

2006

## UNIBusiness: The Alumni Magazine of the College of Business Administration University of Northern Iowa, 2006

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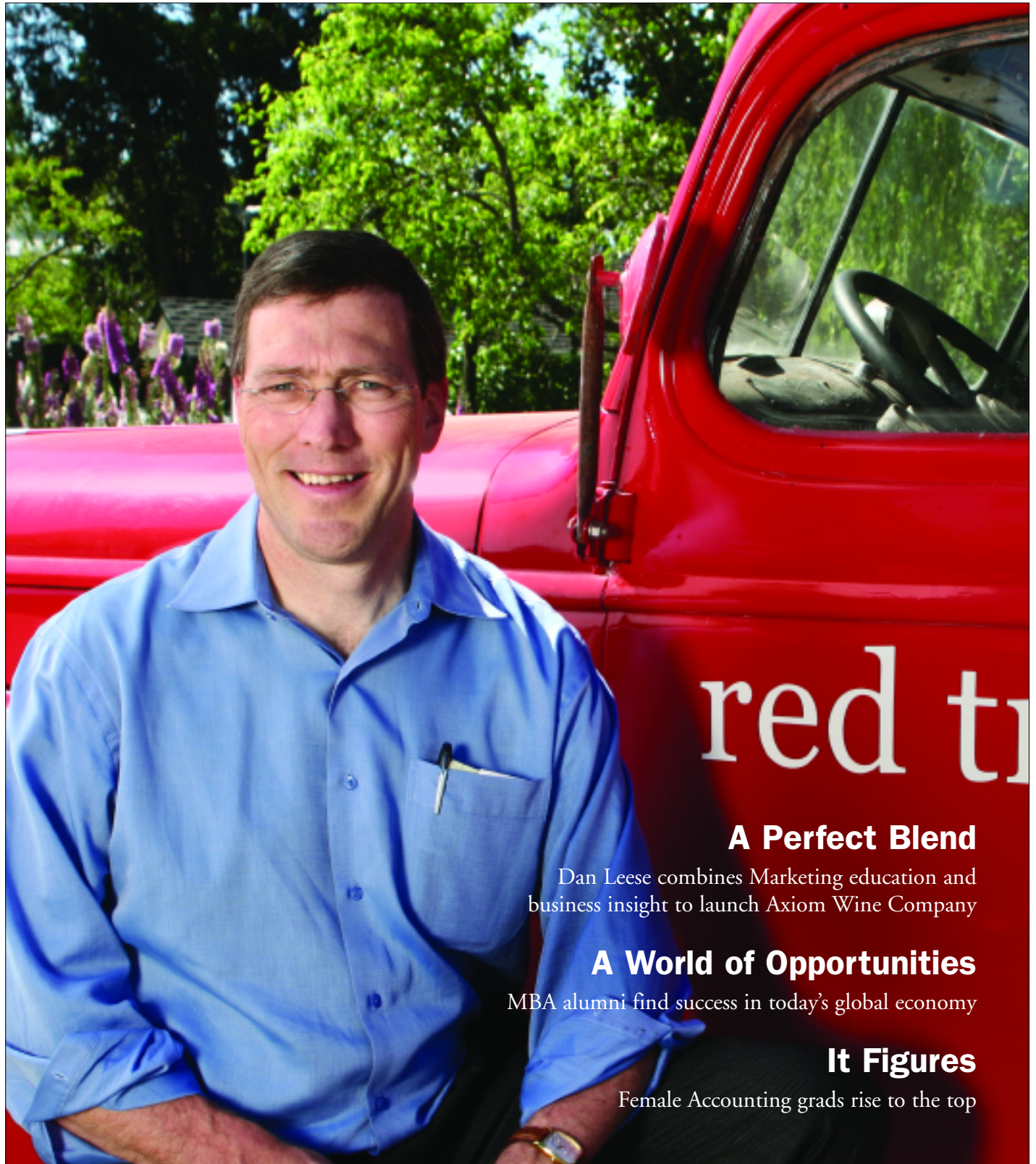
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# UNI Business

The Alumni Magazine of the College of Business Administration University of Northern Iowa 2006



## **A Perfect Blend**

Dan Leese combines Marketing education and business insight to launch Axiom Wine Company

## **A World of Opportunities**

MBA alumni find success in today's global economy

## **It Figures**

Female Accounting grads rise to the top



## Earned Excellence



Accreditation earned by fewer  
than 15% of business  
programs worldwide



Ranked Midwestern  
university since 1996



A Best Business School  
2007



Remarkable record of student  
achievement

**Cover:** After more than 25 years in the beverage alcohol industry, **Dan Leese** (Marketing '81) realized his dream of starting his own wine company. Learn more about Dan's trip from The Hill to The Valley, starting on page 2.

*Photography by John McJunkin, Sonoma, CA.*

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**UNI**Business thanks James H. Slife (Accounting '73),  
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# Message From the Dean



Faced with a professor about to faint in the rising heat, one student reacted with the decisiveness of a businessman responsible for thousands of employees in China: **Mr. Tony Wu** insisted that we move the class to his house. Grabbing materials and projector, we drove in two cars to regroup around his

dining table, removing a painting so I could project my slides on the wall. At noon Mrs. Wu ordered pizza.

Our Hong Kong program began with some shaky moments. The first class was an all-day Sunday session in an office on the 41st floor of a Hong Kong skyscraper. Business people in Hong Kong work hard six days a week, but not on Sundays. That is why, as I learned the hard way, many skyscrapers' air conditioning is programmed to stay off on Sundays, despite the stifling heat and humidity of a Hong Kong summer.

I had occasion to reflect on those early days as we held the first graduation ceremony for our MBA program this summer in Hong Kong. This marked the first commencement ever to be held away from UNI's Cedar Falls campus.

The complex choice six years ago to deliver an MBA program in Hong Kong was driven by two external forces, one academic and the other economic. First, business had moved solidly into its

globalization era, and we needed to ensure that our faculty and students were not left behind. Second, we had seen the first of massive budget cuts for Iowa's public universities and needed to develop alternate ways of funding.

We navigated the bureaucratic and marketing minefields and managed to launch the program in less than a year. We began so small that our classes could fit around a dining room table, but in a few short years the program has established a comfortable niche in the fiercely competitive Hong Kong market. More than 60 professionals now hold an MBA degree from our Hong Kong program.

We are proud that we deliver value to business professionals in Hong Kong, but the benefits flow both ways. More than 30 faculty members have had the opportunity to travel to Asia, interact with executive-level students and, in many cases, develop meaningful contacts with Chinese professionals. The faculty bring knowledge, insights and connections back to Iowa's undergraduates, providing much-needed exposure to global business, and all without using a penny from Iowa's taxpayers.

The past few years have presented us with tough challenges, but we are meeting them in ways that bring us both academic and economic success.

Farzad Moussavi  
Fall 2006

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To learn more about these distinguished board members, visit [www.uni.edu/EAB](http://www.uni.edu/EAB).

# From The Hill to The Valley *By Ruth Goodman, '82*

## UNI entrepreneurship leads to success in Sonoma Valley

Thursday afternoons in the late '70s and early '80s were pretty much the same for **Dan Leese** (Marketing '81) and his buddy, **George Blough** (Accounting '81): trek to Johnson's Bakery in Waterloo, load 60 dozen bagels (720 of the little beauties) into the '67 Chevy van, head to the local food wholesaler, pick up 60 pounds of cream cheese, 60 pounds of strawberry preserves, drive back to the house they shared with nine other guys on Seerley

Boulevard, and get ready for The Magic Hour.

At the stroke of 10, Dan and George turned into "The Bagel Guys" - those savvy entrepreneurs who sold bagels every Thursday, Friday and Saturday night until 2 a.m. from their mobile stand at the corner of College and 23rd streets at the top of The Hill. This venture was so successful that after graduation, Dan even considered franchising the idea and starting bagel stands on college campuses across the country.

"It was my first opportunity to do

something entrepreneurial after college," Dan said, "but I just wanted to get to work. And I didn't feel like I knew anything. I mean, where would I start on something like that? There's just a twinge of regret, but I'm kind of making up for that now."

And how. In December 2005, Dan and business partner Doug Walker started Axiom Wine Company, a Sonoma, Calif. based business that focuses on the hottest growth and profit sectors within the industry - super-premium and luxury wine.

Axiom made a name for itself right out of the gates with its acquisition of the Red Truck and White Truck wine brands in Sonoma. The sale included the brand name, existing inventory and key brand icons. As part of the purchase agreement, the previous owner, Cline Cellars, continues to produce and supply the grapes for Red and White Truck; their winemaker continues to make the wines for both brands.

"As our cornerstone brand, Red Truck not only has a great track record, but it has enormous growth potential in the marketplace," said Dan. Red Truck was a 150,000-case brand, which equated to \$8 million in revenue in 2005. If all goes according to plan, within five years, Axiom will be a \$100 million company with a value of nearly \$250 million, making it

the 12th largest wine company in the United States. In the short term, if Axiom meets its \$16-\$18 million revenue goal for this year, which it's on track to do, it will become one of the top 30 wine companies in the U.S. in its first year of operation.

Axiom's success comes not only from Dan's nearly 25 years of experience in the wine and spirits industry, but from operating according to what he believes is the future business model within the industry: establish long-term contracts with growers who own the vineyards and grow the fruit, instead of tying up a lot of capital in buying vineyards. "The trick is to not get in a position where you have all of your money tied up in hundreds, potentially thousands, of acres, and then have no money to market the brands," he said. "What you need is to control the source with long-term contracts. You don't need to own the dirt."

This fall, Axiom launched a wine called Picket Fence, a super-premium brand that includes a Chardonnay and a Pinot Noir from one of the world's premier appellations - the Russian River Valley in Sonoma County.

In spring 2007, Axiom will unveil a Chianti, a Pinot Grigio and a Tuscan Red created through a joint ownership venture with the largest premium wine producer in Italy. This Tuscany-based producer owns the winery, the vineyards and a portion of the brand, while Axiom owns a majority of the brand and has exclusive rights to distribute the wine in North America.

