

UNI Business

The Alumni Magazine of the College of Business Administration University of Northern Iowa 2010-2011



Doing Business on Main Street

*Alumni have committed to small town business careers
with their eyes wide open*

UNI Business

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On the Cover UNIBusiness alumni in Howard County, Iowa. From left to right, standing are Brian McConnell and Aaron Hvitved; seated are Pat Boyle, Shelly (Hove) Hruska, Brian Midthus, Laura (Kleve) Schmauss and Michael Drees; kneeling in front are Dan Ollendick and Bruce McConnell.

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A BEST BUSINESS SCHOOL



"A cutting edge program for
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A NATIONAL LEADER



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UNI Business

Essential Business Knowledge
Contemporary Professional Skills
Traditional Work Values



Message from the Dean



Studies expose a widening gap between what contemporary students consider reasonable effort and what we at UNIBusiness expect.

“Hard work and high standards.” We initiated our successful AACSB International re-accreditation bid with those words, identifying UNIBusiness as an institution where “fundamentals remain the best road to success for our students and our program.”

At the time, we admitted that our attitude might seem a little old-fashioned, and recent studies confirm that our stubborn insistence on **essential business knowledge** and **traditional work values** is increasingly unusual in American higher education.

This past summer, *Education Outlook* published a report showing that “in 1961, the average full-time student at a four-year college in the United States studied about 24 hours per week, while his modern counterpart puts in only 14 hours per week.” Authors Philip Babcock and Mindy Marks carefully tested the data and assured themselves that the dramatic decline could not be attributed to student work status, parental education, major choice, the type of institution students attended, or new, high-tech study tools. The data revealed only one explanation: declining achievement expectations in American higher education.

We are not surprised by these results. Multiple studies and ample anecdotal evidence point to a widening gap between what contemporary students consider reasonable effort and what we at UNIBusiness expect students to deliver. Our students, likewise, seem to be aware of the gap. A national survey conducted by AACSB International asked students how challenging their business courses were in comparison to their other undergraduate courses. The UNIBusiness student response placed us No. 1 in the nation.

While we cherish a top billing in rigor, we are concerned about the pressure our faculty members feel as they try to maintain their high expectations while educating students who are accustomed to doing less and less for ever-higher grades.

Lowering our expectations to match our students’ comfort level is not an option. Our claim of “hard work and high standards” is not merely a branding maneuver. High expectations are a defining characteristic of the education we deliver — the basis of our reputation and a source of faculty pride. At a practical level, those expectations offer assurance that our graduates can deliver the **essential business knowledge** and **traditional work values** we promise to employers.

Students elsewhere might follow the disturbing trajectory that Babcock and Marks have documented: expecting high grades for little work. We, however, will continue to demand the best of our students, a message at the heart of our new Professional Readiness Program (PRP), which we have specifically designed to deliver **contemporary professional skills** — the third core ingredient in a UNIBusiness education.

Our students listen when alumni return to campus to tell them that solid knowledge, hard work and professional assertiveness are all essential to a successful career. If you want to join our PRP Executive Support Network to help our students recognize the importance of **essential business knowledge**, **traditional work values** and **contemporary professional skills**, send me an e-mail, call or stop by if you are in Cedar Falls. I always feel fortunate to hear about our graduates’ lives and to receive their advice about how we can become better and better.

A handwritten signature in black ink that reads "Farzad Moussavi". The signature is fluid and cursive, with the first name "Farzad" being more prominent than the last name "Moussavi".

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DOING BUSINESS ON MAIN STREET

Some 85 percent of UNIBusiness alumni take their first jobs in Iowa, and the majority stays to make it a career. While many make their homes in Des Moines, Cedar Rapids and Waterloo, more than half of UNIBusiness alumni are doing business in Iowa's smaller communities. by Dale Cyphert

Cyphert is an associate professor of management and the director of the Professional Readiness Program at UNIBusiness. She is studying how people support (or fail to support) entrepreneurship in small Iowa communities.



Things have not been “business as usual” on Main Street, USA. Idyllic Midwestern small-town life seems to be evaporating as Iowa’s rural communities become inextricably linked to the global economy.

“Iowa has fared reasonably well in terms of the recent recession,” said **Randy Pilkington**, executive director of UNIBusiness’ Business & Community Services division, “but slow population growth, global pressure on manufacturing jobs, and the transition of community leadership pose significant challenges to the state’s economic outlook.”

Many worry that the 2010 census will confirm a continuing trend, finding towns shrinking in size, unable to support the infrastructure, public services or retail trade that sustain a community’s livelihood and lifestyle. Still, I’ve been visiting small towns across the state over the past year, looking at the ways communities support entrepreneurship, and have been struck by the pragmatic but positive outlook on Main Street. And I began to wonder how alumni who have established careers in Iowa’s small communities apply their business knowledge to these challenging economic times.

During the week of the Howard County Fair, I tracked down alumni living in Cresco, the county seat of 3,900, and the surrounding communities of Lime Springs, Riceville, Protivin and Elma. These folks made a commitment to a small-town business career with their eyes wide open, and they had some interesting insights on that choice and its challenges.



Close Ties

Finance grad **Brian Midthus** (Finance '00),

now with CIA Insurance, finds it satisfying to work with people who “really want to make this a better place to live,” and the connections between community relationships and business success have become even clearer as he has gotten involved himself.

The bankers in the group were particularly aware of the reciprocal connection. Their business depends on the economic health of the community, while the town’s economy depends on the support and resources of the



bank. **Brian McConnell** (Management '88) at CUS

Bank put it bluntly, “If Cresco doesn’t grow, we don’t grow,” and colleague **Dan Ollendick** (Management '90) pointed out that any construction, expansion or civic project in town is financed by one of the two locally owned banks. Across the street at Cresco Bank and



Trust, **Laura (Kleve) Schmauss** (Finance '03) added

an observation that such close connections offer opportunities for variety and broad responsibilities that are just not possible within a large organization.

Outside Influences

Clearly, doing business in

a small community requires strong networking and relationship-building skills, but it also requires an outward looking business orientation, according to **Pat Boyle** (Business Teaching '76), director



of business development for Hawkeye Rural Electric Coop. A career in a small community “is not merely running a local store and keeping your head down,” he said. “The economy of Iowa requires an entrepreneurial outlook, access to resources and regional cooperation.”

Globalization has had “both positive and negative effects,” said Midthus, who cites one Cresco business now shipping most of its product to China while another has lost jobs to Mexico.

Bret Wiltse (Management '02), assistant manager at Fareway, describes the rising bar for business expertise. His company is now able to access the entire globe for new ideas and new trends, but so can his customers. With their “unlimited knowledge of food choices ... we have to be ultra sensitive to what the consumer wants to try,” he said. “We must now become experts on the newest trends to still be considered experts by our customers.”

“You can’t survive in a small town unless you’re good.”

Adam Polashek (MIS '04) added, “When you have a good product or service, people appreciate what you do.”

Planning for the Future

Howard County has a long history of impressive community projects, from the

hospital and assisted living centers, educational facilities and housing developments, to recreational facilities and a state-of-the-art day care center. Pilkington recalls working with the Howard County economic development group during the '90s, noting “their leadership is the primary reason for sustained success.” Last year, UNI’s outreach programs worked with 44 different businesses, entrepreneurs and local organizations in Howard County, and every success has come about because of proactive leadership, cooperative planning, local financing and support from the entire community.

ALUMNI IN HOWARD COUNTY, IOWA, HAVE FOUND A TIE BETWEEN STRONG COMMUNITIES AND STRONG BUSINESSES.

It takes some work to convert resources into sustainable business activity. In his 10 years at Hawkeye REC, Boyle has leveraged Rural Economic Development Loan and Grant funds into one of the largest revolving loan funds in the state of Iowa, with \$2 million in funds available for economic development. Still, funding is only part of the equation. In a small community, the restricted market, narrow supply chain and shallow labor pool mean

that every member of the business community is a vital element in every business venture.

The path to a small town business career was not necessarily an easy one, even for those who knew early on that was what they wanted. Wiltse, a fourth generation Fareway manager, knew the first day of his part-time job at 14 that he wanted to run a



store one day. **Shelly (Hove) Hruska** (Accounting '97) and

Schmauss, on the other hand, both swore they were never going to come home after college. Ollendick and McConnell, roommates at UNI and in Des Moines after they graduated, both wanted to wind up in Cresco, but knew it would take some patience. They had to parlay company changes and several years of transfers into the kinds of career positions they wanted.

There’s been a lot of talk about Iowa’s “brain drain,” but the alumni in Cresco prove that *UNIBusiness* sends some of its best back to the small towns of Iowa. Their positions demand a bit more flexibility, a sincere commitment to the economic vitality of the entire business community, and some creativity in developing a career path. The result, though, seems to be a career that expresses the essence of business as the engine of a sustainable economic community.

There is work to do, and the *UNIBusiness* alumni I spoke with seem prepared to get the job done.

A Swing and a Hit by Juliet McDaniel

Big League experience makes a Little League difference

Little League baseball was born in Pennsylvania in 1939, with kids in a three-team league playing in a vacant lot. Ten years later, 307 leagues dotted the U.S. Today, nearly 3 million boys and girls step up to the plate each summer — great news for **Tyson Hanish** (Marketing '09).

As founder and CEO of BigLeagueAnalysis.com, Hanish has created a business to develop the skills of boys and girls across the U.S.

"I wanted a career that would keep me in the game of baseball," he said. "Doing something in baseball was pretty important to me, so when my professional playing career ended, I used that as my starting point."

With guidance and support from UNI's Student Business Incubator, Hanish launched BigLeagueAnalysis.com in June 2009, applying his marketing education and his high school, college and professional baseball experience to the enterprise. His company provides detailed hitting analysis and instruction to aspiring ball players via Internet technology.

"At BigLeagueAnalysis.com,

we focus on getting young players in the correct 'hitting position,'" Hanish said. "This foundation has to be set before we can break down the significant movements in each swing stage."



The average client is 11 to 13 years old and is "serious about baseball." Through the business's website, clients upload videos of their hitting, and then receive a video that

What UNI's Student Business Incubator does for aspiring entrepreneurs is similar to what Hanish does for aspiring baseball stars.

breaks down the swing into six stages: stance, timing transition, hitting position, rotation, contact and finish. Clients also receive detailed

instruction on what they are doing wrong and right with their swings and suggested drills to help them improve.

"If they are willing to work at the game and on their swing, these kids will all see improvement using our videos," Hanish said.

Today ESPN broadcasts the Little League World Series, brawls between parents break out in the stands at youth activities and children are treated for overuse injuries at higher and higher rates. The increased seriousness of youth athletics can be a target for criticism — too much pressure, too soon,

and not enough fun.

But Hanish sees the other side of a desire to be the best: dedication and passion.

"Baseball provides so many life lessons that go beyond performance on the field," he said. "We see our business as a program for young players striving to be better, putting in the time and effort to overcome challenges in baseball and in life."

"Most parents who support their children with professional and specialized training are supporting their kids' interests, and when

kids enjoy the successes that come from practice, competition and many hours of hard work, the game itself is a lot more fun."

In the year since launching, BigLeagueAnalysis.com has extended beyond its "dot-com" domain.

"In addition to the Web-based instruction, we participate in youth baseball camps around the country and offer camps for coaches," Hanish said. He also works with kids one-on-one as head coach of the NYC Stars Baseball Club.

