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ISSUE 01

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Keep the Change?

As a Nobel Laureate in literature once sang, “These times, they are a-changin.”

Change is addressed daily by all businesses. As each of you has experienced, those who stand still are quickly left behind. It is the same in higher education. This newly formatted magazine represents the change you should expect of us.

The College competes regionally, nationally and globally. Our visuals, marketing and branding should reflect the quality we continue to deliver internally—quality that should be recognized and respected far beyond Iowa. Consider a few of the recognitions received just this year that validate our quality.

- No. 1 entrepreneurship program in the world in an inaugural award from International Business Innovation Association.
- AACSB 2016 Influential Leader Award to alumna Nancy Aossey for her inspiring work to better this world through International Medical Corps.
- Two UNI real estate students recognized with Commercial Real Estate Women (CREW) scholarships—out of only 15 awarded nationally.
- 2015 President’s Honor Roll in the Economic Opportunity category in part due to the continued outreach by our own Business and Community Services.

Our newly branded UNIBiz magazine is just the surface of our changes. Others are not as apparent as this one.

- Our supply chain management program grew from an emphasis to a major, adding courses that will prepare students for the “Amazon world” of supply chain expectations.
- We began our journey to build a data analytics lab, thanks to Aegon/Transamerica, which will allow us to incorporate more data analytics into our curriculum—a must to meet employer demands.
- Our MBA program expanded beyond Hong Kong to Shanghai. We are the first university to offer an educational program in China without a local education partner.

Not to rest on our laurels, I have challenged faculty to identify opportunities for strengthening our programs through careful evaluation of other aspirational programs. Strategically defining our future is necessary to remain competitive.

But as I hum along with that Bob Dylan song, I recognize what should not change: the values that have driven our past successes. These values are seen in faculty members as they deliver a rigorous and relevant education that engages students in building professional skills and attitudes. These values reside in programs and scholarships that engage our College with the community and a wide range of organizations, impacting business practice and growing the Iowa economy.

I want to hear from you, our alumni and friends, about the change you have in your hands. Do you think this magazine tells our story? Does it help you remain connected and proud of UNIBusiness? How would you like to engage with us and the university? You can help us change in the right direction and for all the right reasons. I look forward to connecting with you!

Sincerely,

Leslie K. Wilson
START UPS START HERE

Empowering Student Startups for 20 Years
Darian Jones, a UNIBusiness Accounting student, knew he had an interesting business concept; he was wearing it.

His startup idea took shape when people regularly asked where to get clothes like his. Some even offered to buy the shirt off his back.

Armed with technology tools, Jones created a business to meet the demand. While only a freshman, he founded ThriftGods (ThriftGods.com), an online retailer of high-end vintage clothing.

“Build your business on something customers want—not just what you think they want,” he advised.

Since its beginning, the company has been under the guidance of UNI’s R.J. McElroy Student Business Incubator (SBI) in the John Pappajohn Entrepreneurial Center (JPEC). Through ThriftGods, Jones sells sought-after vintage clothing. He selects the merchandise, posts images and descriptions online and markets his site through social media and other platforms.

Jones is just one of many student entrepreneurs who is taking advantage of the resources available to them in college.

“It’s wise to start a business during college,” said Jackie Pullen (Accounting ’85), President of Financial Strategy Consulting Co, LLC. “Those who do are exposed to a wealth of educational experiences and resources that are invaluable down the road.”

Pullen herself is an entrepreneur and noted pros and cons of student startups.

Commitment will be the most significant barrier, explained Pullen. “In my opinion, the time spent in college is supposed to be the best four years of your life,” she said. “Starting a new business is oftentimes not fun in the first few years—rather a lot of work and long days and nights, with very little financial reward.”

Students should outline expectations and key factors and determine the best timeline for gearing up a business, Pullen added.

“In contrast, college is when we have the least amount of financial burdens,” Pullen said. “Starting a business a year or two after college, when you have financial demands such as student loans, bills, etc., adds stress to the startup phase which may be lessened during the college years.”

Jones agrees. There have been times when he considered shuttering his online startup.

“I think this is very common with entrepreneurs,” he said. “My first year, I worked vigorously to start my business. I was putting in a lot of time and sweat equity, and at the end of the year, I found I only profited $100 after expenses.”

He wanted to give up—to take that energy and put it into academics and other interests. However, several things, including his interest in fashion, kept him going.

“My network had been built to the point where I had friends with similar businesses to mine,” he explained. “Having that community support and being able to troubleshoot problems with people in similar situations was really key.”

After taking time to regroup and re-evaluate his business, Jones asked himself if there was a need for his business. If so, did he want to be the one to fulfill that need?

“I decided to keep going. I used that time off to reposition my business, do market research, change some things around, redesign my
“I said, ‘If I am not doing better in six months, I will cut my losses and move on to another venture.’ Luckily, those six months proved my business model right, and I began to thrive.”

> Darian Jones (Accounting), CEO, ThriftGods.com

website and so on,” he recalled. Then he gave himself a deadline. “I said, ‘If I am not doing better in six months, I will cut my losses and move on to another venture.’ Luckily, those six months proved my business model right, and I began to thrive,” he said.

Jones was recently recognized for his educational commitment and ThriftGods’ longevity by becoming the first occupant of the Grinnell State Bank Student Incubator Suite, located in the SBI. The name recognizes a gift from Dave Jones (Economics ’79), President, and Austin Jones (Mathematics ’86), Senior Vice President and CFO of Grinnell State Bank.

“For a well-rounded graduate, a fundamental understanding of economics and business is critical. Our support for young entrepreneurs will go a long way to building qualified employees and leaders for the future,” said Dave Jones.

Learning Laboratory—and Springboard
Student entrepreneurs face the same challenges all entrepreneurs face: identifying a saleable product and/or service and price point, finding the right partners, mentors and staff and selecting an appropriate funding model. The JPEC at UNI provides students with a dedicated workspace, tools and resources to help curb some of these challenges. The JPEC staff and mentors guide student entrepreneurs through
everything from starting, growing and operating a business to operations, customer discovery and human resources.

“It’s impressive that there are students graduating from the program and excelling either in their entrepreneurial endeavor or within the corporate setting,” said Laurie Watje, SBI Manager and JPEC Instructor of Marketing.

“Many students who have participated in the R.J. McElroy Student Business Incubator are still involved in an entrepreneurial endeavor. Those who are not are being offered high-level corporate jobs as a result of their ‘intrapreneurial’ skill set that has been honed through our program.”

That’s true of Greg Jass (Marketing ’11), co-founder of Red Lab Technologies in Cedar Falls, Iowa. His experience with the JPEC gave him the conviction to start his own business not once, but twice.

As a student, he attended the Okoboji Entrepreneurial Institute, a week-long intensive immersion in entrepreneurship with highly successful business owners and faculty from Iowa’s three public universities. Student entrepreneurs work in teams on a computer-based simulation that incorporates the creation and operation of a new business. Each team is required to present its plans to community venture capitalists to acquire capital to fuel growth for the simulated businesses.

This experience gave Jass the springboard to co-found SEO Solutions with Therese Stevens (Public Relations ’12).

SEO Solutions later merged with another digital marketing company to form TargetClick Marketing Solutions, which was eventually purchased by Mudd Advertising in Cedar Falls. Stevens remained, while Jass pursued another entrepreneurial endeavor.

“After some time in the corporate space, that burning desire to live by my own rules and create something that’s mine really flared up in me again,” Jass explained.
“Storage facilities used to be considered an old-school business—a mom-and-pop type business. But I’ve bought and built storage facilities, and technology has been crucial to the success of the business. It keeps business operations running smoothly and our costs low.”

> Ben Frein (Finance, Computer Science ’07), Owner, Metro East Self Storage, Tri-City Self Storage, Metro Boat and RV Storage, LLC

He and a former TargetClick partner co-founded Red Lab Technologies. The digital marketing agency now boasts a nationwide client base.

“Red Lab has enabled me to take everything I’ve learned over these past eight years and mold it into this new company that I feel will be very successful.”

Ben Frein (Finance, Computer Science ’07) also has remained firmly in the entrepreneurial realm. After selling his SBI startup in 2010, he set out to build a “self-storage empire” in Iowa.

“I was looking for a light-maintenance business investment with diversity in tenants and a strong cash flow,” he told SpareFoot Storage Beat, an online self-storage industry blog.

Self-storage fit the bill, Frein added, noting that “storage facilities are hidden gems.”

In 2010, he bought properties in Adel and Waukee, Iowa. With profits from those investments, he built Metro Boat & RV Storage, also in Adel. He went on to purchase an 80-unit facility in the Des Moines area and completed a 9,000 square foot addition in spring 2015.

Frein started his largest project in mid-2015: Metro East Self Storage. The seven-building self-storage operation in Des Moines’ east suburbs includes seven buildings, U-Haul pickup and daytime staffing.
Technology has enabled Frein to work efficiently and quickly grow his business, he said. He installed kiosks at all his units, where tenants can make rental payments with credit and debit cards. Frein can manage the units himself remotely or by appointment. “Storage facilities used to be considered an old-school business—a mom-and-pop type business,” he told SpareFoot. “But I’ve bought and built storage facilities, and technology has been crucial to the success of the business. It keeps business operations running smoothly and our costs low.”

Entrepreneurs Learn to Fail Forward
Learning from setbacks and successfully scaling business growth are essential lessons learned in the UNI JPEC. “The biggest obstacle entrepreneurs must learn to manage is fear of failure,” said Jass. “Whether you want to start a business or not, the fear of failure is in our biology. Fight or flight—it’s so much easier to make excuses for why you didn’t take a ‘grand’ idea and turn it into a business than it is to actually jump head first into an idea and find out if it will work.”

Jass has learned that failure has a lot to do with perception and the ability to adapt. “Once you can come to terms with the fact that things aren’t going to be easy and there is always going to be another Mount Everest of a challenge in front of you, business becomes a game,” he said. “Easy becomes relative, as difficulties in the past become second nature. Challenges become exhilarating as you draw on past experiences to overcome them faster and smarter than before.”

In April, the International Business Innovation Association (InBIA) honored the UNI John Pappajohn Entrepreneurial Center (JPEC) with its inaugural Student Entrepreneurship Program of the Year award for its “unparalleled work in student entrepreneurship.”