*Red Truck, a medium-bodied blend of red Rhone and Bordeaux grapes, has earned dozens of awards and accolades, including being named one of Wine Spectator magazine's "Best Value" selections for the 2002 vintage. White Truck, made from Sauvignon Blanc Pinot Grigio, Chardonnay and Viognier grapes, is a bright fresh wine with grapefruit, gooseberry and orange flavors.*



## From Bread to Wine

Dan's interest in the beverage alcohol industry began during his freshman year at UNI when he took a marketing research class and wrote a paper on how breweries market their products on campus. After talking with students, one thing became very clear: Coors Brewing Company was doing a poor job. Buoyed by his faith in his findings, Dan sent a copy of the paper to the local Coors distributor. After meeting with the distributor and the Coors college marketing representative from Golden, Colo., Dan was offered the job as UNI's Coors campus rep to help the brewery improve its marketing efforts.

In this position, which he held along with his late-night bagel gig and his news director job at on-campus radio station KCRS, Dan learned about the beverage alcohol industry, how consumers view products, and the importance of positioning and branding. "The campus rep position is what really set me on my way," Dan said.

After graduating in 1981, Dan landed a job with the Stroh Brewery Company in Detroit. In 1987, he moved to Brown-Forman in Louisville, Ky., one of the largest American-owned wine and spirits companies, to become marketing director for Korbel Champagne. Dan held various positions within Brown-Forman, including vice president of marketing, senior vice president and general manager of Fetzer Vineyards, and executive vice president, managing director of Brown-Forman's U.S. wine business.

In January 2001, Dan accepted the position of senior vice president, general manager of the premium wine division at Beringer-Blass Wine Estates (now Foster's Brewing Group Limited). Two years later, he was promoted to president of Foster's North American business. After a long and illustrious career of working for others, in 2005, Dan realized his dream of starting his own wine company.

## Meaningful Meeting

Dan met business partner Doug Walker five years ago when they worked together at Beringer-Blass, where Doug was North American finance director. For a couple of years, the two talked about starting their own wine company. One day they finally made it official.

The partners now employ 15 marketing, finance and administrative staff members in Sonoma including Dan's wife, Katy, who is part of the marketing staff; Axiom's salespeople are located across the country. "It's fun building a company, because we're able to create our own culture, our own way of working," said Dan. "We work our tails off, but we have a lot of fun."

The name Axiom was chosen because of the meaning of the word: a self-evident or universally recognized truth. Throughout the business-building process, Dan came up with a few axioms of his own for people who want to start their own business.

First, establish your business based on your current culture, but keep an eye toward the future. "Ask yourself, 'Will what I'm setting up now still work when we're at \$100 million?' If not, you may want to rethink your plan." Second, hire great people. "I chose to spend money on hiring nine seasoned sales and marketing professionals. I could have had greater coverage by hiring more people with less experience for less money, but I would have had turnover. I'm building the company for the long term."

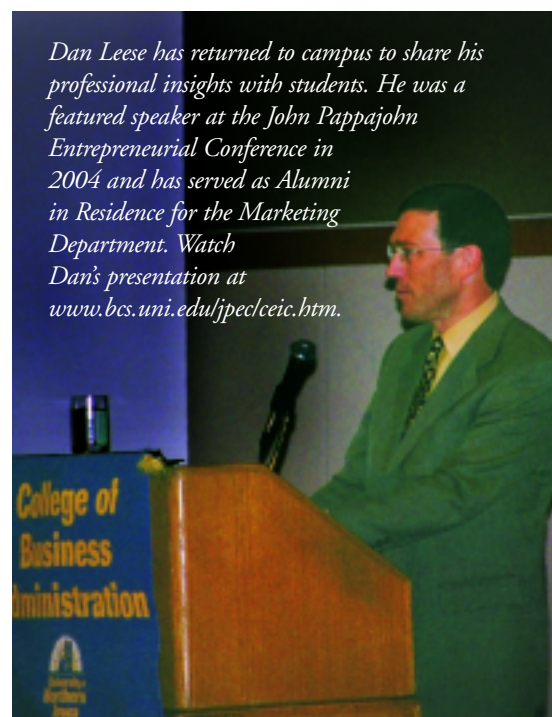
Third, choose a business partner carefully—someone who will complement your skills. "You need to pick a business partner like you pick a husband or wife. It's just that intimate." And finally, revisit your business plan often. "You've got to constantly ask yourself, 'Are we following the plan?' and 'Is the plan still valid?' You can get swept up in the whole startup mode, and what goes away are the disciplines needed to run the business. You can't allow that to happen."

Learning these disciplines was definitely part of Dan's undergraduate education. "I owe most of what I know professionally to the eye-openers I had in Cedar Falls, which taught me to view the possibilities broadly," he said. "I loved UNI. It was a terrific four years of my life."

As an undergrad, Dan knew he wanted to get into the beverage alcohol industry. He never imagined, however, that he'd own a wine business in California. "It's the greatest thing that could have ever happened for me," he said, "that is, next to meeting and marrying my 'Hawkeye' wife, Katy!"

**Connect with Dan at [Dan.Lease@axiomwine.com](mailto:Dan.Lease@axiomwine.com).**

*Editor's Note: Send your ideas for future alumni profiles to [unibusiness.editor@uni.edu](mailto:unibusiness.editor@uni.edu).*



*Dan Leese has returned to campus to share his professional insights with students. He was a featured speaker at the John Pappajohn Entrepreneurial Conference in 2004 and has served as Alumni in Residence for the Marketing Department. Watch Dan's presentation at [www.bcs.uni.edu/jpec/ceic.htm](http://www.bcs.uni.edu/jpec/ceic.htm).*



# With an MBA From UNI, You Can Go Anywhere

By Ruth Goodman, '82

Olga Pavlikova beamed as she extended her hand to receive the diploma that affirmed the successful completion of her graduate studies in International Business at the University of Economics in Bratislava, Slovakia. Two months later, she was on a plane, soaring above the lush valleys and majestic mountains she knew so well, heading for a country she had never visited to attend a university she knew only by reputation. In the fall of 1999, Olga Pavlikova (MBA '03) became a UNI student.

"Studying in the United States was attractive to me because professors encourage critical thinking, not just the memorization of facts," said Olga. "American universities have a great reputation in Europe, and their graduate certificate opens the door to the most prestigious employers."

**"Olga's frequent, interesting comments added zest to the room. Teaching bright, intellectually curious students like Olga is an easy, pleasant experience."**  
**Tony McAdams**  
**Professor, Management**

It's no secret that UNI's MBA program is highly respected both in the United States and around the world. Yet Olga's story begs the question: How did a young woman in Central Europe hear about UNI? Quite by accident, really. Olga knew she wanted to pursue an MBA after receiving her degree in International Business. She looked at George Soros University and Central European University, both in Budapest, Hungary, which is 100 miles east of Slovakia. Yet she became increasingly intrigued by a university that was a bit further away—4,857 miles, to be exact—with an internationally recognized, accredited MBA program. Olga heard about this university from **Kurt Meredith** and **Jeannie L. Steele**, faculty members from UNI's College of Education. Kurt and Jeannie were in Bratislava leading a

collaborative national education restructuring program between the college and the Slovak Republic called the Orava Project; Olga worked alongside this pair as a project assistant.

Online research and her positive interactions with the visiting faculty

members prompted Olga to apply to UNI, then make the 14-hour plane trip from Slovakia after her acceptance. "Coming to UNI for the first time was like a return to friends," she said.

"UNI is a good place for international students to gain an education, and Cedar Falls is a small, safe, quiet town that's ideal for studies," she said. "I was also exposed to the U.S. culture and its inherent values of openness, strong sense for fair play, can-do mindset and its orientation on results. Finally, of course, I could learn English, which is key in everyday communication."

A week after obtaining her MBA, Olga traveled to Prague, the capital city of the Czech Republic, for several job interviews arranged by a Prague recruitment agency. She interviewed with GE

Money and accepted an offer to become a financial planner and accounting analyst. Also known as GE Consumer Finance in some parts of the world, GE Money is the personal financial services division of Stamford, Conn.-based General Electric.

"I view my return home after my studies as having the best of both worlds," said Olga. She had thought of staying in the U.S. after graduation to solidify her knowledge and gain an American perspective on the world of work, but her current situation is even better. "I received an excellent education from a prestigious business school, I am close to my family in a familiar cultural setting and I got a job with one of the best U.S. companies." GE Money has been in the Czech and Slovak markets since 1997 and has three subsidiaries: retail and commercial banking services, sales and financing, and auto leasing. GE Money can be found in 50 countries and generates 75 percent of its net income outside the U.S.

For three years, Olga served as a project manager in the operations department of GE Consumer Finance in Prague. In this position, she led projects to improve productivity through process redesign and digitization, and implemented sales concepts into underwriting and customer service functions. She is now in charge of a project with the goal of building an operations center near Prague by 2008 that will accommodate 500 additional employees.

In July of this year, Olga was promoted to the position of simplification manager and is responsible for cross-functional simplification initiatives. Within five years, Olga hopes to lead a re-engineering team of project managers focused on improving customers' experiences with GE and its products. "Project management roles are fascinating," said Olga. "Inventing ways to make things work better with less is always present and critically important."

Olga attributes her success to the strong business training she received at UNI. "Enthusiastic professors, such as **Tony McAdams** and **Taggart Frost**, led discussions that encouraged me to think about things in new ways, which differed from the professors I'd known in Slovakia. I was able to apply what I was learning to real-life business situations, which provided a great foundation for building my career."

**Connect with Olga at [Olga/Pavlikova@ge.com](mailto:Olga/Pavlikova@ge.com).  
Learn more about GE Money at [gemoney.com](http://gemoney.com).**



*Olga Pavlikova*



*Prague*

# International Reach

*The expansion of international opportunities for both students and faculty remains a priority for UNIBusiness. This summer we continued to solidify our international reach as UNI made its leadership transition. We were gratified to see the significance of our international programs as UNI made its leadership transition this year.*

In June, **Robert Koob** presided over the MBA graduation ceremony in Hong Kong as his final official act as president of UNI. In his first official act as UNI's new president, **Ben Allen** signed a partnership agreement with Shanghai DianJi University.



*Anna and Victor Lee with President Koob*

husband, **Victor Lee** (shown with UNI President Bob Koob, left). The Lees met during the MBA program, married in April of this year and graduated from the program in June.

To learn more about the UNIBusiness Hong Kong MBA program, visit [www.mba.uni.edu.hk/](http://www.mba.uni.edu.hk/).