"It's all part of my baseball brand," he said. "NYC Stars has five teams of very devoted kids between the ages of 8 and 11. We teach them the fundamentals of baseball and sportsmanship, and we get them ready for competitive high school baseball."

Hanish feels his time in the Student Business Incubator program was just as essential to getting to where he is today as his time in the batter's box.

"The student incubator created the perfect place for me to get a handle on what I wanted to do with my business," he said. In a sense, what the incubator does for aspiring entrepreneurs like Hanish, is what he does for aspiring baseball stars. "They provided me with a program to follow to fully develop my business model. No one does anything for you. You do the work yourself, but the support you get is tremendous."

The UNI Student Business Incubator (SBI), a program of the John Pappajohn Entrepreneurial Center, is a learning laboratory designed to inspire and educate students interested in entrepreneurship. Located in the Business and Community Services building, the incubator offers one-on-one technical assistance, professional services and training, office space and standard equipment, and mentoring programs to UNI students who meet the SBI requirements. With its 10 fully occupied office suites and numerous programs and events throughout the year, SBI has served hundreds of college entrepreneurs since it began in 2005. Learn more at www.jpec.org/sbi.htm.

Hanish: Baseball and Business

1996-1999

Standout at McKinney High School in McKinney, Texas, earning team MVP in 1999. A three-year letter winner in baseball and basketball, as well as a member of the National Honor Society.

2003

First Team All Missouri Valley Conference and American Baseball Coaches Association All-America Honors as shortstop for the UNI Panthers.

Named Gold Glove winner for the Northwoods League, where he played with the Rochester Honkers and Brainerd Mighty Gulls.

2003

Shortstop with the New York Yankees Organization, playing his first season with the Staten Island Yankees.

2008

Re-enrolled at UNI to complete his marketing degree. Joined UNI's Student Business Incubator to develop plans for baseball-based business. Won third place in the elevator pitch competition held at the National Collegiate Entrepreneurs' Organization Conference.

December 2008

Graduated from UNI with marketing degree and Dean's List recognition.

June 2009

Launched BigLeagueAnalysis.com.

Summer 2010

Signed agreement with NYC Stars Baseball Club, New York City's premier college and professional baseball development program.



BigLeagueAnalysis.com ushers in the digital era of baseball instruction.

SBI Influencing Iowa

While Tyson Hanish returned to New York with his business, a number of SBI graduates not only stayed in Iowa, but they returned to their hometowns to start, renovate or rejuvenate a family business. For example:

La Prensa, a free, Spanish-language newspaper published every other week, based in Carroll, was founded and is owned by **Carlos Arguello** (Marketing and Real Estate '07). It continues to thrive as western Iowa's most successful Hispanic newspaper.

Amy (Coombs) Kern (Marketing '08) and her husband, Kyle, bought his father's chimney services business in Clear Lake. They changed the name to Top Hat Chimney Services and added some new product and service lines. Kern noted her experience in the entrepreneurship program gave her "knowledge, relationships and real-world experiences. Perhaps most importantly, I graduated from UNI knowing that owning my own business is possible."

Devan Green (Management '09) bought land from his father near Conrad to begin Green's Organics. Its 40 acres of cropland is certified organic and all of the livestock is raised organically with the exception of feed. It is in the process of transitioning to produce adequate organic feed supply to support all livestock.

With SBI support, **Stephen Rausch** (Management '09), reconstructed the internal workings of Rausch Brothers Trucking, of Ionia, adding a Quickbooks system, revamping the operations and supply chain functions, and improving efficiency in truck and driver operations. He continues to work for the business, which was started by his grandfather in 1979.

As more students come through the SBI program, expect to see more Iowa start-ups with origins that can be traced back to UNI.

UNI Business thanks JOHN PAPPAJOHN AND STUDENT BUSINESS INCUBATOR SUITE SPONSORS MIKE PETERSON, JORGEN & CAMILLA HEIDEMANN, ROBERT & MARGARET BRADFORD, OKOBOJI ENTREPRENEURIAL INSTITUTE, H. D. IKE LEIGHTY, YOUNG PLUMBING & HEATING COMPANY, THE ROSS CHRISTENSEN FAMILY, KATHY MCCOY, R. J. MCELROY TRUST AND CENTRAL IOWA POWER COOPERATIVE FOR THEIR GENEROUS SUPPORT OF STUDENT ENTREPRENEURS.



UNI Means Business® ... In and Out of the Classroom

UNI*Business* student-athletes made quite a showing for the Panthers in 2010. They stood at the helm of many of the University's athletic teams, baring their leadership capabilities as captains and high academic achievers.



Sweet Sixteen

No one at UNI will ever forget the gutsy outside shot from Ali Farokhmanesh (Finance '10) that knocked off mighty Kansas and busted everyone's bracket in the maddest game of the 2010 March Madness. The 69-67 win sent the Panthers to their first Sweet Sixteen appearance, and the game was immortalized with ESPN's 2010 ESPY



Award for the "Biggest Upset" of the year. Farokhmanesh now plays professional basketball in Europe. The UNI Sweet Sixteen team also included UNI*Business* students Brian Haak (Marketing '10), Matt Morrison (pre-business) and Tyler Lange (Accounting and Economics) and made a national statement that UNI means Business ... on and off the court.

LEADERSHIP ... On the Basketball Court

Captain Kim Wypiszynski (Management '10) was named the Missouri Valley Conference Newcomer of the Year, earned honorable mention All-Valley honors, and



led UNI with 13.0 points and 5.0 rebounds during the 2009-10 season. The 2009-2010 team also made history with its first appearance in the NCAA women's basketball tournament.

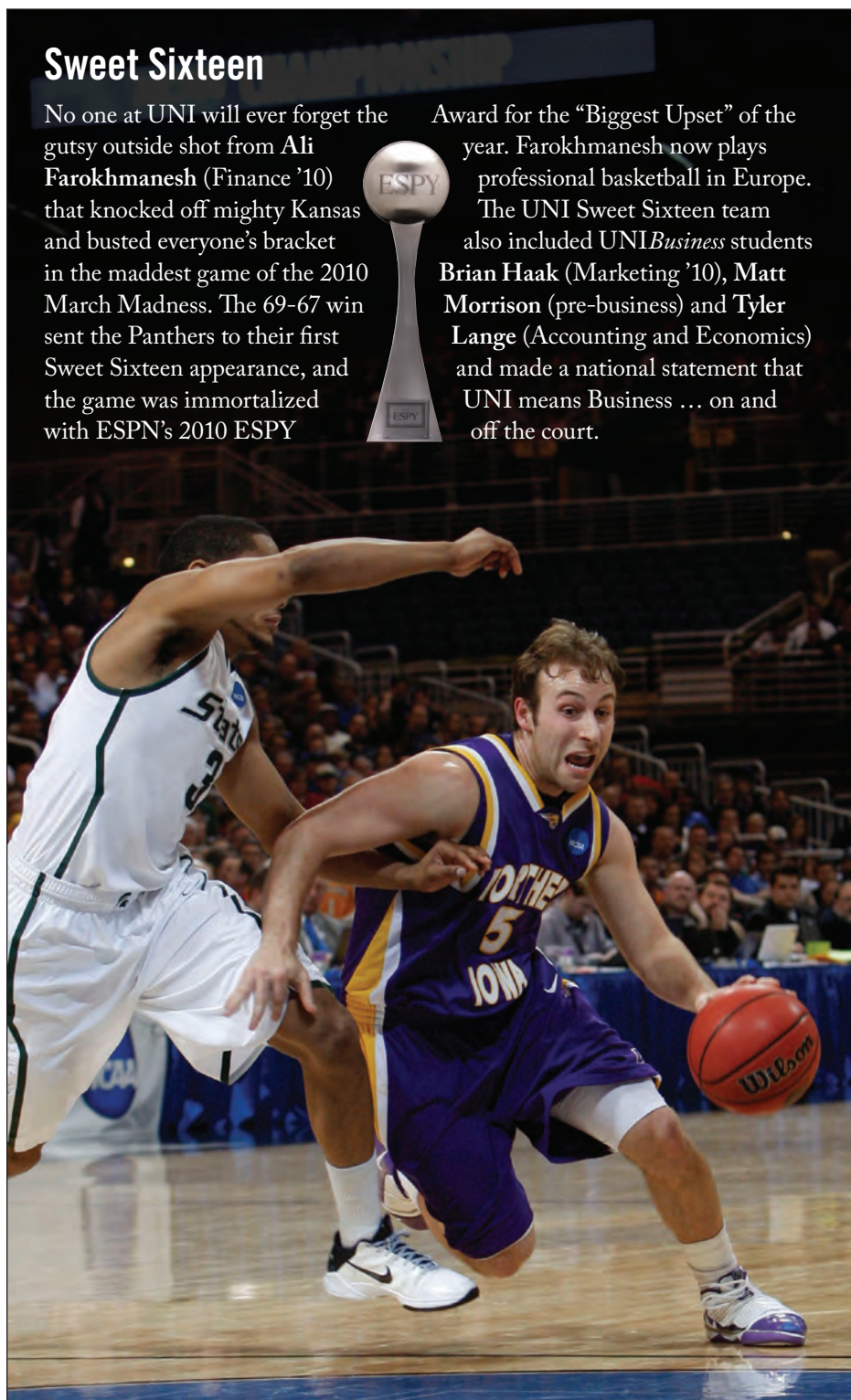
... On the Football Field

As practice for the 2010 football season got underway, all four captains were UNI*Business* students: Ryan Mahaffey (Economics), Schuyler Oordt (Marketing), Jamar Thompson (Marketing) and Austin Zlab (MIS). Mahaffey and former teammate Josh Mahoney (Economics '09) received Academic All-District recognition at the conclusion of the 2009 season.

These student-athletes have discovered the connections between teamwork and excellence in sports and the rigorous courses on business leadership. They are finding ways to mindfully put what they learned in the classroom into professional practice.

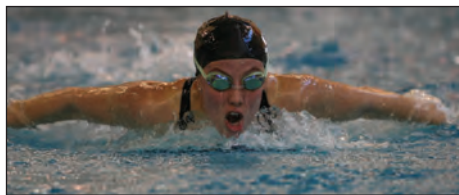
... On the Track

The U.S. Track & Field and Cross Country Coaches Association men's and women's Division I All-Academic Track & Field Teams each boasted a UNI*Business* connection. Hurdler Greg Offerman (Finance and Real Estate '09) and Emily Prinsen (Marketing '10), javelin, were on the list for their academic achievements in spring 2010.



... In the Pool

Butterflyer **Tori Ward** (Management) was named captain of UNI's 2009-2010 swim team.



... On the Soccer Field

Reinforcing the notion that UNI means Business ... on and off the field, the UNI soccer squad's core leadership group is comprised entirely of *UNIBusiness* students. **Laura Heaton** (Marketing), **Chelsie Hochstedler** (Marketing), **Erica O'Meara** (Accounting and Finance) and **Megan Cameron** (Finance) are the 2010 team captains.

... On the Volleyball Court



Two *UNIBusiness* students were selected to lead the UNI volleyball squad. **Ellie Blankenship** (MIS) (*top left*) and **Beth Discher** (Accounting)



(*bottom left*) serve as captains for the Panthers, who opened the season ranked 24th in the American Volleyball Coaches

Association preseason poll. After the 2009 season, Blankenship was selected to participate in the U.S. Women's National A2 Program, capturing the bronze medal at the USA Volleyball Open National Championships in June.



UNI volleyball team means business in 2010.



Mahoney Takes Stage as Nation's Top Student-Athlete

In 2010, **Josh Mahoney** (Economics '09) earned the Walter Byers Award, the highest academic honor the NCAA bestows upon a student-athlete.

The award is open to all athletes in all sports in all divisions of play. One female and one male student-athlete are honored each year in recognition of outstanding academic achievement and potential for success in postgraduate study. It includes a post-graduate scholarship worth \$48,000 over two years.

During Mahoney's years at UNI, he posted a perfect 4.0 GPA, made the Dean's List every semester and stayed active in the College with an undergraduate research project, serving as co-president of the Pre-Law Club and taking advantage of international experiences. His athletic and academic accolades are vast, ranging from the Walter Byers Award to First-team Missouri Valley Conference honors to UNI's Merchant Scholarship for graduate study.

"The College of Business Administration at UNI helped me grow as a person and reach my full potential as a student-athlete," said Mahoney, now enrolled in the University of Chicago School of Law, where he was recently awarded the Tony Patino Fellowship. "In particular, the CBA's support for

undergraduate research projects and international experiences helped shape me into the person I am today."

Mahoney's global perspective widened with a Capstone course in Nicaragua, a research exchange



with the Plekhanov Russian Academy of Economics in Moscow and two economic conferences, which were all made possible by Lawrence Jepson International Study Abroad grants and the Dean's Fund for Excellence.

After earning his law degree, Mahoney's goal is to work for an organization that strives for social justice at a national or international level.

UNIBusiness thanks THE LAWRENCE JEPSON INTERNATIONAL BUSINESS ENDOWMENT AND ALL THOSE WHO CONTRIBUTE TO THE DEAN'S FUND FOR EXCELLENCE.

UNIBusiness responds to demand for diverse pool of employees



Janelle
Buckner

Contemporary employers realize the importance of a diverse workforce to foster innovation and creativity and to serve an increasingly diverse marketplace. Accordingly, UNIBusiness has embraced its responsibility to ensure that our graduating classes include a pool of highly qualified, diverse job candidates.

Recruiting at the top

UNIBusiness has always tried to recruit high-achieving high school students — students who will thrive in UNI's rigorous business program. Jon Cox, coordinator of minority and student diversity programs, has tapped his connections with educators, recruiters and community members to increase the number of top minority students accepted to the College.

This year's recruiting class, for example, includes Janell Buckner (Accounting), valedictorian at Normandy High School in St. Louis, who graduated with scholarship offers worth more than \$1 million. With her heart set on a Big Four accounting career, UNIBusiness offered Buckner more than just a financial package.

"I chose Northern Iowa because of the personal attention I received from staff and students when I visited the campus, as well as the strength of their business school."

— Janelle Buckner

"I don't hesitate to encourage a top high school student, like Janell, to come to UNI to study accounting," said Department of Accounting Head Marty Wartick. "Our program has a national reputation for excellence, and our students graduate with unlimited opportunities. UNI is a target recruiting school for the most prestigious

accounting firms in the country, in addition to numerous other business organizations. Students like Janell can come to UNI and be confident that they will be fully prepared to begin a career in accounting when they graduate."

While a financial package helps, much of UNI's recruitment depends on the program's traditional strength: a caring faculty whose personal attention ensures each student is putting in the effort needed to acquire the essential business knowledge required for success.



*Jon Cox,
Coordinator
of Minority
and Student
Diversity
Programs*

A big part of the recruiting process involves getting to know the faculty.

"There is no question that the campus visit makes a difference," Cox said.

Top student recruits are invited to visit UNIBusiness, meet faculty members and get a taste of the university environment. Many faculty members have even gone the extra mile to meet prospective students and their parents in targeted communities. Cox organized an event in St. Louis in conjunction with last year's Sweet Sixteen NCAA men's basketball tournament appearance, and several professors made the trip. The result was a 100-percent commitment rate from the prospective business majors attending the event, including Buckner, who told the *St. Louis American*, "I chose Northern Iowa because of the personal attention I received from staff and students when I visited the campus, as well as the strength of their business school. Everyone seemed to be focused on me and my needs."

Student engagement

Still, an empty promise of support

would waste the recruiting effort. If students who choose UNIBusiness don't find themselves on that path to success, they and their prospective employers both lose. Retention must become the priority once a student is recruited.

EXCEL, a student organization Cox advises, was established with retention in mind. It attempts to foster high academic and service expectations for business students from diverse backgrounds, and it maps out a plan for success starting with their first day on campus.

With each year of recruiting success, a growing network among the College's multicultural students offers peer support that probably makes the most difference, in the long run, to UNIBusiness' diversity effort. Recent graduates **Pernell Cezar** (Finance and Marketing '10) and **Clarence Lobdell III** (Accounting and MAcc '09), for instance, have been instrumental in developing strong recruiting connections with their hometown schools in Gary, Ind. As underclassmen, they'd been mentored by **Angel Anderson** (Finance '07), who served as president of EXCEL.

Alumni and professional involvement

Close ties with diverse professionals and alumni help students see the opportunities that lie ahead. Scholarship winner **Sheleita Miller** (Accounting and Economics), for example, credits a conversation with Tony Anderson, an African-American associate at Ernst & Young, for her realization that a successful career as a CPA would provide opportunities and networks that would allow her to give back to her community.

By enrolling a top-notch, diverse student body, providing on-campus support systems and building strong networks with successful business men and women from all backgrounds, UNIBusiness remains a place employers can go to meet all their recruitment needs.

Diversity Scholarship Awards

All public accounting firms that recruit at UNI are committed to diversifying their workforces so they mirror their customer base. Ernst & Young shows its commitment by granting an Ernst & Young Diversity Scholarship in the amount of \$5,000 per year to an accounting major from an underrepresented group. This year's scholarship was awarded to **Sheleita Miller** (Accounting and Economics) from Gary, Ind.

Miller began her fourth year at UNI in fall 2010. She is passionate about giving back to the community and started a UNI student organization to work with at-risk youth.

"To remain competitive, it is critical that business schools and corporations work toward maximizing the creativity and innovation that come from diverse perspectives," notes **Steve Marlow** (Accounting '78), a partner with Ernst & Young's Des Moines office. "By awarding this scholarship, we help strengthen the University of Northern Iowa's ability to develop the next generation of diverse and inclusive leaders."

Additional scholarships that support multicultural students and diversity are offered through UNIBusiness and the UNI Office of Student Financial Aid. Visit www.uni.edu/finaid for more information.



Steve Marlow, a partner with Ernst & Young in Des Moines, presents Sheleita Miller with the first Ernst & Young Diversity Scholarship award at UNIBusiness.

UNIBusiness thanks ERNST & YOUNG
FOR SUPPORTING OUR STUDENTS.

UNIBusiness In Action, Always Online

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 just a small sample from the hundreds of success stories posted online each year. Make www.cba.uni.edu a regular destination for UNIBusiness news and information!

Marketing Students Dominate National Competition



UNIBusiness Maintains AACSB Accreditation



The Association to Advance Collegiate Schools of Business (AACSB International) awarded UNIBusiness an unconditional reaffirmation of its accreditation after a rigorous review process, which takes place every five years.

“The review team took a really hard look,” said UNIBusiness Dean Farzad Moussavi, “and found no reason to offer anything other than its highest recommendation: straight and unconditional reaffirmation of accreditation for another five years. With the significant financial pressures over the past several years, it’s a tribute to our faculty and staff that we continue to deliver a world class education.”

AACSB International offers the global gold standard of business school accreditation. Worldwide, only about 5 percent of business schools hold AACSB accreditation.

NABL Technology Considered 'Modern Marvel'



UNI National
Ag-Based
Lubricants

Center's patented technology to create biobased greases using microwaves will be featured on the History Channel's documentary television series "Modern Marvels." This fall, a film crew came to interview **Lou Honary**, management professor and NABL director, and get footage at Environmental Lubricants Manufacturing Inc. (ELM). ELM uses the technology Honary co-invented to produce soy-based greases. Using the microwave technology, developed with help from AMTek, a major industrial microwave equipment manufacturer, is safer and more efficient than the previous method, which required heat transfer oils at 600 degrees Fahrenheit. The "Modern Marvels" segment featuring this process is anticipated to be broadcast in early 2011.

Book Hatchery Cracking Open Opportunities for UNIBusiness Student



Junior **Nick Cash** (Economics and Computer Science) has received some notable recognition for his entrepreneurship this

year. In spring 2010, Cash won one of three \$5,000 first-place awards in the Pappajohn New Venture Business Plan Competition for his business, Book Hatchery, which is located in UNIBusiness' Student Business Incubator. Book Hatchery offers a comprehensive suite of software tools that allows self-publishers to manage and sell their texts as well as maximize their publications' exposure on the Internet. This summer, Cash was named one of five finalists in *Entrepreneur* magazine's College Entrepreneur of 2010 contest.

Online voting for the magazine's contest ended in September, and the winner will be featured in the January issue of *Entrepreneur*.

UNIBusiness Students Win at Entrepreneurial Institute

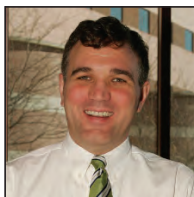


Ruplinger (Accounting '09 MAcc) (above) and **Megan Horn** (Marketing



(left) were on winning teams in 2009; **Nick Cash** (Economics and Computer Science) and **Andrew Steckel** (MAcc) were on winning teams in 2010. Each year, eight UNI students attend the institute, with 24 other students from the University of Iowa, Iowa State University, Buena Vista University and Iowa Lakes Community College. The participants receive 3 hours of academic credit while getting an advanced study of entrepreneurship; a simulation exercise; seminars led by successful entrepreneurs, business leaders and community leaders; and networking to enhance their understanding of opportunities in Iowa.

Deeds Honored with Iowa Governor's Volunteer Award



T. Wayne Davis Entrepreneur-In-Residence and instructor of accounting **David Deeds** (Accounting '90) received the Iowa Governor's Volunteer Award for his work to revitalize Main Street Waterloo. Deeds was nominated for the award by staff at the Iowa Department of Economic

Development. Since Main Street Waterloo's inception in 1986, the city's central business district has seen impressive growth in new businesses, new jobs and private reinvestments.

SMS Opens Full-service Facility



Strategic Marketing Services (SMS) celebrated its 20th anniversary and opened a new, full-service focus group facility in UNI's Business and Community Services building. SMS offers a full range of qualitative and quantitative marketing research and analysis services for businesses to create a customized marketing strategy for each client.

c.a.r.e. Award Goes to MBA Student

UNI's Sustainability Council bestowed a c.a.r.e. (creating a responsible environment) Award to **Halil Dulgeroglu** (MBA) for his work with Rider Recycling Revolution, a project to facilitate residence hall recycling.

UNIBusiness No. 1 in Producing Certified Global Business Professionals

UNI has produced more student Certified Global Business Professionals (CGBP) than any other university due to a progressive program that develops contemporary skills for today's job market. CGBP status, designated by NASBITE International, indicates the individual has a certain body of knowledge needed in the area of global trade. It is based on the four domains of global management, global marketing, supply chain management and trade finance. A Global Trade Practices course complements the core business courses to prepare UNIBusiness students for certification.

UNIBusiness thanks JOHN PAPPJOHN FOR HIS GENEROUS SUPPORT OF STUDENT ENTREPRENEURSHIP; THE LATE ADELE WHITENACK DAVIS, WHO ESTABLISHED THE T. WAYNE DAVIS CHAIR IN ENTREPRENEURSHIP IN MEMORY OF HER HUSBAND T. WAYNE DAVIS; AND THOSE WHO CONTRIBUTED TO THE DEAN'S FUND FOR EXCELLENCE, WHICH SUPPORTS PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR STUDENTS.

UNIBusiness International

More than 90 percent of UNIBusiness students are from Iowa, and when they first come to campus, few have been beyond the U.S. border. To bridge the gap between where they are when they arrive and where they need to be to compete in today's global business environment upon graduation, UNIBusiness has an aggressive strategy to increase and strengthen international opportunities and their accessibility.

Read about a student who added an international edge to his classroom education with two study abroad programs in one summer (*below*) and get an overview of the latest overseas opportunities we offer (*opposite*).



Business site visits were part of the agenda for the eight UNIBusiness students who spent three weeks in China in June 2010.

Getting Perspective from Both Ends of the Global Economy

Totally engaged. That's how **Pernell Cezar** (Finance and Marketing '10) (*above, far right*) approaches life, and it's how he spent his time at UNI. When the former Northern Iowa Student Government president wanted to pick up international experience before beginning his job with Target Corporation in Minneapolis, he characteristically threw himself in wholeheartedly. Over the summer he visited two countries on two continents with economies on opposing ends of the spectrum.

With careful planning and financial support from UNIBusiness, Cezar first explored the business and culture of Nicaragua, returned to the U.S., and then made his way to China, which has a gross domestic product more than 500 times greater than Nicaragua's.

"My trips not only exposed me to the differences among international businesses," Cezar said, "but also how

culture, language, values and norms affect success within international business."

Cezar's trip to Nicaragua was tied to Socio-Economic Reality of Central America, a course designed to offer

students an important international experience and to learn first-hand about economic conditions outside the U.S. In Dalian, China, Cezar and fellow UNI seniors joined students from the University of Economics in Katowice, Poland; EAFIT University, in Colombia; and Dalian Nationalities University to fulfill the UNI Liberal Arts Capstone. They made stops at multi-national companies, had lessons on Chinese language and culture, and explored the city and formed relationships with the students from Poland, Colombia and China.

"I am a strong believer in development through learning about different perspectives and understanding those differences," Cezar said upon his return. "Thanks to the support from UNIBusiness, I was able to gain perspective on two contrasting economies."

Pernell Around the World

Stops in Nicaragua

- Nueva Vida Sewing Coop
- Organic coffee farm in Siare
- SolCafe Beneficio
- Finca de Esperanza Verde
- CEPANA training farm

Stops in Dalian, China

- San Te Clothing
- INTEL
- Gala Candles
- JagFlo
- Mabuchi Motors
- Dalian Lianmei Machinery Company
- Dalian Free Trade Zone Administration
- Port Authority
- Xiaoyao Bay Exhibition Center
- Dalian Development Area Exhibition

Read first-hand accounts of the eight UNI students' experiences in Dalian at weblogs.uni.edu/chinadiaries/chinatour.html.

First MAcc Student Takes Internship in Dalian



Darrick Snitker (Accounting '09 and MAcc) took a summer internship at Lianmei Machinery Company in

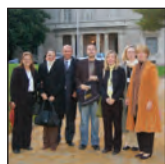
Dalian, China, assisting the firm's move to a more lean and process-focused facility. Snitker's experience exposed him to a foreign company's point of view of doing business with American companies. As a result, he is confident he "will be much better prepared to work not only with Chinese employees, co-workers and clients, but anybody with a background different from mine."

New Internship Opportunity in Nicaragua

Tyler Roe (Economics and Spanish '09) was the first UNIBusiness student to take advantage of a new 10-week

internship in Nicaragua. He taught business concepts to 18 youth from local communities in the Matagalpa region and worked with the faculty to address environmental issues.

UNIBusiness Student Benefits from New Brazil Exchange Program



Dillon Bottorff (Marketing and Spanish) is the first UNI student participating in the

Iowa-Midwest Brazil Exchange in Business and Agriculture. This exchange program offers students an opportunity to gain international work experience along with their studies abroad. While the five participating Iowa students spend June through December in Brazil, eight students from Brazilian partner schools study in Iowa. During the exchange, the Iowa students take a

Portuguese language immersion program upon arriving in Brazil and then move into a practicum with Pioneer Hi-Bred, Malunga Organic Farms or Ministry of Agriculture. UNI partnered with Kirkwood and Hawkeye community colleges to obtain the grant that funds the exchange and works hand-in-hand with Universidade Federal De Goiás and the Universidade de Brasília in Brazil.

New Partnership with ESSEC

ESSEC

This fall UNIBusiness finalized an agreement for student and faculty exchanges with ESSEC, France's top business school and the first business school outside the U.S. to achieve AACSB accreditation.



National Chengchi University, Taiwan



ESSEC, France



Nelson Mandela Metropolitan University, South Africa

New Cost Neutral Semester Abroad Program

UNIBusiness students can now gain an international edge and stay on budget

The new **Cost Neutral Semester Abroad Program** will allow UNIBusiness students to spend a semester studying abroad at the same cost or lower than the cost to attend UNI. The students also can stay on schedule toward graduation instead of having to pay for an extra semester to fulfill requirements not available during their overseas studies. UNIBusiness students who are not proficient in a second language can study in English at a number of institutions, including Dalian Nationalities University in China, ESC-Rennes and ESSEC in France, Faith University in Turkey, National Chengchi University in Taiwan, Nelson Mandela Metropolitan University in South Africa, and University of Economics Katowice in Poland. Non-English opportunities are available as well.

UNIBusiness thanks BILL & CHARLOTTE KIMBALL, MICHAEL & JACQUELINE MROSKO AND EUGENE & MARY ANNE DIETZ FOR THEIR CONTINUED SUPPORT OF OUR INTERNATIONAL PROGRAMS.

Faculty Recognition

Delivering essential business knowledge requires outstanding faculty willing to demand the best of themselves and of their students.



Faculty Teaching Award

Sponsored by United Fire Group

Lisa Jepsen, ECONOMICS

Students appreciate Jepsen's dedication and commitment. She receives some of the highest student assessment scores in UNIBusiness for one of its most rigorous courses.



Outstanding Junior Faculty Award

Sponsored by University Book and Supply

Karthik Iyer, MARKETING

In addition to his dedication to teaching, Iyer has received three summer fellowships for research projects and published in numerous journals. His promotion to associate professor and tenure were recently approved.



Faculty Research Award

Sponsored by David & Cindy Petratis

Dennis Schmidt, ACCOUNTING

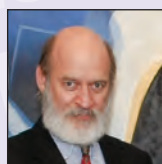
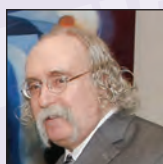
Schmidt meets the challenge of teaching a course that changes as quickly as the business world changes and moves his field forward with cutting-edge research.



Outstanding Faculty Contribution to Business and Community Services

David Deeds, ACCOUNTING

As adviser of the Collegiate Entrepreneurs Organization and Students in Free Enterprise (now merged into one organization, UNI Entrepreneurs) and lead entrepreneurship faculty member, Deeds has been instrumental in getting UNIBusiness students interested in entrepreneurship.



Faculty Service Award

Sponsored by Gaylen & Glenna Miller

Ken McCormick, ECONOMICS, Christine Bauman, ACCOUNTING, Jerry Smith, MANAGEMENT, and Tony McAdams, MANAGEMENT, represented the College on a taskforce that provided a comprehensive evaluation of every academic program in the University, a monumental task and the first of its kind in the history of UNI.

UNIBusiness thanks UNITED FIRE GROUP, DAVID & CINDY PETRATIS, GAYLEN & GLENNA MILLER, AND UNIVERSITY BOOK AND SUPPLY FOR SPONSORING FACULTY AWARDS.

UNIBusiness 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 share its passion for teaching and can transfer their practical experiences and academic expertise into an exciting classroom environment. Learn more about our newest faculty members, below, and catch up on the activities of faculty from your time at UNI by browsing the directory at www.cba.uni.edu.

Accounting



Instructor **Hem M. Mpundu** is completing his doctorate at the University of Oklahoma following an MBA from Murray State University and a Bachelor of Mechanical Engineering from the University of Southampton in the United Kingdom. Mpundu is a fellow of the Association of Chartered Certified Accountants. He has significant professional experience and has held positions at both KPMG and PricewaterhouseCoopers in Lusaka, Zambia. His Ph.D. dissertation is titled "Mispricing of Initial Public Offerings: The Role of Accounting Information," and examines how accounting information might affect the overpricing of IPO stocks at the end of the first day of trading.

Finance



Assistant professor **Brett Olsen** has been teaching at the University of Idaho for the past three years and boasts 13 years experience as a design and systems engineer for Caterpillar Inc. He received his B.S. in mechanical engineering from North Dakota State University, his MBA from Illinois State University, and his Ph.D. in finance from the University of Missouri-Columbia. Olsen's interests include corporate governance, boards of directors and securities issuance.



Jeffery Stokes, associate professor, received his B.S. in agricultural economics from Purdue University, his M.S. in agricultural economics from University of

Missouri-Columbia and his Ph.D. in agricultural and applied economics, financial economics from Texas A&M University. Stokes had taught at Pennsylvania State University for five years and joined UNIBusiness in fall 2009 to teach Principles of Real Estate and Real Estate Finance. His interests include credit risk measurement and migration, mortgage-backed securities and securitization.

Management



Mary Connerley, professor and head of the Department of Management, comes to UNIBusiness from

Virginia Tech, where she served as director of the Business Diversity Center. Connerley, a native of Cedar Falls, earned her B.S. in psychology and M.S. in industrial relations at Iowa State University, and her Ph.D. in human resources management from the University of Iowa. Her research interests include human resource management, diversity and leadership.



Assistant professor **Anju Mehta** received her B.A. in psychology and music and M.I.B. in international

business in India, and her M.S. and Ph.D. in management from Auburn University. Mehta previously headed the management department at a post-graduate college in India and was a visiting assistant professor at Florida A&M University. Mehta teaches Organizational Management and her interests include organization management, team dynamics, and organization analysis and change.



Assistant professor **Gabe Lee** joins the Department of Management after teaching at the University of Kansas for the past four years. Lee received his B.B.A. and M.S. in production and operations management from Korea University in Seoul, Korea, and his Ph.D. in information systems from the University of Colorado at Boulder. Lee's interests include website usability, managerial information systems, web development, and system analysis and design.

UNI 69 KANSAS 67

**MARCH
MADNESS**

"I celebrated UNI's victory quietly and by myself."

UNIBusiness-bound Gabe Lee was still working at the University of Kansas on March 20, when the Panthers upset the Jayhawks in the NCAA men's basketball tournament.



Assistant professor **Nikhil Mehta** received his B.A. and MBA in India, and his Ph.D. in management of information technology and innovation from Auburn University. Mehta came to UNIBusiness from Florida A&M University last year as a visiting professor and has now joined the permanent faculty. Mehta's interests include business alignment of knowledge management systems and pedagogical issues in IT education.

UNI Business Annual Giving

The College of Business Administration recognizes alumni and friends who made financial gifts to the College during the fiscal year July 1, 2009 - June 30, 2010. Your support is greatly appreciated.

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David & Joan Zrostlik

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, \$63,220 was raised during the 2009-2010 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 Development Director Michelle Rourke at 800-782-9522, 319-273-4444 or michelle.rourke@uni.edu. You also can give online at www.cba.uni.edu/deansfund.

Donor Spotlight

Dietz Family Student Professional Development Fund



Gene and Mary Anne Dietz, of Farmington, Minn., have made another generous contribution to the University, this time founding a fund for student professional development.

The Dietz Family Student Professional Development Fund provides support for students enrolled in

the College of Business Administration. Examples of what funds could be used for include, but are not limited to, the Professional Readiness Program, study abroad and other international experiences, student internships, professional certification opportunities and other academic opportunities. The

fund will make it financially possible for many students to gain a professional edge while still in school.

Gene (Marketing '60) was a member of the Panther football team and is now semi-retired, working as a self-employed business consultant. He also serves on the UNI Foundation Board of Trustees.

This new gift is part of the University's Imagine the Impact \$150 million campaign. Prior to this gift, the Dietz's had established the Eugene and Mary Anne Dietz Endowed Scholarship and the Eugene and Mary Anne Dietz Athletic Endowment Scholarship.

Jamar Thomspson (Marketing '10) received this scholarship to continue his education at UNI and pursue his master's degree in communication studies.

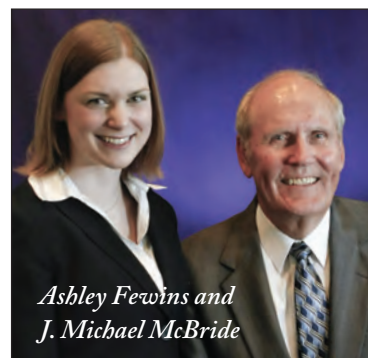
J. Michael McBride Scholarship Awarded

This year's J. Michael McBride Scholarship was awarded to Ashley Fewins (Accounting) from Mason City, Iowa. This scholarship pays for an accounting student's tuition and fees, room and board, and books for all of her remaining years of study at UNI.

Marty Wartick, head of the Department of Accounting, said, "This is the most significant scholarship the department offers. A new recipient is a meaningful event for the department."

Fewins started her fourth year in fall 2010. She plans to enter the Master of Accounting program after completing her undergraduate degree. She also is interested in music and

performs as principal clarinetist in the semi-professional orchestra affiliated with Wartburg College.



The scholarship is awarded to demonstrate McBride's appreciation of the benefits of higher education and his desire to help students gain financial access to those benefits. The 1962 accounting

graduate established the J. Michael McBride Accounting Scholarship in 1991.

"We all know what it costs to attend college these days. It's a great feeling to be able to call a student and say, 'I'm going to pay for your education.' It's beyond their comprehension that someone would give them a free ride," he said.

Through the years, McBride has also given back to the University by serving as a UNI Foundation trustee and as a member of the Accounting Advisory Board. He and his wife, Ginny, also supported the University's Students First campaign to help fund the McLeod Center on the UNI campus.

A Note from Director of Development Michelle Rourke

As director of development for UNIBusiness, I welcome the opportunity to thank you for your part in preparing the next generation of our alumni for success.

When I was a UNI student in the late '70s, I was faced with the demands of a 40-minute daily commute to campus, being a homemaker and mom to two preschoolers, and holding a part-time job. Finding time to study was a challenge; extracurricular activities and study abroad opportunities were out of the question.

My tuition bill, less than \$400 per semester, seemed monumental at the time. Today, tuition and fees for an Iowa resident in UNIBusiness are more than \$8,000 per year (\$14,116 with room and board). Textbook costs for one semester are frequently more than my 1980 tuition bill! I can only imagine the stress of looking for that first job and facing years of payments on \$25,740 of student loan debt, the average for today's UNI graduates.

Fortunately, thanks to your generosity, far fewer undergraduates have to bear that financial burden and are able to land quality jobs through experiences you help fund. Your gifts for scholarships and to the Dean's Fund for Excellence are just two of the many ways you can impact the lives — and futures — of today's students.

Scholarships provide relief from high tuition bills, allowing students to focus more time on their education and less time on making ends meet. The Dean's Fund for Excellence allows UNIBusiness to bring visiting scholars, guest lecturers and experiential learning opportunities to campus. It allows undergraduates to compete at national conferences and pursue professional certifications while still in school, and makes studying abroad and international internships a viable option for all UNIBusiness students.

Your generosity helps enhance students' education and provide a professional edge far beyond what tuition can buy. Your input and experience make a difference! I look forward to meeting you, hearing your success story and how you would like to impact students' lives. To learn more about supporting the College of Business Administration with your time, talents or treasure, please contact me at 800-782-9522, 319-273-4444 or michelle.rourke@uni.edu.

With sincere thanks,

A handwritten signature of Michelle Rourke in black ink.

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

Coming Full Circle

Derek Thoms (Economics '02) resigned as UNIBusiness development director to take a job closer to his home in Marion, thus eliminating the long commute and enabling him to spend more time with his family. It was a difficult choice for him to leave behind what he considered his extended family — the alumni, friends and administration in the College and UNI Foundation, but he was able to make that leap knowing they would all be in good, capable and kind hands.

He knew this because his successor, Michelle Rourke (Marketing '81), has a history that overlaps his.

"Michelle and I worked together for about a year and half [before she took a development job with Iowa Public Radio]," Thoms said. "I knew almost immediately that she was someone I could go to for help or advice. She really was a mentor to me when I first started."

"I couldn't think of a better person for UNIBusiness to bring on board."

While Thoms and Rourke are from different generations of Panthers, they share the many commonalities representative of UNIBusiness alumni: originally from Iowa, hard working and beneficiaries of a great education at UNI that served as a springboard for their careers.



Dean's Fund Leadership Circle

The Dean's Fund For Excellence

UNIBusiness has a new, permanent way to recognize 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 allows UNIBusiness students and faculty to take advantage of career-enhancing opportunities, to think outside the box with new initiatives and to supplement needs not fully funded by designated endowments, funds or budget allocations. UNIBusiness recognizes those who are helping the College with unrestricted gifts at the leadership level:

AEGON USA Inc.	Daniel & Katy Leese	Richard & Judith Rue
Michael R. Armbrecht	Duane & Dorothy Lemke	Daniel L. Schaeffer
Bradley & Tina Beman	John & Joy Meyer	James & Ann Marie Schmitt
Ted Breidenbach	Benjamin & Jennifer Miller	Jeffrey Scudder
Larry & Sue Ann DeBower	Kurt & Joyce Moser	Duane Smith
Lisa J. Dreyer	Joseph M. Otting	Timothy Williams
Scott & Mary Ellen Hassenstab	Dennis & Gisela Padget	United Fire Group
Charles & Carolyn Hoefer	David & Cynthia Petratis	University Book & Supply
Scott & Anglea Horton	PricewaterhouseCoopers Foundation	U.S. Bancorp Foundation
Jack & Kathy Ingle	Quanex Foundation	Wells Fargo Foundation
Daniel P. Kunkel	Gary & Patsy Roling	

Matched Gifts

The following companies matched their employees' gifts to UNIBusiness.

AEGON USA Inc.	Hormel Foods Corporation	Petters Group Worldwide LLC
Allstate Foundation	ING Foundation	Pioneer Hi-Bred International Inc.
Aviva Charitable Foundation	John Deere Foundation	Pohlad Family Charities
BCS Financial Corporation	Johnson & Johnson	PricewaterhouseCoopers Foundation
Bertch Cabinet Manufacturing	Key Foundation	Principal Financial Group
Broadview Security	KPMG Foundation	Foundation Inc.
Cisco Systems Foundation	Land O'Lakes Inc.	Proctor & Gamble Inc.
ConAgra Foundation	Lennox International Inc.	Prudential Foundation
Cooper Tire & Rubber Company	Lockheed Martin Foundation	Quanex Foundation
CSG Systems Inc.	The Medtronic Foundation	RBC Wealth Management
Deloitte & Touche Foundation	Metropolitan Life	RLI Insurance Company
Dun & Bradstreet	Insurance Company	Rockwell International
Energizer	MidAmerican Energy	S.C. Johnson Wax Fund Inc.
Ernst & Young Foundation	Holdings Company	State Farm Companies Foundation
Farmers' Insurance Group	Midland National Life Insurance Co.	U.S. Bancorp Foundation
FBL Financial Group Inc.	Milliman	Wachovia Foundation Gifts Program
Fidelity Foundation	Nationwide Insurance Foundation	Wellmark Blue Cross and Blue Shield
General Electric Company/	Northwestern Mutual Foundation	Wells Fargo Foundation
GE Foundation	Pella Corporation	Whirlpool Foundation
H & R Block Foundation	PepsiCo Foundation	

UNIBusiness thanks THE EMPLOYERS WHO MATCHED THEIR EMPLOYEES' GIFTS.

Named Professorships & Fellowships

A named faculty position honors both the generosity of the donor who establishes the position and the contributions of the professor who holds it. However, students are the ultimate beneficiary. The proceeds from donor gifts allow **UNIBusiness** faculty to develop new educational opportunities that set **UNIBusiness** graduates apart. Many named positions also generate direct financial support for students and help bring outstanding faculty to campus.

PRICEWATERHOUSECOOPERS

Christine Bauman Named PricewaterhouseCoopers Professor



Christine Bauman, associate professor of accounting, was named the PricewaterhouseCoopers Professor of Accounting in recognition of her outstanding scholarship, teaching and service to the profession.

Last year, in a grassroots effort, nine UNI accounting alumni who are currently partners at PricewaterhouseCoopers joined to establish a long-lasting sign of appreciation for the educators who influenced them at UNI by creating the PricewaterhouseCoopers Endowed Professorship in Accounting. These partner alumni are located across the U.S. and overseas: **Steve Anderson**, Washington, D.C.; **Jeff Bjustrom**, Minneapolis; **Mike Brandmeyer**, Los Angeles; **Jill Hemphill**, New York City; **Dave Schroeder**, Rosemount, Minn.; **Pete Schlicksup**, Tokyo; **Tim Thronsdon**, Raleigh, N.C.; **Ellen Valde**, Minneapolis; and **Ken Wise**, Bratislava, Slovakia.

"The Department of Accounting is proud of the success of our alumni at PricewaterhouseCoopers and honored that our relationship with the firm has been memorialized with the

endowment of the PricewaterhouseCoopers Professorship in Accounting. This relationship dates back to the 1960s and continues today," said Department Head **Marty Wartick**.

Bauman is a Certified Public Accountant and worked as a tax manager for Price Waterhouse in Pittsburgh, Penn. She has served on the IRS Practices and Procedure Committee of the AICPA and the Pre-certification Education Executive Committee of the AICPA. She is a former Trustee of the American Taxation Association.

Since arriving at UNI in 2005, Bauman has taught Income Tax, Advanced Tax, Advanced Tax Topics and Tax Research and Planning, and leads the Volunteer Income Tax Assistance (VITA) program. She currently serves as the director of the Master of Accounting program and faculty adviser to the Accounting Club, and her research focuses on income tax financial reporting effects, inventory, tax regulation and state tax matters.

UNIBusiness thanks THE ALUMNI PARTNERS
AT PRICEWATERHOUSECOOPERS WHO MADE
THIS PROFESSORSHIP POSSIBLE.

Mark Bauman Trains with McGladrey Partners



McGladrey Professor of Accounting **Mark Bauman** spent a week over the summer participating in McGladrey's Partners Only Training in Schaumburg, Ill. With numerous training sessions to choose from, Bauman focused his attention on those related to the courses he teaches, leaving with professional

insights he can impart to his students in the classroom. Bauman said he is very grateful to **Doug Opheim** (Accounting '80) for arranging this exclusive opportunity.

The McGladrey Professor of Accounting was established at UNI in 2007; Bauman is the first person to hold this professorship.



McGladrey

UNIBusiness thanks THE ALUMNI AT MCGLADREY
WHO ESTABLISHED THIS PROFESSORSHIP.

Lindquist Awarded Accounting Alumni Fellowship



In fall 2009, UNIBusiness formally announced the endowment of the Accounting Alumni Faculty Fellowship and its first holder, **Tim Lindquist**. Establishment of this fellowship memorializes the special relationship between the Department of Accounting and its alumni. Lindquist, a professor of

accounting, has been committed to students' learning and success for nearly 20 years at UNI.

The Accounting Alumni Faculty Fellowship began with an innovative idea from the Accounting Advisory Council. In 2004, the council determined a portion of funds raised through the Accounting Alumni Annual Campaign would be designated to fund a faculty fellowship; thus, contributions from hundreds of alumni made the fellowship possible.

The fellowship criteria reflect UNIBusiness' strong commitment to its teaching mission. The holder of the faculty fellowship is to be a professor who is giving of his or her time and is a positive influence in students' development. The individual must be accessible to students beyond office hours and involved in accounting extracurricular activities.

Lindquist's commitment to students comes through both in and out of the classroom.

His classroom teaching is uniformly revered by accounting students, and while he expects a lot from them, they seem happy to deliver. Outside the classroom, he served as the Accounting Club faculty adviser from 2002 to 2007 and worked closely with the officers of that organization to establish some of the events that have since become annual traditions. He is the faculty adviser to Kappa Sigma fraternity. And, most importantly, he is one of those faculty members that students regularly seek out for advice and guidance.

UNIBusiness thanks THE MANY ACCOUNTING ALUMNI WHO MADE THE ACCOUNTING ALUMNI FACULTY FELLOWSHIP POSSIBLE AND THE CURRENT AND PAST ADVISORY COUNCIL MEMBERS WHO HAVE CONTINUALLY AIDED IN THE ADVANCEMENT OF THE DEPARTMENT OF ACCOUNTING.

A NATIONAL LEADER



The latest CPA exam results show that 67 percent of UNIBusiness students pass the CPA within a year of graduation, compared to the national average of 11 percent.

**KEEPING OUR
TRADITION ALIVE**

Deloitte Fellowship Established

UNIBusiness alumni at Deloitte have established the Deloitte Fellowship. "We are overwhelmed by the generosity of our alumni at Deloitte. Having a Deloitte Fellowship is a tremendous advancement for the Department of Accounting," said **Marty Wartick**, head of the department.



"At a very practical level it helps us attract and retain high quality faculty, but at another level it elevates UNI within a unique set of institutions with public accounting firm-sponsored professorships and fellowships. We are especially grateful to **Jeff Provost** (Accounting '84) who took a leadership role in making this happen."

The fellowship was supported by the following alumni at Deloitte: **Amber Carman**, Omaha, Neb.; **Matthew Davis**, Chicago; **Kim Felker**, Omaha, Neb.; **Jason Flinn**, Minneapolis; **Aaron Grundman**, Milwaukee; **Mick Kane**, Chicago; **Jeff Provost**, Kansas City, Mo.; **Christine Terhark**, Des Moines, Iowa; and **Debra Warner**, Chicago.

UNIBusiness will name the faculty member to hold the prestigious Deloitte Fellowship before the end of the current academic year. Watch for an announcement at www.cba.uni.edu.

Deloitte.

UNIBusiness thanks THE GENEROUS ALUMNI PARTNERS AT **DELOITTE** WHO ESTABLISHED THIS FELLOWSHIP AND THE **DELOITTE & TOUCHE** FOUNDATION FOR THE MATCHING GIFTS.

This just in:

Professional Readiness Program

At *UNIBusiness* our explicit educational intent is to develop graduates with a functional blend of three vital ingredients: **essential business knowledge**, **traditional work values** and **contemporary professional skills**. Our world-class faculty successfully delivers the essential business knowledge, and our high expectations further develop the traditional work values students bring to UNI. However, we see a void when it comes to the third ingredient. Many students come to us with limited professional exposure, lacking the assertiveness and confidence needed to build and manage successful careers. The Professional Readiness Program (PRP) addresses that void and equips our students with the contemporary professional skills necessary to hit the ground running as professionals when they graduate. Learn more about this innovative and ambitious program at www.cba.uni.edu/prp.

The PRP provides a wide variety of training sessions. Following are two distinct examples:

▶ How to Improvise: Learning from a Theatre Pro



In the PRP workshop Improvisation for Business Majors, students explore how concentration, collaborative interaction and individual risk-taking are at the core of developing and using their creative impulses. UNI professor of theatre and workshop leader Gretta Berghammer trains students to work spontaneously and intuitively in unfamiliar contexts.

▶ How to Manage your Career: Learning from Recent Alumni

Five recent *UNIBusiness* alumni returned to campus to speak to first-year students in the PRP's All About Business course.

Rochelle Dotzenrod
(Real Estate and Finance '04), assistant vice president at U.S. Bank in Minneapolis;

Liz Dunshee
(Economics '03), senior associate, Fredrikson & Byron, P.A., in Minneapolis;

Jeff Hassman (Management '92), managing director of Cedar Valley

Partners in Cedar Falls, Iowa; **Katie Noonan** (Marketing '09), corporate and community relations coordinator for

UNIBusiness; and **Brian White** (Accounting '07, MAcc '08), staff auditor, Ernst & Young, Des Moines, Iowa, joined their respective department heads for two days

of classroom presentations and dialogue about potential careers in business and career management.



*Liz Dunshee
(Economics '03)*

A distinguishing feature of the Professional Readiness Program is the direct involvement of **UNIBusiness** alumni, business partners and working professionals who assist with the development of young professionals by speaking to classes, leading training workshops, attending networking events and hosting student visits.

Executive Support Network

UNIBusiness thanks THE 33 ALUMNI AND THE OTHER EMPLOYERS AND BUSINESS LEADERS WHO WORK DIRECTLY WITH STUDENTS THROUGH OUR EXECUTIVE SUPPORT NETWORK.

Wade Arnold, CEO, T8 Webware
David Boege, LT quality project manager for Assembly Process Control, John Deere
Robert Bradford, managing director, Bradford Associates
Randall Bray, director, three-sixty group LLC
Ted Breidenbach, global director, Bailers & Mowers, Agriculture & Turf
Global Hay and Forage Platform, Deere & Company
Diane Bridgewater, vice president & CFO, Life Care Services
Al Carlson, director of leadership development, Pella Windows and Doors
Larry Carlstone, president, The Greyhawk Group
Nick Cash, owner, BookHatchery.com
Mitch Christensen, executive vice president, Wells Fargo
Jon Crews, mayor, city of Cedar Falls
Rochelle Dotzenrod, assistant vice president, US Bank
Derek Drahm, director, Leadership Development, Aegon
Lisa Dreyer, regional private banking manager, Wells Fargo Bank, N.A.
Liz Dunshee, senior associate, Frederickson & Byron
Joseph Dunsmore, president & CEO, Digi International
CJ Ettelson, new equipment sales representative, KONE

Jo-Ann Garbutt, director of talent development, Fluor Corporation
Cynthia Goro, president, The Worthington Partnership
Katie Halsne, leadership development program associate, Principal Financial Group
Jeff Hamilton, president & CEO, ESP International
Sheri Hasan, director of corporate strategic development, Principal Financial Group
Jeff Hassman, president, Cedar Valley Partners
Scott Hauser, director, RSM McGladrey Inc.
Katie Hesse, owner, PEER Business Strategists
Matt Kinley, chief financial officer, Equity Dynamics Inc.
Gary Kroeger, creative director, Mudd Advertising
Ellen Kullman, CEO, Dupont
Ashley Lathrum, administrative assistant, John Deere
Dan Leese, president and CEO, V2 Wine Group
David Leese, vice president sales, Output Solutions, CSG Systems Inc.
Lee McCroskey, director of sales development, Southwestern Company
Gaylen Miller, CEO (retired), Ag Services of America

Jacque Mohs, vice president of customer service, Principal Financial Group
Jenny Montgomery, regional director, The Buckle Inc.
Dan Moore, CEO, Southwestern Company
David Morton, president, JW Morton and Associates
Kris Pond-Burtis, owner, Krisalis
Lee & Kathy Rainey, owners, C-Level Consulting Services
Randy Ramlo, CEO, United Fire Group
Marc Reifenrath, owner, SpinUtech
Andy Reutter, senior credit associate, Stone Point Capital
Dave Rodger, global director, John Deere
Richard Rue, senior vice president & CFO, ITAGroup Inc.
Scott W. Smith, producer/director, River Run Productions
John K. Sorensen, president & CEO, Iowa Bankers Association
Kevin Steere, managing director global fiduciary accounting (retired), Guy Carpenter & Company LLC
Travis Steffen, owner, Synn Clothing and WorkoutBox.com
Jim Storbeck & Alicia Storbeck, owners, Heartstrings Enterprises
Jean Trainor, CEO, Veridian Credit Union
Russ Wasendorf, CEO, PFGBest
Brian White, staff auditor, Ernst & Young
Timothy V. Williams, senior vice president & CFO, Blackbaud Inc.

Corporate Support Network

UNIBusiness thanks THOSE WHO LEND THEIR ORGANIZATIONS' PROFESSIONAL TRAINERS AND EXECUTIVES TO DELIVER CUTTING-EDGE PROFESSIONAL TRAINING TO OUR STUDENTS THROUGH OUR CORPORATE SUPPORT NETWORK.

Aegon
The Buckle Inc.
Cedar Valley Partners
C.H. Robinson Worldwide
C-Level Consulting
Dupont
Guy Carpenter & Company LLC
John Deere Company

J.W. Morton & Associates
Marsh & McLennan Companies Inc.
McGladrey & Pullen LLP
Mudd Advertising
NAI Iowa Reality Commercial
Pella Windows & Doors
PFGBest
Pioneer Hi-Bred International

PricewaterhouseCoopers Foundation
Principal Financial Group
Rockwell Collins
Southwestern Company
Target Distribution Center
United Fire & Casualty Company
Wells Fargo

UNIBusiness thanks KEVIN STEERE AND SARA SCHROEDER FOR THE FOUNDATIONAL GIFT TO IMPLEMENT THE PROFESSIONAL READINESS PROGRAM AND THE INDIVIDUALS AND ORGANIZATIONS THAT KEEP IT GOING.

UNIBusiness Leadership

Advisory boards are crucial in helping UNIBusiness respond to challenges facing business education. Many accomplished professionals give their time to sit on a number of advisory boards, including the Dean's Executive Advisory Board and boards that focus on accounting, finance, marketing and real estate, bringing their practical and intellectual expertise to the College. To make sure the student perspective is not lost in deliberations, UNIBusiness relies on input from its Presidents' Council, comprised of elected leaders from every student organization in the College.

What Does the Presidents' Council Do?

The Presidents' Council allocates student travel funds and plans the annual graduation celebration, which brings together more than 500 students, parents, faculty, alumni, and business and community members to recognize and honor the next cohort of UNIBusiness alumni. They also take on projects throughout the year to address matters such as how to better integrate all UNIBusiness students into the College and expose them to all its activities and opportunities.

While this group has a lot of fun, members also tackle some big and important issues that affect them and the thousands of business students at UNI as the dean's advisory board.

"Over the years, the College administration has come to rely on this group more and more heavily for important decisions."

— Steve Corbin

*Presidents' Council adviser
and interim head of the
Department of Marketing*

The students' involvement and straightforward manner were imperative when the Presidents' Council took on the matter of supplemental tuition for business students. When the UNI president authorized the College to explore that option, the council was given the chance to nix the idea before

it went any further.

The idea was that if students were to pay supplemental tuition, the go-ahead would have to come from the student leaders.

After the council members intently considered the reasons why supplemental tuition might be necessary to maintain the College's reputation, they returned from their discussion willing to offer support — although not unconditionally. The group was involved in every major decision as the proposal was developed, from how much each student would pay to how the revenue would be spent. Today, the co-presidents of the council serve on the audit committee, which ensures the supplemental revenues are used in accordance to the proposal that was presented to and approved by the Board of Regents, State of Iowa, in December 2008.

"In our proposal, we followed exactly the pattern presented to us by the Presidents' Council," said Leslie Wilson, UNIBusiness associate dean. "I believe debate was limited because the students had already asked the hard questions and offered a sound prescription."

Where Are The Past Presidents Now?

UNIBusiness recently caught up with a few of the past presidents, curious about how they remembered the contribution they'd made. We discovered their council experience had given them just as much as they gave back.

"Part of the joy of this position was selling the school, the opportunities to learn outside the classroom and eventually, working as a change agent

on proposed changes in how we did things within the organization," said Ryan Wilson.



Ryan Wilson
(Marketing '07)
INDIANAPOLIS, IND.
Regional sales
representative,
JELD-WEN Inc.

For many, being a part of the team that pulled the annual Graduation Celebration together opened their eyes to the level of planning required to make a memorable event of that magnitude.

"Little did I realize the extent of the processes and logistics that it took to provide this annual inspirational event," said Pernell Cezar. But each year, with guidance from College faculty and staff, they pull it off.



Pernell Cezar
(Finance and
Marketing '10)
MINNEAPOLIS
Business analyst for
Target Corporation

"If you are organized, you are prepared to handle just about anything," said Ellen Schlitz.



Ellen Schlitz (Finance
and Leisure, Youth and
Human Services '08)
BALTIMORE
Aquatics director at Loyola
University Maryland

"Dr. [Steve] Corbin always said, 'if you fail to plan, you plan to fail,' and it was definitely true when it came to a meeting, project or big event in Presidents'

Council,” said **Grayson Jones**. And **Stephanie Wesely** added that as a leader, you can’t be afraid to step up and take on new challenges.



Grayson Jones
(Management '08)
NASHVILLE, TENN.
Corporate recruiter for
Southwestern Company



Stephanie Wesely
(Management '09) HILL
AIR FORCE BASE, UTAH
Civilian trainee, U.S.
Dept. of Defense, to become
chief of human resources

When a group of leaders comes together, some might anticipate struggles for control and potential conflict. But that’s not how **Katie Noonan** recalls it.

“I learned the importance of adapting to and interacting with different people,” she said. “In my experience, by the time *UNIBusiness* students are seniors, they spend the majority of their time with



Katie Noonan
(Marketing '09)
CEDAR FALLS, IOWA
Corporate and community
relations coordinator
for *UNIBusiness*

people in the same major. Presidents’ Council gave me perspective on the views of students other than marketing majors and reminded me that a business is also run by people in different areas: finance, marketing, management, accounting, etc.”



Ben Loss
(MIS '06)
KANSAS CITY, MO.
Support team leader with
Cerner Corporation

Ben Loss and **Aaron Berdofe** also found advantages networking with professionals, college administrators, faculty and staff and their peers, valuing the professional perspective of the *UNIBusiness* Advisory Board

members and recognizing the rarity of an accomplished mentor willing to invest his or her time in them.



Aaron Berdofe
(MIS '05)
MINNEAPOLIS
Independent healthcare
information technology
(HIT) consultant

Current Co-President **April Pearson** echoes her predecessors’ appreciation for the opportunity to serve on the council.



April Pearson (Finance
and Real Estate) Co-
president of the Presidents’
Council and president
of UNI’s Financial
Management Association

“I feel very honored to be part of the Presidents’ Council,” she said. “I feel it’s very important to know what is going on in the school and classes that you are attending. To be involved improves every aspect of my learning experience and helps the College.”

Members of the 2010-2011 *UNIBusiness* Presidents’ Council



Standing, from left: Co-President **Zachary Riesberg** (Marketing), **Brittany VanArkel** (M.A. Psychology), **Patrick Luensmann** (Economics and Finance), **Whitney Nuehring** (Management), **Eric Sauser** (MIS), Co-President **April Pearson** (Finance and Real Estate), **Ryan Fischels** (Economics), **Paula Thronson** (Management and Spanish), **Rachael Tiby** (Marketing), **Olivia Cezar** (Marketing), **Erin Schroeder** (Business Teaching) and **Danessa Seward** (Management). Seated, from left: **Mohammed Alshady** (Finance), **Anna Sparks** (Management), **Adam O’Leary** (Economics), **Chris Miller** (Economics), **Zach Aboud** (MIS) and **Cody Hill** (MIS). Not pictured: **Cassie Fischels** (History), **Keian Holt** (Economics), **Megan Horn** (Marketing), **Joshua Lastine** (Economics), **Phil Meyer** (Finance and Real Estate), **Ellen Nosbisch** (Accounting '10, MAcc) and **Andy Smith** (Marketing).

UNIBusiness Alumni in Residence

UNIBusiness is proud of the significant impact its alumni have on the world. We are grateful to the alumni who bring their expertise 'back home' to connect theory to practice. Below are the 2010 Alumni in Residence who returned to campus during the annual Graduation Celebration in April.



Steven E. Anderson

The distinguished UNIBusiness alumni selected to serve as Alumni in Residence spend a day on campus sharing insights with students and faculty from their respective departments.

Steven E. Anderson (Economics '88)

SENIOR EXECUTIVE VICE PRESIDENT AND NATIONAL SALES MANAGER, WADDELL & REED INC., KANSAS CITY, MO. Anderson oversees Waddell & Reed's national network of proprietary financial advisors, including sales of mutual funds, financial planning and retirement plan products, and selected insurance products. He is responsible for overall field sales management, recruiting and training efforts, and ongoing product and sales support. Anderson has been successful throughout his tenure at Waddell & Reed, including earning the company's Crest Award five times, and was named to the Sales Management Council four times — distinctions he was awarded each year he was eligible.



Mitch Christensen (Management '76) EXECUTIVE VICE PRESIDENT, ENTERPRISE PAYMENT STRATEGIES, WELLS FARGO AND COMPANY, PHOENIX

Christensen, who has been with Wells Fargo for more than 30 years, is currently executive vice president for Enterprise Payments Strategy. In this role, he has overall responsibility for leadership and direction of the Payments Industry Relations for Wells Fargo Corporation. Wells Fargo's Payment Industry Relations team is responsible for creating influence within specific industry initiatives and strategic alliances that advance Wells Fargo's business goals resulting in competitive advantages.



Sally Mainquist (Accounting '80)

PRESIDENT AND CEO, CERTES FINANCIAL PROS, MINNEAPOLIS Certes Financial Pros specializes in placing senior level financial professionals with clients needing finance and accounting staffing support on a project, interim and permanent basis.

As president and CEO, Mainquist develops and manages client relationships, ranging from start-ups to Fortune 100, and guides the company's overall strategic direction. Mainquist has been recognized with numerous accolades including Better Business Bureau 2009 Integrity Award, *Business Journal* Best Places to Work, Minnesota Work/Life Champion Outstanding Employer, *Business Journal*/Woman to Watch, and Finance and Commerce Top Women in Finance. She also is the founder of FEWnet (Financial Executive Women Network), which has more than 1,000 members.



Ira Mitchell (Marketing '89)

GENERAL MANAGER, DEERY BROTHERS CHEVROLET AUTOMOTIVE GROUP, PLEASANT HILL, IOWA

When Mitchell came to UNI in April 2010, he was general manager at Deery Brothers Chevrolet Automotive Group in Pleasant Hills, Iowa. Prior to that position, he served as CEO of Newton Automotive/Automotive Consulting.

**Gina Valentine***(Finance '96)*STRATEGIC
BUSINESS
DEVELOPMENT
DIRECTOR,
PRINCIPAL
REAL ESTATE

INVESTORS, PRINCIPAL GLOBAL INVESTORS, DES MOINES, IOWA
In her role with Principal Real Estate Investors, Valentine analyzes commercial real estate and manages and implements new business opportunities, collaborating with a management team to execute overall business strategies. Her previous responsibilities include managing the overall operations for the small balance loan program headquartered in Dallas. Valentine also has experience negotiating company contracts with third party vendors as well as for new advisory services and venture contracts.

**Amy K. W. Yeung***(MBA '04)*REGIONAL
DIRECTOR,
METLIFE
INTERNATIONAL,
ASIA PACIFIC
IN HONG KONG

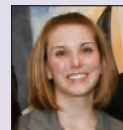
Yeung, the founder and president of the UNI MBA Alumni Association of Hong Kong, came to UNI in April 2010 as head and business development director of Enhancement Sector with International SOS, the world's leading international healthcare, medical assistance and security services company. She is now the regional director for Metlife International, Asia Pacific, overseeing bancassurance relationships and affiliate/reinsurance businesses across the Asia Pacific region. Yeung has more than 11 years of experience in the financial, banking and insurance industry, which included Merrill Lynch, Citibank, Westpac, HSBC and GE Capital. Her responsibilities have included managing high net-worth client/corporate relationships and developing new business opportunities with banking partners for this market segment in Asia.

Graduation Celebration of our 'Newest Alumni'

The University of Northern Iowa's College of Business Administration held its 33rd annual Graduation Celebration on April 22 at the Gallagher-Bluedorn Performing Arts Center.

PURPLE AND OLD GOLD AWARD

UNI's Purple and Old Gold Awards recognize students for meritorious scholarship based on their GPA, academic activities and overall contributions to the College. Winners are chosen by faculty in their respective departments.

**Rachel Ruplinger***(Accounting '09 and MAcc)***Jennifer Boden***(Economics '10)***Danielle Enderson***(Accounting and Finance '10)***Cassandra Loecke***(Marketing '10)***Megan Hefflefinger***(Finance and Real Estate '09)***Jessica Fohey***(Management and Biology '10)***Tony Sneiderman***(Business Teaching '10)***JOHN PAPPAJOHN STUDENT ENTREPRENEUR OF THE YEAR***Adam O'Leary (Economics)***WALL STREET JOURNAL AWARD***Lindsey Swanson (Finance '10)***STUDENT ORGANIZATION OF THE YEAR AWARD**

**SPONSORED BY BERGAN, PAULSEN AND COMPANY, PC
Pi Sigma Epsilon**

Read about this organization's outstanding performance on page 10.

**STUDENT LEADER AWARDS**

**SPONSORED BY
MONTAGE/CEDAR
FALLS BROWN BOTTLE**

Pernell Cezar
(Finance and Marketing '10)

April Pearson
(Finance and Real Estate)

UNI Business thanks BERGAN, PAULSEN AND COMPANY, PC AND MONTAGE/CEDAR FALLS BROWN BOTTLE FOR SPONSORING STUDENT AWARDS.

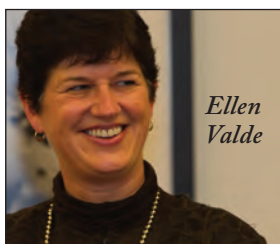
Focus on Alumni



*Sally
Mainquist*



*Kip
Elliot*



*Ellen
Valde*



*Mike
Mrosko*



On Sept. 15, the Twin Cities UNI Accounting Alumni Group gathered at Target Field, "Home of the Twins" and workplace of '89 alumnus and Twins Senior Vice President of Business Administration Kip Elliot. The group coordinates and hosts social events in and around the Twin Cities, including at Summit Brewery, where '95 alumna Kelly Larson is CFO.

Grassroots Effort Builds UNI Business Connection

Sally Mainquist (Accounting '80) had noticed a lot of purple and gold around the Twin Cities — and not all of it was a nod to the Vikings.

Mainquist, who joined the Twin Cities-based Certes Financial Pros in 1999 and assumed the role of president and CEO in May 2007, had come across not only a lot of University of Northern Iowa alumni in the area, but a lot of fellow accounting grads.

Soon she was thinking, "Wouldn't it be nice to pull everyone together and set up some networking time with each other, just help everyone socialize."

Thus, after a small gathering at her home, Mainquist, Kip Elliot ('89), Mike Mrosko ('92), Steve Ragaller ('80) and

Ellen Valde ('85) formed the Twin Cities UNI Accounting Alumni Group in December 2008. As steering committee members, their mission — often executed over conference calls to accommodate busy schedules — was to plan events and bring other accounting alumni together for reminiscing, socializing and, possibly, professional networking.

"We know the quality of a UNI accounting grad and might want to hire each other," Mainquist said. "You know these people are good people. You were trained the same way."

The membership list started with a call from Mainquist to the UNI Alumni Association. She received about 200 names, and the now 300-member strong

group is a mix of young and old, all of whom live in the Twin Cities area.

Mainquist's advice to others who'd like to form a group where they live is to become a champion in that city.

"Certes sponsors a lot of events, and I don't have a problem creating the invitations and managing those details," she said. "You have to have a champion who's willing to do that."

She also advises to keep any sort of event program simple, short and sweet. "We don't want it to become something people are afraid to come to. There's no formal program; it's social."

Turn to page 26 to read more about Sally Mainquist, 2010 Alumni in Residence.



*UNI Provost
Gloria Gibson and
Hong Kong MBA
commencement
speaker Leender
Co Yi Chang
(MBA '10)*



Benny Cheng (MBA '08), with the ball, controls the midfield for the UNI Hong Kong MBA soccer team. The team of alumni and current students ended its season 3-7.



Graduation day in Hong Kong

Hong Kong MBA Graduation

UNI Provost **Gloria Gibson** presided over the Hong Kong MBA commencement ceremony for those graduating fall 2008 through spring 2010. The Hong Kong MBA program began as an innovative way to provide solid, first-hand international exposure for the *UNIBusiness* faculty and has grown into a premier educational program in its own right.



On Last Year's Cover

When we interviewed **Joseph M. Otting** (Management '82) for the cover story of last year's *UNIBusiness*, he was the vice chairman at US Bank, where he managed the commercial banking group for the country's fifth largest bank.

In late October 2010, Otting was named president and CEO of OneWest Bank.

Otting also will join OneWest Bank's board.

OneWest Bank is one of the largest banks in southern California with 82 locations throughout the region. It is a diversified financial institution focused on delivering personalized, relationship-based services to consumers and businesses.

Banking Power Player

Mary Coffin (Accounting '83) has been named a Power Player on one of *US Banker* magazine's "Top 5 Banking Teams." Coffin is executive vice president of loan servicing for Wells



Fargo Home Mortgage. Wells Fargo & Co. was recognized in the October 2010 issue as having one of the top female executive teams in banking.

Coffin also was recognized in the 2006 issue of *UNIBusiness* "Women on Top of Accounting" article. Read archived issues of *UNIBusiness* at www.cba.uni.edu, under Alumni & Friends.

Accounting

Marriages

'75 **James Voigt** married Tracy Voigt.

'93 **Katie (Bye) Maxwell** married Ted Maxwell.

'99 **Dianna (Fitzl) Groskreutz** married Lon Groskreutz.

'08, MAcc '09 **Kyla (Anderson) Van Gorp** married **Paul Van Gorp** (Management '06).

Births

'99 **Melissa (Green) Ingram**, son Wyatt born Sept. 16, 2009. She and her husband, Jeremy, live in Ankeny, Iowa.

'02 **LeeAnn (Brown) Swartz**, son Gabriel Lucas born Sept. 6, 2009. She and her husband, Brook, live in Manhattan, Kan.

'03 **Ryan Roof**, son Reid born Nov. 29, 2009. He and his wife, Teresa (Kulow) Roof (Communication, Public Relations '03), live in Des Moines, Iowa.

'03 **Brooke (LaCoste) Sudol**, son Brody Thomas born Nov. 16, 2009. She and her husband, Brad Sudol (Elementary Education '00), live in Algona, Iowa.

'04 **Patrick Meyer**, daughter Bailey born Dec. 16, 2009. He and his wife, Jennifer, live in Des Moines, Iowa.

Class Notes

'71 **Richard Hartley** is the vice president of sales at The Graphic Edge. He lives in Carroll, Iowa.

'71 **Karen Jessen** retired from the U.S. Postal Service as a rural mail carrier after 35 years of service. She lives in Waterloo, Iowa.

'71, MA '72 **Robert Krogh** retired from his work at John Deere in September 2009. He also retired from his position as an adjunct accounting instructor at UNI after 25 years. He lives in Cedar Falls, Iowa.

'77 **Richard "Dick" Rue**, senior vice president & CFO of ITA Group Inc., has been appointed State Chairman of the Iowa Committee for Employer Support of the Guard and Reserve.

'78 **Patricia (Mineart) Leistikow** is the chief of finance and facilities at Itasca/Rainy River Community College in Grand Rapids, Minn.

'80 **Deborah (Gibson) Fernow** is a self-employed CPA in Lusaka, Zambia.

'89 **Roger Seymour** is employed at PricewaterhouseCoopers in Chicago.

'91, MA '95 **David Marchesani** is an academic advisor and career development coordinator in the Office of Academic Advising at UNI. He recently received the

Outstanding Advising Award from the National Academic Advising Association. He lives in Cedar Falls, Iowa.

'99 **Dianna (Fitzl) Groskreutz** is a business services coordinator at Region V Computer Services Cooperative in Mankato, Minn. She lives in Faribault, Minn.

'03 **Troy Mitchell** is a senior consultant for CBIZ Valuation Group LLC in Chicago.

'04 **Laura Weeces** is a senior associate at Clifton Gunderson LLP. She lives in Streamwood, Ill.

'06 **Kristopher Hauswirth** is a tax associate at RSM McGladrey/McGladrey & Pullen in Des Moines, Iowa.

Economics

Class Notes

'58, MA '64 **Gerald Thompson** is the owner and operator of an Oriental rug business. He lives in Shepardstown, W.Va.

'84 **David Altman** is the executive director of operations at CSG Systems Inc. He lives in LaVista, Neb., with his wife Sharon and three children.

'99 **Mark Milder** runs his own firm in Waverly, Iowa, and practices in 46 different areas of criminal defense, family law and juvenile court.

'04 **Ryan Koopmans** is an associate at Gibson, Dunn, & Crutcher in Washington, D.C.

'04 **Nicholas Sly** was awarded a Ph.D. in Economics from Michigan State University in 2009 and is now an assistant professor of economics at the University of Oregon.

Finance/Real Estate

Class Notes

'04 **Rochelle Dotzenrod** is the assistant vice president for US Bank Commercial Real Estate in Minneapolis.

'06 **Michael Billings** was promoted to manager of information technology and marketing of company services for R.L. Billings & Co. of Sioux City, Iowa. His new responsibilities include designing computer programs to provide better customer service to clients while creating ideas to promote the company's services.

MBA

Class Notes

'04 **Amy Yeung**, president of UNI MBA Alumni Association of Hong Kong, is now the regional director of Asia Pacific for Metlife International. She is based in Hong Kong.

'09 **Alimzhan Akayev** is a lecturer at the Kazakhstan Institute of Management, Economics and

UNI's 2010 Fall Career Fair

Many UNIBusiness alumni represented their organizations to recruit students at the 2010 Fall Career Fair. More than 120 employers were at the fair, and most — if not all — were seeking business majors, according to UNI Career Services.



Geoffrey Knoop (Management '09) is a human resource assistant at United Fire Group in Cedar Rapids, Iowa.



Amanda (Albaugh) Schneider (Management '05), Chelsea Saunders (Marketing), and Katie Hefel (Management '06) are employed with Target.



Sandy (Rolwes) Vaske (Accounting '04) and Kara Kunkel (Accounting '08) are practicing CPAs with Eide Bailly CPAs & Business Advisors in Dubuque.

Strategic Research University in Almaty, Kazakhstan. He teaches Introduction to Computer Science and Information Systems, Decision Techniques and Tools, and Management Information Systems.

'10, Finance '08, Accounting '08 **Stephane Che** accepted a portfolio manager position for a bank in Switzerland after interviewing with companies in both Hong Kong and Switzerland. He lives in Lausanne, Switzerland. When he accepted the job offer, he wrote, "UNI's MBA allowed me to jump to mid-level management on my first full-time job."

'10 **Elena Pankova** began her professional career as an audit assistant at Deloitte & Touche, Denver. Her current focus is on firms in tourism, hospitality and leisure. She is excited about the opportunity to apply the analytical tools that she has learned to a professional business setting.

Management/ Management Information Systems/ Business Teaching

Marriages

'02 **Ben Pruess** married Jessica (Alstad) Pruess.

Births

'86 **Kimberly (Jasper) Hauge**, son Sean Gene born Aug. 14, 2009.

She and her husband, Garry, live in Minneapolis.

'97 **J. Royce Fichtner**, daughter Josephine Alvina born March 8, 2010. He and his wife, Julie (Skelton) Fichtner (Elementary Education '97), live in Des Moines, Iowa.

'00 **Luke Bartlett**, son Boaz born Feb. 13, 2008, and son Cainan Daniel born Oct. 16, 2009. He and his wife, Becky (Glance) Bartlett (Elementary Education, