships and further joint ventures.

## LEARNING TO TAKE RESPONSIBILITY

**Hamilton:** I've found there's still a big disconnect in middle management within Chinese companies, and upper management knows that. Educated middle management in China is lacking, and that takes a while because they haven't been industrialized long enough. But they'll eventually get there. There's also a big difference in how employees are treated in China. Here we



*Jeff Hamilton is president and CEO of ESP International, formerly known as Engineered Seals Products. ESP is headquartered in Cedar Rapids, with locations in Minneapolis, China (Shaoxing and Shenzhen), India, Taiwan, and Vietnam. Prior to purchasing ESP in 1996, Hamilton was a partner at McGladry & Pullen in Cedar Rapids.*





*David Takes is president and CEO of Doerfer Companies, headquartered in Waverly. Doerfer and its subsidiaries design, manufacture, and integrate custom automation systems and specialized machinery for the manufacturing business. Takes practiced law in Waterloo for 10 years before purchasing Doerfer Companies in 1995.*

have incentive programs, for example. Workers in China are managed very tightly and are told what to do.

**Takes:** I think a bit of that carries over to the factory floor with regard to problem identification and solving. You can get frustrated if you expect a certain level of responsibility. The Chinese don't take it. It's not that they won't take it. They just don't start from an assumption that they can control a situation.

### TURNING ADVERSITY INTO OPPORTUNITY

**Hamilton:** We were working with a customer on some hard plastic tubes that ran from a machine's hydraulics to the transmission. We sourced these from a supplier in China. We specified the material and received certification from the factory that it was using the specified material. Well, the tubes were installed, and when the machines were out in the field, the tubes started to warp and pull away from the transmission. All of the fluid leaked out and the machines wouldn't operate properly.

We found out that the material specified was not the material that was actually used. It would be unlikely that someone would be able to pull something like that on us today because we footprint all of the samples to make sure they're what they say they are. We set up a quality control center in our Shenzhen facility so we can have Chinese materials tested before production begins.

How did we deal with the Chinese supplier who provided the tubes? I actually brought his son to the United States and put him in a two-year training program at ESP, and he was part of the team that went back and opened the Shenzhen office! Those are the kind of relationships you build. When a problem arises, you just figure out how to work it out.

**Takes:** I had a similar scenario with a supplier in Singapore. We sourced about \$4 million in subassemblies from him for what are probably the 10 biggest companies in the world. Everything went great until the supplier packed the subassemblies in the sea-going containers

to the East Coast. When the product arrived it was rusty. So we brought all of the subassemblies to our Nashville plant and tore them apart. The whole thing cost a lot of money, which I'll get back by giving the supplier more work and having him charge me less.

I've found that you end up doing business overseas the exact same way people have been doing it for centuries. You develop relationships and build trust. I know that our suppliers are going to come through, and when mistakes are made, they're going to be accountable. You can't expect them to be accountable the same way I have to be accountable to my customers. We've built the critical mass and wherewithal to do that. But it means if we're going to access these developing countries, we have to act as the buffer and the bank. And if you're not willing to do that and you don't understand how to do that, you'd better not go there because you'll blow a tire the first pothole you hit.

### MIDWESTERN VALUES HELP BUILD GLOBAL RELATIONSHIPS

**Hamilton:** I've spent a great deal of time in Asia, and I think the people there really like Iowans because we're not "in their face." And I think they like the Midwestern mentality. We have a respectful nature and try to do the right thing with customers.

**Takes:** I agree. We always accord everyone we meet with respect. I don't think the people in Asia get that all the time, but I think they routinely get that from Midwesterners. It's being interested in and wanting to know about them and how they live. It's knowing a bit about the language and being able to say hello. It's probably a bigger deal in Asia than anywhere I've been. Of course, they want to know how they're going to advantage themselves through meeting you and furthering that relationship, but they're also looking for a partner, not someone they can exploit.

*Read the entire interview transcript of this alumni conversation at [www.cba.uni.edu/conversations](http://www.cba.uni.edu/conversations).*

# Air Apparent

*An open-air stadium in Minnesota?  
To Kip Elliott (Accounting '89)  
and the Twins it makes  
perfect sense.*



After nearly 25 years of playing in the Metrodome, the Minnesota Twins and its legion of fans got their wish – a return to an open-air baseball facility. In April 2010 a new \$412-million baseball park will open in the North Loop neighborhood of Minneapolis in the historic Warehouse District, adjacent to the Target Center.

Economics professor and baseball researcher **David Surdam**, author of *The Postwar Yankees: Baseball's "Golden Age" Revisited* (2008), sat down with **Kip Elliott**, senior vice president – business administration, for the Twins, to get the inside scoop.

**Surdam:** How will Minnesota's long, cold winters play a factor in the Twins' season?

**Elliott:** It's certainly going to be a challenge, particularly in April.

Minnesota people are pretty hardy, though, and spend a lot of time outdoors.