## Shanghai Partnership

UNI president Ben Allen and Shanghai DianJi University (SDJU) president **Jianguo Xia** signed a far-reaching faculty- and student-focused partnership agreement. Among other things, it allows SDJU business students to study two years in China followed by two years at UNI. SDJU students then return to Shanghai to finish a final requirement before earning a business degree from both institutions.



*Front row, presidents Xia and Allen*

Although all of our students are encouraged to study or intern abroad, not everyone can. The UNI-SDJU partnership will bring a cadre of outstanding Chinese students to campus each year, ensuring that all of our students have an opportunity to build relationships with international business colleagues.



*"Although I've taught in Hong Kong several times, it is still a fascinating place for me. I see it as a crossroads of old and new, east and west. Every time I visit, I learn something from the experience and the students in my MBA course."*  
**Dan Power, Professor, Management**

## The Hong Kong MBA Program

Since 2003, students have been earning their Master of Business Administration degree from UNI without ever setting foot on campus. Instead, our faculty travel to Hong Kong to teach courses in Wan Chai, the bustling business and entertainment center of Hong Kong.

The Hong Kong MBA program is thriving, due mostly to positive recommendations from our highly satisfied alumni. Since its inception, 63 students have graduated from the Hong Kong MBA program, including **Anna Leung Lee** and her

# UNI Named a Best Business School

The College of Business Administration has been named an outstanding business school by The Princeton Review for its Master of Business Administration (MBA) program. The New York-based education services company selected UNIBusiness for inclusion in the 2007 edition of its book, *The Best 282 Business Schools*, now available online and in bookstores.

"The professionals who complete our rigorous program have every reason to be proud of their accomplishment," said Farzad Moussavi, dean of the College of Business Administration. "Their degree is from a university that is ranked among its peers as one of the best, a business school that is considered one of the best in the world by AACSB International - the accrediting organization for schools of business - and a program that, according to The

Princeton Review, is among the best in the country."

A survey of students enrolled in the program provides data used to select the top MBA programs. According to The Princeton Review, "Combining state-of-the-art facilities, 'impossibly friendly' faculty, and a low, public school price tag, it's no wonder that UNI students feel theirs is 'the best business program in the Midwest.'"

One student said that UNI offers "a friendly environment balanced with a high caliber of academics, which creates a small college feel with university opportunities." The result is an academic experience rating of 89, a score usually reserved for elite institutions.





# Women on Top of Accounting

49% of UNI's  
Accounting  
students are  
female.

Quite a few of our most outstanding Accounting alumni are women. Having heard so much about the “glass ceiling” and the “old boy network” keeping women from becoming partners, vice presidents and CFOs, we asked a few of our alumnae whether they had encountered gender bias as they rose to the top of the financial services industry. Their answer was a qualified no. What had mattered most, in their personal experience, were the technical competencies gained in a solid Accounting program, well-developed interpersonal skills, a willingness to exhibit leadership, and an ongoing effort to maintain a healthy balance of family and profession. Here’s their advice to young women - and men - who want to make it to the top in any field.



**Mary (Voss) Jeffries**  
(Accounting '79)  
*Chief Operating Officer*  
*Petters Group Worldwide, Minneapolis*

“I acknowledge that gender bias is an issue in certain environments, but for me, it never has been. I’ve been fortunate and have always had gender-

neutral superiors who are very accepting.

“In my experience, I’ve found that for anyone to be successful in financial services, technical training has to be one of your core skills. Flexibility and the ability to multitask have also been important—especially in public accounting where

you move from client to client. You have to be able to start and stop and react to situations as they come up.

“Prioritizing goes right along with that. For me, prioritizing might actually be more about balance and includes taking time for my husband and two children, who have always been part of my work life. This is healthy and sends a good message as a leader in an organization.

“Time management, setting goals and setting priorities definitely helped me be successful when I was at UNI. Faculty members did a marvelous job guiding me and giving me the bumpers to be successful, but they certainly didn’t hold my hand. I really had to work and take charge of my future. They just gave me the ability and tools to do it!”



**Mary (Beenken) Barnes-Coffin**  
(Accounting '83)  
*Executive Vice President Loan Servicing*  
*and Post Closing,*  
*Wells Fargo Home Mortgage, Des Moines*

“My experience at UNI provided me with great ‘street’ roots, giving me a terrific foundation on which I have

been able to build my career. From there, my success as a leader in the financial services industry brings three things to the top of my mind: 1) leadership skills; 2) customer focus; and 3) balanced goals. Foundational leadership skills are always a necessity. Those include vision, carrying out the

vision, accountability, integrity and financial savvy. Combining these skills with a lot of drive and energy translates into successful results.

“How a leader approaches the business is also crucial. I am a passionate, customer-focused leader. I look at our entire process from beginning to end and consider the experience our customers face. I personally take executive complaint calls. Customers’ experiences and opinions are so important, and I listen to them to implement change to help my company improve. It is simply that critical!

“Next, balancing personal and career goals is extremely important. As a leader, it’s important to demonstrate this trait to my team members. My husband and children are my top priority. To keep them first requires significant attention to balance, which is something I work on every day.”

56% of the  
nation's  
Accounting grads  
are female.

## Accounting Grads Adapt to Stay on Top

The figures are out, and once again, UNI ranks in the top 10 with 26.6% of first-time candidates passing all sections of the annual CPA exam, smashing the national average of 4.6%. With a No. 5 ranking, our 2004 alumni placed the accounting department in the top 10 nationally for the 11th consecutive year, surpassing much larger schools, schools that

grant advanced graduate degrees and schools that pull the best students from much larger populations.

UNI’s pass rate consistently falls above 35% and often is higher than 40%. In 1997, 2000 and 2002, UNI’s pass rate ranked No.1 in the nation.

The real news, however, is that UNI grads have continued to

54% of new  
public accounting  
hires are female.



**Diane (Crane) Bridgewater**

(Accounting and French '85)  
Vice President and CFO  
Life Care Services, Des Moines

"Regardless of where you work, what your industry, or whether you're male or female, to be successful, a prerequisite is competency in your

discipline. Beyond that, it's important to take initiative, be self-motivated, and have a positive outlook and approach to absolutely everything you do. I know that sounds simplistic, but I find these traits in most successful leaders.

"I can say with a resounding 'yes' that UNI played a part in my ability to do all that I've done to date.

Beyond providing me with competency in my discipline, UNI provided the environment to foster leadership tenants. I think it relates to the size of the university, the class size, the caliber of professors and the caliber of fellow students. It's one thing to have professors motivate you. It's quite another to have peers who push you just as much.

"Professors challenged us in class, put us on the spot and got a few debates going. That helped build confidence and the ability to stand firm in our beliefs, which was excellent preparation for when we left the university."



**Jean (Rogers) Trainor**

(Accounting '75)  
President and CEO  
Veridian Credit Union, Waterloo

"What are the keys to success? Obviously, the accounting and analytical skills I gained at UNI were helpful to start. What I found as I

gained experience is that people skills, oral and written communication skills, leadership skills—the ability to work together in a team environment—are just as important. It's also

important to surround yourself with talented people who can work together. We're more successful in a team environment than we are on our own.

"I love my career, I love my work, I love the people I work for and I think it's important to have other facets of your life that are also priorities to create balance. For example, being a mom has helped me become a better CEO, and I think I'm a better mom because I am a CEO. My son, who happens to have some disabilities, has taught me a lot about acceptance and belonging and community. Accepting others for who they are and accepting different ways of thinking and different backgrounds are critical in the workplace."



**Ellen (Curry) Valde**

(Accounting '85)  
Partner and Market Industry Leader  
PricewaterhouseCoopers, Minneapolis

"Being successful really comes down to how you relate to people. It's how you treat others and how you lead by example that's most important.

You also need to recognize the differences in others and understand what another person might be feeling.

"Finding balance is also important to career success. And we all find it in different ways. I'm married and have two children, and I feel like I have a life and a career. I put in my children's

activities on my schedule as meetings. They are as high a priority as my client meetings. That's one of the flexibilities within public accounting. People understand that you work hard, and yet you're committed to your family.

"My degree from UNI has also been integral to my success. UNI does a terrific job caring about students, teaching them to work hard, and helping them realize that by working hard, you can have success that results in a great career.

"I really felt as if people cared about me at UNI. Accounting professors **Andreessen, Abraham** and **Nicholas** knew me personally. They showed great interest in my success. I remember the feeling of confidence they instilled, which helped me be successful."

43% of practicing accountants are female.

lead the country through landmark changes in the CPA exam. With this examination, the format changed from a twice-per-year, pencil-and-paper exam to a computer-adaptive format that is now offered continuously for a two-month period each quarter. The content of the exam changed as well, with law topics now combined with taxation and a new section to cover non-accounting topics, called Business

Environment and Concepts.

Over the years, UNI's Accounting program has earned a reputation for academic rigor and hard-working students. We are pleased to demonstrate that our program and students can also adapt and perform at the highest levels in a dynamically changing environment.

# Celebrating Student Excellence

## Purple and Old Gold Award

Each year, students who display “meritorious scholarship or conspicuous achievement” are recognized with the Purple and Old Gold Award.



### Accounting

**STACY NELSON**

*Hometown:* Cedar Falls

*Current Position:*

Administrative accounting assistant at

Community National Bank in Waterloo  
*Future Goals:* To earn my master's degree and to have a successful career in accounting where I can continue to learn and grow both professionally and personally.

*UNI Activities:* Beta Gamma Sigma honor society, Sigma Iota honorary community service organization, Accounting Club  
*Favorite Class:* Auditing. It was challenging, but Professor **Ron Abraham** kept it interesting, and I learned so much.



### Business Teaching

**KELLI MCCAULEY**

*Hometown:* Manson

*Current Position:* 6th-8th grade technology and at-risk instructor at

Carroll Middle School in Carroll  
*Future Goals:* To continue teaching at the middle or secondary level, and work toward my master's.

*UNI Activities:* Beta Gamma Sigma and Pi Omega Pi honor societies, Iowa Business Education Association, intramurals  
*Favorite Class:* Legal and Social Environment of Business with Professor **Heidi Noonan-Day**. This class related the concepts to “real-life” situations, which piqued my interest. I try to use the same approach and teaching style in my own classroom.



### Economics

**AARON POPP**

*Hometown:* Cedar Falls

*Current Position:*

Ph.D. student in Economics at The

Ohio State University

*Future Goal:* To find a research position in academia or with the government.

