


2014

UNIBusiness: The Alumni Magazine of the College of Business Administration University of Northern Iowa, 2014

University of Northern Iowa. College of Business Administration.

Follow this and additional works at: <http://scholarworks.uni.edu/cbanews>

 Part of the [Business Commons](#), and the [Higher Education Commons](#)

Let us know how access to this document benefits you

Recommended Citation

University of Northern Iowa. College of Business Administration., "UNIBusiness: The Alumni Magazine of the College of Business Administration University of Northern Iowa, 2014" (2014). *UNIBiz*. 3.
<http://scholarworks.uni.edu/cbanews/3>

This Newsletter is brought to you for free and open access by the College of Business Administration at UNI ScholarWorks. It has been accepted for inclusion in UNIBiz by an authorized administrator of UNI ScholarWorks. For more information, please contact scholarworks@uni.edu.

UNI Business

The Alumni Magazine of the College of Business Administration University of Northern Iowa 2014



Living up to
the Challenge

Engagement

Innovation

Impact

**Yolanda
Pushetonequa**
makes a lasting
impact

Expand Students' Horizons - at No Cost to You.

UNI*Business* Points Plus



Help remove the financial barriers from the international experience our students need. Plug in the *UNI Business* student travel account number when you book a flight, and the airline will add the same number of miles you receive to our student travel account — at no cost to you!

UNI Business Student Travel Account Numbers:

American Business ExtrAA 831039

Delta Skybonus US0012033

United Perksplus B3355

- For reservations through an agent, provide the *UNI Business* student travel account number to your agent.
- For online reservations, enter the *UNI Business* student travel account number in the appropriate section.
- Consider updating your frequent flier account profile for each airline you travel so it automatically includes the *UNI Business* student travel account number every time you book a flight.



Top 5 percent worldwide



A 'Best Business School'



A national leader

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

Address all correspondence to UNIBusiness.editor@uni.edu or Editor, UNIBusiness

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

Phone 319-273-6240

Fax 319-273-6230

business.uni.edu

Editor: Rebecca Schultze

Editorial Assistants: Maria Mickelson (Marketing) and Brianna Vis (Management)

Design: Rachel Letcher

Photography: Sam Castro,

Roland Ferrie and Sarah Pierce



UNIBusiness

TABLE OF CONTENTS

2 Message from the Dean

Looking ahead: UNIBusiness must respond to dramatic shifts in the educational environment while preserving its fundamental principles.



4 Engagement, Innovation & Impact

AACSB International's new accreditation standards have UNIBusiness viewing its partners, programs and alumni with greater focus.

5 ENGAGEMENT



The connections among our Real Estate program, students and alumni grow strong.

8 INNOVATION

Advance Iowa uses new tools to expand the reach of a traditional company founded in the 1930s.

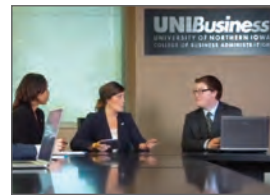
10 IMPACT



Yolanda Pushetonequa uses her education to make a difference in the Meskawki community.



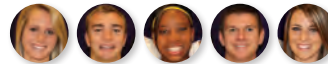
12 Get Ready for Business



Spread the word: UNIBusiness wants high school students to know that preparing them for their professional career is our number one priority.

DEPARTMENTS

14 UNIBusiness In Action



16 UNIBusiness International

17 UNIBusiness Diversity Matters

18 Annual Report on Giving

23 Faculty

26 Professional Readiness Program

28 Graduation Celebration

32 UNIBusiness Alumni

On the Cover: Yolanda Pushetonequa (Finance '01) is making a financial and cultural impact on her community in Tama, Iowa.



PRINTED AT



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



Ivory tower? Universities have often been accused of operating in comfortable bubbles immune to and distant from the pressures of “real” life. Well, if you happen to hold this common misapprehension you’ll be immediately disabused of it after a glance at our new five-year strategic plan.

When we began to develop the latest strategic plan, we suspected some serious soul-searching would follow. And it did. Quickly.

Our deliberations soon confirmed that our operating environment had shifted dramatically since we crafted our previous five-year plan.

THE PRESSURES

Consider a few of the powerful social forces currently re-shaping higher education and *UNIBusiness*:

- Learning practices are changing in this digital and social media environment where competition for student attention is growing all the time and in unpredictable new ways.
- Increasing financial and competitive pressures influence who funds and delivers higher education and how that delivery is achieved.
- Quality and rigor, longstanding *UNIBusiness* hallmarks, are being challenged as prospective student and parent preferences appear to be shifting to cost and employability.

THE PRINCIPLES

While the picture that emerged from our review was daunting, some very good news was also evident. Our analysis clearly indicated, and our stakeholders agreed, that our foundational principles retain their crucial relevance in this turbulent era. After all, employers who hire *UNIBusiness* graduates still prize the three qualities we deliver:

- Cutting-edge business knowledge to confront the complex global economy.
- Exceptional professional skills to contribute immediately and confidently in the workplace.
- Strong work values to meet the highest organizational expectations.

OUR COMMITMENT TO
QUALITY AND RIGOR
PERFECTLY ALIGNS
WITH SHIFTING MARKET
PREFERENCES FOR VALUE
AND EMPLOYABILITY

THE PLAN

Yes, our fundamentals will endure, but new realities cannot be ignored. We must act decisively and swiftly:

- Changing learning habits require us to find new methods of student engagement while carefully retaining the best of the past. A comprehensive examination of our curriculum and delivery methods is currently under way. If you have any suggestions for how to engage today’s students, please drop me a line.
- Rising financial pressures demand alternative sources of funding. This long-term and ongoing pursuit is becoming more critical by the day. One of our strategies is to keep expanding a reliable pipeline of tuition-paying international students. To that end, we are exploring 2+2 arrangements with universities around the globe. International students will complete their first two years at their home schools and seamlessly transfer to UNI for their last two years. Our most advanced partnership brought 29

Strategic Soul Searching

BY THE NUMBERS

Defining the Landscape in Which We Operate

7

facilitated meetings

100

faculty, staff, students

10

meeting hours

Developing Initiatives in Response to Key Landscape Drivers

7

facilitated meetings

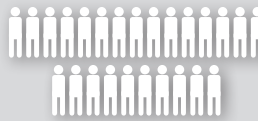
100

faculty, staff, students

10

meeting hours

Setting Mission & Goals with Executive Advisory Board



25 Executive Advisory Board members



5 meeting hours

Refining Mission, Goals & Strategies



7-hour Strategic Planning Retreat

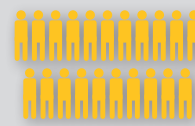


23 faculty, staff, students, Executive Advisory Board members

Establishing Metrics & First-year Initiatives



7-hour Strategic Planning Meeting



21 faculty, staff, students, Executive Advisory Board members

students from Shanghai Dianji University (SDJU) in August to study at UNI for the next two years, raising the total number of SDJU students currently enrolled here to 45.

- Shifting public preferences challenge us to show prospective students and their parents that our commitment to quality and rigor perfectly aligns with their preference for value and employability. Our first-ever student recruiting campaign, featured on page 12, is one example of our strategic response.

I am grateful to the students, faculty, staff and Executive Advisory Board members who helped us formulate our new strategic plan.

I ask for your continued support and would also appreciate your innovative ideas on how we can respond to this shifting landscape in the context of time-tested fundamentals.



Farzad Moussavi

Farzad Moussavi, Dean
College of Business Administration
farzad.moussavi@uni.edu
319-273-6240

The **Executive Advisory Board** has been the driving force behind our increasingly strategic orientation and provided a much-needed external perspective during the recent planning process. In addition, board members **Ted Breidenbach**, **Scott Hauser** (Accounting '84, MBA '93) and **Cynthia Goro** represented the board and provided guidance during the College's internal deliberations.

Randy Pilkington, executive director of UNI Business and Community Services, expertly facilitated all the strategic planning meetings during the lengthy process.

UNIBusiness thanks everyone who gave their time and feedback to help shape our strategic plan.

Engagement Innovation Impact

UNIBusiness is accredited by AACSB International, the leading accrediting body for business schools. It's a distinction earned by less than 5 percent of business schools worldwide, so we cherish the challenge to live up to the AACSB's ever-rising expectations.

In 2013, AACSB recast its accreditation standards, placing greater emphasis on engagement, innovation and impact as the driving themes behind the best business schools in the world. We enthusiastically welcome this development.



"We were proud to have passed with flying colors under the 2003 standards and are pleased to see that AACSB has evolved to place even greater emphasis on engagement, innovation and impact in the 2013 standards," said UNIBusiness Associate Dean Leslie Wilson. "These themes have been integral to our own approach to business education. When the AACSB accreditation team visits next academic year, we will be ready to showcase evidence for each theme."

In the following pages we look at ways engagement, innovation and impact define UNIBusiness.



ENGAGEMENT Interactions among students and alumni in our Real Estate program show a cycle of engagement that strengthens with each passing year.



INNOVATION Advance Iowa's work with Sterzing's Potato Chips shows how an innovative arm of the College enables an Iowa company to serve loyal customers in a new market.



IMPACT And Yolanda Pushetonequa shows that the education she received at UNI is making a profound impact on the financial standing of her tribal community members.

Engagement. Innovation. Impact. At their best at UNIBusiness.

ENGAGEMENT



Students receive, and then they give, and it goes on and on.

As undergraduate students in the state's only four-year real estate program, University of Northern Iowa real estate students form close bonds with the alumni, who are committed to the success of the program and its students.

Although they make up only about 3 percent of UNIBusiness graduates, the real estate alumni have a strong presence in Curris Business



Building and tight ties to their undergraduate program. They visit campus to educate and recruit students and to discuss their personal career paths in order to help students build visions for their own futures. The Real Estate Program Advisory Board members meet regularly to advise faculty on issues facing real estate students and the real estate industry. Their input influences curriculum, faculty and student recruitment, research and resource allocation.

The engagement extends beyond campus when alumni host students at their places of employment. Overland Park, Kan., is a hotbed of alumni working in commercial real estate. According to **Art Cox**, director of the Center for Real Estate Education, UNIBusiness alumni hold over 65 industry positions within one square mile of that city. Many are at the prestigious firms Cohen Financial, Midland Loan Services (PNC Real Estate) and KeyBank, where the company

boardroom is now named "The UNI Boardroom" to recognize the UNIBusiness alumni's strong commitment to the local United

Way. This fall, alumni at these companies hosted 15 UNIBusiness students so they could meet potential employers and network with real estate professionals in the area.

Much of this engagement happens through Rho Epsilon, a national real estate organization dedicated to helping students interact with professionals and gain knowledge in the real estate industry. The UNI chapter's regular meetings feature returning alumni, career discussions and informal networking.

Rho Epsilon also brings alumni back en masse for the annual Rho Epsilon Golf Outing. More than 50 real estate alumni from across the country are strategically paired with students based on career interests and skills needed in the alumni's companies. These events have launched careers and the engagement begins to circle around when the alumni return to pay it back. ▶▶



▶▶ Alumni and student stories show the cycle of engagement in motion.

From Intern to Recruiter



Morgan Westpfahl (Finance and Real Estate '07) is manager of consulting services at Real Estate Research Corporation (RERC). Her relationship with RERC began when she was a student and landed an analyst internship with the company. At that time RERC President Ken Riggs was an adjunct professor at UNI.

At RERC, Westpfahl performs appraisal management and consulting services for several pension funds and insurance companies involving commercial real estate. She manages the quarterly report process for the *RERC Real Estate Report* and is responsible for recruiting and hiring.

Westpfahl credits UNI engagement opportunities for helping her meet potential employers, receive internships and discover what she specifically wanted to do after graduation. Now, as an RERC employee, Westpfahl sits on the other side of the table, recruiting at UNI career fairs, speaking at Rho Epsilon meetings and participating in the annual golf outing.

From Student to Advocate



Jared G. Cuddeback (Finance and Real Estate '99) is the director of valuation management services at RERC.

Cuddeback has given back in a unique way to the university that launched his career: he helped the UNI Real Estate program become only the third program in the U.S. to receive

approval for the majority of credit toward the Real Property Appraiser Qualification Criteria for licensing by the Appraiser Qualifications Board of The Appraisal Foundation.

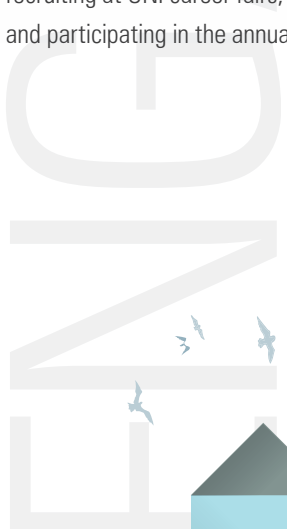
"As an alumnus of the UNI Real Estate program and having gone through the Appraisal Institute's educational program after graduation, I knew there was a significant amount of overlap of the content being taught by the institute," Cuddeback said.

The path to designation in the Appraisal Institute requires substantial investment of time and money, and expensive travel is required, according to Cuddeback, who lobbied the institute to waive "Level I" courses for UNI grads that had already covered the material in their undergraduate years.

The benefit to both UNI Real Estate Finance graduates and employers is a substantial savings in time and money.

"It comes out to about 26 days of class and roughly \$14,000 saved per employee,"

Cuddeback said. "Factoring in the lost productivity due to classroom hours, the savings to the employer increases exponentially."



From Employer to Advisor



Tom Nordstrom (Education '69) is retired from Aegon, but he stays connected to his alma mater through UNI's Real Estate Advisory Council, a group of 20 executives who mentor, advocate for, fundraise for and advise UNI's real estate program.

Throughout his Aegon career, Nordstrom kept ties with UNI.

"In 1992 we started a real estate internship program with UNI. We had two students, **Steve Neighbors** (Finance and Real Estate '92) and **Ben Miller** (Finance '93)," said Nordstrom. "We hired them both. Steve was an Alumnus in Residence in 2008, and Ben now serves on the Finance Advisory Council, so it's come full circle."