Among the reasons InBIA cited in conferring the honor were the myriad examples of businesses that thrive well past graduation. “Nearly 80 percent of entrepreneurs who graduated from UNI’s Student Business Incubator are still in business today or have started another new business,” said Randy Pilkington, UNI JPEC Director.

In presenting the award, InBIA noted that the UNI JPEC is renowned for go-to presenters like Katherine Cota, UNI JPEC Associate Director and Intellectual Property Officer, who has years of experience in student entrepreneurship and business incubation.

“The entire JPEC team has worked hard to create a program that serves student entrepreneurs, and we appreciate the acknowledgement of our effort by InBIA,” said Cota in accepting the award. “With so many other great incubator programs across the world, we are humbled to receive the award.”

> Read more at UNI.edu/Business

“Red Lab has enabled me to take everything I’ve learned over these past eight years and mold it into this new company that I feel will be very successful.”

> Greg Jass (Marketing ’11), Owner, Red Lab Technologies
Since 1996, John Pappajohn, president of Equity Dynamics Inc. in Des Moines, Iowa, has donated $25 million to establish and support five entrepreneurial centers at various colleges and universities throughout Iowa. Although each center defines its own mission and serves the state in a manner consistent with its particular strengths, they all share the same goal: to enhance the effectiveness of Iowa’s entrepreneurs.

Over the past 20 years, each John Pappajohn Entrepreneurial Center (JPEC) has helped establish a variety of entrepreneurial initiatives that have turned Iowa into a startup business destination. Collectively, the JPECs have supported approximately 237,500 individuals and 6,123 new business startups, leading to the creation of approximately 11,941 new jobs.

The University of Northern Iowa, along with members from the four other JPEC locations, state officials and members of the Pappajohn family celebrated John and Mary Pappajohn at a ceremony in Des Moines on September 15th.

“IT was an honor to witness how one man’s passion for business has positively impacted the lives of so many entrepreneurs,” said Leslie Wilson, Dean of the College of Business Administration at UNI.

The ceremony included various presentations and notes of thanks from university presidents, JPEC directors and entrepreneurs who all shared the same message: “Thank you, John and Mary Pappajohn, for giving us the opportunity to transform entrepreneurship in Iowa and the world.”
Despite a long history in business, women have struggled for seats in boardrooms.

Executive careers and equal pay were among the early goals of the feminist movement. In fact, according to Strategy and Business, women like Mary Parker Follett, an early management theorist, helped establish business management science as an academic discipline.

Over the years, misunderstandings and biases led some to believe the aim of feminism was to advance an “anti-male” agenda and pit women against men, notes a May 2016 Business News Daily article. Instead, women have sought equality for both genders, including open access to education, careers and resources.
Integrity & Influence Help Women in Business Succeed
Progress in the Making

Women are making strides. In Iowa, 28 percent of women ages 25 and older have at least a bachelor's degree. That’s up from less than 8 percent in 1970. Further, entrepreneurship among U.S. women jumped by a third between 2007 and 2012.

“I have never felt like there were barriers in my career, but that may be because the generation ahead of mine pushed through those barriers,” explained Phyllis Tinker (Accounting ’93). “There have been several times when I have been the only woman in a meeting, but that is also changing. In my experience, good work skills are rewarded, regardless of gender.”

Leslie Wilson is dean of the College of Business Administration—the first woman to hold the post. Wilson is keenly aware of workforce and academic discrimination and considers herself “extremely lucky” to have only a few such experiences.

“This college offers abundant opportunities to men and women who choose to major in business,” said Wilson. “I don’t see a need to provide new opportunities for women, but we do need to attract more women into our business programs.”

Across the university, women earn 60 percent of bachelor's degrees, she noted. However, women comprise only 37 percent of business undergraduates. Of MBA-seekers, one-quarter are women.

“Both percentages need to be higher so Iowa employers can meet their own gender diversity hiring goals,” said Wilson.

UNIBusiness falls just short of current demand and isn’t scaling to meet growing gender diversity in Iowa’s workforce. At this time, 39.4 percent of Iowa’s female workers are in management, business, science and arts, according to the Iowa Data Center. Meanwhile, several top companies boast as much as 70 percent female leadership on executive boards.

The College has achieved balance in some areas. One example is Accounting, where the percentage of male-to-female students is 52-to-48.

Female business majors tend to gravitate to general Management, Human Resources and Marketing, Wilson explained. Salaries in those fields skew lower than male-dominated fields like Finance, Management Information Systems and Supply Chain Management.

Thus, women often earn less than male peers in these fields and remain disproportionately underrepresented.

“We have plenty of evidence through the success of our alumnae that women can excel in traditionally male dominated fields,” said Wilson.

“I would like to offer special training sessions for women focused on negotiating salary,” she added.

“Women tend not to negotiate a starting salary, while men do. This puts women at a long-term financial disadvantage. Negotiation skills could be useful in making sure a starting salary is competitive.”

Business Needs More Women

Increasing the number of females in the boardroom is important, but the real work starts by convincing young women they belong there. One way UNIBusiness is communicating this need is introducing them to powerful alumnae who understand the importance of a business degree.

Tinker, Corporate Controller for Lauridsen Group in Des Moines, was 2016 Alumna in Residence for the Department of Accounting.

She majored in Accounting, then earned an MBA from Iowa State University. Tinker believes this opened a
Today’s business graduates are using their degrees to deliver positive change throughout our society. One such graduate is UNIBusiness alumna Nancy Aossey, who has made it her mission to drive positive social change in communities around the globe through her work with International Medical Corps.

Nancy Aossey (Marketing ’82, MBA ’84), President and CEO of International Medical Corps, was recently recognized as a 2016 AACSB Influential Leader.

Launched in 2015 to honor notable alumni from AACSB-accredited business schools, the AACSB Influential Leaders initiative recognizes business school graduates for the positive impact they make on society and the inspiring example they set for others.

Aossey has led International Medical Corps since 1986, during which time she has championed its expansion to include the delivery of more than $2 billion of humanitarian assistance, health services and training to tens of millions of people in 70 countries. Aossey helped launch International Medical Corps’ early programs in Angola, Somalia and Rwanda. She also has served as chair of the Board of InterAction, America’s largest coalition of more than 165 private and voluntary organizations working in international development, refugee assistance and disaster relief. She now serves on its board of directors and executive committee.

“UNI, and its tremendous faculty and students, provided an essential and incredibly valuable foundation for my future growth as a leader and as a person. To this day, I remain deeply grateful for the lessons I learned at UNI that helped guide me throughout my 30 years as head of International Medical Corps,” said Aossey.

Aossey and other influential leader award winners represent 15 industry sectors—from social enterprise to healthcare to technology—across 11 countries.
Laura Huisman (Accounting ’69), former Director of Finance/Controller at L-3 Communications was born with a passion for business. As a child, she often noticed pictures in books of men heading to work and knew the office was where she belonged. It wasn’t until her time at UNI that she realized her career path differed greatly from her female peers and society’s expectations.

Laura was one of the first female non-teaching, Accounting graduates from UNIBusiness and went on to have a successful career in corporate, non-profit and government accounting. She recently sat down with UNI’s Women in Business student organization and shared her experience and advice for the next generation of female leaders.

“If you ever lose your integrity, it will be very difficult to proceed,” said Huisman.

She spent the majority of her career in accounting and learned very quickly that women can be their own worst enemies.

“It’s important that women in business believe in themselves, Huisman noted.

“It was my decision to work at the highest level and standards. The most important thing women in business can do for themselves is to deal with facts and stay focused.”

THE POWER OF INTEGRITY

HUISMAN’S ADVICE FOR WOMEN IN BUSINESS

“Work at the highest level and standards; deal with facts and stay focused.”

“Compliment your staff.”

“If you ever lose your integrity, it will be very difficult to proceed.”

“Believe in yourself.”

“Hire people who complement your skills and abilities.”

“Keep your boss up to speed.”
There are still a lot of underlying societal issues that hold women back from rising to leadership positions in their careers. Women have a tendency to systematically underestimate their own abilities,” said advisor Katie Hillyer, director of the UNIBusiness Professional Readiness Program and Women in Business student organization advisor.

Albers believes student organizations like UNI’s Women in Business can empower female students by building confidence levels in young women.

“I recently heard a statistic on how women feel they need to meet at least eight out of 10 criteria for a job before they would apply, whereas a man may only feel he needs to meet (something like) four to six,” Albers explained. “We as women just need to take a leap and go for it! Learning on the job is most of it. You just have to take the dive and get things done.”

“Business knowledge is a valuable background, no matter where life takes you,” Tinker explained. “If you start a business, work for a not-for-profit or work in a corporate position, the business knowledge will help you understand situations and make informed decisions.”

Rebecca Albers (Finance ’96) agrees. She majored in finance and is a financial advisor for Wells Fargo Advisors, LLC.

“Women think differently! That’s a good thing,” she said. “We can bring different ideas and solutions to a workplace or to clients that can complement and enhance the workplace environment, solutions and client experience.”

Albers was the 2016 Alumna in Residence for the Department of Finance. She started her career in mortgage lending before moving to investing. She believes women interested in business careers benefit from networking, civic involvement, mentoring and other opportunities.

Several studies confirm this. According to multiyear Iowa Women in Leadership studies, companies with proportionate female leadership tend to employ gender-focused development practices. Such programs shepherd women into executive and managerial roles.

The desire for such opportunities led Chloe Basa (MIS ‘15) and Sydney Wilkins (MIS ‘15) to found the College’s Women in Business student organization in spring 2015. They hoped to address gender-specific needs and recruit and retain more female students. The organization was recently awarded the 2016 Student Organization of the Year for their efforts.

“Our desires for such opportunities led Chloe Basa (MIS ‘15) and Sydney Wilkins (MIS ‘15) to found the College’s Women in Business student organization in spring 2015. They hoped to address gender-specific needs and recruit and retain more female students. The organization was recently awarded the 2016 Student Organization of the Year for their efforts.

Women think differently! That’s a good thing. We can bring different ideas and solutions to a workplace or to clients that can complement and enhance the workplace environment, solutions and client experience.”