Leaning toward specializing in an applied microeconomics field and econometrics.

*UNI Activities:* Iowa High School Model United Nations, Economics Club, Monopoly Club

*Favorite Class:* Intermediate Math Analysis. It was a difficult but enjoyable class that provided me with vital mathematical techniques and training for graduate school.



### Finance

**ANDREW AHRENS**

*Hometown:* Boone

*Current Position:*

Financial analyst for IBM

*Future Goals:* To pass the CFA® Level I exam, continue to increase my skills and knowledge in finance, and gain the CFA® designation.

*UNI Activities:* Beta Gamma Sigma and Phi Eta Sigma honor societies, Economics Club, Financial Management Association, Golden Key Honor Society, Intramural Manager, UNI Tennis Club

*Favorite Class:* Advanced Financial Management with **Dr. Zaman**. He encouraged us to think “outside the box,” and he answered complex problems that many finance professionals face.



### Management

**NATHAN**

**WITTMACK**

*Hometown:* Linn Grove

*Current Position:* Team leader at the Target

Distribution Center in Cedar Falls

*Future Goals:* To stay in the Cedar Falls area for a while and advance within

Target, if the opportunity comes along.

*UNI Activities:* Intramurals, Economics Club, Baseball Club, BASIC, Omicron Delta Kappa and Beta Gamma Sigma honor societies, attending UNI sporting events

*Favorite Class:* Principles of Macro-Economics, because it was the first class in the business college, and it persuaded me to double major in Econ.



### Marketing

**LORI CAVANAUGH**

**SCHMITZ**

*Hometown:*

Charles City

*Current Position:*

Buyer at Bossard Industrial Products in Cedar Falls

*Future Goal:* To obtain my real estate license.

*UNI Activities:* American Marketing Association and Mu Kappa Tau Honor Society

*Favorite Class:* Real Estate Finance. It's an extremely challenging class, and **Dr. Art Cox** gets his students engaged in the material.



### Management Information Systems

**ANDREW SCHULTZ**

*Hometown:* Spirit Lake

*Current Position:*

Systems administrator at The State Bank in Spirit Lake

*Future Goals:* To start out in the information systems realm and possibly move into a management position.

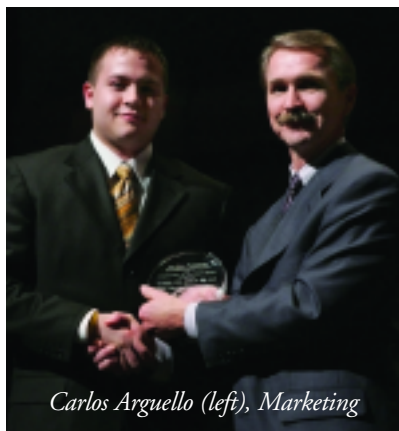
*UNI Activities:* Management Information Systems Association, intramurals

*Favorite Class:* Either Business Programming or Database Management and Theory. In both classes, I got great hands-on experience in using databases to develop dynamic Web sites.



## Student Entrepreneur of the Year

The John Pappajohn Entrepreneurial Center Student Entrepreneur of the Year award is presented to a UNIBusiness student entrepreneur who owns and operates an independent small business. **Carlos**



*Carlos Arguello (left), Marketing*

**Arguello**, a senior marketing major from Carroll, is a tenant in the JPEC Student Business Incubator, which provides new student entrepreneurs with office space, equipment and expert advice from JPEC staff members.

Carlos started a Spanish/English translation and interpretation business that serves the banking, medical and legal industries. He's exploring other business opportunities in the incubator program, including developing a Spanish-language newspaper for western Iowa and starting a Spanish-language radio station.

Carlos was involved in UNI's Collegiate Entrepreneurs Organization and was a regional winner in the John Pappajohn New Venture Business Plan Competition. He is a member of the Iowa Council of International Understanding and volunteers his time to El Centro Latinoamericano helping new immigrants. During the academic year, Carlos worked part time at Veridian Credit Union and provided Spanish-language services.



## Wall Street Journal Award

Initiated in 1948, this award recognizes undergraduates in each state who display high academic achievement in business-related programs.

**GWYN VANDERWEERDT**, Economics

*Hometown:* Sully

*Employment:* Assistant director at Lake View Camp in Pella

**Future Goals:** To live in Iowa and continue to work at Lake View Camp.

**UNI Activities:** Economics Club, Economics tutor, Phi Eta Sigma and Beta Gamma Sigma honor societies, intramurals

**Favorite Class:** Legal and Social Environment of Business with Professor **Heidi Noonan-Day**, which involved a lot of class discussion and debates. The material was always interesting, and I learned a lot about the legal system.

## President's Council Plans Graduation Celebration

Students, their family members, their friends, and members of the university and business communities recognized the outstanding achievements of this year's graduating seniors during the UNIBusiness Graduation Celebration at the Gallagher-Bluedorn Performing Arts Center on the UNI campus. The Graduation Celebration was planned by the Presidents' Council, which is comprised of the presidents of all UNIBusiness student organizations.



*Council members include (front row) Kelly McCabe, Rae True, Callie Pederson, (back row) Brian Larkin, Joel Kiesey, Council President Ben Loss, and Grayson Jones. Not pictured: Brian Rustand.*

## Student Organization of the Year

The **International Club of Business Students** promotes an educational and cultural environment in which UNIBusiness students with an interest in international business can share ideas and experiences. The club also gives international students the opportunity to network and to learn about international business concepts from American business students. The ICBS received this award for its numerous outreach activities, including writing the training manual *Business for Beginners*, which helped students in Kopeyia, Ghana, establish and operate a new village store.



*ICBS members (front row) Janeen Fell, Jeff Thibadeau, Angela Watters, Melinda Hammerlinck, Aliya Sultaninkarim, Ali Abdelsalam, Sara Blackstock, (back row) Kunwook Lee, Shawn Danker, Paul Beck, Chris Dunkelberg, Wade Summers, Jessica Moser, Anne Dvorsky, Jane Yagla and Jindallae Kim.*

# Celebrating Faculty Excellence



Two individuals exhibited such outstanding service to the College this year that a double award was made.

## Service

JERRY SMITH  
Management

Jerry Smith came to UNI with an Ivy League education, years of strong research and teaching experience, and an intense desire to improve the quality of our educational outcome. Within the College, Jerry is in charge of an initiative that measures what students have learned to determine whether we're accomplishing what we set out to do. At the university level, Jerry re-energized efforts to improve the quality of UNI's liberal arts experience.



## Service

ART COX  
Finance

Art Cox was selected for his outstanding contribution to our Real Estate program. When Art took over the program in 1995 there was no Real Estate major, and only about 20 students were concentrating in the Real Estate emphasis. Today, approximately 190 students major in Real Estate, the fastest growing major within the College. Art has cultivated solid relationships with employers, which translates into success for students. More than half of our Real Estate majors have meaningful internships in their field before they graduate, and approximately 75 percent have received a job offer prior to graduation.



## Teaching

BRYCE KANAGO  
Economics

Bryce Kanago sets high grading standards and gets high student ratings—a perfect combination. His classroom presentations are fast-paced and fully engage students in discussion. On a faculty assessment, one student wrote, “Dr. Kanago is actually excited about economics and loves to teach. Plus, he wants us to learn it as well. He really seems interested in student learning and isn't just here for a job.” A professor can receive no higher praise than that!



## Outstanding Contribution to Business and Community

TAGGART FROST  
Management

Taggart Frost has participated in our Executive Development Center (formerly the Management and Professional Development Center) programs since the late '80s. Prior to his retirement in May, Taggart probably taught more classes for the Executive Development Center and reached more business managers than any other faculty member at UNI. Taggart has taught numerous sessions related to strategic planning, leadership, goal setting and conflict management, among others. Taggart has continually been one of the Executive Development Center's highest-rated instructors and one of the key contributors to its excellent reputation.

*One of the high points of the annual Graduation Celebration is honoring outstanding faculty members for their teaching, scholarship and service. Congratulations to this year's recipients.*



#### **Students' Choice**

STEVE CORBIN  
Marketing

Each year, *UNIBusiness* students cast online votes to select the person they believe is the most outstanding teacher within the College. This year's recipient is Steve Corbin. Steve joined the UNI faculty in 1975 and has been a faculty advisor for several student groups, including Mu Kappa Tau Honor Society and the *UNIBusiness* Presidents' Council. Mu Kappa Tau was recently recognized as the most active student chapter in the country.



#### **Teaching InnovationA.**

GERALD SMITH  
Accounting

Gerald Smith has been at UNI since 1989 and teaches in the Auditing and Financial Accounting areas. Gerald received this award for developing a course in fraud examination. In response to some of the audit failures making the news in recent years, universities have been called upon to provide additional instruction in this area of accounting. Gerald's proactive approach in developing this course put UNI ahead of many other schools.



#### **University Book & Supply Outstanding Teacher**

STEVE HARRAST  
Accounting

Each year, University Book & Supply presents an Outstanding Teaching Award to one of our newer faculty. This year's recipient is Steve Harrast who came to UNI in 2003. Steve received his doctorate in Accounting from the University of Memphis. His primary teaching area is Accounting Information Systems.

*UNIBusiness Thanks University Book and Supply for providing this recognition of our junior faculty.*

#### **Rick Francis Joins UNIBusiness**

UNI offered Rick Francis a visiting position when Hurricane Katrina shut down the University of New Orleans, where he was an assistant professor of Accounting. As luck would have it, the department was soon conducting a national search for a new faculty member. Rick decided to apply, and the accounting department was delighted to find that this superbly qualified candidate was ready to make UNI his permanent home. Rick is now an assistant professor teaching Financial Accounting Theory and Intermediate Accounting. His research interests include market-based accounting research, financial accounting and cash flow. Rick received his B.B.A. in Accounting, an MBA, and his Ph.D. in Accounting, all from the University of Oklahoma. Rick is also a CPA.





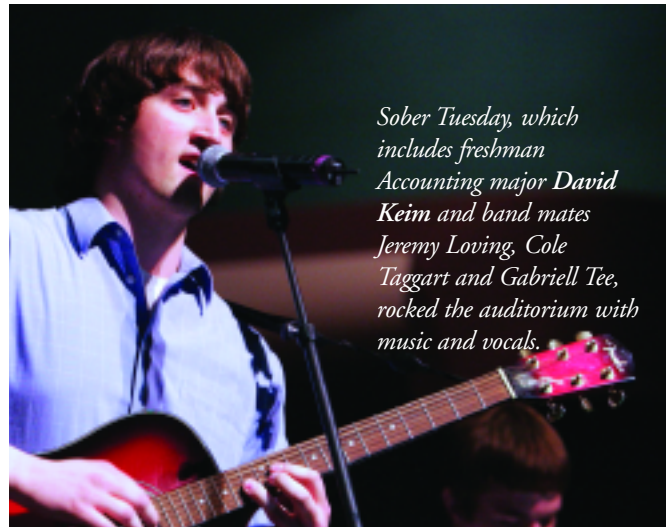
# Creating Student Excellence

## Students Show Their Creative Side

Entertainment during the Graduation Celebration was provided by three UNIBusiness students. These students were chosen during a talent search conducted by the College of Business Administration's Presidents' Council, which includes the presidents of all UNIBusiness student organizations. From 18 entries, three were chosen to perform and receive a \$700 cash prize.



*Freshman Accounting major Lu Ning mesmerized the audience with music on the Chinese harp.*



*Sober Tuesday, which includes freshman Accounting major David Keim and band mates Jeremy Loving, Cole Taggart and Gabriell Tee, rocked the auditorium with music and vocals.*



*Senior Management major John Sparland shared his vocal talents and even wrote a song to honor Linda Corbin, coordinator of student advising for the College of Business Administration*

## Celebration Support



The College of Business Administration would like to thank those whose generous donations made the 2006 Graduation Celebration possible:

### Purple Level

Ernst & Young, LLP

### Friends

Allen Hospital

Bergan, Paulsen & Co., P.C.

Bertch Cabinet Manufacturing

Bradford Associates

Carney, Alexander, Marold & Co., LLP

Cedar Falls Brown Bottle

Community National Bank

Flowerama of America, Inc.

Gazette Communications

ITA Group, Inc.

Krause Gentle Foundation (Kum & Go)

Montage

Oakridge Realtors

Pioneer Graphics Commercial Printing

Roth Jewelers

Taylor Veterinary Hospital

University Book & Supply

# Faculty Scholarship

## Faculty Scholarship Award: Applications at the Cutting Edge

Balanced against UNI's reputation for great teaching is an equally impressive story of great scholarship. UNIBusiness faculty contribute to Iowa's economy and student learning, as well as to knowledge in their own disciplines, with research that is both innovative and applicable. This year's Faculty Scholarship Award winner, **Shashi Kaparthy**, associate professor of Management Information Systems, was chosen for an intellectual contribution that stands out for its applicability to real business decisions.

Shashi is fascinated with information technology and especially with its potential to make individuals, businesses, and society more effective and efficient. He began applying neural networks, an artificial intelligence methodology, to solve business

problems while a doctoral student at SUNY, Buffalo. That methodology has remained the focus of his research since arriving at UNI in 1992.

Artificial neural network models were originally developed to explore how the human brain works, but Shashi

*The college relied on Shashi's considerable IT expertise when we developed our new website. Visit [www.cba.uni.edu](http://www.cba.uni.edu).*

realized they could be harnessed to analyze business data for decision-making. His work, published in a series of articles over the past 15 years, demonstrates, for example, that neural networks can mimic the human brain's capability for recognizing patterns in images. A decision-system that recognizes patterns can be "taught" to do tasks. For instance, the system can recognize patterns within product components, allowing production

engineers to streamline a manufacturing process. One system learns from surgical results and suggests possible improvements in the surgeon's choice parameters for future surgeries.

A key to great scholarship is staying at the cutting edge, and Shashi's work has also kept up with a fast-changing field. With the growth of the Internet, Shashi began studying the use of neural networks in the design of Web-based decision support systems. To help practitioners effectively use the technologies, Shashi co-authored two books that explain how to use the ColdFusion Server Language to design and implement dynamic Web sites and e-commerce systems: *Macromedia ColdFusion* and *An Introduction to Web Programming*. These books are used in classrooms across the country, as well as by professional developers who create Web sites for business. The programming tools allow the Web to be used as much more than a simple communication medium; they create Visual Interactive Explanations that can improve decision-making. Thanks to Shashi's active scholarship, UNIBusiness students are able to take a course that prepares them to hit the ground running, armed with some of the most up-to-date tools in the field of information technology.

**Connect with Shashi at [Shashi.Kaparthy@uni.edu](mailto:Shashi.Kaparthy@uni.edu).**



### Sharing Their Expertise

When faculty members aren't teaching, advising students or carrying on campus work, they can be found exploring and expanding the frontiers of their business disciplines. Their work is published in academic books, professional journals, textbooks and mass-market books found at your local library or favorite retailer.

Within the past five years, UNIBusiness faculty have published more than 20 books on topics ranging from macroeconomics principles to marketing techniques for church leaders.

**Take a look at these selections at [www.cba.uni.edu/FacultyScholarship](http://www.cba.uni.edu/FacultyScholarship).**

# Distinguished Professorships and Chairs

## Enhancing the Impact of Faculty

A named chair or professorship honors both the generosity of a donor and the faculty member who holds it. The ultimate beneficiary, however, is the student.

Professorships and chairs allow faculty to concentrate on developing new educational opportunities for our students. **Mir Zaman**, for example, who holds the **Carl Schweser Professorship** in Financial Analysis, has been able to devote time to the CFA® Level I Study Seminars, focusing his considerable expertise in finance toward a program that sets our graduates apart.

Some professorships and chairs provide students direct financial support. Undergraduates who have done research

suitable for the bilateral research exchange, for example, know that the **Lawrence Jepson Professorship** of International Economics will support their travel to Moscow, where they are to present their work to their Russian counterparts.

A named professorship or chair enables us to attract and retain the best faculty. The **David W. Wilson** Chair in Business Ethics brought Donna J. Wood to the UNI campus, for instance. Donna's presence here, in turn, drew attention to a faculty that is now internationally recognized for its strength in the area of business ethics and corporate social responsibility.

Each professorship or chair has its own story.

## Ken McCormick Named Jepson Professor

With shrinking state support for higher education, we increasingly rely on the generosity of people who believe in UNI, the College of Business Administration and in preparing students for a global economy. Mr. **Lawrence Jepson** was one such person.

Lawrence Jepson was born in Denmark and immigrated to Iowa with his parents in the early 1900s. He attended Iowa State Teacher's College and, while an undergraduate, was instrumental in creating the Cedar Falls Chamber of Commerce.

Mr. Jepson founded Keystone Mutual Fund, which he ran until the late 1970s. After leaving Cedar Falls, he became a Wall Street businessman who was interested in how Iowa and the United States fit into the global framework.

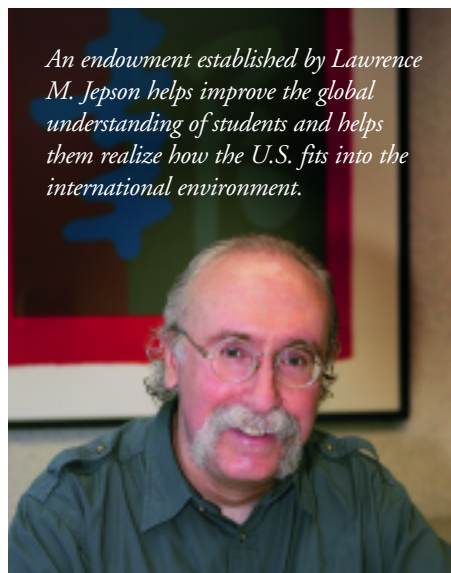
UNI's Lawrence M. Jepson Memorial Endowment was established in 1982 to improve the global understanding of our students and help them realize how the U.S. fits into the international environment. From that noble idea emerged the Lawrence Jepson Professorship in International Economics, which was awarded this spring to UNI Economics Professor **Ken McCormick**. Through the generosity of Mr. Jepson, Ken will be instrumental in internationalizing our campus, curriculum and students.

One of the activities of the Jepson Professor is a bilateral student seminar on international business, an exchange program with the Plekhanov Russian Academy of Economics (PRAE) in Moscow. Each spring, teams of five students and at least one

faculty advisor from each university present papers to their respective Russian or American peers for critique and discussion during two separate seminars—the first at UNI, and the second at the PRAE. Experiences such as these broaden our students' outlook and strengthen UNI's global connections.

In addition to serving as the Jepson Professor, Ken McCormick teaches History of Economic Thought, Macroeconomics and Math for Economics. Ken has been a faculty member at UNI since his graduation in 1982 from Iowa State University with a Ph.D. in Economics—

Public Finance. Ken received his B.A. in Economics and Urban Studies, with highest honors, from the University of California at Riverside.



*The creation of an endowed chair or professorship marks a significant contribution to the future of the College of Business Administration. UNI thanks those who have made these chairs and professorships possible.*





*A challenge gift from G. Carl Schweser was the impetus for a fund to support finance students who are willing to earn the Chartered Financial Analysis® designation as undergraduates.*

### UNI's Financial Analysis Study Seminar is Coming to Des Moines

The Chartered Financial Analyst (CFA®) designation is the most respected credential for financial professionals seeking to establish their competence in investments. Many professionals prepare for the CFA® examinations by enrolling in CFA® study seminars offered by various commercial entities. The travel, lodging and tuition associated with these seminars can be costly. What's more, the track record of such programs is uneven, at best.

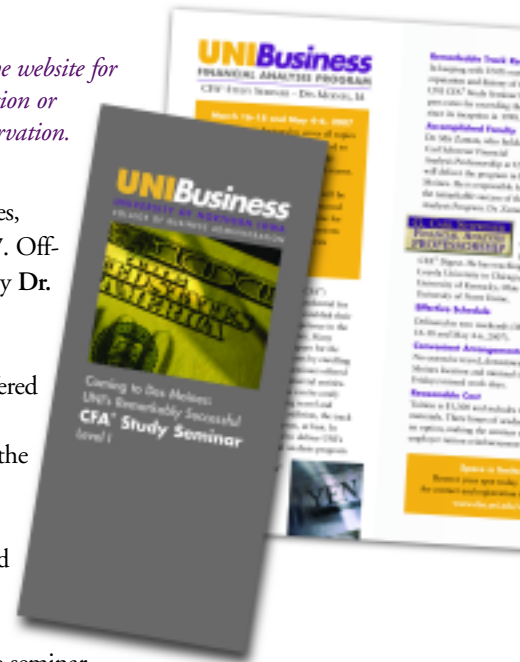
In response, UNI Finance Professor **Mir Zaman**, holder of the prestigious Carl Schweser Financial Analysis Professorship, will deliver UNI's remarkably successful CFA® study

seminar in downtown Des Moines, March 16-18 and May 4-6, 2007. Off-site availability is made possible by **Dr. G. Carl Schweser**, US Bank and other contributors.