Nordstrom credits *UNIBusiness* for continuing the student-alumni cycle of engagement.

"As the current director for Real Estate Education, one of Art Cox's strengths is interfacing UNI grads with companies," said Nordstrom, who stays involved with the intern selection process at Aegon in Cedar Rapids, Iowa. "After a campus visit in October, we invited six UNI students to Cedar Rapids for interviews. All six were selected for working internships. UNI's representation at Aegon is excellent."

THE NEXT GENERATION:

Continuing the Cycle of Engagement



Gabriel Tovar (Finance and Real Estate) has held internships at Principal Financial Group, CBRE Hubbell Commercial and at RERC, which have given him multiple career path perspectives in advance of making any full-time commitments. He also was on the winning team for the NAIOP University Challenge in

Minneapolis in April 2013.

Tovar's dream job is to be a top producer for a commercial brokerage firm, and he hopes to stay involved with his alma mater, because "whether they are taking us out for pizza, providing contacts for the NAIOP Challenge or acting as mentors, UNI alumni are committed to helping those who come after them." And Tovar wants to be part of that tradition.



Tanner Westberg (Finance and Real Estate) is impressed with what Rho Epsilon has done for him and hopes to stay involved beyond graduation.

"Through the weekly meetings, I have been able to make connections with many real estate alumni." As a direct result, he landed an internship with the city of Urbandale in its Economic

Development Department for the summer of 2013.

Alumni can also benefit from being engaged, as *UNIBusiness* students are highly sought after by recruiters for positions at top companies.

"Establishing relationships with students makes it more likely that students will consider their company when they graduate," explained Westberg. "We take great pride that there are consistently more companies that want to speak at our Rho Epsilon meetings than we have time for."

INNOVATION

Sterzing's Potato Chips was Afraid of Going Stale.

The decades-old family business, based in Burlington, Iowa, manufactures and distributes potato chips. The yellow bag and old-fashioned red logo bring about a nostalgic feeling for many Iowans.

While the company prides itself on making the chips the same way as was done when it was founded in the 1930s, Sterzing's co-owners Craig Smith and Gary Schmeiser sought growth and innovation to keep the company from falling behind its competition.

The Greater Burlington Economic Development Organization introduced Smith and Schmeiser to Advance Iowa, a program of UNI's Business and Community Services (BCS), the outreach arm of UNIBusiness. Advance Iowa is an innovative economic gardening service that works directly with second-stage businesses. The service was launched in the summer of 2013 to complement the work other BCS programs do for start-up, stage-one businesses.

"Second stage is a critical time because entrepreneurs face an entirely new set of challenges than they did as startups," said **Dan Beenken**, program manager for Advance Iowa. "A lot of support is available for the stage-one entrepreneur, but there is a void when businesses are ready to move to the next stage. What made them successful early on won't necessarily drive future growth."

"We have people who can help identify prospects, look at competitive arenas, show companies how to take advantage of e-commerce and find new market places for new products," Beenken continued. "We help them discover their unique points of influence."

Advance Iowa put Sterzing's on a path to penetrate a new market by using social media and leveraging its loyal customer base online. The Advance Iowa team helped Sterzing's create innovative, engaging posts



on Facebook and introduced them to online retailers like Amazon.com that competitors were using.

"Results to date are anecdotal," Beenken said, "but their focus online has really been enhanced, and they are launching a new website with our help on SEO [search engine optimization] tactics."

"Gary [Schmeiser] and I worked for the company for 25 and 30 years before we bought it. We understand ours is a mature company at 80 years old," Smith said. "We were looking for some new ideas, something fresh, new eyes to give us an opportunity to explore some avenues we wouldn't have explored on our own."

"The beauty of Advance Iowa is that I was able to bring my family to UNI so that we could further discuss Sterzing's online presence. The team understood our family enterprise and even included my teenage daughter in the social media discussion. We came to understand the passion for what they do here."



ADVANCE IOWA

WORKING WITH ADVANCE IOWA

"Traditional economic development programs typically don't have much to offer small, locally owned businesses," said **Jason Hutcheson** (Finance and Real Estate '04), president and CEO of Greater Burlington Partnership. "Even with a solid management team in place, companies must always challenge their way of thinking and creatively innovate—either through new products or new processes." Hutcheson believes a partnership between education and business is exactly what is needed in the new economy. "UNI's numerous resources are an excellent complement to the local economic development team."

Advance Iowa focuses on strategic planning for second-stage entrepreneurial firms. It offers:

- Market Research/Competitive Intelligence
- Internet and Social Media Strategy/Search Engine Optimization
- Geographical Information Systems
- Core Strategy Review

HOW YOUR BUSINESS CAN INNOVATE WITH ADVANCE IOWA

1. Be a second-stage business of 10-99 employees with revenue approaching \$1 million or more.
2. Work with a local Economic Development Organization in the Advance Iowa network.
3. Show Advance Iowa you are ready to explore innovative strategies.

For more information, visit advanceiowa.com.



IMPACT

Never Underestimate the Power of One.

"My pursuit of a finance degree at UNI was born of the desire to help protect our tribe's economic resources, and my current path toward studying language is motivated by the instinct to protect our cultural legacies," said Yolanda Pushetonequa (Finance '01), a member of the Meskwaki Tribe in Tama, Iowa.

After graduation, Pushetonequa spent a year working in the tribe's fiscal department and eight weeks researching language preservation. Then she took off for Chicago, spending four years in banking before returning to Tama in 2006 to care for her mother. With this transition she also found an opportunity to make a profound impact on her tribe.

"For most of my childhood I longed for the big city life, however there is nothing that can replace the satisfaction you get from working for the ones you care the most about," she said. She has had a direct impact on the youth of the Meskwaki Tribe through her involvement with the Financial



The Meskwaki used shell beads, called wampum, on clothing and for necklaces, but wampum was also used as money.

Image provided by State Historical Society of Iowa



Literacy Committee and the tribe's Language Department. She also had an impact as a board member of the tribe's business holding company Meskwaki, Inc.

"It was exactly the type of assistance I wanted to do. I have always wanted to help people understand their money matters to better their daily family lives," Pushetonequa said.

Pushetonequa has helped raise community members' consciousness about their financial decisions and helped them realize the implications of those decisions.

"We've seen changes in the decisions our youth make when they finish school, turn 18 and have access to their trust funds," she said. "They are gradually making more responsible choices like buying homes, tax sheltering with gradual withdrawals and purchasing more economical automobiles."

And Pushetonequa notes that the Financial Literacy Committee has also influenced tribal government to change its Minors' Trust Fund Distribution Plan. This year the Tribal Council adopted changes that will safeguard the minor trust funds to keep them stable over a long period of time.

"This change will allow the majority of their money to last well into adulthood, which was one of our ultimate goals," Pushetonequa said.

Complementing her success in financial education, Pushetonequa has also had a significant impact on her tribe's language preservation. She became founding director of the Language Department and collaborated with UNI Associate Provost for International Programs Craig Klafter to organize the Meskwaki Language Symposium in February 2013.

In the summer of 2013, Pushetonequa traveled to the Center for Aboriginal Studies at National Chengchi University in Taiwan, joined the Council for Indigenous Peoples to discuss language issues of Iowa's Native Americans and Taiwan's indigenous people, and presented a televised lecture on "Best Practices in North American Indigenous Language Revitalization". She is now working toward a master's degree in Linguistics at the University of Minnesota with a long-term goal of earning a related Ph.D.

We've seen changes in the financial decisions our youth make. The decisions they make are gradually turning into more responsible choices like buying homes, tax sheltering with gradual withdrawals and purchasing more economical automobiles.

Pushetonequa hopes to contribute to language description, which can facilitate the creation of teaching materials and learner resources.

"My current path toward studying language is motivated by the instinct to strengthen and protect our cultural legacies." Pushetonequa believes education for tribal members helps keep the Meskwaki community whole, intact and best equipped for not just surviving—but thriving—spiritually, socially and economically.

"I have so many goals for leaving behind a legacy of language work for current and future generations of Meskwaki people," she said. "I am not sure I'll accomplish everything that is needed, but I absolutely plan to do as much as I can."

A QUICK LOOK AT YOLANDA PUSHETONEQUA'S PATH OF IMPACT

- **2001**- Earns B.A. degree in Finance from UNI.
- **2001**- Works as Realty Officer in Meskwaki Tribe Payroll Office.
- **2002**- Takes a position with First American Bank in Chicago.
- **2006**- Moves back to Tama and begins volunteer work with Meskwaki Financial Literacy Committee.
- **2011**- Receives Tama County Economic Development Commission grant to help community members maximize long-term financial health of trust fund investments.
- **2011**- Is appointed to Meskwaki, Inc. board.
- **2012**- Meskwaki Financial Literacy Class wins national award from Native American Finance Officers Association.
- **2013**- Partners with UNI to establish a language symposium at Meskwaki Convention Center.
- **2013**- Speaks at the Center for Indigenous Peoples in Taiwan.
- **2013**- Begins master's program in Linguistics at University of Minnesota.

A New Enrollment Marketing Campaign for UNIBusiness

GET READY FOR BUSINESS

The competition for college students is intensifying, and high school students – and their parents – are increasingly focused on the professional career outcomes of their college education. To increase their awareness of our intense dedication to professional readiness, UNIBusiness launched an enrollment marketing campaign this fall with the tagline “Get Ready for Business.”

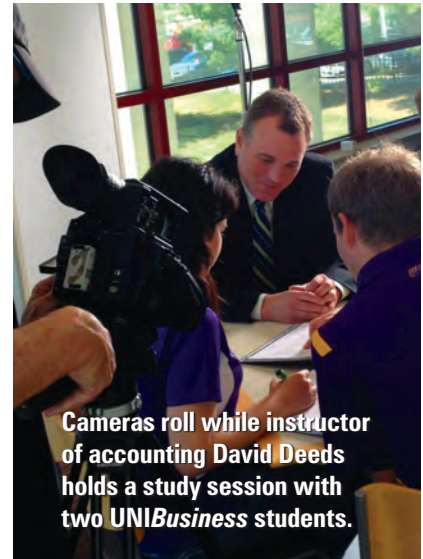
While professional readiness has always been a core focus of the College, until now it has never been promoted statewide on its own as a key differentiator, according to marketing instructor **Matthew Wilson**, who is also the creative director for the campaign. To create a memorable and relevant message, the marketing and communications team focused on a target audience of Iowa high school students who aspire to achieve professional success but need guidance in their preparation.

“These students need to feel confident that UNI is a place they can get the business knowledge and professional skills they need to compete in the job market,” Matthew Wilson said.

“Preparing our students for their professional careers is our number one priority.”

After months of development, the campaign launched with three TV spots running in major Iowa metropolitan areas through March and ads on social media and digital radio. The spots feature current students, faculty members and alumni **Amela Anelija** (Marketing '13), **Dalton Boettcher** (Accounting '12, MAcc '13), **Terese Kuster** (Communications '12), **Tim Marlow** (Accounting '11) and **Cody Miller** (Marketing '11).

Matthew Wilson wanted to make students and young alumni the stars of



Cameras roll while instructor of accounting **David Deeds** holds a study session with two UNIBusiness students.

the ads by allowing them to tell their own stories showcasing our outstanding Accounting program, one-of-a-kind Professional Readiness Program and the successful businesses launched from the R.J. McElroy Student Business Incubator.

Matthew Wilson explained, “Our creative approach was to focus on recent alumni who experienced immediate career success based on their studies at UNI, along with the faculty and staff who played a huge role in their education in and out of the classroom.”

Future videos are planned that will showcase other UNIBusiness programs. Over time, a complete portrait will emerge of the many reasons why UNIBusiness is the place for students who want to be “ready for business.”

Assistant professor of accounting **Cathalene Bowler** touts the benefits of earning the CPA designation for the College’s promotional videos.

The campaign was developed internally by a marketing and communications team led by Associate Dean **Leslie Wilson**. The campaign drives home the message that “preparing our students for their professional careers is our number one priority.”

The film crew gets set up to shoot scenes with Professional Readiness Program Director **Katie Hillyer** in September.





Dalton Boettcher
(Accounting '12, MAcc '13)
PwC



Amela Andelija
(Marketing '13)
Principal Financial Group



Cody Miller
(Marketing '11)
Target Corporation



Tim Marlow
(Accounting '11)
Deloitte & Touche LLP

Were YOU Ready?

Think back to when you graduated from UNIBusiness: Did you feel prepared for your professional career? How did your education help you succeed? Which classes, professors, staff or student organizations helped make you ready for business?

If you have a story related to your experience at UNIBusiness and professional success, we'd love to hear about it! Write it up and email it to unibusiness.editor@uni.edu.



Tim Lindquist
PwC Professor of
Accounting



Katie Hillyer
(Marketing '09)
Professional
Readiness Program Director



Bai Carew
(Marketing '11)
Veridian Credit Union

SPREAD THE WORD

View the new "Get Ready for Business" commercials on the UNIBusiness YouTube channel: www.youtube.com/UNIBusinessCollege.

The commercials, as well as targeted ads on Facebook, YouTube and Pandora, are set up to drive traffic to a microsite at readyforbusiness.com.

This site provides information to prospective students and encourages them to complete a response form for more information. Pass it on to high school students you know!



Therese Kuster
(Communications '12)
Co-founder of Target Click Marketing

LEADING THE CHARGE



Instructor of marketing **Matthew Wilson** brought invaluable higher education marketing experience to UNIBusiness when he joined the faculty 2011. He teaches digital advertising and marketing, bringing more than 15 years of professional experience in interactive advertising, experiential marketing and interactive product development to the classroom.

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

UNI (B.A.+MAcc) = 100% CPA success

In 2013, the UNI accounting students who completed their undergraduate and master's degrees at UNI passed all four sections of the CPA exam on their first attempt and within 30 days of completing their degrees.



"This represents the purest possible form of a 100-percent pass rate," said UNIBusiness Dean **Farzad Moussavi**. "We are in awe as our accounting students outdo themselves and their peers at other schools year after year."

Schrage Wins Educator of the Year Award at National Conference



Instructor of marketing **Chris Schrage** (Marketing '96, MBA '97) was rewarded for her work on the Operation Stimulus

Conference's case competition and continued efforts in trade education development with the 2013 Educator of the Year Award. Schrage is one of many of our faculty members nationally recognized for their dedication to their field of study and the students they teach.

UNI Entrepreneurs in Top Three at National Startup Business Challenge

In its first College Entrepreneurs Organization (CEO) Startup Simulation Competition, UNI Entrepreneurs placed third in the nation. The team of **Jenna Abel** (Marketing), **Mitchell Phillips** (Finance) and **Trevor Carlson** (Psychology) finished with about 95 percent of the total possible points.

UNIBusiness Students Mean Business On and Off the Court

Erin Dohnaleck (Management), **Sharnae Lamar** (Economics and Finance) and **Jessica McDowell** (Marketing and Graphic Communications) are members of the UNI women's basketball team, which was named to the Women's Basketball Coaches Association (WBCA) 2013 Academic Top 25 Team Honor Roll. The team finished the 2012-2013 academic year with the seventh best GPA among NCAA Division I teams.

Panther men's basketball players **Austin Pehl** (Marketing and Graphic Design) and **Chip Rank** (Economics) were named to the National Association of Basketball Coaches (NABC) Honors Court, which recognizes collegiate basketball student-athletes who excelled in academics during the 2012-13 season.



UNIBusiness Student's Essay Earns National Recognition

A way with words earned **Luke Neuhaus** (Accounting and Economics) a \$1,250 scholarship to represent the UNI Supply Chain Management Association at the 2013 Institute of Supply Management (ISM) meeting in Dallas. He submitted an essay to compete for this opportunity and was recognized at the conference with the other nine winners.



Student Organizations Team Up to Raise Money for Local, Global Good

UNIBusiness student organizations do many fundraisers and outreach activities for nonprofits and social causes throughout the year. But during February and March of 2013, the organizations teamed up to make positive changes globally and locally, combining the virtues of sustainability, service and global awareness. Funds from the students' efforts went to the following causes:

- Planting trees at a public golf course in Parkersburg, Iowa, which was damaged by the devastating tornado that swept through the town in 2008.
- Water purification projects and education in Siates, Matagalpa, Nicaragua, a destination UNIBusiness students have served regularly since 2001.
- The emergency operations of International Medical Corps, a \$185-million global, humanitarian nonprofit organization that provides healthcare training and relief and development programs in the most devastated regions of the world. International Medical Corps is led by alumna **Nancy Aossey** (Marketing '82, MBA '84).



UNIBusiness pursued the Certified Associate in Project Management option thanks to encouragement from **David Petratis** (Management '81). In 2013, Petratis had the rare honor to ring both the opening and closing bells of the New York Stock Exchange as Allegion chairman, president and CEO on Dec. 9 and as Quanex president and CEO on April 22, respectively.

New Professional Certification Opportunities

UNIBusiness is dedicated to preparing students for professional credentials and licensure to give graduates an additional edge in the job market. UNIBusiness developed three new professional certification training opportunities over the last year.

SIX SIGMA GREEN BELT

UNIBusiness students can earn Six Sigma Green Belt certification through a class that prepares them with coursework, international travel, company visits and the option of an overseas internship. The goals of the Six Sigma program are to reduce process variation, improve quality, eliminate waste, improve speed/efficiency and save time, which result in financial savings and improved process performance for a company.

CERTIFIED ASSOCIATE IN PROJECT MANAGEMENT

UNIBusiness students can prepare for the Certified Associate in Project Management exam through courses connected with the Organizational Leadership emphasis for management majors. The examination tests knowledge of the terminology, concepts and processes discussed in The Guide to the Project Management Body of Knowledge publication.

CERTIFIED PROPERTY MANAGEMENT

UNIBusiness students completing the Real Estate program are approved to have satisfied all but one of the courses required for the Certified Property Management designation from the Institute of Real Estate Management. This designation allows recent graduates to establish themselves early in their real estate careers.

UNIBUSINESS STUDENTS CAN ALSO:

- Earn 90 percent of the credits needed to satisfy Certified General Appraiser licensing.
- Prepare for and take the Certified Global Business Professional examination.
- Take extensive preparatory classes for the Certified Public Accountant (CPA) Exam.
- Take review classes for the Chartered Financial Analyst (CFA®) Level I Exam.
- Earn state secondary teaching licensure qualifying them to teach up to three areas of business in high schools.

“What is especially gratifying in developing these opportunities is that our students are willing to put in the extra time and effort that is required to take advantage of the opportunity. Their subsequent success passing certification exams leaves no doubt that we’re doing the right thing,” said UNIBusiness Dean **Farzad Moussavi**.

IWRC Launches Online Food Waste Reduction Resource



The Iowa Waste Reduction Center (IWRC) added a new online resource to its arsenal with the launch of the Iowa Food Waste Reduction Project. This initiative is part of an effort to help businesses, organizations and individuals reduce food waste and divert it from the landfills. A Solid Waste Alternative Program grant from the Iowa Department of Natural Resources supported the project.

UNIBusiness Student Elected to Iowa Recycling Association Board



UNIBusiness student and entrepreneur **Brian Hoyer** (Management) was elected to the board of directors of the Iowa

Recycling Association, a non-profit serving the recycling industry. Hoyer is the owner of Rite Environmental, which is the parent for several companies including Recycle Rite. Recycle Rite offers single-stream, curb-side recycling in Cedar Falls, Iowa, and plans to expand its services to other communities. Rite Environmental’s headquarters is located in the John Pappajohn Entrepreneurial Center’s R. J. McElroy Student Business Incubator at UNI.

Stay connected to all the action at UNIBusiness by:

visiting business.uni.edu

liking us on Facebook: facebook.com/unibusiness

following us on Twitter: twitter.com/unibusiness

joining our LinkedIn group, UNI Business



More than 90 percent of UNIBusiness students are from Iowa and come to us with little international exposure. Yet we aim to graduate globally well-versed professionals who can immediately contribute to and thrive in today's business environment. Five years ago only one in 20 UNIBusiness students had international experience; today, it's one in five. We aim to keep that rate growing until every student graduates with a substantial international experience.



UNI President Bill Ruud, a strong advocate for internationalization of campus and our students, welcomes SDJU students to Iowa at the start of the fall 2013 semester.

UNI-SDJU 2+2 Program Thrives

The relationship between UNI and Shanghai Dianji University (SDJU) dates back to the formation of a 2+2 program

in 2006. Under that agreement, SDJU business students study for two years on the Dianji campus and then transfer to UNI for their final two years. Upon completion of their UNI courses, the Dianji students earn degrees from both institutions.

The number of students participating in

this program grows each year. In the fall of 2013, 45 SDJU students were studying at UNI, up from 18 in 2012.

SDJU BUSINESS STUDENTS STUDY FOR TWO YEARS ON THE DIANJI CAMPUS AND THEN TRANSFER TO UNI FOR THEIR FINAL TWO YEARS.

The most notable feature of this partnership is SDJU's four-year international trade program that has been developed in cooperation with UNIBusiness. When it is fully in place the program will be delivered entirely in English, giving SDJU students a solid foundation for their UNI studies. It will also include opportunities for UNIBusiness faculty to teach at SDJU, adding yet another international business hub to our faculty's global experience opportunities. This spring, seven UNI faculty will teach in Shanghai.



2+2 participant Jenny Wang guides UNIBusiness students across the SDJU campus for their presentation on U.S. business culture.

Student Leader Exchange

Nine members of the UNIBusiness Presidents' Council seized the opportunity to take part in the new Student Leader Exchange to Shanghai and Hong Kong in May 2013. The students expanded their international business and cultural education as they interacted with peers from Shanghai Dianji University

(SDJU), made formal presentations at a leadership forum at SDJU and visited business and cultural centers in each city.

"It was impressive to see up close how Hong Kong operates as an economic liaison between the U.S. and China."

**- Olivia Cezar
(Management and Marketing)**

While in Shanghai, the students had the opportunity to hear from UNI MBA Hong

Kong alumnus **Peter Liew** (MBA '04), a leader in China's luxury hotel industry, about doing business in Asia. In Hong Kong, the students met with the principal assistant secretary for commerce and economic development and the president of Principal International Group Asia.

Rex Auyeung, president of Principal International (Asia) based in Hong Kong and senior vice president of the Principal Financial Group, told the students to be proud of their Midwestern roots, as it's traditional values, such as humility and respect, rooted in Principal's home base of Des Moines, Iowa, that enable the company to thrive in Asia where overly aggressive business strategies from the east and west coasts defy the local culture.

Creating opportunities for overseas experience is another way UNIBusiness helps students prepare for their professional careers.



UNIBusiness, SDJU Business School Co-host Conference in Shanghai

UNIBusiness co-hosted the Global Business Model Innovation: An International Conference with the Shanghai Dianji University (SDJU) Business School in October 2013. The one-day conference featured eight presenters from seven countries. Among them were Department of Management Head **Mary Connerley** and representatives from UNIBusiness' partner schools in Russia and Brazil. Presentation topics ranged from country-specific cultural perspectives to transnational linkages that are required for success in global business.

The conference was held in conjunction with SDJU's 60th anniversary celebration. SDJU and UNIBusiness have developed a strong partnership over the years.



The campanile
at SDJU's new
campus.

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

At UNIBusiness we want our students to learn a very practical lesson firsthand: just as wise investors diversify their financial portfolios, it would be wise for them to diversify their social networks.

Second Annual Diversity Case Competition

Sponsored by



The 2013 Diversity Case Competition challenged students to develop practical solutions for administrators, faculty and students who aim to enhance diversity at UNI.

With one intensive week to prepare, six teams presented their recommendations to a panel of judges who represented campus and local companies. Scores were based on clarity, feasibility and creativity, as well as the teams' responses to judges' questions.

"The students did a great job getting below the surface level and showing an in-depth understanding of diversity and inclusion," remarked Melissa Cook, competition judge and representative from sponsor PwC. "It's more about diversity of thought and cultural dexterity."

Congratulations to this year's winners:

FIRST PLACE (\$2,000)

Philip Musson (Management and Spanish '13), **Ethan Thompson** (Marketing '13), **Brendon Brauer** (Accounting '13) and **Christopher Houlihan** (Marketing '13)

SECOND PLACE (\$1,500)

Mitchell Holmes (Finance), **Julie Svendsen** (Management) and **Kelvin Robinson** (Management)

Four teams received Honorable Mentions (\$500 each)

UNIBusiness thanks PwC and Veridian Credit Union for sponsoring the Diversity Case Competition.

Teaching Cultural Competency



UNIBusiness invites experts to present workshops on various teaching challenges that today's

faculty face in the classroom. This fall faculty learned how to raise cultural competency in the classroom.

Cultural competency is crucial to an organization's success, according to James Bonilla, associate professor of conflict studies in the School of Business at Hamline University, who presented to UNIBusiness faculty in February 2013.

Bonilla discussed five approaches to cultural competency for faculty to

consider when they are teaching. He also discussed five specific classroom strategies to enhance cultural competency on the faculty member's part, which in turn should lead to a more inclusive classroom environment.

"Faculty were receptive to considering the different cultural lenses that we all bring into the classroom, and the impact the various lenses might have on students from different cultural groups," said **Mary Connerley**, head of the Department of Management and UNIBusiness' Diversity Task Force Chair. "Diversity impacts both teaching and learning in the classroom, so we intend to continue supporting faculty and students in their development by bringing in more diversity-related speakers like Bonilla."

UNIBusiness Annual Giving

UNIBusiness recognizes alumni and friends who made financial gifts to the College during the 2013 fiscal year, which runs July 1, 2012 - June 30, 2013. Your support is greatly appreciated.

\$100,000 AND UP

AEGON USA, Inc
ARGUS Software Inc
Jeff & Julie Hamilton
John Pappajohn

\$10,000 - \$99,999

Ben & Pat Allen
Michael R. Armbrrecht
Mark P. Bauman
Debora Blume
Gale & Pat Bonsall
CIPCO
Steven & Sandra Dickinson
Gene & Mary Anne Dietz
Harriett Jewell
John Deere Waterloo Operations
William C. Kimball
J. Michael & Virginia McBride
Harriett & Danny McMahill
Dennis B. Mullen
Nationwide Mutual Insurance Company
Thomas & Karol Nordstrom
Principal Financial Group
R.J. McElroy Trust
Rockwell Collins Charitable Corporation
Richard A. & Judith Rue
Marietta Kay Sargeant
Richard & Carol Savage
Jeffrey Scudder
Shorts Travel Management
Duane J. Smith
United Fire Group
Robert J. Waller
Wells Fargo & Company
Timothy V. Williams
Kevin J. Zaugg

\$5,000 - \$9,999

Jeritt & Elizabeth Bushaw
Mitch & Jodi Christensen
Lisa J. Dreyer
Rod & Heidi Foster
Kathleen & Bill Hesse
John Deere World Headquarters
Bruce J. Jorth
Mick & Terri Kane
Daniel P. Kunkel
Jeffrey L. Provost
Ben & Kristin Schultes
Timothy & Joann Thronson

\$1,000 - \$4,999

Joel E. Abrahamson
Christopher & Kristie Anderson
Stephen J. Anderson
Steven E. Anderson
Donna Andreesen
Michael Boevers
BOMA - Iowa Chapter
Mark Robert Bracker
Michael L. Brandmeyer
Ted Breidenbach
Gary & Diane Bridgewater
Mary Jane & James Brownmiller
Stephen & Nicole Bruere
Carney Alexander Marold & Co LLP
Rick & Mary Christ
CliftonLarsonAllen
Chris & Linda Cook
Steve Corbin & Doris Kelley
Joseph P. Cunningham
Kasey & Jaclyn Dammeier
Randy R. Davis
Kyle & Denise Didier
Greg Alan Engel
Kimberly K. Felker
Regina J. Fett
Jason D. Flinn
Michael P. Fox
Jennifer Gao
Lynda A. Graham
Steven K. Graves
Lee E. Grimes
Gil & Mary Gutknecht
Scott & Mary Ellen Hassenstab
Patrick & Traci Hellman
Jill M. Hemphill
Thomas & Jessica Henricksen
HNI Corporation
Hogan-Hansen, CPA's and Consultants
Christine M. Holmes
Scott & Angie Horton
Steven & Glenda Howard
Jack C. Ingle
Iowa Realty Foundation
Paul B. Laures
Gabe Lee
Dale Lischer
Mary Ellen Matthies
McGladrey LLP
Benjamin & Jennifer Miller
Gaylen & Glenna Miller
Montage
Kurt G. Moser

Nelsen Appraisal Associates Inc
Steven B. Oberhauser
David & Gwenda Oeth
Douglas W. Opheim
Gregory P. Osborn
Dennis L. Padget
David & Cynthia Petratis
Wayne R. Piehl
Randy Pilkington
PricewaterhouseCoopers
Prudential Financial
Richard H. & Kathleen M. Redfern
Andrew R. Reutter
Ronald A. Rolighed
Gary J. Roling
Seth & Erin Rourke
Daniel L. Schaeffer
Peter & Susanna Schlicksup
Jon Shepherd
Roger K. Smith
Society of Industrial & Office Realtors
Brian & Christine Terhark
Transamerica Life Insurance Co
Jeffrey & Ellen Valde
Veridian Credit Union
Debra Warner
Donald D. West
Mark & Brooke Westemeier
Sheila Marie Williams
Ben L. & Melissa Windust
Brian D. Worth
Rachelle C. Yousefi

\$500 - \$999

Brent & Shawn Anderson
Nancy A. Aossej
Margaret Asmus
Bergan Paulsen & Company
Black Hawk County Abstract Co
Craig J. Blake
Chris & Angela Bowersox
Robert J. Buscher
Amber K. Carman
James D. Clark
Darwin G. Copeman
Katherine Cota-Uyar & Bulent Uyar
Matthew Domeyer & Wendy Motzko
Daniel & Andrea Dufner
Ned Fagg & Christine Nelson
Katie Farris
John Patrick Fordyce

Douglas & Christa Gach
David & Tammy Grimes
Steven J. Hughes
Institute of Management Accountants
Iowa Chapter of the Appraisal Institute
Lisa Jepsen
Christopher J. Kealy
Jeffrey G. Knott
Allen J. Krob
James M. Krueger
John & Laurie Larsen
Duane R. Lemke
Mark & Staci Madetzke
Tony & Luann McAdams
Gladys M. Meier
Chad & Rebecca Meyer
Cody Edward Meyerdirk
Kathy J. Minde
Marlin Oeltjen
Palmer Search Group Inc
Pella Corporation Foundation
Dustin C. Petersen
Brian L. Rehnstrom
Doug & Margit Ross
Michelle & Steve Rourke
James & Sharon Scherbring
Michael J. Schlueter
Helen & Marvin Schumacher
Joshua & Melissa Schumacher
Robert A. Sloan
Wesley E. Sodergren
Gaylen & Mitzi Tann
James R. Voigt
Kevin J. Wadle
Alan Burr & Tracy Wagner
Waterloo Area Chapter ISCPAS
Kent A. White
Leslie Wilson
David & Maria Wood

\$100 - \$499

Chad & Kimberly Abbas
Maury Abens
Fred & Robin Abraham
Charles F. Adams
Philip & Ginger Akason
Scott J. Albertson
Jordan & Sarah Alborn
Cindy S. Angel
Richard L. Anglin
Allison L. Appel
Angela M. Arthur

Glenn & Debbie Ashby
 Kenneth D. Askelson
 Mary F. Babinat
 Steven F. Bahlmann
 Seung-hee Baik
 Heath Eric Baker
 Christopher & Sheryl Bakkie
 Martha G. Bandy
 Kevin C. Banwart
 Bruce V. Barnes
 Conrad & Jeannette Baumler
 John Beck
 Leo E. Beebout
 Lisa L. Bender
 Richard J. Benhart
 Scott & Jerri Bennett
 Julie K. Berry
 Douglas D. Beukelman
 Phillip L. Birkedal
 Marshall P. Blaine
 Jeoffrey & Ann Block
 Jean M. Bloomquist
 Carol Boals
 Brian Bock
 Peggy A. Boehmer
 Gregg A. Botkin
 Denise Bouska
 Douglas R. Boysen
 Scott E. Bradfield
 David D. Brandt
 Brian Hans Bratvold
 Steven & Lori Braunger
 Chad & Christine Breen
 Darla Brendemuehl
 Scott & Wendy Broshar
 Wilmer C. Brosz
 Denise A. Brown
 Jerry & Kristie Brown
 Kimberly S. Brunner
 Robert L. Bucher
 Gary L. Burke
 Carol Burnett
 James A. Burrack
 Jon & Tatum Buse
 Christopher A. Byrnes
 Gregory J. Cargin
 Robin Carrasco
 C. Andrew Chase
 Brian Clark
 David Williams & Maureen Collins-Williams
 Ann E. Crouse
 Jeffrey J. Cuddeback
 Brent Dahlstrom
 Daniel J. D'Alessandro
 Gregory A. Davies
 David P. Davis
 Rebecca A. Davis
 Scott J. Davis
 Scott C. Dean
 Alan W. DeGraw

Jason G. Deibert
 Richard B. Dennert
 Craig W. Dickinson
 Bethany Discher
 Kenneth J. Driscoll
 Laurinda M. Dubishar
 Liz Marie Dunshee
 Melissa Joy Edsill Tiedemann
 Danielle Enderson
 Larry C. Ernst
 Stephanie & Lance Ernsting
 Duaine L. Fehlhafer
 Louis J. Fekkether
 Jed A. Fisk
 Brett & Betsy Flack
 Daniel J. Fliger
 James N. Foster
 Sean & Hayley Foster
 Mark Fox & Jason Pierce
 Nancy A. Franklin
 Dennis L. Frese
 Wayne F. Frost
 Clark L. Fry
 Brent A. Futrell
 Kevin Milroy & Mary Gaffney Milroy
 Clair J. Galles
 Joseph R. Galligan
 Christopher J. Gehling
 Al & Nancy Geiger
 Robert & Tracy Gettemy
 David D. Gillman
 David A. Givens
 Lori & Todd Glynn
 Joseph Goode
 Chad & Britni Gookin
 Tucker D. Gorden
 Brian P. Green
 Eric & Heather Gunderson
 Monica M. Haag
 Stuart & Rachelle Haker
 David & Carolyn Hakes
 James & Beth Hall
 Mary L. Hall
 Vernon P. Halverson
 Sandra K. Ham
 Mark & Sharon Hannasch
 Lori Hansen
 Martin R. Hansen
 Roger & Luann Hanson
 Kenneth A. Hartmann
 Scott R. Hauser
 Linda S. Havelka
 Judy & Matthew Haven
 Julie Hayes
 Katie Menke & Michael Hayes
 Lee A. Hecht
 Nancy J. Hecker
 Lisa A. Heimer
 James J. Heinz
 Lyndon E. Heiselman
 Brent & Jennifer Hellenthal

Duane & Marcia Henke
 Mike Hertle
 Mardy A. Higgins
 Luke & Katie Hillyer
 Richard C. Hinson
 Jill M. Hittner
 Heidi S. Hobkirk
 Nicole L. Hodge
 Jonathan & Erin Holstrom
 Linda Horioka
 Kelly J. Horner
 Peter & Amanda Hosch
 Tony & Julianne Howard
 Curtis & Nikki Hudnutt
 Robert D. Huffman
 Richard W. Hughes
 Laura Huisman
 Joseph Iacovazzi
 Nicolette Inman
 James & Lisa Jaacks
 Matthew John Jaeger
 Sally & Robert Jefferson
 Monica M. Johnston
 Lindsey J. Judas
 Patrick J. Kaefring
 Michelle L. Kaufmann
 David & Angela Keeney
 Matt & Nichole Kelderman
 Ronald & Laverne Kelderman
 Barbara Keninger
 Jodi R. Kerr
 Matthew P. Kinley
 Michael & Emily Klassen
 Joyce & Joseph Klimesh
 Scott T. Klinefelter
 Charles A. Knudsen
 Timothy Konzen
 Ryan & Ashley Koopmans
 Greg N. Kopp
 Michele & Mark Koppedryer
 Kevin J. Krause
 Robert & Louise Krogh
 Alan W. Krueger
 Jay E. Kruger
 Frank L. Kubesh
 Jeanette Kuchenreuther
 Anthony R. Kupris II
 Tamera S. Kusian
 Chad & Tiffany LaBahn
 Denna A. Large
 Gene M. Larsen
 Mark & Jennifer Larson
 Kelly Larson
 Tyrone L. Laube
 Dana Laughner
 Daniel L. Lawrence
 Daniel T. Leese
 David J. Leese
 Dale E. Lefevre
 Jeremiah E. Lehr
 Patricia Leistikow

Nancy Lemaster
 Janice Lemke-Springmier
 Gloria A. Lewis
 Mike Lichtenberger
 Christopher & Carol Lilly
 Darrel K. Lind
 Steven R. Lind
 Margaret & Greg Lippe
 Andrew Lyle List
 John J. Liston
 James & Toni Lohman
 Lori & James Lown
 TJ & Annie Lucero
 Marcus A. Luett
 Randy & Cassie Luze
 Douglas E. Mabeus
 Sally Mainquist
 Stephen & Sharon Marlow
 Michael J. Massina
 David A. Mazur
 Jennifer L. Mc Bain
 Lara McAdams
 David R. McAnally
 Harold & Dorothy McCarville
 Lori J. McClannahan
 Lisa K. McClelland
 Kenneth McCormick
 Christine Kit McDonald
 Kay A. McElroy
 Patrick C. McGrath
 Sean & Amy McGuire
 John G. McMichael
 Andy & Jennifer Menges
 Ann M. Menke
 Terry & Kristin Merfeld
 Allen L. Meyer
 Kenneth & Dianne Meyer
 Lynn M. Miller
 Ryan D. Miller
 Heidi Miller-Oliinger
 Christopher L. Millikan
 Marc & Becky Morehouse
 Cedric & Bridget Mullen
 Charles W. Murphy
 Joe & Amy Murphy
 Shaunda & Craig Murphy
 Robert Murphy & Steffanie Guess-Murphy
 Jodi L. Murray
 Martin & Kathleen Musser
 Karthik S. Nanjunda Iyer
 Florence M. Nelson
 Gary & Cindy Nelson
 Kenneth Finn & Renee Neuzil
 William R. Nichelson
 Jeremy A. Norris
 Funmilayo Enitan Obitayo
 Ralph J. Ockenfels
 Michael & Ann O'Donnell
 Kyle K. Oetker
 Tracy L. Olson

Mark & Sue Ann Opsal
 Ronald A. Orr
 Beverly Ottum
 Patrick S. Page
 Douglass & Cheryl Paine
 Thomas & Gloria Paulsen
 Mark A. Penney
 Lori A. Peters
 Milo G. Peterson
 Peter & Jennifer Pickus
 Theodore & Jessica Pienkos
 Karen Ploen Soens
 Stanley S. Poe
 Melissa Prout
 Larry & Sue Pump
 Larry D. Raasch
 Mark A. Raders
 Kadiampatti N. Rajendran
 Larry A. Raymon
 Andra & Robert Reason
 Michael M. Regan
 Matthew & Jennifer Regas
 Kelsey Rinehart
 Patricia Robertson
 Brenda Roe-Weaver & Kirk Weaver
 Tony & Michelle Rogers
 Andrew & Carrie Roquet
 Brian T. Ross
 Todd & Teri Ross
 Annette M. Roth
 Marilyn Rouse
 Daniel & Dianne Rubendall
 Neil & Anne Rudd
 Connie Ruggless
 Connie Ruhser
 Dave & Heidi Ryan
 Julia L. Ryan
 Scott A. Samuelson
 Robert J. Saunders
 David P. Schilling
 Kathy J. Schipper
 Mark E. Schlitter
 Catherine P. Schmale
 Chris A. Schmidt
 Dennis & Pamela Schmidt
 John K. Schmidt
 John L. Scholtes

Steven L. Schonert
 Christine Schrage
 Ronald P. Schreier
 Bernie & Marcia Schuller
 Deanna D. Schultz
 Arlene Schwarzenbach
 Melissa Scigliano
 Josh & Laura Seamans
 Jeremy Shivers
 Michael & Sara Sievers
 Deena Sigel
 Mary Jean Sims
 Richard A. Singer
 Michael & Ellen Sinkey
 Sheryl L. Sirpless
 Stephen & Brook Skram
 Julia A. Slaydon
 Jane M. Smith
 Kristine J. Smith
 Curt J. Solsma
 Ryan Sones
 Jeffrey A. Sorensen
 John K. Sorensen
 Kristen J. Spazafumo
 Eric M. Staebell
 Charles W. Stehn
 Patrick & Lisa Stewart
 Donald M. Stille
 Lavern P. Stille
 Norma J. Stoll
 Michelle A. Straumanis
 Jennifer L. Sweat
 Steven & Rae Swisher
 C. Thoms Talbot
 David J. Tangeman
 Taylor Veterinary Hospital
 Pam & Jim Taylor
 Diana Rose Testorff
 Jeremy J. Thede
 Andy & Megan Thiel
 Eric & Angela Thomas
 Howard E. Thomas
 Rick & Cheryl Thompson
 Cindy M. Thul
 Molly K. Timlin
 Phyllis M. Tinker
 Tiffany M. Toale

Jerald M. Torgerson
 Darrell E. Trout
 Brian & Jane Turner
 Travis & Heather Tweed
 University Book & Supply
 Kevin C. Utley
 Jamie Van Nostrand
 Rita H. Vandyck
 Adam & Jodi Vogt
 Ryan Vogt
 Jacob L. Vold
 Victoria Vollenweider
 David P. Vonderhaar
 Cordell & Marcia Wabeke
 Jodi Wagner
 Ronald J. Waller
 Larry W. Ward
 Lori A. Ward
 David J. Weber
 Steve & Jodie Welsh
 George M. Wessel
 Daniel & Barbara Whalen
 Brian & Deanna Wheeler
 Ben John White
 Brian White
 Nancy & Todd Whitlow
 Paul R. Whitmore
 Wendy G. Wiedner
 Chad E. Wigham
 Mark A. Willard
 Kirk & Christie Williams
 Sean & Wendy Williams
 Matthew W. Wilson
 Mr. Steven Michael Winter
 Scott & Melanie Wirtz
 James & Trudene Wittmaack
 Benjamin Wobschall
 Michael S. Wohlwend
 Teresa Wolken
 Terry & Janice Yarns
 Christopher & Jennifer Yarrow
 Darren Yoder
 Paul E. Young
 Chris & Karen Yuska
 Sara B. Zittergruen
 David & Joan Zrostlik

UNIBusiness thanks the 591 alumni and friends who gave gifts from \$1 to \$99.99. Large or small, every gift makes a difference!

Panther Phone-a-thon Fund Drive Results

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

Thanks to your generosity, \$72,500 was raised during the 2012-2013 phone-a-thon, a 4-percent increase from last year. If you still need to fulfill your pledge or would like to make an additional gift to UNIBusiness, contact Senior Director of Development Michelle Rourke at 800-782-9522, 319-273-4444 or michelle.rourke@uni.edu. You also can give online at business.uni.edu/deansfund.

New UNIBusiness Scholarships

Hundreds of deserving UNIBusiness students receive scholarships each year thanks to the generosity of alumni, friends and organizations. Below are the named UNIBusiness scholarships* established in fiscal year 2013.

Steve and Sandra Dickinson Study Abroad Fund

established by Steve (Political Science '76) and Sandra (Vaughn) (Elementary Reading '75) Dickinson.

Duane Smith College of Business Endowed Scholarship

established by Duane J. Smith (Management '80).

Joe and Sue Cunningham Accounting Scholarship

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

Ernst & Young Accounting Fund

established with a lead gift from Kevin Zaugg (Accounting '96) and additional contributions by UNI alumni employees at E&Y and matching gifts.

R.J. McElroy Trust John Pappajohn Entrepreneurial Center (JPEC) Student Fellowships

established with a grant from the R.J. McElroy Trust.

Short's Travel Management Student Development Fund

established by David LeCompte (Marketing '90).

J.L. and Harriett Jewell Endowed Scholarship

established with a realized estate gift from Harriett and Jay (Business '40) Jewell.

Rue Family Endowed Accounting Scholarship for Veterans

established by Dick (Accounting '77) and Judy Rue.

Rockwell Collins Business Students Activity Fund

established by Rockwell Collins.

Michael R. Armbricht Scholar Endowed Honors Scholarship

established by Michael R. Armbricht (Accounting '90).

Harriett McMahill Scholarship

established by Harriett (Accounting '89) and Danny (Chemistry '71) McMahill.

Marietta Rieken Sargeant Endowed Scholarship

established by Marietta Rieken Sargeant (Administrative Management '82).

Chris Bauman Memorial Endowed Scholarship in Accounting

Established by Mark Bauman and numerous contributors.

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



A Note on Fundraising for UNIBusiness

Thank you, UNIBusiness graduates and friends, for your generous and loyal support; you have made a real impact at our alma mater!

In May we celebrated the success of the "Imagine the Impact" campaign, surpassing our \$150 million goal by nearly \$8 million and an entire year early! Your charitable contributions for students, programs and faculty resulted in the largest fundraising effort in the history of this great university.

UNIBusiness students, programs and faculty will benefit directly from more than \$18 million raised during the "Imagine the Impact" campaign. More than \$7.2 million was designated for scholarships, and \$10.8 million for program and faculty support. About half of the campaign results are future gifts commitments through estate plans and bequests.

The campaign celebration was wonderful, but we quickly got back to work. The changing landscape in state support and the national concern over growing student debt challenges us to keep experiential opportunities – a hallmark of a UNIBusiness education – affordable and accessible to our students.

Your gifts to the Dean's Fund for Excellence, scholarships and specific department programs help remove the financial barriers that might prevent a student from studying abroad, accepting an unpaid internship, attending a national conference or competition, or pursuing a professional certification.

You recognize these learning experiences provide a professional edge for our students at graduation.

We appreciate your willingness to help.

We also extend a heartfelt thanks to all of you who willingly give your time and talents in so many ways:

- advocating on behalf of UNI at the Iowa Capitol;
- referring prospective students to our admissions office;
- assisting with our Professional Readiness Program;
- hosting student groups to visit your employer;
- and arranging internships or staffing a booth at the UNI Career Fair.

Not to mention all the volunteer time dozens of individuals devote to various advisory boards at UNI.

We are confident that, once again, UNIBusiness alumni and friends will partner with us to meet the challenges ahead. Please consider what you can do to ensure the success of our students, and contact me to discuss at 800-782-9522, 319-273-4444 or michelle.rourke@uni.edu.

With Purple Pride,

Michelle Rourke (Marketing '81)
Senior Director of Development
College of Business Administration

Dean's Fund Leadership Circle

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

Michael R. Armbrecht	Lee & Shari Grimes	Daniel P. Kunkel	Gary & Patsy Roling
Ted Breidenbach	Steven & Lynn Graves	J. Michael & Virginia McBride	Jeffrey Scudder
Gary & Diane Bridgewater	Scott & Mary Ellen Hassenstab	Benjamin & Jennifer Miller	Joann & Timothy Thronson
Chris & Linda Cook	Patrick & Traci Hellman	Kurt & Joyce Moser	United Fire Group
Deloitte & Touche Foundation	Thomas & Jessica Henricksen	Dennis & Lynn Mullen	Wells Fargo Foundation
Regina J. Fett	Scott & Angie Horton	Douglas & Deann Opheim	Timothy Williams
Michael & Mary Jo Fox	John Deere Foundation	PricewaterhouseCoopers Foundation	Ben & Melissa Windust
Jennifer & Tony Gao	Mick & Terri Kane	Andrew R. Reutter	Brooks Woolson

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

Matched Gifts

The following companies matched their employees' gifts to UNIBusiness:

AEGON USA, Inc	Ecolab Foundation	KPMG Foundation	PricewaterhouseCoopers Foundation
Alliant Energy Charitable Foundation	Emerson Electric Co	Lennox International Inc	Principal Financial Group Foundation Inc
Allstate Foundation	Equifax Inc	Lockheed Martin Foundation	Rockwell International
Automatic Data Processing Inc	Ernst & Young Foundation	Marsh & McLennan Companies Inc	SRC Inc
Aviva Charitable Foundation	FBL Financial Group Inc	MidAmerican Energy Holdings Company	State Farm Companies Foundation
Bertch Cabinet Manufacturing	Fidelity Foundation	Midland National Life Insurance Co	Thrivent Financial for Lutherans
Burlington Northern Santa Fe Foundation	GE Fund	Nationwide Insurance Foundation	Tyco International
Capital Group Companies	General Electric Company/GE Foundation	Nordson Corporation	U.S. Bancorp Foundation
Chevron USA, Inc	Guide One Insurance	Pearson Education	Wabtec Corporation
ConAgra Foundation	Hormel Foods Corporation	Pella Corporation	Wellmark Blue Cross and Blue Shield
Covidien	IBM Corporation	PepsiCo Foundation	Wells Fargo Foundation
CSG Systems Inc	ING Foundation	Pioneer Hi-Bred International Inc	
Deloitte & Touche Foundation	John Deere Foundation		
Dun & Bradstreet	Johnson & Johnson		

UNIBusiness thanks the employers who matched their employees' gifts.





The Steve Corbin Endowed Marketing Fellowship



by **David Morton**
(Marketing '82)
President,
Marketing
Services
J.W.Morton &
Associates

I met Steve Corbin heading into my senior year at UNI, the summer of '81. Consumer Behavior, taught by "Corb" as we came to know him. Every day for two hours. Two chapters a day. For four weeks. It was crazy, and I can't tell you how pivotal that class was. Something clicked during that summer session, and the rest of my education was never the same. It was the start of a great year of learning and professional development, and a lifelong career in marketing.

So much of that experience was about the teaching. Steve Corbin is a gifted teacher. His abilities and style made all the difference in my career at UNI.

Perhaps you've had a similar experience. Good professors make a difference in many students' lives every day. But good professors are hard to find.

Steve knows this all too well. In recent years he often talked about the importance of supporting our faculty. How fitting then, when he retired in May 2013 after 38

years of service to UNI students, that an endowed marketing fellowship in his name would be established.

WHAT IS AN ENDOWED FELLOWSHIP?

- It is a privately funded endowment (the principal is untouched, earnings are spendable) to annually fund faculty activity such as professional development, research, or summer experiences that allow faculty to bring current practices back to the classroom.
- One faculty member is selected to hold the prestigious title, based on set criteria and for a designated time period.

I have found endowed fellowships are quite common — almost expected — among top business schools. In fact other departments at UNI have established funds, but this would be the first for the Department of Marketing. And it's critical as we seek to fill the teaching void left by Steve's retirement. There is a shortage of — and great demand for — the best Ph.D.'s in business, and an alumni-funded fellowship makes a statement about the confidence we have in the College of Business Administration.

The goal for the Steve Corbin Endowed Marketing Fellowship is \$100,000 through combined gifts, pledges and company matching gifts, payable over five years.

We are well on our way. My business pledged immediately, as did many fellow UNI alumni and peers. You might recognize some of the individuals and organizations:

CURRENT CONTRIBUTORS

- Randy** (Marketing '67) and **Peg** (Early Childhood Education '67) **Bray**
David Boyer (Management '90)
Chris (Accounting '90) and **Linda** (Marketing '89) **Cook**
J.W.Morton & Associates
Scott Leibfried (Marketing '97)
Jacque Mohs (Management '86)
Principal Financial Group Foundation
Matt (Marketing '01) and **Melissa** (Elementary and Early Childhood Education '03) **Rasmusson**
Michelle Rourke (Marketing '81)
John Schreurs (Communication '77)
Mike Schreurs (Marketing '69)
Strategic America

ADD YOUR NAME TO THIS LIST.

Contact **UNIBusiness** Senior Director of Development **Michelle Rourke** at 800-782-9522 or michelle.rourke@uni.edu. It honors someone who made a difference in many lives, and is a gift that will make an impact for generations to come.

Named Professors

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

New David W. Wilson Chair in Business Ethics Named



Craig VanSandt
Associate Professor of Management
David W. Wilson Chair in Business Ethics

Craig VanSandt joined the management department this fall as the David W. Wilson Chair in Business Ethics. His focus is on strategy and social issues in management, with significant outreach to the business, government and non-profit sectors.

VanSandt brings a wealth of business and higher education experience to UNI. He holds a B.B.A. in accounting from Texas Christian University, an MBA from the University of North Carolina and a Ph.D. in management from Virginia Tech. VanSandt worked in real estate development and the banking industry and taught at Augustana College in Rock Island, Ill., for 13 years.

“My main focus in teaching is to help students develop their critical thinking skills, to get them to question conventional wisdom and to help them become engaged, productive

citizens,” he said. “My content focus is on business ethics, organizational culture and strategy.”

VanSandt’s experience outside of academia is one of the things that inspired him to teach business ethics.

“College students are the future leaders of our society; they are the ones who will determine the path we take. If I can plant seeds in them that one day cause them to seriously consider the impact their business

practices have on the global community, I will feel that I have accomplished something worthwhile.”

In addition to his work in the classroom, as the Wilson Chair of Business Ethics VanSandt will work to make UNI more visible as a center for ethics in the business, government and nonprofit communities.

The David W. Wilson Chair was established through a gift from university alumnus and Laguna Beach, Calif., resident David W. Wilson (Philosophy ‘70),

president and owner of one of the largest privately owned automotive groups in the country.

UNIBusiness thanks David W. Wilson for establishing this Chair in Business Ethics.

David W. Wilson Chair in Business Ethics

“My main focus in teaching is to help students develop their critical thinking skills, to get them to question conventional wisdom and to help them become engaged, productive citizens.”

LINDQUIST NAMED NEW PWC PROFESSOR OF ACCOUNTING



Tim Lindquist was named the PricewaterhouseCoopers Professor of Accounting in fall 2013. His strong commitment to students begins in the classroom where he is known as a “tough” teacher yet still pulls in some of the College’s highest student ratings. Lindquist also serves as faculty advisor



for the UNI Accounting Club and is sought out by students for guidance. He has received numerous awards for his

service to students, the university, the College and the profession.

Lindquist received his B.S. in accounting from Northern Michigan University, an MBA from Michigan State University and his Ph.D. from the University of Colorado. He has served on the faculty at UNI for the last 23 years.

The PwC Professorship was established by UNI alumni who became partners in the firm. The establishing partners are **Steve Anderson, Jeff Bjustrom, Mike Brandmeyer, Jill Hemphill** (now at General Electric), **Peter Schlicksup, Dave Schroeder, Tim Thronson, Ellen Valde** and **Ken Wise**.

UNIBusiness thanks the alumni at PwC for their generous support of outstanding faculty.

Faculty Recognition

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



Bryce Kanago, associate professor of economics

FACULTY SERVICE AWARD

Sponsored by David (Management '81) and Cindy (Elementary Education '80) Petratis



Dennis Schmidt, Deloitte Faculty Fellow and professor of accounting

FACULTY TEACHING AWARD

Sponsored by Tim Williams (Accounting '71) in memory and honor of LaVerne Andreessen



Jeff Stokes, associate professor of finance

FACULTY RESEARCH AWARD

Sponsored by Gaylen (Accounting '72) and Glenna Miller



Matt Bunker, associate professor of marketing

SPECIAL RECOGNITION

Sponsored by HNI Corporation



UNIBusiness thanks HNI Corporation; Gaylen and Glenna Miller; David and Cindy Petratis; and Tim Williams for their support of faculty recognition.

New Faculty

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



Cathalene Bowler

ASSISTANT PROFESSOR OF ACCOUNTING

Cathalene Bowler, who specializes in taxation, joined the accounting department after completing her Ph.D. this summer at Morgan State University. She also spent 11 years in the military and has B.S. and MAcc degrees from Florida State University.

Bowler's current research focuses on the impact of accounting rules that require businesses to analyze and disclose income tax risks on earnings management, internal control weaknesses and audit quality. Prior to coming to UNI, Bowler taught accounting at Morgan State University and Towson University.

UNIBusiness Brings Prominence to Supply Chain Management Program with Two New Hires



Daniel (Dan) Bumblauskas
ASSISTANT PROFESSOR OF MANAGEMENT

Jeff and Julie Hamilton/ESP International Supply Chain and Logistics Management Fellow

Daniel Bumblauskas joined the management department as a new assistant professor of supply chain management and the first Jeff and Julie Hamilton/ESP International Supply Chain and Logistics Management Fellow. Bumblauskas spent the last three years at the University of Missouri where he taught operations and supply chain management. Bumblauskas has been an active consultant since 2003 and was part of the team that developed the sears.com website, which is still one of the top 10 e-commerce sites today.

Bumblauskas received his Ph. D. in industrial engineering from the department of Industrial and Manufacturing Systems Engineering at Iowa State University, where he also received B.S. and M.S. degrees in Industrial Engineering, and a master's in general management from Harvard University.

The Jeff and Julie Hamilton/ESP International Supply Chain and Logistics Management Fellowship was established in 2013 through a generous gift from ESP International President and CEO **Jeff Hamilton** (Accounting '80) and his wife Julie. The Hamilton Fellowship provides funding for professional development and practical research to reward outstanding junior faculty in Supply Chain Management, as well as support for student engagement activities and course enhancements.



John "Andy" Anderson
INSTRUCTOR OF MANAGEMENT

John Deere Endowed Faculty Fellow

John "Andy" Anderson is UNI's first John Deere Endowed Faculty Fellow. He is in the final stages of his Ph.D. studies in International Business at Durham University (UK) and has extensive industry experience in new product development and global supply chain management. He studied Management Science at Lancaster University (UK), Supply Chain and Operations Management at UNI, and Mandarin Chinese at Northeast University of Finance and Economics (China).

Anderson has vast international experience and is fluent in Mandarin. He was the first UNIBusiness undergraduate student to do an international internship in Dalian, China. Anderson's current research track explores Chinese outward foreign direct investment (FDI) establishment mode.



UNIBusiness thanks Jeff and Julie Hamilton for establishing this Supply Chain and Logistics Management Fellowship and the John Deere Foundation for establishing the John Deere Endowed Faculty Fellowship.

Professional Readiness Program

UNIBusiness



A UNIBusiness graduate's competitive advantage? A unique combination of values, knowledge and skills that every employer seeks:

- Our students come to us with strong Midwestern work values, and we help them build on those values so they can meet the highest organizational expectations.
- Our world-class faculty delivers cutting-edge business knowledge so our graduates are ready to confront the complexities of the global economy.
- Our Professional Readiness Program equips graduates with the exceptional professional skills necessary to contribute immediately and confidently in the workplace.

New Partnership Develops Students' Soft-skills, Builds International Connections

Our Professional Readiness Program's, new partnership with the founders of THE STÜDNET is the latest example of how PRP is evolving to keep our students ahead of the game when it comes to career placement and employability.

THE STÜDNET is a web application that puts students and recruiters from around the world in one environment.

Students use an online peer evaluation system to exchange feedback on projects, which develops communication skills and the ability to give and receive constructive critique on an international level. Recruiters provide workshops and can also access the students' online portfolios, opening doors to employment opportunities around the world.

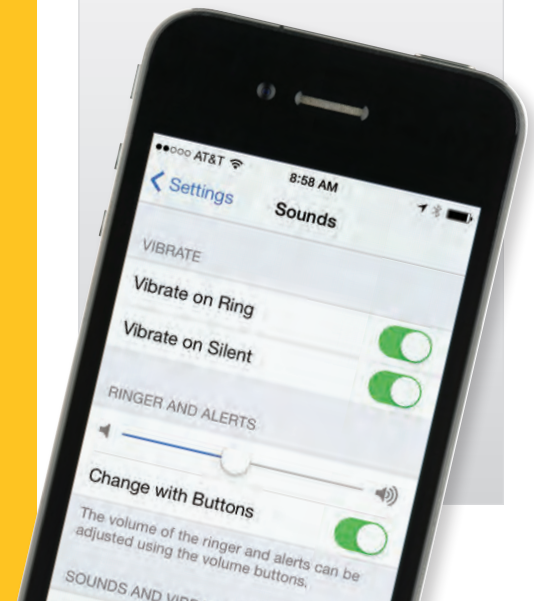
Building Skills in PRP
UNIBusiness students in the Professional Readiness Program receive training in:

- Leadership
- Business writing
- Ethics
- Generations in the workplace
- Professional email & phone use
- Improvisation/creativity in business
- Communicating with confidence
- Self-awareness
- Career vision & strategy
- Conflict management

Hillyer Named New Professional Readiness Program Director



Katie Hillyer (Marketing '09) was named the new Professional Readiness Program Director in May 2013. Hillyer was a student and president of the UNIBusiness Presidents' Council when the College decided to pursue a professional skills development program. She also was involved with the program in her previous position as the College's corporate and community relations coordinator.





THE STÜDNET: A New Portal to the World for UNIBusiness Students

Sebastien Chamarande and Sebastien Sayegh, co-founders of THE STÜDNET, explain why they chose to connect their European-based business to a Midwest university and how the THE STÜDNET web-based application is being implemented into UNIBusiness' Professional Readiness Program.

We want to help academia make tomorrow's leaders better men and women, so we created THE STÜDNET, an advanced platform for students to build online, real-time portfolios of professional and personal development that are open to peer and recruiter review.

At the AACSB International Annual Meeting in April 2013, we presented THE STÜDNET project to the accreditation body and its members. We were aiming to acquire four clients for our October launch. We came back home to Monaco, with 83 schools willing to enroll, one of which was the UNI College of Business Administration.

At the conference we met UNIBusiness Dean **Farzad Moussavi** who expressed interest in the internationalization opportunity THE STÜDNET provides. We were intrigued by him and this Midwestern

institution. After reading the story of hope about the two Nancy's*, everybody at our company was moved and speechless.

It seems an unlikely pairing at first glance, but we wanted UNIBusiness to be our inaugural partner. Our shared belief that when you are willing to go the extra mile, you might actually find a greater version of yourself strongly influenced that decision.

A lot of work took place over the summer, and on Oct. 1, 2013, we launched a pilot project in conjunction with the UNIBusiness Professional Readiness Program. The following process is in place for students who enrolled in THE STÜDNET to fulfill the third level of the Professional Readiness Program:

Step 1: Students interact online through THE STÜDNET web application and assess each other's soft skills.

Step 2: Human resource professionals provide training and mentorship through workshops, helping students develop their soft skills. The cross-cultural context is a large part of students' development, as local students are joined by foreign participants through video-conference systems.

Step 3: Every participant builds a soft skill profile and a documented résumé and may apply for international internships and job opportunities otherwise unavailable through traditional placement.

Additionally, we threw in a contest for UNIBusiness students: the most active student on the web application wins a four-day trip to Monaco, for two, in a five-star hotel. The winner will be announced at the UNI Spring Career Fair, as the first phase of the pilot concludes.

By the end of the second phase, once the program has become perfectly tuned for the needs of UNIBusiness students, it could be integrated into classes and eventually expand to the entire UNIBusiness student body.

In the meantime, we are very proud to feature UNIBusiness at the forefront of innovation within the prestigious AACSB community and beyond.



WHY UNIBUSINESS PARTNERED WITH THE STÜDNET

The virtual platform offers students:

- purposeful cross-cultural networking and professional skill development;
- exposure to different countries' organizational practices;
- international internship and job opportunities not available through traditional means.

*UNIBusiness Dean **Farzad Moussavi** wrote about "the two Nancy's" – Nancy Aossey (Marketing '82, MBA '84) and Nancy Umuhire (MIS '08) – in the 2008-2009 edition of the UNIBusiness Alumni Magazine. Aossey was on campus to accept her honorary doctorate for her worldwide humanitarian work during the May 2008 commencement. She shared the stage with Umuhire, who was that year's commencement speaker. But their connection ran deeper than that moment: In 1994, Umuhire fled the Rwandan city of Kigali to escape ethnic genocide, while Aossey and the organization she leads – International Medical Corps – worked from the city to provide relief for those who were unable to flee.

2013

UNIBusiness

Graduation Celebration

The University of Northern Iowa's College of Business Administration celebrated past achievements and inspired future success during the Class of 2013 Graduation Celebration on April 11, 2013. The day's events involved our Alumni in Residence, Executive Advisory Board members, faculty, staff, students and parents.

Throughout the day on April 11, the undergraduate Alumni in Residence visited classes and spoke to students in their respective departments.



Mark Walter
Management '85

Independent management advisor
Santa Rosa Valley, Calif.

After years of holding senior management positions at top financial institutions, including COO of WMC Mortgage/GE Consumer Finance, Walter switched to independent contracting in 2007. He primarily works in the consumer credit industry leading start-up and turn-around initiatives, serves as the executive advisor to the principals of a start-up residential lending company and advises senior management teams. In addition to his degree from UNI, Walter has an MBA from Arizona State University.



The Alumni in Residence within the College's five undergraduate departments discussed "Experience Speaks: Life After Graduation" with a standing-room-only crowd during the Class of 2013 Forum, sponsored by Transamerica.



Rochelle Dotzenrod
Finance and Real Estate '04

Vice president,
Wells Fargo
Plymouth, Minn.

Dotzenrod has spent her career in the banking industry, recently moving into Wells Fargo's Community Lending and Investment Department, which provides lending for multi-family housing with construction and permanent loans, tax credit equity financing and bond financing. She previously worked at U.S. Bank and at Principal Global Investors where she began her career as an intern and was employed full-time after graduating from UNI.



Derek Thoms
Economics '02

High yield trader,
Aegon USA
Marion, Iowa

Thoms is the high yield trader within Aegon USA Investment Management where he primarily manages day-to-day trading of the high-yield bond portfolio. Previously, he was manager of inside sales at ESP International, leading project management and customer service efforts for the company, and was ESP International's procurement manager in charge of its global inventory management. Before joining ESP International, he was the development director for UNIBusiness.



Jeff Bjstrom
Accounting '88

Minneapolis tax market leader,
PwC
Maple Grove, Minn.

Bjstrom, a licensed CPA, manages about 130 tax professionals, whose focus includes international, federal, state and local tax matters. He manages and coordinates large business structuring projects and works across PwC's lines of services to improve tax efficiencies for clients. He has worked at PwC for 25 years, previously as national tax leader for the company's Retail & Consumer Industry group. In addition to his degree from UNI, Bjstrom has a master's of business taxation degree from the University of Minnesota.



John Hall
Marketing '65

Founder,
Goose Island Beer Company
Chicago

In 1988, Hall left Container Corporation of America and founded Goose Island Beer Company, opening a brewpub to introduce Chicago residents to traditional styles of ales and lagers. Over the years, Goose Island opened a brewery and bottling plant on Fulton Street and added a brewpub in Wrigleyville. In 2011, Anheuser-Busch InBev purchased the company with Hall maintaining ownership of the two brewpubs. In addition to his UNI degree, Hall has an MBA from the University of Iowa.

Celebration Mixer

2013 UNIBusiness Graduation Celebration



Prior to the forum, students, faculty and alumni gathered in the Hall of Flags for the Class of 2013 Mixer, sponsored by David and Cindy Petratis.

Awards Ceremony

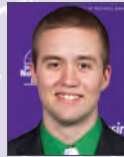


Iowa Lt. Gov. Kim Reynolds and retiring UNI President Benjamin Allen made an impromptu visit to the Class of 2013 Awards Ceremony, sponsored by United Fire Group.



UNIBusiness thanks David (Management '81) and Cindy (Elementary Education '80) Petratis; United Fire Group; Transamerica; Dan (Marketing '81) and Katy Leese of V2 Wine Group; Bergan Paulsen & Co.; Black Hawk County Abstract & Title; Gaylen (Accounting '72) and Glenna Miller; Jill Hemphill (Management '91); Tim Williams (Accounting '71); HNI Corporation; Deloitte / Jeff Provost (Accounting '84); Robert and Margaret (Liberal Studies '91) Bradford; Lori Lown (Marketing '84); Denise Bouska (Accounting '90); Taylor Veterinary Hospital; University Book & Supply; and Montage for their contributions to the Class of 2013 Graduation Celebration.

Student Award Winners



JPEC Student Entrepreneur of the Year
Eric Vander Schaaf (Marketing '13), founder of West Branch Outdoors



Special Recognition, Individual Student
Sponsored by Jill Hemphill (Management '91)
Amela Andelija (Marketing '13)



Student Leader of the Year
Sponsored by Black Hawk County Abstract & Title
Olivia Cezar (Management and Marketing)



Student Leader of the Year
Sponsored by David (Management '81) and Cindy (Elementary Education '80) Petratis
Phil Musson (Management & Spanish '13)



Special Recognition, Student Organization
Sponsored by Bergan Paulsen
American Marketing Association



Student Organization of the Year
Sponsored by HNI Corporation
UNI's Pi Sigma Epsilon chapter, Epsilon Theta

Purple and Old Gold Awards



Accounting
Kristen Granzow
 (Accounting '12, MAcc '13)



Business Teaching
Katie Kuhn
 (Accounting and Business Teaching '13)



Economics
Emily Scholtes
 (Economics '13)



Management
Eric Kleinheinz
 (Management '13)



Finance
Jacob Pabst
 (Finance '13)



MIS
Kyle Maley
 (MIS '13)



Real Estate
Steve Drost
 (Accounting, Finance and Real Estate '13)



Marketing
Kristen Hora
 (Marketing '13)

Major Event Sponsors for the 2013 Graduation Celebration
 David (Management '81) & Cindy (Elementary Education '80) Petratis



► **Accounting**

CLASS NOTES

'78 **Kathy (Siemsen) Minde** of Richardson, Texas, celebrated 35 years with Lennox International Inc. in June 2013.

'79 **Curtis DeBerg** of Chico, Calif., has been an accounting professor at Chico State for 23 years and is the founder of a global nonprofit called Students for the Advancement of Global Entrepreneurship (SAGE). He thanks former UNIBusiness faculty like Darrel Davis, Ron Abraham and Gaylon Halverson for their inspiration and dedication to students.

'83 **Dee Schultz** (MA '99) of Menomonie, Wis., graduated from Oregon State University in June 2012 with a Ph.D. in Education. She accepted a tenure track faculty position at the University of Wisconsin Stout teaching courses in the career and technical education programs and master of education program.

'85 **Diane (Crane) Bridgewater** of Johnston, Iowa, received one of eight 2013 Women of Influence awards from the Des Moines Business Record on Aug. 8, 2013. She is executive vice president, chief administrative officer and chief financial officer for Life Care Services (LCS). Previously she was with DuPont Pioneer, rising to vice president and CFO before moving to LCS in 2006.

O'Rourke Named 2013 MBA Alumna in Residence



As a non-traditional undergraduate student at UNI, **Lois O'Rourke** (Accounting '81, MBA '88) balanced her school work with a part-time job and being a full-time mom. It took her six years to earn her accounting degree, but when she graduated in 1981 she had already earned her CPA credentials.

After graduation she started working full time at an insurance company in the investment area and began taking MBA courses. By 1988 she had earned an MBA degree and become a CFA.

"The MBA program has changed a lot since I was here in the 80s," she told a group of current MBA students at the

MBA Conference in June 2013. During the conference, teams of MBA candidates present the consulting work they've done for the final Capstone project. As the 2013 MBA Alumna in Residence, O'Rourke sat at the executive table, asked them questions about their projects and evaluated their presentations. "Working with real companies is so valuable," she added.

O'Rourke, who was a founding principal of QuadCapital, retired in December 2012 with more than 30 years of investment experience. Her responsibilities at QuadCapital included loan origination and underwriting, product development, mortgage banking relationships, tax planning and financial management for the company. Prior to forming QuadCapital, O'Rourke was a vice president of a registered investment advisor responsible for managing approximately \$6 billion in assets for two Midwestern-based life insurance companies.

'94 **Chad Dirx** of Auburn, Wash., became the plant controller — west coast for Ply Gem Windows in May 2013.

'95 **Kelly (Stone) Larson**, CFO of Summit Brewing Company, was named to Minnesota Business magazine's The (Real) Power 50 list in May 2013. Larson was nominated by Certes Financial Pros President **Sally Mainquist** (Accounting '80). Larson is an active member of FEWnet (Financial Executive Women Network), lending advice to her peers; is on the board of the Saint Paul Area Chamber of Commerce; and has been on the board of the Animal Humane Society.

'95 **Dustin Petersen**, of Polk City, Iowa, was named one of Des Moines' 40 under 40 for 2013.

'96 **Ryan Miller** of Cedar Rapids, Iowa, was appointed vice president of investor relations for Rockwell Collins, effective November 2013, after having held various leadership positions within the company's finance organization since 2002. He most recently served as controller, operations.

'98 **Tracy (Johnston) Youmans** of Indianola, Iowa, is a financial reporting manager with MidAmerican Energy.

'03 **Courtney Strutt Todd** of Ankeny, Iowa, was named one of Des Moines' 40 under 40 for 2013.

2013 Career Fairs

Many UNIBusiness alumni represented their organizations to recruit students during UNI's 2013 career fairs.



Jonathan West (General Studies '08), **Jessica Grandgenett** (Management '11) and **Sarah Hannes** (Marketing '12) work for Target.



Mindy Heick (Management '91) works for West Liberty Foods.



Karen Ripperger (Office Info Systems '87) and **Adam Rohret** (Marketing '04) work for Principal Financial Group.

'04 **Derick Stoull** (Accounting and Marketing) of Logan, Utah, is assistant athletics director for marketing and promotions at Utah State University.

'08 **Daniel Weis** of Muscatine, Iowa, is senior accountant for HON.

'12 **Tyler Guffy** of West Des Moines, Iowa, is assistant auditor for the State of Iowa.

MARRIAGES

'98 **Tracy (Johnston) Youmans** married Damon Youmans in August 2012.

'04 **Michelle (Long) Adams** married **David Adams** (Accounting '05) on July 21, 2012.

BIRTHS

'98 **Nicole (Hintz) Kumpf** and **Christopher Kumpf** (Accounting '99), son Donovan Noah born on Aug. 6, 2012. They live in Reinbeck, Iowa.

'98 **Jamie (Alber) Nelson** and Michael Nelson, daughter Kennedy Michele Nelson born Nov. 25, 2012. They live in Cedar Rapids, Iowa.

'99 **Dianna (Fitzl) Groskreutz** and Lon Groskreutz, daughter Abigail Groskreutz born July 27, 2012. Abigail joins big brother Riley. They live in Wells, Minn.

► Economics

CLASS NOTES

'99 **Julie Barns** founded and is president of Gold Star

Compliance, Inc., which specializes in the Bank Secrecy Act and anti-money laundering fields in the financial institution industry.

'03 **Liz Dunshee** of Minneapolis is one of 16 new shareholders in the firm of Fredrikson & Byron. She helps public and private companies raise money, communicate with investors, comply with complex disclosure regulations and navigate board decisions.

'09 **Devin Boyer** (Economics and Finance) is a commercial portfolio manager at Bankers Trust Company in Des Moines, Iowa.

BIRTHS

'02 **Derek Thoms** and Aaron Marie Thoms, sons Drew William and Davis Christian born Jan. 24, 2013. They live in Marion, Iowa.

► Finance/Real Estate

CLASS NOTES

'92 **Matthew Anderson** of Des Moines, Iowa, was appointed by the governor of Iowa to the Capitol Planning Commission.

'04 **Jason Hutcheson** of Burlington, Iowa, was recently appointed by the governor of Iowa to the Southeast Regional STEM Advisory Board.

'05 **Tyler Dingel**, vice president of West Des Moines, Iowa-based CBRE|Hubbell Commercial,

was named broker of the year at the Iowa Commercial Real Estate Expo held October 2013.

'06 **Matt Miede** of Waterloo, Iowa, was named one of the Cedar Valley's 20 under 40 by the Waterloo/Cedar Falls Courier for 2013.

'06 **James Mulick** of Lenexa, Kan., is the asset manager in special servicing for KeyBank Real Estate Capital.

'06 **Keith Olson** of Ankeny, Iowa, was named one of Des Moines' 40 under 40 for 2013.

'07 **Micah James** of Fayette, Iowa, is an investment analyst with the Vanguard Group in Philadelphia.

'11 **Troy Delagardelle** is a financial analyst at The Blackstone Group in New York City.

'13 **Brooks Woolson** is an operations analyst with Wells Fargo Home Mortgage at its servicing site in Eagan, Minn.

► MBA

CLASS NOTES

'06 **Nate Porter** of Bellefonte, Penn., has worked in market research since graduating and has been with Ben Franklin Technology Partners at Penn State University since December 2012. He previously was market research analyst for continuing education and world campus at PSU.

► Management/ Management Information Systems/ Business Teaching

CLASS NOTES

'66 **Steven Eggland** (MA '67) of Lincoln, Neb., created Viking Foundation of Lincoln to help improve and enrich the lives of individuals, especially children, who are less fortunate. He sponsored the second annual State Girls on the Run 5K in May 2013.

'77 **Dee Ann (James) Thompson** of Isle of Palms, S.C., retired from T Mobile USA Inc., after 35 years in human resources executive management. She and her husband are building a retirement home in Charleston, S.C.

'79 **James Lingo** of Mount Dora, Fla., retired after 35 years with Hy Vee, serving as a store director for the last 24 years.

'80 **Jerry Ask** of Cedar Rapids, Iowa, celebrated his 20th year as an independent financial advisor with Jerry K. Ask Investment Services, and was named to the Raymond Jones Financial Services 2013 Chairman's Council, the company's top award for financial advisors.

'80 **Ronald Orr** of Naples, Fla., is vice president and chief risk officer at First National Bank of the Gulf Coast. He retired as comptroller of the currency on Nov. 2, 2012 after nearly 30 years as a national bank examiner.



Courtney Schlemme (Accounting '05), **Tammy Gudenkauf** (Accounting '92) and **Brent Nemitz** (Management '03) work for Paladin.



Joe Kowzan (Accounting and Economics '94) works for Pella Corporation.



Shawn Westpfahl (Management '07) and **Zak Knutson** (Finance '11) work for Farmers State Bank.

'82 **Mark Opsal** of West Des Moines, Iowa, is chief development officer at Iota, a wellness company for employers and individuals.

'82 **Robert Reinard** of West Des Moines, Iowa, was recently appointed by the governor of Iowa to the Terrace Hill Commission, which is responsible for setting policy for the administration of the Terrace Hill facility.

'83 **Sue Ann (Doolittle) Opsal** of West Des Moines, Iowa, is a homemaker.

'91 **Brian Martin** of Fort Leonard Wood, Mo., is a lieutenant colonel in the U.S. Army and deputy commander for administration at the General Leonard Wood Army Community Hospital.

'93 **James Reid** of Sparta, N.J., was named the vice president of distribution at QVC in January 2013. He was formerly the director of e-commerce fulfillment at Toys R Us. He and wife, Emily Moyer Reid (Elementary and Early Childhood Education '94), have two daughters, Ally and Sydney.

'94 **Jude C. Hopkins** is the credit manager for Pioneer Energy Services in San Antonio. The company drills, maintains and re-works oil wells all over the U.S. Hopkins establishes credit and collects payments for all clients.

'95 **Mary Jean (Netemeyer) Sims** of Arlington, Va., thanks the UNI College of Business Administration for giving her the tools to rise to her current status of senior database administrator.

'96 **Rachel (Recker) Aukes** of Ankeny, Iowa, authored the book "100 Days in Deadland."

'98 **Kate (Adler) Washut** (Psychology '90) of Cedar Falls, Iowa, was recognized by the Technology Association of Iowa for her accomplishments in the fields of science, technology, engineering and mathematics (STEM). She was presented with the 2012 Entrepreneurial Innovation and Leadership award at the Women of Innovation award ceremony. Washut is vice president and co founder of Far Reach, Inc.

'99 **Roman Briskine** completed his Ph.D. in Computer Science at the University of Minnesota in December 2013. He began his post-doctoral work at the University of Zurich in Switzerland in February 2014.

'00 **Lori (Orthaus) Gelhaar** of Adel, Iowa, was named one of Des Moines' 40 under 40 for 2013.

'00 **Lori (Merges) Hoffmann** of Dike, Iowa, was named one of the Cedar Valley's 20 under 40 by the Waterloo/Cedar Falls Courier for 2013. She is currently a human resources professional with Cedar Falls Utilities.

'06 **Steven Slessor** of Cedar Falls, Iowa, was named one of the Cedar Valley's 20 under 40 by the Waterloo/Cedar Falls Courier for 2013. Slessor is vice president of operations at Allen Hospital.

'07 **Anesa Kajtazovic** of Waterloo, Iowa, was named one of the Cedar Valley's 20 under 40 by the Waterloo/Cedar Falls Courier for 2013. Kajtazovic is a state legislator.

'12 **Ben Steines** was promoted to service manager from the management training program at Ruan Transport Corporation in Cedar Falls, Iowa.

MARRIAGES

'98 **Allyson (Schultze) Seymour** married Ryan Seymour on April 14, 2012.

DEATHS

'76 **Paul Ladd** died June 24, 2013, in Boone, Iowa.

Marketing

CLASS NOTES

'59 MA **Lyle Niemeyer** (Specialist in Education '74) of Marshalltown, Iowa, is a retired accounting professor and has been a volunteer tax preparer for 18 years with SCORE, SBOC and AHRR.

'69 **Michael Ruby** and Jo Anne (Hicks) Ruby (Design '69) of Muscatine, Iowa, have retired.

'70 **Stephen Thomas** of Palm Coast, Fla., retired after seven years as associate professor of business administration at Flagler College, in St. Augustine, Fla. Before joining Flagler College he was the home fashions group president Europe for Newell Rubbermaid, headquartered in Brussels, Belgium.

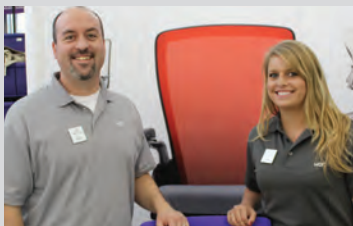
'73 **William Bever** of McKinney, Texas, retired from Kraft Foods Corporation in 2002. He is finishing a book on his dad's WW II B 24 Liberator bomber.

'73 **Gregory Heisterkamp** of Sloan, Iowa, has spent the last 11 years as sales representative for the Sioux City Freightliner dealership ISTATE Truck Center. He won the Leland James Award (Top 10 Vocational Sales Rep) for the third time in 2012.

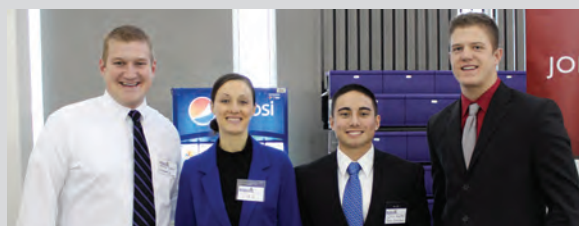
'74 **James Lang** of Urbandale, Iowa, retired in May 2013 from The Principal Financial Group after 35 years. The last 15 years he was involved with federal government relations.

'77 **William Barnhouse** of Charlotte, N.C., retired after 35 years with General Mills Corporation.

'79 **Lowell Vick** of Saint Joseph, Mich., semi retired after 33 years with Maytag and Whirlpool Corp. His last role was director of business development and sales operations at Whirlpool.



Jon Mumma (General Studies '02) and **Kristin Marcov** (Marketing '12) work for HNI Corporation.



Carson Forst (Marketing '12), Tory Daugherty (Psychology '08, MA '09), **Cris Houlihan** (Marketing '13) and **Brendon Brauer** (Accounting '13) work for Cottingham & Butler.



Tanya Miller (Marketing and Textiles and Apparel '05) works for Central Financial Group.

'82 **Michael Low** of Kansas City, Mo., is president and founder of Servant, Inc., a multi-denominational non-profit organization that founded Bessie's House in 2009 to address spiritual, economic and social poverty in the Kansas City area by ministering to the needs of the homeless. He was also nominated for the Buck O'Neil Legacy Seat for public service in 2013.

'87 **Chris (Keenan) Fagan** of North Bend, Wash., is founder of SparkFire Inc., a creative thinking consultancy working with Fortune 500 companies and individuals. She and her husband, Marty, successfully completed an unsupported expedition to the South Pole.

'88 **Wes Durov** of Allen, Texas, has been a marketing professional for the past 20 years. In 2011 he became vice president of global marketing at Sonus, a pioneering enabler of voice and video communications for service providers and enterprises. Over the course of his career, Durov has earned two Gold Effies from the American Marketing Association.

'93 **Phillip Luebke** of Bozeman, Mont., is the founder and CEO of Brilliant Swim, a company he started in October 2012 to develop and market products for swimmers. Luebke also helps coach the Bozeman Barracudas, the Montana

state champion USA swim club. He holds the UNI school record in the 200 butterfly.

'99 **Amy (Kauzlarich) Halford** of Savage, Minn., is a marketing professional with General Mills.

'99 **Shawn Kerrigan Boss** of Rogers, Ark., has enjoyed a 13-year career with Kraft Foods where she is a senior agency sales manager and took part in all aspects of the launch of Queso Blanco Velveeta.

'02 **Brian Gabel** of Waterloo, Iowa, was named general manager of Panther Sports Properties for Learfield Sports.

'02 **MacKenzie Hoambrecker** (MA '05) of Kansas City, Mo., works for Stryker, a leading medical device company, in its neuro, spine, and ENT division, and ranks No. 1 in total dollar sales for his division.

'02 **Thomas Koenig** of Sioux Falls, S.D., has been with Federated Insurance since 2002 and was named senior marketing representative in Sioux Falls in 2012.

'02 **Katie (Callahan) Slade** of Reinbeck, Iowa, was named one of the Cedar Valley's 20 under 40 by the Waterloo/Cedar Falls Courier for 2013. She is currently communications and development director at EPI.

'04 **Sara (Schmidt) Phillips** of Denver was promoted to national account manager at The Valvoline Company.

'04 **Derick Stoullil** (Accounting and Marketing) of Logan, Utah, is assistant athletics director for marketing and promotions at Utah State University.

'07 **Micah James** of Fayette, Iowa, works for the Vanguard Group in Philadelphia as an investment analyst.

'08 **Stacy (Oppold) Uhl** is an intelligence portal content manager for the National Electrical Manufacturers Association (NEMA) in Rosslyn, Va. She lives in Arlington, Va.

'09 **John Ruth** of Hills, Iowa, is an outside sales rep for Bearing Distributors Inc. in Cedar Rapids.

'10 **Courtney Althoff** is the assistant audience acquisition manager for Meredith Corporation in Des Moines, Iowa.

'10 **Laura Bohlke** of Ames, Iowa, is supply management planner for John Deere Corp. in Ankeny, Iowa. She is responsible for the procurement to payment process across multiple commodities within the Indirect Materials and Services Group.

'13 **Kristen Hora** is the reservation coordinator/administrative services coordinator in the Event

Services Department at the University of Iowa in Iowa City, Iowa.

MARRIAGES

'04 **Michelle (Long) Adams** married **David Adams** (Accounting '05) on July 21, 2012.

'04 **Sara (Schmidt) Phillips** married **Zac Phillips** on May 2, 2013.

BIRTHS

'02 **Andy Cathcart** and **Mindy Cathcart**, son **Mason** born April 2012. Mason has an older brother, **Brady**. They live in Ankeny, Iowa.

DEATHS

'43 **Virginia Martin** died June 8, 2013, in Fresno, Calif.

'47 **Josephine (Wiley) Hugh** died March 14, 2010, in Bellevue, Wash.

'57 **Florence (Willis) Waltman** died Jan. 31, 2013, in Canon City, Colo.

'63 **Jerry McKinney** died Jan. 27, 2013, in Minneapolis.

'70 **Stephen Howard** died Dec. 10, 2012, in Dubuque, Iowa.

'78 **Russ Peter** died Feb. 8, 2013, in Osh Kosh, Wis.



Michael Oberbroeckling (Finance and Real Estate '09) works for Auto Owners Insurance Company.



Clint Wade (Accounting '07), **Brook McLaughlin** (Finance and Real Estate '05) and **Mike Redington** (Accounting '08) work for Transamerica.



Tara DeSchepper (Management and Spanish '13) works for TEKsystems.

Alumnus-led Company Receives NASA Award



David Takes (Accounting '81) is president of Doerfer Companies, and the company's Wheelift Division received a multi-year NASA contract in 2012 to provide the main assembly and material handling transporters for NASA's new Space Launch System (SLS) core stage rocket production plants in New Orleans.

The company was recognized for its innovative work with an award and on-site visit from several NASA officials during the week of Dec. 9, 2013.

Doerfer Companies is an engineering driven designer, manufacturer and integrator of automation systems and related equipment used to manufacture, handle, assemble, test and package industrial and consumer products with plants in Iowa, Illinois, South Carolina, Tennessee and Singapore.

Tiger Woods to Sport Shoes Designed by 2012 Grad



Golf legend Tiger Woods will wear shoes designed by **Dane Thompson** (Management '12) on tour in the early part of the 2014 season. Thompson entered the patriotic-themed custom design in a contest that celebrated the first Nike Golf shoe available for customization on NikeiD. Woods selected Thompson's design from thousands of entries.

Liston Serves as Fall Executive in Residence

Pat Liston (Management '84) spent a day at UNIBusiness with faculty, staff and students as the College's Executive in Residence for fall 2013. As the chief compliance officer for American Express Bank, he offered unique insight into opportunities that come with using social media and the challenges regulators face to stay ahead of technological innovations.



Pat Liston discusses compliance issues in banking with UNIBusiness faculty on Nov. 8, 2013.

'Bridges of Madison County' hits Broadway

"The Bridges of Madison County," written by founding UNIBusiness Dean **Robert Waller** (Management '62, M.A. '64), has made its way to Broadway. Alumni from several states across the country gathered in New York City for a reception hosted by UNI President **Bill Ruud** prior to the opening Broadway performance on Feb. 20. Waller addressed the guests with a brief overview of the book's 22-year history. In 1992, the book debuted on the New York Times bestseller list where it remained for 164 consecutive weeks, which puts it in the top-10 of the New York Times all-time bestsellers. Dozens of theatrical adaptations have been made around the world, and Clint Eastwood and Meryl Streep starred in a 1995 major motion picture of the same name.

You can learn more and view scenes from the musical at bridgesofmadisoncountymusical.com.



"The Bridges of Madison County" takes the stage on Broadway.



UNIBusiness alumni attended a reception for founding dean and best-selling author **Robert Waller** on Feb. 20 prior to "The Bridges of Madison County" performance on Broadway. Back row: UNIBusiness Dean **Farzad Moussavi**, **Michael Calhoun** (MBA '12), **Cindy Petratis** (Elementary Education '80), **Jennifer Gao** (Finance '97) and **Andrew Reutter** (Finance '02). Seated: **Joe Dunsmore** (Management '80), Waller, **Rachel Calhoun** (MBA '12) and **Steve Anderson** (Economics '88). Not pictured: **Michelle Rourke** (Marketing '81).

UNIBusiness Welcomes New Executive Advisory Board Members

The UNIBusiness Executive Advisory Board invited two new members to join its ranks in 2013. Welcome to **Jeff Provost** (Accounting '84) and **Mark Walter** (Management '85). You can find members' full bios on the Executive Advisory Board page of the UNIBusiness website, business.uni.edu.



Jeff Provost



Mark Walter

The UNIBusiness Executive Advisory Board

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

- Robert Bradford, managing director, Bradford Associates
- Randall Bray, principal, three-sixty group LLC
- Ted Breidenbach, global director (retired), Deere & Company Ag & Turf Division
- Lisa Dreyer, senior vice president, regional private banking manager, Wells Fargo Bank
- Joseph Dunsmore, president & CEO, Digi International
- Greg Engel, partner, KPMG
- Cynthia Goro, principal, Business Legacy LLC
- Jeff Hamilton, president & CEO, ESP International
- Scott Hauser, director, McGladrey LLP
- Jill Hemphill, corporate tax, GE
- Matt Kinley, CFO, Equity Dynamics Inc.
- Dan Leese, president & CEO, V2 Wine Group
- Kent Miller, global strategic director, Quality Ag & Turf Division, Deere & Company
- Gaylen Miller, CEO (retired), Ag Services of America
- Dave Petratis, chairman, president & CEO, Allegion
- Jeff Provost, office managing partner, Deloitte & Touche LLP
- Randy Ramlo, president & CEO, United Fire Group
- Richard Rue, senior vice president & CFO (retired), ITAGroup Inc.
- John K. Sorensen, president & CEO, Iowa Bankers Association
- Kevin Steere, financial executive (retired)
- Tim Thronson, partner, PwC
- Jean Trainor, CEO, Veridian Credit Union
- Mark Walter, independent management adviser
- Mary Mehrstens-West, president, Roy West Companies

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

A Successful Student Does More Than Attend Class

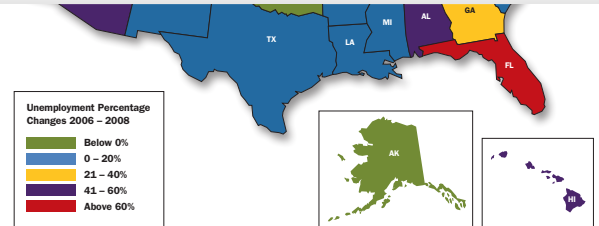
When students want to study a topic in-depth, publish and present their research at national conferences and gain useful experience for graduate and law school admission, we want to help.

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

The Dean's Fund For Excellence

To contribute, contact Michelle Rourke at 800-782-9523, 319-273-4444 or michelle.rourke@uni.edu, or visit business.uni.edu/deansfund.

- from 2000-2006
- Greater increases in housing costs from 2000-2006
 - Greater increases in mortgage originations from 2000-2003
- States that had lower increases in unemployment rates had:
- More banking assets in 2006
 - More noncurrent loans in 2006
 - Higher coal production



Does Success on the Grid-Iron and Court Increase Applications to FCS Schools?

Andrew Dykstra, Economics

Application Data

Integrated Postsecondary Education System (IPEDS) 2000-2010

Control Variables

- Student-faculty ratio
- Log of real in-state costs
- Log of real average instructor salary
- Log of real average institutional aid receive

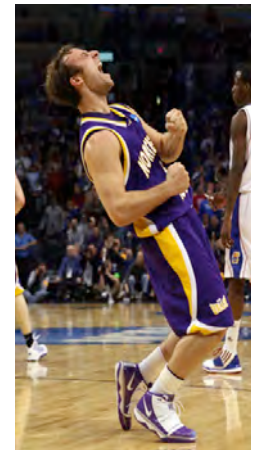
Athletic Data

- Sagarin Ratings
- Winning Percentage
- NCAA Tournament
- FBS Wins
- FCS Championship

Conclusions:

- Basketball winning percentage increased applications two years later.
- Beating an FBS team increased applications in the next three years.
- Winning the FCS Championship or being the runner-up appears to have an effect on applications in following years.

FCS Regression Results			
Dependent Variable: Log of Applications			
	All	Male	Female
BballWin%77.5 Lag2	.054 (2.71)*	.057 (2.88)*	.053 (2.47)*
FBSWIN Lag1	.172 (2.91)*	.166 (3.46)*	.155 (2.06)*
FBSWIN Lag2	.272 (3.73)*	.268 (4.10)*	.278 (3.40)*
FBSWIN Lag3	.155 (3.55)*	.159 (3.92)*	.157 (3.68)*
FCSCHAMP Lag1	-.068 (-3.66)*	-.058 (-2.46)*	-.078 (-5.37)*
FCSCHAMP Lag3	.046 (2.60)*	.053 (2.46)*	.040 (2.37)*
FCSRunner-Up Lag1		.095 (1.96)*	
FCSRunner-Up Lag2	.090 (4.16)*	.099 (4.09)*	.088 (4.20)*
R2	.7700	.7549	.7543



UNIBusiness students' participation in the Undergraduate Research Program has helped them land jobs and gain admission to top graduate and law school programs.

"In addition to the Undergraduate Research Program being personally rewarding, I believe it played a crucial role in my law school acceptances and offers," said Andy Dykstra (Economics '13). "Although demanding, the Undergraduate Research Program was a great experience."

Reasons for 'Liking' Companies on Facebook and the Effect on Customer-Firm Relationships

Ciara Pearce, Marketing

Research Question

Why do customers companies on Facebook and how does it affect their relationship with the company?

Conclusion