-Rebecca Albers (Finance ’96)

UNIBusiness selects various alumni to share their professional journeys as a way to connect theory to practice for students at the annual Graduation Celebration. Rebecca Albers (Finance: Real Estate ’96), Financial Advisor for Wells Fargo, spent 14 years in banking and mortgage lending before shifting focus toward investing in 2010. Rebecca helps manage $100 million in client assets and is currently pursuing her Certified Financial Planner certification.

"This college offers abundant opportunities to men and women who choose to major in business. I don’t see a need to provide new opportunities for women, but we do need to attract more women into our business program.”

-Leslie Wilson, Dean, UNIBusiness
Many debatable questions arise when we hear the words “minimum wage.” Should the federal government increase the minimum wage? Would it help the poor or increase unemployment? Questions such as these have people all over the United States scratching their heads as to the pros and cons surrounding the minimum wage.

The minimum wage was established under the Fair Labor Standards Act in 1938. This law was designed to ensure that all workers receive enough money to maintain the basic standard of living.

Ongoing heated arguments arose after the creation of this law and continue to this day. Supporters believe an increase would stimulate the economy and cause a trickle down effect, increasing the number of jobs. They feel an increase in the minimum wage will decrease the need for government-run programs, as many minimum wage earners rely on social programs for survival. In theory, lowering the need for social programs could lower taxes, or those funds could be reallocated to other government-funded areas.

Opponents of the minimum wage believe the invisible hand should decide the fate of workers. Employers are buyers, and employees are sellers in the labor market. In a free market, buyers and sellers come together, the invisible hand works and a price of labor is determined. Economic theory predicts that when the government sets a price floor (such as the minimum wage) above the equilibrium wage, there will be an oversupply of labor, resulting in unemployment. However, the 2014 Congressional Budget Office (CBO) report on The Effects of a Minimum-Wage Increase on Employment and Family Income estimated that an increase in the minimum wage to $10.10 would decrease employment by 500,000, or 0.3 percent.

**Breaking Down the Facts**

The employment effect of the minimum wage is one of the most studied topics in all of economics. Two recent studies analyzed research conducted since the early 1990s and concluded that the minimum wage has zero or no statistically significant effect on the employment prospects of low-wage workers. The July 25, 2015 issue of *The Economist* reported that “Truckloads of studies from both America and Europe show that at low levels—below 50 percent of median full-time income, with a lower rate for young people—minimum wages do not destroy many jobs.”
Studies from both sides of the debate agree that increasing the minimum wage may not make a significant impact on the poverty level. The CBO report found that increasing the minimum wage from $7.25 to $10.10 per hour will reduce the number of people in poverty by 900,000, just over 5 percent of the 16.5 million people that would benefit from the raise and 2 percent of the 45 million people who are projected to be below the poverty threshold.

**Fight for 15**
Earlier this year, the world’s largest employer, Walmart, increased its minimum wage to $9 per hour. But labor groups and some economists calculate that if the wage is adjusted for both inflation and productivity it should be at least $15. Walmart made the investment in an effort to increase its productivity and make its stores more pleasant and appealing to affluent customers.

The January 30, 2016 issue of *The Economist* reported that “Walmart says that the number of stores rated as sufficiently ‘clean, fast, friendly’ by customers has increased from 16 percent in February 2015 to over 70 percent today.” This supports the “efficiency wage” hypothesis—that better paid workers are more productive. Opponents note that pay raises cannot be free and that Walmart’s customers, shareholders, suppliers and other employees must be paying for the increase.

**Wait and See Approach**
As economists and the country become more divided on the topic, most agree the earned income tax credit that directly targets the working poor is a better tool. Those who think the minimum wage should increase believe that it should be modest. If the minimum wage is set too high, it can harm the very people it intends to help.

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**What do the economists think?**

UNI Economics professors were surveyed on how a minimum wage increase would impact our economy. The results reveal a lack of consensus.
To many, UNIBusiness student Jamal White (Marketing) is a recognized leader. A founding member of Business Student Ambassadors and an active member of many marketing organizations, he seems to have it all. But recent events of violence and racial tensions made an impact on him that will forever influence the legacy he leaves on campus.
Summer 2016 brought many disturbing events. The murders of Philando Castile and Alton Sterling, the Orlando Pulse nightclub hate crime and the Nicé terrorist attack all left Junior Marketing student Jamal White with feelings of helplessness.

After sharing his feelings on social media, he soon learned many UNI students and faculty felt the same. This prompted an idea that would bring the UNI community together in support of each other, regardless of race, ethnicity or sexual identity. The idea turned into a mantra that has been adopted by the UNI administration: #WeStandByYou.

“This is a campus of individuals who support one another. We must find ways to come together to embrace diversity and elevate mutual respect and inclusion as key values of our campus community. #WeStandByYou is our way of saying that when you need to talk, to process information, to have someone listen, to have someone by your side, the members of this campus will be there for you,” said Interim President Jim Wohlpart.

This message of acceptance from the UNI administration was important to the development of the project.

“They personally said to me, one student, that they were going to support me and my efforts and would voice that to the entire community,” said White.

The #WeStandByYou project has taken a life of its own in various student organizations around campus. Kaushik Mahida, President of Indian Student Association, said, “My organization represents a country with mixed races, cultures and religions. #WeStandByYou reminds us to respect these differences and stand together.”

Brianne Baylor, President of Black Student Union, agrees. “The #WeStandByYou project makes me want to embrace all of my members despite where they’re coming from,” she said. “One of my goals as president this year is to be more inclusive when it comes to race, religious differences and sexual orientation.”

Opening the doors of communication will help the UNI community feel more comfortable and compassionate for individuals struggling with diversity. #WeStandByYou has planned a series of listening tours, covering topics such as race in the classroom, race and the political system and diversity course requirements. There also will be initiatives designed to bring together the campus and the Cedar Valley to combat distrust between marginalized populations and specific power structures.

“The very first step as an institution is being committed to each other,” said Chief Diversity Officer, Gwenne Berry. “If more students feel comfortable talking to each other about tough issues, it will make our campus stronger and will have a positive impact on the real world communities students enter after graduation.”

“The very first step as an institution is being committed to each other.”

> Gwenne Berry, University of Northern Iowa Chief Diversity Officer
Studying abroad is an increasingly more common trend for college students. For some, it’s the desire to see the world. For others, it’s a resume builder. Regardless of the reasons, donor support and international partnerships (with the intent to create a more globally savvy workforce) are making it more economical for students to study abroad.
When students study abroad, they bring back more than what was discussed in the classroom. They’re in a new place, with different cultures—out of their comfort zone.

It’s only natural those uncomfortable situations will help them develop skills they would not normally receive stateside.

Chris Schrage, UNI Business Marketing Instructor and Global Opportunities Coordinator, agrees. “Study abroad experiences, whether short or long term, have a major impact in preparing students professionally. It also improves students’ abilities to work in culturally diverse areas.”

Research shows more employers seek 21st century skills that are often gained through an international experience. According to a 2010 study conducted on behalf of the Association of American Colleges and Universities, “67 percent of employers desire candidates with intercultural knowledge and a perspective on global issues as related to human cultures in the physical and natural world.” Further, over 60 percent of employers in 116 countries value international study when recruiting talent.

Schrage has been studying the impact of study abroad programs and has found an increase in cultural intelligence (CQ) in business students who have participated in an international academic program. After assessing students before and after the trip, there were increases in all four aspects of cultural intelligence: drive, knowledge, strategy and action.

For example, in the area of CQ Knowledge, which is understanding of cultural differences in economic and legal systems, values, religious beliefs and language rules, the assessment revealed a 16 percent increase after students return.

Myle Duong, a senior marketing major, can attest to benefits of studying abroad. “I think my cultural knowledge improved, and I now have a much more open mind when working in culturally demanding situations. It also gave me a small peek into something I potentially want to do after graduation: work on a diverse marketing team and travel,” said Duong.

Last summer she completed two global experiences: a two-week business course in Italy and a two month internship in China. These experiences opened her eyes to the different cultures’ work ethics and expectations and gave her a sense of independence.

### Return on Cultural Intelligence

<table>
<thead>
<tr>
<th>% Increase</th>
<th>Skill Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>+16%</td>
<td>Business &amp; socio-linguistic knowledge</td>
</tr>
<tr>
<td>+10%</td>
<td>Speech, verbal &amp; non-verbal communications</td>
</tr>
<tr>
<td>+10%</td>
<td>Strategic thinking skills</td>
</tr>
<tr>
<td>+8%</td>
<td>Intrinsic/extrinsic interest and self-efficiency</td>
</tr>
</tbody>
</table>

make the business world more culturally intelligent by registering for our Points Plus Program. Each time you fly, you’ll earn miles for yourself and miles for UNI Business students! All we need is your full name and frequent flier number for American and United airlines. Are you a Delta flier? Add number US0012033 in your preferences.

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HERE'S WHAT 😞
Passion for the University of Northern Iowa, a common goal for students to excel and the vision to plan for the future—three common traits held by 116 UNIBusiness alumni who have shared with us that UNI is included in their estate plans. That’s just 0.5 percent of the 23,625 University of Northern Iowa living alumni who majored in business. Even more incredible is the $46,926,681 cumulative impact those gifts will someday make on our students and programs!

Have you been contributing every year to the Dean’s Fund for Excellence, a scholarship or program account? A planned or legacy gift can perpetuate the steady annual giving that we have come to depend on. In some cases, including UNI in your estate plan is a way to make a significant—even transformational—gift that might not be possible during your lifetime.

There are many popular and very simple ways to give, such as naming the UNI Foundation as beneficiary of a retirement account or including a provision in your will. David Shimkat (Accounting ’71) chose that option. When he passed away, a scholarship endowment was established that this year benefits 28 Accounting students.

Other legacy gifts are more complex, such as real estate or trusts. For T. Wayne (Marketing ’43) and Adele Davis, this was a way to endow a faculty position in Entrepreneurship. That gift keeps giving, as seen in the success of our entrepreneurial efforts!

Some alumni make gifts that provide them a lifetime income, tax benefits and philanthropy. Many years ago, Duane (Economics ’33) and Jeanette Bishop found this to be perfect for them. Today, six incoming freshmen who plan to major in business receive a scholarship in the Bishops’ name.