The CFA® study seminars, offered on the UNI campus since 2000, have resulted in a pass rate twice the national average. The seminar includes the Schweser study materials, lectures, discussions and simulated CFA® Level I exams. Attendees receive three hours of academic credit, which makes the seminar eligible for most employer tuition reimbursement programs.

**Learn more** about UNI's CFA® Study Seminar by contacting Professor Zaman at [mir.zaman@uni.edu](mailto:mir.zaman@uni.edu), 319-373-2579 or by visiting [www.cba.uni.edu/cfa](http://www.cba.uni.edu/cfa). To register for the seminar, contact Bonnie Poley at [bonnie.poley@uni.edu](mailto:bonnie.poley@uni.edu) or 800-648-3864.

*Call or visit the website for more information or to make a reservation.*



### Honoring the Past while Supporting the Future

Other distinguished chairs and professorships have been established to honor those who have played a special part in the success of UNIBusiness over the years.



#### T. Wayne Davis Chair in Entrepreneurship

PETER GOULET  
Management

Established by Adell Davis to honor her late husband, T. Wayne Davis, the chair supports entrepreneurship activities among faculty and students, continuing the tradition of support for small business that was so important to Mr. Davis.



#### David W. Wilson Chair in Business Ethics

DONNA J. WOOD  
Management, Philosophy & Religion

David W. Wilson's gift makes ethics a focus of teaching and research and helps students gain a perspective on ethics as a guide to decision-making in life and business.



#### Gaylon Halverson Professorship in Accounting

RON ABRAHAM, LEE NICHOLAS, LAVERNE ANDREESSEN, DARREL DAVIS  
Inaugural holders of the professorship.

This endowment was established by our alumni to honor the strong tradition of excellence in Accounting education initiated under the leadership of Gaylon "Doc" Halverson.



#### Pioneer Hi-Bred International Professorship in Innovation

PROFESSOR LOU HONARY  
Management

The Pioneer Professorship of Innovation was established by Pioneer Hi-Bred International to advance the bio-based lubricants industry.

# Thank You for Supporting **UNIBusiness**



Dear Alumni and Friends:

It's a great time to be a panther.

With enormous pride, we say thank you to all of our alumni and friends who participated in the Students First campaign and helped us raise more than \$112 million for the University of Northern Iowa. Without the generous support of many donors, including

UNIBusiness alumni and friends, UNI would not be able to continue its tradition of excellence in education.

We are also grateful to UNIBusiness alumni who made our

most recent Panther Phoneathon the most successful ever by contributing nearly \$60,000. Please see Dean's Fund for Excellence (below) for the impact your investment will have on our current students' experience.

We hope you will take a moment to reminisce about your time here and reflect on the impact your UNI education continues to have on your life. We greatly appreciate your support today or through a future gift in your estate.

Sincerely,

*Carrie Rankin*

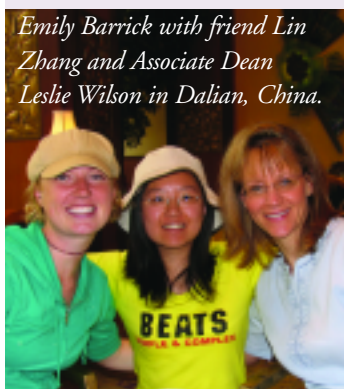
Carrie Rankin, '89

Director of Development

College of Business Administration

## What is the Dean's Fund for Excellence?

UNI students and faculty understand that today's highly competitive global market requires preparation beyond a solid classroom education. Your contributions to the Dean's Fund for



Excellence provides the necessary financial support to help students build their professional edge. Here are several practical ways in which your gifts can make a difference:

- **Funding a scholarship that permits a student to enroll in our intensive study seminar in preparation for the CFA® examination.**

A student is willing to make the extraordinary commitment of time and energy required of seminar participants but can't afford the associated fees. For several students, the Dean's Fund has been the difference between a Level I CFA® designation and having no professional designation upon graduation.

- **Funding an airplane ticket for a student who chooses to do an**

**unpaid internship in one of our partner businesses in China.**

A student forgoes the income and convenience of a local internship and is willing to live for a year in an unfamiliar environment, but can't afford the cost of travel to China. The Dean's Fund has enabled several students to embrace this opportunity and begin their careers with a professional advantage and a unique perspective on life.

- **Funding a student organization's participation in a rigorous academic competition.**

Students are willing to invest the time and energy required to prepare for an academic competition (one group of students logged a total of 1,700 hours) but can't afford the travel expenses. The Dean's Fund has allowed several students to embrace this competitive challenge.

**You can make a lasting difference in the lives of UNIBusiness students by giving generously to the Dean's Fund for Excellence. To learn more about this fund, contact Farzad Moussavi, Dean of the College of Business Administration, at 319-273-6240 or [Farzad.Moussavi@uni.edu](mailto:Farzad.Moussavi@uni.edu).**

**The Dean's Fund  
For Excellence**

## Panther Phone Pledges

Each fall, UNIBusiness alumni receive calls from UNI collegians as part of our Panther Phoneathon fund drive. Last year, alumni donated a record-breaking \$59,694. If you haven't fulfilled your pledge, please do so today! If you didn't receive a Panther call but would like to make a gift to the College of Business Administration, contact Jim Jermier, director of collegiate development for the UNI Foundation, at 319-273-7111, 800-782-9522, or [Jim.Jermier@uni.edu](mailto:Jim.Jermier@uni.edu). You can also make a donation online at [www.cba.uni.edu/deansfund](http://www.cba.uni.edu/deansfund).

### Bill Kimball Helps Create Global Connections

As a member of the Executive Advisory Board, Bill Kimball, strongly supported the College's efforts to raise the profile of our international business programs. He did notice, though, that our students did not take full advantage of one significant opportunity. UNI attracts students from all over the world, many with business experience and connections in their home countries. But until students from Iowa and France and Lithuania and Malaysia get acquainted, they can't start to learn

from each other. The Bill Kimball Endowment for International Relations was established to begin the dialogue.

The endowment will support activities that raise the level of interaction between

domestic and international students on campus. Preference will be given to activities sponsored by the International Club of Business Students, such as the new Global Associates program that pairs international and domestic students for mentorship and friendship.

The second segment of the endowment, The Bill Kimball Fund for International Development, will enhance the

international experience of students and faculty during the next two years through international internships and international development programs.

International internships will include a 12-month program in the Dalian Free Trade Zone in Dalian, China. An intensive international business seminar for graduate students offered by the Institut Supérieur du Commerce in Paris will also be supported.

Funds will also support one faculty member as he or she participates in an international professional development experience. Such opportunities allow faculty members to bring new insights back to the classroom giving UNIBusiness students a broader perspective on the world.

Bill Kimball is the retired president of Medicap Pharmacies, Inc. and a past College of Business Administration Executive Advisory Board member. He and his wife, Charlotte, live in Johnston. They have a son and daughter, both of whom attended UNI.



Bill & Charlotte Kimball



### Wendell Crosser Honors His Mentor

Dr. Darrel Davis (right) retired from teaching last fall, but not before helping create one of the best Accounting programs in the country. Wendell Crosser (Accounting '81), one of Dr. Davis' former students and current CFO of Allied Insurance in Des Moines, recently established the Dr. Darrel Davis Accounting Scholarship Endowment to honor the educator who played such a key role in his life.

Scholarships made available through this endowment will be granted to academically accomplished students with financial need who are majoring in Accounting and are involved in the humanities and fine arts.

"You go down a lot of roads, and there are mentors along the way. Dr. Davis was one of those people," said Wendell. "I've never met anybody who spent his time helping other people with really no focus on himself. I remember sitting in his class thinking, 'I don't know what college professors make, but this guy could make a whole lot more money doing something different.' I was very thankful he was here. The guy is brilliant."

Dr. Davis taught his last semester of classes in the fall of 2004 and officially retired in June 2005. He and his wife, Kay, moved near Rockford, Ill, to be closer to their family and grandchild.

With a goal of \$300,000, Wendell made the initial \$15,000 contribution to this ongoing scholarship; Allied Insurance in Des Moines contributed \$30,000. "I encourage people to contribute in honor of Dr. Davis and take a minute to reflect on his contribution and how many people he helped," said Wendell.

*To support our international programs or the Davis Accounting Scholarship Endowment, please contact Jim Jermier, director of collegiate development for the UNI Foundation, at 319-273-7111, 800-782-9522, or [Jim.Jermier@uni.edu](mailto:Jim.Jermier@uni.edu).*



UNIBusiness thanks Bill Kimball, Wendell Crosser and Allied Insurance for their generosity.



# Thank You for Supporting **UNIBusiness**

## You Came Through Again!

There are many ways to stay connected with UNI, but financial support remains one of the most important ways to help the College of Business Administration meet today's needs and prepare for the needs of tomorrow. Thank you!

The College of Business Administration is grateful to the many alumni and friends who, through their generous support, have

demonstrated their commitment to excellence in business education.

The following list represents gifts and pledges received by the College of Business Administration between July 1, 2005 and June 30, 2006.

*As a special recognition, we have highlighted those 2005-06 donors whose lifetime contributions exceed \$5,000 as follows:*

**Old Gold** - A 2005-06 donor with lifetime contributions of \$100,000 or more.

**Silver Supporter** - A 2005-06 donor with lifetime contributions of \$50,000 and \$99,000.

**Bronze Booster** - A 2005-06 donor with lifetime contributions between \$10,000 and \$49,999.

**Purple Proud** - A 2005-06 donor with lifetime contributions between \$5,000 and \$9,999.

### **\$100,000 and up**

**David W. Wilson**

### **\$10,000 - \$99,999**

Allied (Nationwide Insurance Foundation)

Diane C. Bridgewater

Wendell Crosser

General Electric Co./GE Foundation

Steven K. Graves

**John Deere Foundation**

William C. Kimball

**Northeast Iowa Charitable Foundation**

**Principal Financial Group Foundation Inc.**

Richard A. Rue

Turnkey Associates LC

### **\$5,000 - \$9,999**

Farm Bureau Financial Services

Gladys M. Meier

**Steven P. Neighbors**

**Pioneer Hi-Bred International Inc.**

Pricewaterhouse Coopers Foundation

Timothy J. Thronson

### **\$1,000 - \$4,999**

**Aegon USA, Inc.**

Robert E. Allender

Bergan Paulsen & Co.