We're going to encourage the Major League Baseball League to schedule us on the road a

lot at the beginning of the season. When you think about it, our climate is not that different from Cleveland or Detroit, and their ballparks don't have roofs. You could never make enough revenue to pay for a roof, which would add another \$130 million to the project, and our location won't allow for one.

**Surdam:** How did the Twins go from "being on the bubble" of being eliminated from the

League to having a new stadium?

**Elliott:** The conversation about new ballparks started in the early 1990s. The League said the Twins and Montreal



*"There's kind of a badge of honor in coming from UNI's Accounting program. It's a hard grind and professors push you pretty hard, but at the end of the day you can say, 'If not for UNI's program, I probably wouldn't have the great job I have.'" – Kip Elliott*

Expos were having major revenue stream challenges and were such a drain on League resources that if no one was going to do anything, they were going to shut the two teams down. The Twins' lease expired in 2006, and that's when the stadium got approved.

The whole argument was never about whether the Twins needed a stadium; it was about how the stadium was going to be paid for. The team is paying one-third of the stadium's costs with the rest being paid for by a 0.15 percent Hennepin County sales tax.

**Surdam:** The ballpark is set up for about 40,000 attendees instead of 56,000 like your current venue. What's the thought behind that?

**Elliott:** Ideally the stadium would have been a little bit bigger. The footprint of the site is a little over eight acres – one of the smallest, if not the smallest, sites in baseball. People talk about stadiums with great seats and Pittsburgh always comes to mind, which has between 36,000 and 38,000 seats. The Twins really feel that a little over 40,000 seats will give people a quality, intimate experience.

**Surdam:** What's your outlook on baseball in general?

**Elliott:** Baseball is in a bit of a renaissance. Without question, a lot of it is because of the ballparks. People now come for the overall experience instead of just coming to the game and leaving. Our new ballpark will be about a half-day-long experience in outdoor baseball.

**Surdam:** Is it difficult to co-exist with three other major league teams (Timberwolves basketball, Red Wings hockey, Vikings football) and a Big 10 school (University of Minnesota)?

**Elliott:** Sure, competition is a concern, and that's part of the reason to have a little bit smaller stadium. There's a lot to do in the Twin Cities, which makes it a great place to live. But you have to win ballgames and need some on-field success, especially early in the season. If you don't, attendance can drop pretty quickly.





# Executive Advisory Board

A group of accomplished executives provides advice to Dean Farzad Moussavi on academic programs, faculty and student development, outreach, UNIBusiness' strategic position, 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.

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**Cynthia Goro**, President, The Worthington Partnership

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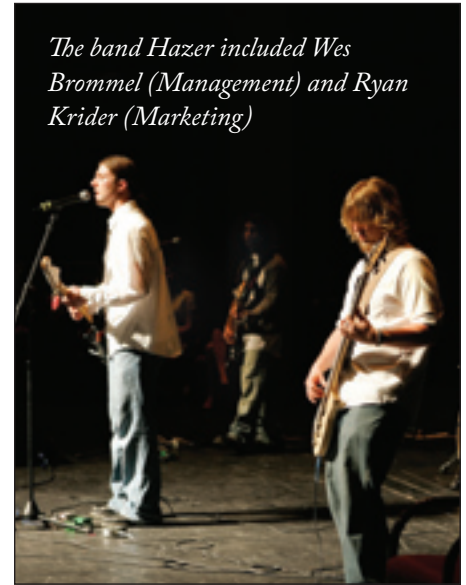
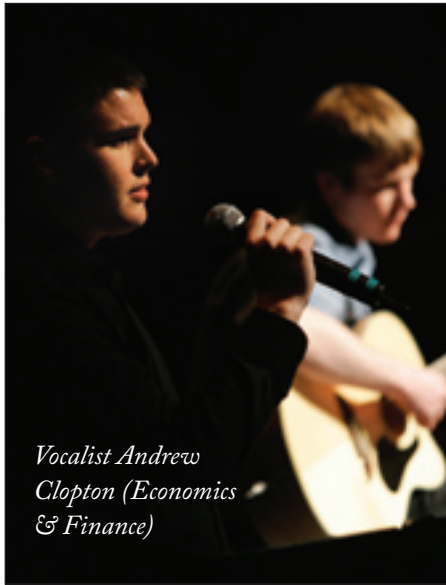
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# UNIBusiness Students are Solid Performers In Class, On Stage



*UNIBusiness students performed for more than 500 parents, alumni, fellow students, faculty, corporate friends, and community members during this year's Graduation Celebration. The event was held at UNI's Gallagher-Bluedorn Performing Arts Center. Fellow business students selected each act, which included at least one performer from UNIBusiness, during a College-wide talent search. Performers received \$700 in recognition of their artistic talents.*



College of Business Administration  
University of Northern Iowa  
Cedar Falls, IA 50614-0123

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