Including UNI in your estate plan is a way to make a significant—even transformational—gift...

We recognize the special group of donors who have provided for the university in their estate plans in any way by inviting them to become members of the UNI Legacy Society. Should you be counted among them? Let’s work together to build that 0.5 percent of UNIBusiness alumni mentioned earlier to a much stronger number. With the increased dollar impact, who knows what that could be?!

You can find numerous other examples of ways to give smarter, create your legacy and donor stories for many alumni who have already done so on our website, uni.planmylegacy.org. If I can assist you with establishing or documenting your future gift to UNI, please contact me at 800-782-9522, 319-273-4444 or michelle.rourke@uni.edu.
UNIBusiness recognizes alumni and friends who made financial gifts to the College during the 2016 fiscal year, which runs July 1, 2015 - June 30, 2016. Your support is greatly appreciated.

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Each year, UNIBusiness students call alumni to invite them to contribute to the Dean’s Fund for Excellence. A direct mail component was added to the campaign in 2015-16. Thanks to the generosity of 395 alumni and friends, the total effort raised $39,165.

If you still need to fulfill your pledge or would like to make an additional gift to UNIBusiness, contact Senior Director of Development Michelle Rourke at 800-782-9522, 319-273-4444 or michelle.rourke@uni.edu. You can also give online at business.uni.edu/deansfund.

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THE DEAN’S FUND FOR EXCELLENCE
How donors made an impact on students, faculty and the community in fiscal year 2015-2016

- **Student Professional Development**
  - Example: 70+ Travel Abroad Scholarships
  - 72%

- **Faculty Development & Support**
  - Example: Cultural Integration Event
  - 14%

- **Alumni Relations**
  - Example: Homecoming Activities
  - 7%

- **Academic Partner Relations**
  - Example: Partnership meeting in Shanghai
  - 4%

- **Corporate/Community Relations**
  - Example: Cedar Valley Women’s Entrepreneurship Day participation
  - 3%

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UNIBusiness recognizes those who have made the Dean’s Fund for Excellence a focus of their giving with a donation of $1,000 or more. As seen above, this unrestricted fund primarily supports UNIBusiness students who invest time and effort in building a professional edge that will be of immediate, marketable value upon graduation.

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NOEL FAMILY SCHOLARSHIP

There’s a saying that “absence makes the heart grow fonder,” and that just might be the case for Rick Noel (Accounting ‘90).

Originally from Dubuque, he is now based in London, a partner and head of the global specialty finance team at Värde. He will always remember where he got his start.

Rick and his wife, Lisa, established the Noel Family Scholarship to provide half of tuition and fees for a first generation female Accounting major from Iowa.

When asked what inspired them to give back to UNI, he said, “We believe a high quality education is one of the key building blocks in an individual’s life journey. It creates optionality and increases the odds of one leading a productive life. A life that is not only rewarding for the individual, but one that contributes to the ‘greater good.’ Unfortunately, the high cost of education often creates a long-term financial drag for graduates. The Noel Family Scholarship was created to reduce this burden and allow the graduate to more quickly act on the wonderful opportunities that exist in the world today. The selection criteria for choosing the Noel Family Scholar reflects the paths we took in our lives. We are thrilled to be working with the University of Northern Iowa, the College of Business Administration and the Department of Accounting on this scholarship program.”

Mike and Lori Wheeler Endowed Scholarship

Mike Wheeler has established the ideal example of sharing time, talent and treasure with his alma mater. He was instrumental in recruiting dozens of UNI Accounting graduates to McGladrey (now RSM LLP US), championed the fundraising effort to establish the UNI Accounting Professorship and Program Fund in the firm’s name and served on the UNIBusiness Accounting Advisory Council.

Mike's career led him from partner with McGladrey to CFO at Hy-Vee. He continually embraces the values represented by Iowans and UNI Business graduates: hard work and high standards.

“Lori and I feel blessed that we can establish an endowed scholarship. I am very proud of my accounting education at UNI, which was the basis for us to ‘pay it forward’ for future accounting students,” Mike said. The requirements for the Wheeler Scholarship include a 3.0 GPA and the recipient is contributing to the cost of his or her education by working at least 15 hours per week.

When Mike retired from Hy-Vee, he found the best of both worlds with winters in Florida and summers on a Minnesota lake. Mike and Lori love to cruise, travel and spend time with family. They will also enjoy setting an example for and hearing from future accountants every year.

BIRTHDAY GIFT HONORS PROFESSOR’S HERO

What is the perfect birthday gift for a mother who reached a milestone birthday of 90? Who quit school at age 13 to raise her siblings? Who earned her high school diploma at age 36 and went on to develop a successful career traveling internationally? Who epitomizes determination with her never-give-up attitude?

Rex Karsten, UNI professor of Management Information Systems (MIS), found the answer as he was preparing an annual report of his activities as the Nationwide Mutual Insurance Company Professor. It occurred to him that he could pay it forward.

He said, “My mom has always been my hero. She never gives up, and she passed that trait on to me. That is why I wanted to honor her in a way that would also encourage young women to pursue a career in a field that they wouldn’t typically enter.”

Rex’s wife, Laurie, suggested he pay it forward with a scholarship. The inaugural Ethel...
M. Karsten MIS Scholarship was awarded to Roni Storjohann. Roni is a senior MIS major from Maysville, Iowa.

“I am honored to receive this scholarship,” Roni said. “Professor Karsten introduced me to MIS. I thank him for that and for helping me seek new opportunities and always being there to answer questions.”

Katie Hillyer, Director of the UNI Business Professional Readiness Program, served on the scholarship selection committee.

“The selection committee was impressed with Roni’s resume and clear interest in pursuing a career in MIS. She excelled as a student and leader during her time at Scott Community College and has shown promise of continuing on that trajectory during her time at UNI,” she said.

This past summer, Roni held an internship position with Alcoa ATI’s Information Systems Department in Bettendorf, Iowa. For this academic year, Storjohann secured an internship with UNI’s Department of Institutional Research as a student analyst. She is excited to use the skills she has learned in the classroom in both of these positions.

That’s exactly what Rex had in mind.

“Historically, women have been underrepresented in technology-related majors, so I hope this is one small way to ensure more to consider this major,” he said.

Rex is looking forward to introducing Storjohann to his mother at the annual Scholarship Appreciation Luncheon.

Through his mother’s example, Rex and Laurie’s gift will continue to impact the lives of many students for years to come.

DONOR SPOTLIGHT

EXECS PAY IT FORWARD

Dave (Economics ’79) and Austin (Mathematics ’86) Jones understand the value a UNI Business education can provide. That’s why, after receiving their own degrees, Dave, President and Austin, Senior Executive VP and CFO, decided to pay it forward in the form of a named entrepreneurial space in the R.J. McElroy Student Business Incubator. The Grinnell State Bank Student Incubator Suite and accompanying scholarship will give a student entrepreneur the opportunity to fund a start-up business and an education.

When asked about the inspiration for their UNI Business donation, Austin responded, “We are seeing a lack of solid business education from elementary to college levels. For a well-rounded graduate, a fundamental understanding of economics and business is critical. Our support of the College of Business Administration at UNI will go a long way in building qualified employees and leaders for the future of UNI, Grinnell State Bank and our country.”

The first occupant of the Grinnell State Bank Student Incubator Suite is Darian Jones (Accounting). Read more about Darian’s success on page four of this issue.

Daniel & Carla Tarr Waller Scholarship

Dan Waller (Accounting ’81) has a deep appreciation for the education he received at UNI. Dan knew from the start of his college life that UNI was where he was meant to be. He chose to study Accounting because of the success of preceding students and the reputation of UNI’s business college. Dan learned from a “dream team” of professors who were talented and cared about their students. UNI gave Dan an education and introduced him to his wife. Carla Tarr Waller (German ’83) worked in the Rod Library, where Dan spent countless hours studying for the CPA exam. Carla was raised in the UNI community. Her father, Dr. John Tarr, was a professor at UNI, and her great-grandmother attended UNI when it was the Iowa Normal School.

Dan and Carla are grateful for the impact UNI has made on their lives. Their faith in God and Christian beliefs inspire them to share their blessings and make an impact on the world through education.

The Daniel & Carla Tarr Waller Endowed Accounting Scholarship is awarded to an accounting student in junior standing with a cumulative GPA of 3.0 or above. Preference is given to a student with an agriculture background from Iowa.
How one online giant impacts the makeup of retail and sets the pace for domination through supply chain management.
“...in order to stay competitive, companies in every industry will need to place more emphasis on the supply chain.”

> Dan Bumblauskas, Assistant Professor of Management and Hamilton ESP International Fellow for Supply Chain

Maintaining the right supply chain logistics for any company is challenging. Many business-minded people think the "Amazon effect" – that is, the introduction of e-commerce into the business community – has significantly increased the challenge. Today, global retailers must put less focus on bricks-and-mortar stores to compensate for the online demand of goods and services. This shift not only impacts customers and vendors but requires a team of supply chain professionals who are armed with the analytical skills to perform—a much different makeup than what was required 20 years ago.

**The Amazon Legacy**

It may be hard to remember—or even believe!– but Amazon started as a book retailer in the newly developed virtual space of the Internet. It then built on this platform to sell merchandise before evolving into a facilitator of ecommerce for more well-established retailers like Target, Toys ‘R’ Us and Walmart. It is now fair to say Amazon is the de facto standard for online retail excellence. Assistant Professor of Management and Hamilton ESP International Fellow for Supply Chain, Dan Bumblauskas agrees: “Traditional retailers are now spending a lot of time thinking about omni-channel trends with suppliers and customers. On the customer side, they are using mobile technologies to better create demand, which in-turn places new requirements on the supply side to deliver goods directly to customers as quickly as possible (e.g., Amazon Prime and similar shipment services).”

This has led to a dramatic shift from what was expected out of supply chain professionals of the past. “Twenty years ago, the online virtual marketplace was just getting started. The supply chain professional needed to have customer service/call center operations skill sets to succeed. While those skills are still important, the need to understand inventory optimization, logistics, routing and scheduling has changed dramatically. Today’s supply chain professional needs to have operations and supply chain management skills—a daunting task considering the pace at which companies are working,” said Bumblauskas.