Robert W. Bettie

**Ted Breidenbach**

Irving W. Budlong

Paul D. Cartwright

Paul J. Curran

Deloitte & Touche Foundation

Lisa J. Dreyer

Ernst & Young LLP

Erik J. Federer

Fidelity Foundation

Rodney D. Foster

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Vicki Doyle

*As the end of the year approaches, take a look at your finances and consider making a tax-deductible contribution to your alma mater.*

*Remember to check with your employer about matching gifts. You may be able to double or even triple the value of your contribution.*

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## Focus on Alumni

*Featured on this page are three of our newest alumni and three alumni from our earlier days. Success is what fills the generation gap. We look forward to highlighting the accomplishments of our alumni, new or seasoned. Please share your success stories with us. To be included in next year's magazine, send your news and photos to the UNIBusiness editor.*



**Tarek Fahmy** (Management '06) was one of four winners of the Four Hire! competition, hosted by the Greater Des Moines Business Partnership and the Des Moines Young Professionals' Connection. In this "Apprentice"-like competition, candidates completed challenges that led to the ultimate goal of gaining a position at either The Des Moines Register, Principal

Financial Services, Allied Insurance or Wells Fargo Financial, all in Des Moines. Tarek accepted a position as an outbound sales specialist at Wells Fargo.



**Alicia Irons** (Economics '06) received the McElroy Trust Ph.D. Fellowship to help with graduate school expenses. The award of \$10,000 per year for three years recognizes Alicia's potential as a Ph.D. student. The fellowship is awarded annually to two graduates from the 10 colleges in northeast Iowa. Alicia is the sixth UNI recipient in the history of the fellowship and the fourth

graduate from the Department of Economics. Previous awardees are **Ted Juhl** ('93), **Adam Golombos** ('98) and **Nick Sly** ('04).

As an undergraduate, Alicia was a Provost Scholarship recipient and a point guard for the UNI women's basketball team.



**Jason Jiskoot** (Accounting '06), received the Student Performance Award for the highest score of all student examinees in the U.S. and around the world on the Certified Management Accounts (CMA) exam. Jason was one of more than 4,000 examinees during the winter 2006 testing period.

"I put a lot of work into preparing for the exam, and it has been my experience

that hard work rarely fails to lead to success," said Jason.

Associate **Professor Marty Wartick**, acting head of the accounting department, said Jason's performance on the CMA exam came as no surprise to Accounting faculty. "Jason is both intelligent and hardworking and provided leadership in virtually every class he took. He worked for the department as a tutor and served as a student member of the Accounting Advisory Council. I am confident he will be successful in his future endeavors."

Jason works in the finance department at the Iowa-based Pella Corporation as the wood division budget analyst.

**John Meyer** (Accounting '73) was the featured speaker at "An Industry Insider's View of the WorldCom Crisis," a Wilson Series in Business Ethics event held this spring in the Curris Business Building. According to John, ethical problems included the domination of the CFO by the CEO, the absence of checks and balances within the company's management structure, pressure to "meet the numbers" and inadequate audits that failed to disclose overstatement of revenues totaling \$7 billion.

John is a 1988 graduate of the Harvard Program for Management Development "MBA Boot Camp." He currently serves as senior vice president for the Sprint Corporation. He was Sprint's chief ethics officer from 1993-2000 and corporate controller from 2000 through August 2005. John and his wife, Joy (Lenius) '73, live in Leawood, Kan. They have two adult children, Benjamin and Emily.



**Mark Oman** (Accounting '76) is serving as president of the Greater Des Moines Partnership, an organization that works to maximize local resources and address opportunities for economic and community growth.

Mark is senior executive vice president of Wells Fargo & Company and oversees the Wells Fargo Home and Consumer Finance Group. This group is composed of Wells Fargo Home Mortgage, Wells Fargo Financial and Wells Fargo Consumer Credit Group.

Mark joined the company in 1979. In just 10 years he became president and CEO of Wells Fargo Home Mortgage. By 1997, he was group executive vice president of Wells Fargo & Co.

Mark and his wife, Jill (Feurhoff) '85, have two children: Lexie and Scott.



**Mitchell A. Christensen** (Management '76), executive vice president of enterprise payment strategies for Wells Fargo & Co., was featured in the Banking Administration Institute's *Banking Strategies*. In an interview conducted by editor in chief and publisher Pat Allen, Mitchell discusses the developments and challenges the banking industry faces in electronic check payment systems, as well as the future of the U.S. payments business.





## 1959

**Faye Rennee Glessner** (Business Education) retired after 40 years of college teaching. During her career, Faye taught in the United States, Korea and Japan.

## 1961

**L.W. (Bill) Murray** (Marketing) is a professor of Finance and International Business at the University of San Francisco School of Business where he also coordinates international programs. Since he became program coordinator, more than 1,000 undergraduate USF business students have studied abroad.

## 1974

Waterloo Mayor **Tim Hurley** (MA) received the 2006 Matt Parrott Integrity Award at the Waterloo Center for the Arts. The awards, which are given annually by Matt Parrott & Sons Co., recognize the important connection between integrity and leadership. Tim was first elected mayor in 2003 after serving on the city council and the Waterloo Water Works board of trustees.

## 1976

**Thomas E. Halder** (Management) works at Container Components, Inc. as chief administrative officer. Thomas semi-retired to the Phoenix area and telecommutes to his employer in Chatsworth, Calif. He recently created a property investment business in Phoenix called Nui Kahakai ("many beaches"), LLC, which specializes in purchasing and managing income-producing real estate in or near beachside locations.

**Merlin Nuss** (Accounting) was hired by Sprint-Nextel as a program manager for Lucent and Nortel Switching. Merlin has been a certified project management consultant in Telcom Accounting for the past 10 years with IBM Global Services and the Midwest Consulting Group. He received his MBA from Creighton University in 1992 and passed the PMP exam in 1998. Merlin has served as vice president of the Kansas City chapter of PMI for five years and teaches courses at Johnson County Community College. Merlin has four college-age children.

## 1979

**Ken Bianchi** (Accounting) was named vice president and chief financial officer of Affiliated Computer Solutions, which provides business process and information technology outsourcing solutions. In his role, Ken is responsible for the overall financial management of ACS' transportation solutions division. Most recently, Ken was the CFO of AT&T's government solutions division. He also held senior finance positions at Intelsat, Ltd. and Computer Sciences Corporation. Prior to holding these positions, Ken spent several years in public accounting and consulting, including nearly five years with Coopers & Lybrand.

## 1982

**Scott Youngstrom** (Accounting) was named chief financial officer of Enpath Medical, Inc. in Plymouth, Minn. Scott brings 20 years of financial experience in a variety of medical device companies to the position, most recently as vice president

and chief financial officer of Compex Technologies, Inc., a company engaged in electronic muscle stimulation devices, until it was acquired in early 2006. Scott has also served as vice president and chief financial officer of Acist Medical Systems, Inc., a Twin Cities-based medical device company that manufactures and markets cardiovascular devices. Scott held financial positions with Cardiotronics Systems, Inc. and Alaris Medical, and began his career with PricewaterhouseCoopers.

## 1985

**Russ Berg** (Marketing) is a store manager for Blain's Farm & Fleet and lives in Woodstock, Ill.

## 1986

**Tracy (Borlaug) Pursell** (Accounting) had a daughter, Lindsey Grace Pursell, on April 29, 2005.

## 1988

**Brian K. Schissel**, SCLA (Finance) is the central plains regional manager for AIG Personal Lines Claims in Kansas City, Mo.

## 1989

**Chris Mendelsohn** (Economics) received his MBA from Drake University in 1993. In October 2005, Chris purchased Army Post Accounting in Des Moines and recently passed his exam to become an enrolled agent.

## 1991

**Colleen (Coke) Brower** (Finance) is a health care consultant with United Healthcare in Edina, Minn.

### Overachievers Receive "Under" Awards

*The Waterloo Courier* presented its "20 Under 40" awards to young professionals in Waterloo, Cedar Falls and Waverly who've made significant contributions in their community and professional lives. Of the 20 people recognized, two are UNIBusiness alumni: **John Speas** (Financial Management '87), trust vice president in the investment management and trust services department at Community National Bank, and **Mark**

**Funk** (Finance '00), field director and chartered life underwriter for the Northwestern Mutual Financial Network.

**Barb Anderson** (MBA '03), controller at *The Waterloo Courier*, was recognized as one of *Presstime* magazine's top "20 Under 40" newspaper administrators for 2005. Recipients of this award are selected for showing "the zeal, innovation and sharp thinking that's at work in today's newspaper industry."

*The Des Moines Business Record*

presented its "Forty Under 40" awards to recognize business professionals in the Des Moines area who have demonstrated outstanding leadership and business acumen. UNIBusiness alumni recognized with this award are **Lisa Dreyer** (Economics '87), vice president of client services at Wells Fargo; **Rebecca Moomey** (Finance '95), assistant vice president and private banking officer at Bankers Trust; and **Todd Millang** (Marketing '97) vice president at CB Richard Ellis/Hubbell Commercial.

# Focus on Alumni

## 1992

**Michael Shane Harrington** (Marketing) was promoted to general manager of Dell Oil Company in Grimes in June 2005. He and his wife, Patricia Ann (Wallace) Harrington, welcomed their son, Jordan Wallace Harrington, in March 2005.

**James Proctor** (Finance) is a manager at KPMG, LLP in Atlanta.

## 1993

**Katie (Bye) Cordova** (Accounting) spent 13 years with Honeywell International, Inc., and now teaches upper- and master's-level accounting courses at the University of Arizona.

**Phillip Luebke** (Marketing) received his MBA from The University of Iowa in December 2005. He currently lives in Iowa City and is an inventory manager at I-Wireless in Davenport.

**Brent Scogland** (Management) has been a realtor since 1999, earning a quarterly Excellence in Service award in each of the last three years. In May 2005, Brent ended a 14-year career in management with Hy-Vee. Brent and his wife, Sara, have two daughters and a son.

**Shane Lacina** (Finance) is employed at AmerUs Capital Management and lives in Ankeny.

## 1994

**Michelle (Anderson) Kurtz** (Management) is the employee relations manager for Coca-Cola Enterprises Inc. in Eagan, Minn.

## 1995

**Barry R. Cobb** (MBA) earned his Ph.D. in Business from the University of Kansas and is an assistant professor of Economics and Business at the Virginia Military Institute in Lexington, Va.

## 1996

**Laurent Busolin** (MBA) is a sales manager for the mail order selling company 3 Suisses (3SI group).

## 1997

**Ryan Judas** (Accounting) is a senior investment analyst at Principal Global Investors in Des Moines.

**Scott Sernett** (Marketing) joined the Todd Organization, a benefits consulting firm. Scott remains a financial advisor with the Northwestern Mutual Financial Network.

## 1998

**Jodi (Felderman) Murray** (Finance) is a senior financial analyst at Rockwell Collins and lives in Hiawatha. Jodi gave birth to a son, Reece, in November 2005.

## 1999

**Jill (Etnier) Kolars** (Management) is a recruiter at Ruan Transportation and has a daughter, Hannah Mae Kolars.

## 2001

**Jenny (Waldschmitt) Hubbard** (Management) married Luke Hubbard in 2002. She has been employed as a human resources officer for the city of Ames since June 2004.

**Jeremiah Lehr** (MIS) is a technology coordinator at Dike-New Hartford CSD where he is responsible for end-user support (computer, software, network and server), grant writing and research/implementation of new technologies that align with school technology curriculum plans. Jeremiah and his wife, Jennifer, have three children: Taylor, Haley and Chase. The Lehr's enjoy being outdoors, especially camping.

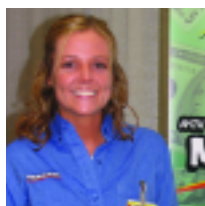
**Toby Stanerson** (MIS) was promoted to programmer/analyst at Regional Justice Informational Services (REJIS) in St. Louis, where he developed various applications, including an image resource information system used to photograph criminals in police station booking areas; a law enforcement traffic system application to track accidents, citations, warnings and complaints; Mobile Ticketing; and MapMatrix.

**Janet Ekstrom** (Accounting) was named vice president of finance at Iowa Metal Spinners, Inc., where she has worked for four years.

## At the Career Fair



*Matt Burns (MIS '05) is a systems analyst at State Farm.*



*Tracey (Schatz) Plueger (Management '03) is the human resource coordinator for Menards.*



*Emily Schnrad (Management '05) is an administrative assistant & recruiter for Enterprise Rent-A-Car.*



*Patrick Meyer (Accounting '04) works for Latta Harris Hanon & Penningroth LLP.*



*Derek Thoms (Economics '02) is a merchandiser for Archer Daniels Midland Company.*



*Ann (Zimmer) Kegler (Marketing '04) is a sales rep for C.H. Robinson Worldwide, Inc.*

## 2002

**Christopher J. Willis** (Accounting, Finance) is an investment banker at Cleary Gull, Inc. and is pursuing an MBA at the University of Chicago Graduate School of Business.

**Jill Lynch** (Accounting, MAcc '03) is a senior associate with PricewaterhouseCoopers in Minneapolis.

## 2003

**Erin Brincks** (Marketing) owns Blond Genius, an "ultra-chic fashion boutique" in West Des Moines.

**Shawn Kehoe** (MIS) is a project manager at Investment Scorecard in Nashville.

**Tom Chriswiser** (Finance and Real Estate) is a loan officer with Wells Fargo Financial in Des Moines.

**Alpha Timbo Jalloh** (MBA) is a credit manager at Wells Fargo Financial in Des Moines. Alpha previously held a management position with Wal-Mart and is now pursuing a master's degree in Accounting at Drake University. Alpha recently obtained his credit insurance license.

**Tracey (Schatz) Plueger** (Management) married Josh Plueger and is employed at Menards as a Human Resource Coordinator.

**Brooke (LaCoste) Sudol** (Accounting) works for Duane Brincks, CPA, in Algona. Brooke passed the CPA exam this spring.

## 2004

**Brandie Glasnapp** (Economics) handles sports information duties for the UNI baseball, women's soccer and women's basketball teams.

**Jeff Mettelle** (Management) is working on his master's degree in Global Politics at the London School of Economics.

**Aleksander Abram** (Finance) graduated from The Ohio State University with an M.S. in Agricultural Economics. He currently works as a staff economist in the business development department of the Chicago Board of Trade.

**Patricia Heilskov** (Accounting, MA) is vice president of Coonley & Heilskov CPAs in Hampton.

## 2005

**Mark Huegerich** (MIS) is working as a database systems administrator for Iowa Telecom in Newton.

**Victor Lee** (MBA) is a system consultant for information technology in Hong Kong.

**Okwudili "Okwy" Okeke** (MBA) is a financial specialist at Capital One.

**Emily Schrad** (Management) works for Enterprise Rent-A-Car in Des Moines and recruits new managers.

**Steve Yongxun Wang** (MBA) lives in Delta, British Columbia, and is a business development executive for UPS.

**Aaron Knepper** (Management) resides in Altoona and is an account manager at Homes Murphy & Associates in West Des Moines.

**Bryce Paulson** (MIS) is a computer operations analyst for RuffaloCODY in Cedar Rapids.

## 2006

**Terri Simmons** (MBA) joined the team at Bed Bath and Beyond in Clive.

### Pigskin Business

**Derrick Frost** (Economics '03) is a punter for the Washington Redskins, wearing number 4. Derrick began his career in 2004 with the Cleveland Browns before signing with Washington last year. He helped the Redskins to a 10-6 record and their first playoff berth

since 1999.

The Seattle Seahawks took tight end number 83, **Ryan Hannam** (Accounting '02), with them to Super Bowl XL. Ryan was selected by the Seahawks in the fifth round of the 2002 NFL draft and had been with the team since that time. This season, he's playing tight end

for the Dallas Cowboys.

**Brad Meester** (Management '99), number 63 for the Jacksonville Jaguars, was a second-round NFL pick in 2000 and still plays for the team as a center. He is the only Jaguars player to start the first 92 regular-season games after being drafted.



*Shari (Kibbie) Blattler (Accounting '79) is assistant vice president - controller for Cargill.*



*Charles Sanders (Accounting '03) is a management associate for Hertz*



*Laurie Rueber (Accounting '02) is employed at Ernst & Young.*



*Shane Gelhaus (Management '99) works for Sherwin-Williams as an assistant district credit manager.*



*Theresa (Lux) Nordstrom (Management '95) is a senior human resource manager at Interstates.*



*Nathan Stucky (Management '02) is an associate manager of store operations for Hy-Vee.*



# Alumni In Residence

*Each spring, distinguished alumni return to campus to visit classes, share their business expertise with students, and discuss the importance of undergraduate preparation for a successful career. They also join the department heads in awarding honor certificates to the College's top graduates during the UNIBusiness spring Graduation Celebration.*



## Accounting

**Steve Marlow**  
(Accounting '78)  
*Audit Partner,  
Ernst & Young*

Steve Marlow has been with Ernst & Young since he graduated from UNI. Steve oversees audits for large insurance companies.

Steve served on our Accounting Advisory Council and helped the Accounting department in its decision to transition to the necessary 150 hours for qualified accountants. He was also instrumental in the implementation of our Master of Accounting program.

In May, Steve became president of the Iowa Society of CPAs. In this position Steve provides counsel to the executive director and oversees the organization's services to Iowa CPAs.



## Economics

**Ronald Rolighed**  
(Economics '89)  
*Managing Director, Harris  
Alternatives, LLC*

Ron joined Harris Alternatives in 2001. Harris Alternatives manages approximately \$7 billion across a variety of absolute return strategies since 1988.

Ron has spent his entire career in the trading and risk management field. After receiving his MBA from Indiana University in 1992, Ron joined the Federal Reserve Bank of Chicago's Financial Markets Unit. While with the Fed, Ron was responsible for all supervision and regulation of larger banks' trading and risk management activities. Ron joined ABN AMRO Inc. in 1997 as head of risk management for the North American investment banking and securities business. He joined Stafford Trading in 1998. Ron traded equity derivatives and was COO of the volatility arbitrage group.



## Finance

**Brian Boyle** (Finance '00)  
*President and CIO,  
Boyle Capital  
Management*

Brian Boyle started his career as a portfolio manager with DeWaay Capital Management in West Des Moines. During his tenure, Brian played a key role in the company's growth from \$20 million in assets to over \$100 million.

Brian founded Boyle Capital in 2004 and serves as president and chief investment officer. He also created the proprietary STARS investment system.

Brian graduated from UNI *summa cum laude*. He holds a Chartered Financial Analyst® designation.



## Management

**Mark Haisch**  
(Management '06)  
*Vice President of  
Operations, Kum &  
Go*

Mark Haisch has been in retail for 26 years, 18 of which have been with Kum & Go convenience stores. Mark has served as store manager, district supervisor, vice president of marketing, vice president of operations, and vice president/treasurer of Chieftain Corporation. He is a three-time recipient of the Kum & Go Division of the Year award and is a graduate of the Dale Carnegie course.

Mark returned to UNI to finish his degree at age 40, and said he appreciated the experience even more than when he was 20!



## Marketing

**David Morton**  
(Marketing '82)  
*President of  
Marketing Services,  
JW Morton &  
Associates*

David Morton oversees the account service, strategy development, new business and general administrative aspects of JW Morton & Associates, a full-service marketing and communications firm in Cedar Rapids. He also serves as creative director on select accounts.

David co-founded the firm in 1984. Since that time, JWM has grown from a two-person agency billing \$75,000 its first year to a 10-person agency with capitalized billings of more than \$6 million in 2005.



## MBA

**Barbara Anderson**  
(MBA '03)  
*Controller, The  
Waterloo Courier*  
Barb Anderson has been with the *Courier* since 2002.

Prior to joining the company, Barb held positions with KPMG Peat Marwick in St. Paul, Minn., CUNA Mutual Life Insurance Company in Waverly and American Express Financial Advisors Inc. in Cedar Falls. Barb was recognized as one of *Presstime* magazine's top "20 Under 40" newspaper administrators for 2005.

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