**World Domination**

In its most recent incarnation, Amazon is developing a truly monumental supply chain infrastructure that caters to international markets. It uses everyone from local delivery companies to FedEx and the United States Postal Service—in Sundaes no less— to deliver goods ASAP. According to a recent study by SJ Consulting Group Inc., a transport and logistics consultancy, Amazon’s goal is to be the primary conduit between manufacturers and customers. Everyone in the middle will be forced to work with Amazon or disappear. Producers will have no choice but to do business only with Amazon, because there will be few, if any, alternatives available.

Despite the fact that they do not have the vast resources of an Amazon-type organization, other companies will have to create and maintain a supply chain infrastructure on par with the online giant. Supply chain management professionals will need the global experience, analytical skills and understanding of how a well-run supply chain works.

“Working with global sources for component parts is now the norm. While the specific location for the source of a particular component may change (i.e., from China to Vietnam), the skill set necessary for conducting negotiations, quality checks, etc., in culturally distant locations is more important now than ever,” said Assistant Professor of Management and John Deere Faculty Fellow, John “Andy” Anderson.

**An Industry in Need of Help**

According to a May 1, 2014 article, Fortune.com estimated that 1.4 million new supply chain workers will be needed by 2018, but the demand cannot compete with the misconceptions of what the supply chain profession is and isn’t.

“When you order something from, say, Amazon, you know it arrives on your doorstep in two days, but most people don’t think about how,” George Prest, CEO of logistics trade group Material Handling Industry (MHI) told Fortune.com.

He adds that the field gets overlooked by new grads in particular, who think of supply chain work — if they think of it at all — as “a guy driving a forklift in a dusty old factory.”

To combat these myths and meet the increasing demand of employers, UNIBusiness launched the Supply Chain Management major earlier this year. Bumblauskas believes this will have a positive impact on the growing need for logistics professionals. “Traditionally [supply chain management] has been more visible on the manufacturing side, but in order to stay competitive, companies in every industry will need to place more emphasis on the supply chain.”
UNIBusiness graduates offer the unique blend of qualities that employers seek: cutting edge business knowledge, strong work values and exceptional professional skills.

The first two are easy to prove with solid grades on a rigorous academic transcript, but it can be harder for students to show they have the professionalism to contribute immediately and confidently to a business organization.

For this reason, UNIBusiness encourages students to earn professional endorsements through the college’s Professional Readiness Program (PRP). The Endorsement in Business Writing is the first of what PRP leaders hope will be many available to UNIBusiness students.

The writing endorsement process involves demonstrating certain skills to a team of business professionals and faculty. This includes hands-on tests of competence, such as document production, in-basket exams, presentations or demonstrations.

“Recruiters already look at GPA or technical certification to evaluate business knowledge, and they can discern a graduate’s values from campus activities, work history and community contributions. With the Professional Endorsement program, recruiters can now look for special expertise in key areas of professionalism,” said associate professor of management Dale Cyphert.

Bradon Bergman, a senior double major in Marketing (Sales Manage-
ment) and Finance (Financial Management) was the first student to sit for a professional skills endorsement.

Bergman, who also was earning a Spanish minor, sat for the endorsement as a way to “provide employers with the confidence that business writing is something that I excel in.” As a marketing major, Bergman understands the value of effective communication and says he looks forward to adding the UNIBusiness endorsement to his list of job qualifications.

There is no guarantee that Bergman will land a job that involves a lot of writing. However, he reports he’s been editing papers for friends and family members since high school. Chances are his co-workers will turn to him for advice as well. A proven ability to edit for strategy, style and correctness can open doors. No proposal, web page or marketing campaign can fly without a team member who can handle the strategic writing job. ■

Bradon Bergman (Marketing and Management) is the first student to earn a UNIBusiness Skills Endorsement.
FINANCE PROGRAM NOW CFP® BOARD REGISTERED

Students majoring in Finance will now meet the educational requirements to sit for the Certified Financial Planning® exam after graduation. UNI finance classes have recently been approved by the Certified Financial Planning (CFP®) Board, meaning the courses now meet the learning objectives and outcomes required by the institution to take the exam.

The CFP designation identifies to the public that those individuals have met rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence when dealing with clients.

“CFP Board is pleased to approve the program at UNI as a CFP Board Registered Program,” said Mike R. Greene, CFP, chair of the CFP Board of Directors. “As student interest in financial planning as a career continues to grow, we anticipate that UNI’s program will contribute significantly to the number of qualified candidates seeking to attain the CFP certification, the standard of excellence for competent and ethical financial planning.”

STUDENTS CAN NOW MAJOR IN SUPPLY CHAIN MANAGEMENT

Under the leadership of John (Andy) Anderson and Dan Bumblauskas, Assistant Professors of Management, the Supply Chain Management curriculum has been redesigned and approved to be its own major. This is a big step for an industry that is seeing tremendous growth due to the increased demand for global and online commerce (see page 34).

A stand-alone major brings more credibility from an employer’s perspective which will increase the placement rate for supply chain management graduates. The program currently has a 90+% placement rate within six months of graduation.

MBA STUDENTS PROVIDE SYNERGY, SOLUTIONS TO AREA BUSINESSES

Three teams of UNI Business MBA students spent six months consulting for area businesses as the final requirement for UNI’s MBA program.

Cat Weaver, Mike Nguyen and Michael Adams worked with Precision Metal Works (PMW), a regional parts washer supplier. The company wanted to expand its sales efforts and sought advice about which of its current product offerings to focus on and how to best structure the effort, choosing between expanding its current distribution network or developing an in-house sales team.

Kong Chen, Madiha Ahsan and Suyi Ma worked with Kryton Engineered Metals Inc., a maker of spun metal component and fabrication parts. Its customer base is growing, so Kryton asked for a growth management plan to ensure that production, labor and managerial expertise will be in place.

Kim Fettkether, Carole White, Laura Connor and Ji Zhu worked with Wheaton Franciscan Healthcare, a faith-based, not-for-profit healthcare provider. Offering urgent care centers in Cedar Falls, the clinic wanted to optimize its Convenient Care Express location inside the Cedar Falls, Iowa Hy-Vee to gain more exposure in the area.

“Our MBA students consistently credit the Capstone experience for helping them pull together everything they’ve learned in the MBA program. The consulting services are built on a solid foundation, and the opportunity to share that expertise with small and mid-sized businesses across Iowa is what makes UNI’s MBA program unique,” said Dale Cyphert, Associate Professor of Management and MBA Director. “It’s that integration of coursework, along with application to real issues faced by a regional business, that crystallizes everything that they’ve learned.”
2+2 AGREEMENT EXTENDED

In 2006, when UNI and Shanghai Dian-Ji University (SDJU) formed a partnership agreement, referred to as the 2+2 program, neither knew for certain what to expect.

The intent was to benefit students from both universities through an increased international presence at UNI. The 2+2 program, one of the first programs of its kind, works by allowing SDJU students to complete the first two years of their post-secondary education in Shanghai, and then finish their final two years at UNI. Upon completion of their UNIBusiness courses, the SDJU students return to Shanghai to finish their last requirement, they then receive a degree from both institutions.

In addition to the undergraduate program, the agreement includes faculty exchanges and a seamless transition for SDJU’s business graduates into UNI’s MBA program.

Farzad Moussavi, former UNIBusiness Dean, current Bradford Chair in International Business and Director of Global Programs, was instrumental in establishing the 2+2 partnership with SDJU. He recently spent a day with SDJU leaders on campus, celebrating 10 years of a successful partnership and discussing the extension of the program. The SDJU delegation included (from left): Mr. Cao (SDJU Chairman), Kevin Wang (Director, SDJU International Programs), and Susan Sun (Dean, SDJU Business School) with Moussavi (second from right) and Lisa Jepsen, UNIBusiness Associate Dean.

PANTHERS UNITE IN ST. LOUIS

In a continuing effort to establish relationships between minority students and alumni, UNIBusiness and the EXCEL student organization sponsored Panther Connection, a four-day event in St. Louis, Mo., in April.

EXCEL, a multicultural student organization consisting of over 30 students, organized the event to build professional relationships with alumni and discuss minority student life on campus.

Kadesha Zimmerman (Accounting), co-president of EXCEL, led the planning of the Panther Connection. Zimmerman also organized professional development workshops for the students to polish their networking skills before the event. “My main goal for the Panther Connection was to connect alumni to current students, so both students and alumni could form a beneficial relationship,” said Zimmerman.

Students prepared all semester to ensure Panther Connection was a success. The trip included many networking opportunities with UNI alumni of all ages and backgrounds. Those who attended spoke at Normandy High School about the importance of a college education and facilitated team building activities with the Boys & Girls Club. They took a company tour of Wells Fargo Advisors and facilitated a workshop on professionalism in today’s business world at the University of Missouri-St. Louis.

For many, the highlight of the trip was the Legacy to Longevity Luncheon where Charles Means and Juanita Wright were honored with Legacy to Longevity awards for their dedication to UNI’s multicultural students.

Panther Connection is a yearly event that has visited Chicago and St. Louis. EXCEL’s next Panther Connection is scheduled for Des Moines.
IMPACTING IOWA

THROUGH BUSINESS AND COMMUNITY SERVICES

From planting the seeds of growth in young entrepreneurs to quite literally planting seeds of native vegetation along Iowa’s roadsides, the programs of Business and Community Services provide direct client support across the state and beyond.

Many see the UNI campus as the beautiful landscape just North of University Avenue. Athletics, coffee, academics; it’s easy to forget how much impact UNI Business and Community Services (BCS), located South of University Avenue, impacts everyone living in Iowa. BCS is the business, environmental and economic development outreach arm of UNI.

Currently, 12 programs are housed under the BCS umbrella. The department works with Iowa businesses, entrepreneurs, communities and governments, providing services from marketing research and business incubation to environmental compliance assistance and economic development.

UNI BCS recently won the Economic Opportunity Award for the President’s Higher Education Community Service Honor Roll for three projects: “Economic Assistance for Low Income Waterloo Neighborhoods”; “Service and Learning Throughout Entrepreneurship”; and “Improving Access to Fruits and Vegetables for Families in Need in Black Hawk County.” The Economic Opportunity Award recognizes institutions with service programs that build economic independence, increase family stability, and create more sustainable and resilient communities. It is the highest federal recognition for college contributions to local communities. (read more on page 49.)

“Service and higher education go hand in hand,” said Wendy Spencer, CEO of the Corporation for National and Community Service. “Every day these colleges and universities inspire young leaders to commit to solving problems alongside community members. By recognizing institutions like the University of Northern Iowa that are pioneers in achieving meaningful, measurable results for their communities, we also highlight the critical role all higher education institutions play in addressing community challenges and placing more students on a lifelong path of civic engagement.”

The tested approaches and successes of the programs allow BCS to annually impact all 99 Iowa counties. All BCS programs strive to build a better Iowa by providing unsurpassed expertise and knowledge.
CHEERS TO MOTHER EARTH
The craft beer industry has exploded in recent years. According to the Brewers Association, the sector saw 12.8 percent growth last year alone. This holds true in Iowa, as the number of craft breweries has more than doubled over the last five years.

One of the biggest draws to craft beer is the wide variety of styles and flavors available to the consumer. However, the sheer nature of the smaller-batch brewing process poses some major environmental concerns. On average, a brewery uses three to seven barrels of water to produce one barrel of beer. The Brewers Association reported that despite significant improvement over the last 20 years, water consumption and wastewater disposal remain environmental and economic hurdles that directly affect breweries and the brewing process.

The growth of the craft brewery industry and its impact on the environment caused the Iowa Waste Reduction Center (IWRC), a program within Business and Community Services, to take notice. The IWRC, who has provided environmental assistance to Iowa businesses for nearly 30 years, launched the Iowa Green Brewery Certification in November of this year.

This free, voluntary certification program provides technical assistance and hands-on guidance with the environmental issues inherent in the brewing process. After a brewery earns certification, the IWRC will promote the accomplishment through its contacts.
“This is a unique industry, where environmental stewardship and corporate activism is very prevalent,” said Joe Bolick (Marketing ’04), Iowa Green Brewery Certification program manager.

**How it Works**

Certification consists of four focus areas, including environmental management, energy efficiency, resource management and water quality and conservation. Before the initial visit, IWRC staff will compile a list of all applicable environmental regulations and requirements: air quality, storm water, wastewater and non-hazardous and hazardous waste. If the mandatory requirements are met, the brewery will be examined and ranked on a points system in areas relating to environmental efficiencies and conservation.

For example, in the area of energy efficiency, the brewery will be given points on items like high-efficiency appliances, electronics, windows and doors.

The total score will determine if the brewery is bronze, silver or gold certified. The brewery will be re-certified every two years.

“In November, our goal is to certify Single Speed in Cedar Falls and Firetrucker in Ankeny as green breweries. Broad Street in Reinbeck will also be well into the process,” said Bolick.

As the industry evolves, so will the impact of sustainability measures. Water and energy resources continue to affect how products are manufactured, making it necessary for craft brewers to follow suit.

Craft brewers are all trying to sell their product, but they’re trying even harder to sell the idea of craft beer, Bolick added. “Environmentalism is a huge part of what will make their product more palatable to consumers.”

**For more information on the Iowa Green Brewery Certification, visit**

http://iwrc.uni.edu/
The Iowa Green Brewery Certification is based on a points system: 65-75 points earns a bronze rating; 76-86 points, silver; and 86+ points earns gold.

The total points for this hypothetical brewery equals 69, earning it a bronze level certification.
Student business incubators are well-known throughout the state, thanks to John Pappajohn. If a college student has an idea, he or she reaches out to the staff at one of the John Pappajohn Entrepreneurial Centers which helps turn the idea into reality.

But what about startup ideas that originate from members of the community?

The Innovation Incubator, a program of the Center for Business Growth and Innovation (CBGI) within Business and Community Services, is an immersive environment for any community entrepreneur or small business owner looking to jump-start a startup.

The program provides office space, university resources and access to industry experts. After a pre-determined incubation period, the business graduates to the real world, with a solid foundation and armed with tools and knowledge for success.

In 2016 the Innovation Incubator launched three successful startups into the community.
When it comes to consumer research, this company does it all. From market research to user-experience reporting, iTracking Research uses state-of-the-art eye tracking technology to study consumers’ movements, patterns and behaviors online. While in the Innovation Incubator, iTracking Research was able to develop tools such as the iTR360, a research tool designed to take a closer look at consumer behavior and a company’s online presence. “The UNI Incubator has been an invaluable resource for our company. I can honestly say we wouldn’t be in business if it weren’t for their help and guidance,” said Alyssa Nolte (Marketing ’13), Director of Marketing and Sales.

Follow Your Strengths
Follow Your Strengths is reviving the workplace one client at a time. Founded by Employee Engagement and Strengths Consultant and Trainer, Traci McCausland, the start-up began with one mission in mind: to help others be happier at work. Follow Your Strengths offers expert assistance in employee engagement, training and strengths coaching. McCausland credits her time in the incubator for her success to date. “It was nice to have a built-in network of other business owners as well as the team at the Innovation Incubator to strategize with and share ideas.”

Pixel Labs Creative Media House
Pixel Labs excels in audio and video production, web content creation and commercial advertising. With a portfolio of over 50 clients, the team produces stunning and strategic materials throughout the United States. Their work has received a nod at the local level, winning a gold Addy award from the American Advertising Federation’s Cedar Valley chapter. Founded in 2014 by Zach Everman, CEO and Creative Director, the company has seen tremendous growth since setting up shop in the innovation incubator. “Creatively, I knew I had the skills to succeed as an entrepreneur, but I lacked the business experience needed to start and grow my business,” he said. “The UNI Incubator gave me the confidence to make smart business decisions while staying creative for my clients.”
2016 FACULTY AWARDS

DISTINGUISHED TEACHING
(sponsored by Tim Williams, in memory and honor of LaVerne Andreessen)
Brett Olsen
Assistant Professor of Finance

DISTINGUISHED SCHOLARSHIP
(sponsored by PwC)
Russell Guay
Associate Professor of Management/Tim Williams
Junior Faculty Fellow

DISTINGUISHED SERVICE
(sponsored by Gaylen & Glenna Miller)
Shahina Amin
Associate Professor of Economics

EXCEPTIONAL IMPACT
(sponsored by PwC)
Bülent Uyar
Professor of Economics

DISTINGUISHED INSTRUCTOR
Betsy Ratchford
Instructor of MIS/CBA Webmaster

SPECIAL RECOGNITION
(sponsored by Adam Baumgartner)
Christine Schrage
Instructor of Marketing/
Global Opportunities Coordinator

INNOVATIONS IN TEACHING
(sponsored by PwC)
Rex Karsten
Nationwide Mutual Insurance Company Professor/
Professor of MIS

Amy Igou
Assistant Professor of Accounting

Economics Professor Honored for Excellence

Economics Professor David Surdam recently received the James F. Lubker Faculty Research Award. The annual award honors tenured UNI faculty who have contributed exceptionally in the areas of research and scholarship. With nine published books and over 15 published journal articles, Surdam surpassed the qualifications.

Above and Beyond Excellence in Teaching Award

Russell Guay, Associate Professor of Management and Tim Williams Junior Faculty Fellow, was awarded the Above and Beyond Excellence in Teaching Award. Sponsored by the Northern Iowa Student Government and the Center for Excellence in Teaching and Learning, this award recognizes faculty and staff who students feel go above and beyond their jobs and their commitment to student success.
UNI has been named winner of the Economic Opportunity category for the 2015 President’s Higher Education Community Service Honor Roll for three projects: “Economic Assistance for Low Income Waterloo Neighborhoods”; “Service and Learning Throughout Entrepreneurship;” and “Improving Access to Fruits and Vegetables for Families in Need in Black Hawk County.”

The President’s Higher Education Community Service Honor Roll is the highest federal recognition for college contributions to local communities.

“We are incredibly proud of the dedication of the UNI community, especially the staff and students who made our recognition in the President’s Higher Education Community Service Honor Roll a reality,” said UNI Interim President Jim Wohlpart. “Providing economic assistance, enhancing entrepreneurship and improving access to healthy food has made a tremendously positive impact upon Black Hawk County, and we are ready to continue our efforts at Business and Community Services.”

Each project was crafted to fulfill a need among community members within Black Hawk County. The “Economic Assistance for Low Income Waterloo Neighborhoods” project was led by UNI in partnership with the Waterloo Neighborhood Economic Development Corporation and focuses on creating job opportunities while educating residents on community issues. The “Service Learning Throughout Entrepreneurship” project combined efforts with the UNI John Pappajohn Entrepreneurial Center to educate students and current business owners about successful entrepreneurship.

The project “Improving Access to Fruits and Vegetables for Families in Need in Black Hawk County” worked with the Center for Energy and Environmental Education’s Local Food Program to increase the distribution of local foods in Black Hawk County for residents and encourage healthy living.

UNI’s dedication to strengthening the community through highly impactful projects is a direct reflection of the ongoing mission and continuous efforts of UNI’s Business and Community Services.

Myle Duong (Marketing), Megan Kupferschmid (Business Teaching), and Minhchau Chau (Management) traveled to Rhode Island and took home second place in the National Association of Small Business International Trade Educators (NASBITE) International Case Competition. The case was sponsored by Cleveland Whiskey and involved the creation of a marketing strategy for a product launch in Singapore.

The competition was in two phases, a written qualifying round that included 18 undergraduate programs in the United States. The second phase was an oral presentation championship round in which UNI, Missouri Southern State University, and Youngstown State were the three finalists.

Not only did the women present well, they networked with industry professionals, attended breakout sessions and made a wonderful impression. All three plan to take the Certified Global Business Professional exam in the fall.

Huishan Wan joined the Accounting Department this spring. He earned his Ph.D in Accounting from the University of Iowa and excels in teaching Financial Accounting and Intermediate Accounting courses.
Purple & Old Gold Award Winners
(sponsored by Jill Hemphill)
Each year, students who display “meritorious scholarship or conspicuous achievement” are recognized with the Purple and Old Gold Award. The class of 2016 award winners were congratulated at the annual UNIBusiness graduation celebration.

Accounting
Ryan McMahon

Economics
Kevin McGee

Management
Chris Pollpeter

Finance
Allison Waters

MIS
Clinton Au Jong

Real Estate
Alexander Vlach

Marketing
Abby Kluesner

Business Teaching
Blake Scurr

STUDENT STARTUP
MAKING WAVES

Wes Merrill just received his Marketing degree from UNI and is currently developing Streamweaver, an online marketplace that connects brands and advertisers with video gamers. Merrill and his co-founder, Keevin O’Rourke, are participating in the Iowa Startup Accelerator program to help launch their business. A defining moment in Merrill’s college career was when he sold his first product to someone he didn’t know. “That feeling of having someone I never met before placing monetary value on something I created is a really unique and indescribable feeling.” He also was the recipient of the JPEC CBA Student Entrepreneur of the Year award.

2016 STUDENT LEADERS OF THE YEAR
(sponsored by RSM LLP US, Pat and Traci Hellman)

Taylor Rennich (Management, Marketing ’16) and Samantha Johannsen (Accounting, Management ’16) were selected as the 2016 student leaders of the year. Their efforts as Co-Presidents of UNIBusiness’s Presidents’ Council helped grow many new initiatives including UNIBusiness Week and the business ethics honor code.

2016 STUDENT ORGANIZATION OF THE YEAR: WOMEN IN BUSINESS
(sponsored by PwC)

The 2016 Student Organization of the Year award was presented to Women in Business President, Kelsey Rogers (MIS, Management ’16) at this year’s graduation celebration. Under Kelsey’s leadership, the organization was able to strengthen the women in business movement by helping to establish the first Cedar Valley Women’s Entrepreneurship Day.
ACCOUNTING :: Phyllis Tinker
(Accounting ’93)
Corporate Controller,
Lauridsen Group

Phyllis Tinker graduated from UNI with an Accounting degree and received her MBA from Iowa State University. Phyllis worked in assurance and advisory services for 10 years with Ernst & Young, prior to heading up financial reporting for Sauer-Dan-foss, a company traded on the New York Stock Exchange. She joined The Lauridsen Group Inc. in 2014 as corporate controller, where she leads all aspects of accounting functions for U.S. operations.

ECONOMICS :: Pete Hosch
(Economics ’00)
Group Vice President of Store Development, Hy-Vee Inc.

Pete Hosch graduated from UNI with a degree in Economics. He began his career with Hy-Vee that year as a Site Analyst in the Real Estate Department and currently leads the Real Estate Department as Group Vice President of Store Development, Real Estate. The department oversees property-related matters for the company’s 240 food and drug stores, 137 convenience stores, subsidiaries, distribution facilities and corporate office. The department also is responsible for management and implementation of the capital expenditure budget for retail facilities.

FINANCE :: Rebecca Albers
(Finance: Real Estate ’96)
Financial Advisor, Wells Fargo Advisors, LLC

A native of Denison, Iowa, Rebecca Albers completed her degree in Finance with a Real Estate emphasis. Obtaining a Spanish minor and an International Business Certificate rounded out her studies. After 14 years in banking and mortgage lending, Rebecca shifted her career in 2010 toward her passion for investing when she became a Financial Advisor with Wells Fargo Advisors, LLC. Today she helps manage $100 million in client assets and is a student of the Certified Financial Planner program through the Boston Institute of Finance.

MANAGEMENT :: Dan Kunkel (MIS ’03)
Vice President, Business Initiatives Consultant - Wells Fargo Home Mortgage

Daniel Kunkel is Vice President, Business Initiatives Consultant for Wells Fargo Home Mortgage. He focuses on enabling the national sales team to emphasize developing customer and client relationships. He is responsible for sales throughout the organization, including risk/compliance, legal and process execution. Dan entered his current role in 2014 after serving nine years as Director of Divisional Support in the northeast markets and two years as a Business Systems Consultant.

MARKETING :: Cory Henke
(Marketing ’05)
Vice President of Strategy Development, Dahlstrom Development

Cory Henke earned a degree in Marketing and was a two-time letterman for the UNI football team. After graduation, Cory worked as a Relocation Consultant for Graebel Van Lines before making a career change to medical sales in 2006. Throughout Cory’s surgical device career, he served as a territory sales representative for Timm Medical, MIT/Harvard startup, Omni Guide and Acclarent, a Johnson & Johnson subsidiary. Cory moved back to the Cedar Valley in 2015 to join real estate developer Brent Dahlstrom’s team.

MBA :: Kathy Grete
(Finance ’96, MBA ’98)
Compensation Manager
CUNA Mutual Group

Kathy Grete received her MBA in 1998. Since then she has quickly moved up the ladder at CUNA Mutual Group, serving as Financial Analysis Manager, Senior Financial Analyst and Finance Consultant. She is currently Compensation Manager, responsible for the Annual Compensation Planning Cycle, sales incentives and market analysis on salary and compensation. Kathy contributes her success as a professional to her education at UNI.
ACCOUNTING

Carol (Dalton) Schuster ’69
BA, DeWitt, IA, was inducted into the VIP Woman of the Year Circle by the National Association of Professional Women.

Timothy Dohlman ’81
BA, Norwalk, IA, retired after 29 years of holding various financial positions as an officer with the Principal Financial Group.

Stuart Smith ’82
BA, Aurora, CO, was named the waterfowl winner of the 2016 Ducks Unlimited photo contest.

Scott Youngstrom ’82
BA, Deephaven, MN, was named vice president for finance and chief financial officer at Galil Medical in Arden Hills, MN. The company is a pioneer and global leader in innovative cryo-therapy ablation solutions.

John Bakewell ’83
BA, Brentwood, TN, was named chief financial officer of Exact Sciences Corp.

Judy (Herrick) Haven ’83
BA, Cedarburg, WI, is a tax manager with SVA Certified Public Accountants in Brookfield, WI.

Brett Baker ’89
BA, Fulton, MD, was appointed the deputy inspector general for audit with the U.S. Department of Defense Inspector General.

Bill Harper ’89
BA, Muscatine, IA, was promoted to chief financial officer and was elected vice president of Stanley Consultants, a global consulting engineering firm.

Tina (Langfald) Stubbs ’89
BA, Davenport, IA, is controller at Royal Neighbors of America. The company is one of the largest women led life insurers supporting women and their families and serving their communities.

Robert Durian ’92
BA, Sun Prairie, WI, was promoted to vice president, chief accounting officer and controller for Alliant Energy Corporation.

Rebecca Buseman ’13
BA, Waterloo, IA, graduated from the graduate program at the University of South Florida in May 2015. She works at Wells Pianos helping the business owner to operate the business and facilitate piano deals. She also volunteer within the community, plays piano, teaches piano lessons and more.

Births

Tim Konzen ’86
BA, San Antonio, TX, MACC ’08, and Tara (Hildenbrand) welcomed their son Henry on 3/28/2016.

ECONOMICS

Jerry Hartmann ’76
BA, Medina, WA, retired after 37 years with Safeco Insurance company. He held numerous leadership roles within the organization and retired as the vice president of litigation and corporate compliance.

Ronald Rolighed ’89
BA, Winnetka, IL, was named principal with Victory Park Capital, an asset management firm.

Jon Shepherd ’90
BA, Irving, TX, is a partner at Holland & Knight LLP in Dallas, TX. He practices in the commercial litigation section with an emphasis on arbitration and antitrust litigation.

Melissa Edsill Tiedemann ’99
BA, Solon, IA, was promoted to project principal with Stanley Consultants. She is responsible for business development, client relations and project oversight for industrial environmental clients.

John Pantazis ’03
BA, Dieterich, IL, is vice president, general counsel and secretary for Heartland Dental. He and his wife have three children, ages 8, 5 and 15 months.

Wei-erh Chen ’07
BA, West Des Moines, IA, joined the Davis Brown Law Firm as an associate in the business division.

Josh Mahoney ’09
BA, Chicago, IL, was inducted into the UNI Athletics Hall of Fame on 9/12/15 as the inaugural Merlin Taylor Academic Hall of Fame award recipient.

Joshua Lastine ’11
BA, Sherman Oaks, CA, is an associate attorney at Reder & Feig LLP where he represents Amazon Studios television as an outside production counsel for their original programming. He’s also a liaison with the firm’s entertainment financier clientele to bring new projects to their attention.

Adam O’Leary ’11
BA, Muscatine, IA, was admitted to the University of Chicago Booth School of Business and is pursuing the Weekend MBA.

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Tim Konzen ’86
BA, San Antonio, TX, MACC ’08, and Tara (Hildenbrand) welcomed their son Henry on 3/28/2016.
Entrepreneurship has long been the heartbeat of the Iowa economy, with agriculture, manufacturing, service-based businesses and others as the building blocks.

However, business layoffs and other factors continually threaten the sustainability and growth of Iowa jobs. Supporting the development and growth of local entrepreneurs is one way to mitigate the effects of economic instability throughout Iowa.

The U.S. Economic Development Administration (EDA) has designated UNI as a University Center. In this capacity, UNI’s Business and Community Services (BCS) developed the Regional Entrepreneurship Project (REP), designed to support small business growth and entrepreneurship.

Formed through a partnership of two BCS programs—the Center for Business Growth and Innovation and the Institute for Decision Making—REP currently works in five regions in Iowa to increase the pipeline of entrepreneurs, help current business owners and enhance each region’s network of existing service providers.

REP brings together public and private leaders interested in strengthening existing businesses, encouraging startups and boosting regional efforts to foster supportive culture, business and technical assistance, networking and access to capital for entrepreneurship.

In 2014 Monona, Plymouth and Woodbury counties, were selected as the third region to participate in REP. UNI Business alumna Renae Billings (Management ’05) serves on the region’s executive committee, a leadership group formed to ensure the successful implementation of REP and stimulate small business growth in the region.

Renae is an Economic Development Specialist in Sioux City and is active in the city’s business retention and entrepreneurship programming. She has been a major contributor to REP efforts in her region and has been pivotal in fostering connections between small business owners, service providers and investors in her community.

“Renae has emerged as a proven leader in economic and entrepreneurial development both within City Hall and in the greater Siouxland region,” said Sam Wagner, Director of Business Retention for the Siouxland Chamber of Commerce. “Her leadership in developing a network of local champions to take on the task of entrepreneurial development has led directly to the creation of the entrepreneurial promotion group, ‘Startup Sioux City,’ and the establishment of the popular ‘BizBrew’ networking events attended by a diverse mix of entrepreneurs and business and civic leaders.”

The work Renae has done on this project is a perfect example of the impact that hard work and a strong sense of community can have on small business growth and development. These are qualities UNI hopes to inspire in regions across Iowa with the help of their alumni.
Marjorie (Sassama) Hazen ’80
BA, MA ’89, Mission, TX, tutors all ages in all subjects and teaches piano, dance and organ. She also helps elderly citizens find retirement homes and plays piano in retirement homes.

Don Coffin ’83
BA, West Des Moines, IA, was promoted to president of Bankers Trust Co. He was previously senior vice president of lending.

Chris Riley ’83
BA, Yuma, AZ, is now general counsel for Gowan Company, LLC. Gowan makes and sells crop protection products around the world.

Doreen (Zmolek) Hayek ’84
BA, MBA ’91, Cedar Falls, IA, was a finalist in the Academic Innovation and Leadership and the STEM Champion award categories for the 2015 Women of Innovation Awards presented by the Technology Association of Iowa.

Teri (Linn) Sporer ’87
BA, Runnels, IA, became the newest voting shareholder of Holmes Murphy, an independent insurance brokerage firm.

Barb Miller ’92
BA, Robbinsdale, MN, is the marketing manager with Northland Securities and also enjoys working at the New Hope, MN Hy-Vee Wine & Spirits part-time.

Brian Figge ’93
BA, Denver, CO, is executive partner with Brick Staffing Recruiting Services where he helps business professionals find career opportunities in Denver, Phoenix and throughout the US. He was previously managing partner for Exclusive Level Meetings & Incentives.

TJ Lucero ’01
BA, San Jose, CA, left John Deere after 15 years to join the iPhones Operations group with Apple in Cupertino, CA.

Janelle Thomas ’01
BA, Marshalltown, IA, was named chief human resources officer at Landus Cooperative. She was previously with Todd & Sargent.

Laura (Seamans) Folkerts ’05
BA, Cedar Falls, IA, was named one of the Cedar Valley’s 20 under 40 by the Waterloo/Cedar Falls Courier for 2016. She is currently an attorney with Dutton, Braun, Staack & Hellman.

Michael Kleinworterink ’05
BA, Yale, IA, was named the overall winner of the 2016 Ducks Unlimited photo contest.

Ben Steines ’12
BA, Cedar Falls, IA, received the Iowa Motor Truck Association Maintenance Professional of the Year Award at a ceremony in Cedar Rapids. He is the service manager for Ruan Transportation.

Doreen (Zmolek) Hayek ’84
BA, MBA ’91, Cedar Falls, IA, was a finalist in the Academic Innovation and Leadership and the STEM Champion award categories for the 2015 Women of Innovation Awards presented by the Technology Association of Iowa.

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TJ Lucero ’01
BA, San Jose, CA, left John Deere after 15 years to join the iPhones Operations group with Apple in Cupertino, CA.
Bob Creel ’73  
BA, Dunlap, IL, retired after a 42-year career in sales and sales management.

Duke Dierks ’83  
BA, Cedar Falls, IA, qualified for the president’s cabinet of the Ozark National Life Insurance Company for the 31st year. He was the 4th highest individual producer in 2015 and is Ozark National’s all-time producer.

Craig Miller ’87  
BA, Bernalillo, NM, is a worship pastor at Sagebrush Community Church in Albuquerque, NM. He became a full-time worship pastor after switching from a career in business. He has greatly utilized his marketing management degree and minor in music from UNI.

Terry York ’87  
BA, York, NE, was promoted to regional account manager with Novartis Pharmaceuticals. He works with teaching hospitals and large integrated health systems in Nebraska, South Dakota and Iowa.

Dale Engelken ’89  
BA, Des Moines, IA, was named director of market research at Life Care Services.

Michelle Kaufmann ’94  
BA, Omaha, NE, is a relationship manager in Wealth Management with First National Bank of Omaha.

Brian Gabel ’02  
BA, Cedar Falls, IA, was named one of the Cedar Valley’s 20 under 40 by the Waterloo/Cedar Falls Courier for 2016. He is currently general manager for Panther Sports Properties at Learfield Sports.

Joe Bolick ’04  
BA, Waterloo, IA, was named one of the Cedar Valley’s 20 under 40 by the Waterloo/Cedar Falls Courier for 2015. He is currently the communications and public relations manager with the Iowa Waste Reduction Center at UNI.

Katie (Noonan) Hillyer ’09  
BA, Cedar Falls, IA, was a finalist in the Academic Innovation and Leadership award category for the 2015 Women of Innovation Awards presented by the Technology Association of Iowa.

Mark Watje ’09  
BA, Waterloo, IA, is the president of Wayne Engineering. He was previously district sales manager for Daimler Trucks N.A.

Michelle (Meyer) Buddenberg ’12  
BA, Castalia, IA, is the director of student accounts at Upper Iowa University.

Deaths  

John Beach ’52  
BA, died 3/24/2016 in San Clemente, CA.

Bill Bonnstetter ’64  
BA, died 6/2/2016 in Scottsdale, AZ.

Earl Corrigan ’66  
BA, died 4/1/2016 in Scottsdale, AZ.

2015 MBA ALUMNI IN RESIDENCE  

Tatum Buse (Accounting ’96 MBA ’01), Vice President, Finance and Corporate Controller of Rockwell Collins located in Cedar Rapids, Iowa, served as MBA Alumni in Residence at the 2015 MBA capstone presentation.

In her current role, Tatum is responsible for providing enterprise accounting services, managing the company’s internal controls and compliance programs, and preparing and reporting SEC and statutory documents and filings. She serves as the company’s Principal Accounting Officer and chair of the Disclosure Committee. Tatum also was a founding leader of the Women’s Forum at Rockwell Collins.

Tatum contributes to UNIBusiness in many ways, including serving as vice-chair for the UNI Finance Advisory Board. In her free time, she enjoys going to kids’ activities, entertaining friends and family, attending UNI Panther athletic events and participating in a book club.

Editor’s Note: UNIBiz magazine apologizes to Tatum for not including this in the Spring 2016 issue of UNIBusiness Alumni magazine. To read more on the 2016 MBA capstone presentation, please see page 38.
EXECUTIVE ADVISORY BOARD

The Dean’s Executive Advisory Board is a group of accomplished executives who provide advice to the Dean on academic programs, faculty and student development, outreach, the College’s strategic position and other issues of interest. Each member serves to strengthen UNIBusiness’s reputation by directly linking the College to the business community through individual promotion, increased visibility and relationship building with important constituents.

Stewart Carter  
Project Manager, Inter-factory Supply Chain Worldwide Supply Management & Logistics, Deere & Company

Lisa R. David  
Partner, eCapital Advisors, LLC

Lisa Dreyer  
Senior Vice President, Regional Private Banking Manager, Wells Fargo Private Bank

Greg Engel  
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Cynthia Goro  
Principal, Business Legacy, LLC

Jeff Hamilton  
President & CEO, ESP International

Pat Hellman  
Senior Vice President, Capital Markets, Wells Fargo Home Mortgage

Jill Hemphill  
Partner, KPMG LLP

Matt Kinley  
Chief Financial Officer, Equity Dynamics, Inc.

Kent Miller  
Director, Enterprise Strategic Quality, Deere & Company

David Petratis  
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Jeff Provost  
Lead Client Service Partner, Deloitte & Touche LLP

Randy Ramlo  
President and CEO, UFG

Jeffrey Scudder  
Partner, Snell & Wilmer LLP

Melissa Sisler  
Partner, RSM US LLP

John Sorensen  
President and CEO, Iowa Bankers Association

David Sparks  
President & CEO (Retired), Heartland Investments

Tim Thronson  
Lake Erie Market Tax Leader, PricewaterhouseCoopers LLP

Jean Trainor  
Chief Inclusion Officer, Inclusion Connection

Mark Walter  
Independent Management Advisor

EXECUTIVE ADVISORY BOARD EMERITUS MEMBERS

Robert Bradford  
President and Owner (Deceased), Bradford Associates  
Served 1998 - 2015

Randall Bray  
Principal (Retired), Three-Sixty Group, LLC.  
Served 1997 - 2015

Ted Breidenbach  
President & CEO, Utility Sales and Service  
Served 1996 - 2016

Joseph Dunsmore  
President & CEO (Retired), Digi International  
Served 2004 - 2016

Scott Hauser  
Director, Performance Improvement Consulting Services, RSM US LLP  
Served 2001 - 2016

Dan Leese  
President and CEO, V2 Wine Group  
Served 2007 - 2015

Gaylen Miller  
CEO (Retired), Ag Services of America  
Served 1996 - 2016

Richard Rue  
Senior Vice President & CFO (Retired), ITAGroup, Inc.  
Served 1993 - 2016

Kevin Steere  
Managing Director (Retired), Guy Carpenter & Company, LLC  
Served 1998 - 2015
Last year 192 scholarships, worth more than $465,000, from 296 donors were awarded to business students.

The UNI Business PRP program was recognized by AACSB as a best practice in business education and gives students a competitive edge against business students from other institutions.

On average, over 140 students annually are supported to attend student organization competitions and conferences.

The number of business students graduating with an international experience has grown from 1 in 20 to 1 in 5.

Business students who participate in the Undergraduate Research Program, earn a $750 stipend, and are fully funded to present their research at an academic conference.

Help our students succeed by donating to uni-foundation.org
Being a beneficiary of the contributions from the Dean’s Fund gave me a leg up in my career. International opportunities, case competition participation and transformational projects increased my confidence and gave me the ability to deliver fresh perspectives on various projects at General Motors, including the Chevy Bolt EV project.”

Joe Noonan (Management ’15), Supply Chain Supervisor, General Motors Orion Assembly

DEAN’S FUND RECIPIENT MAKES AN IMPACT

The Chevrolet Bolt EV set the range benchmark for an affordable electric vehicle capable of going the distance by offering an EPA-rated 238 miles on a full charge.

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Help students change the world. Donate to the Dean’s Fund for Excellence.

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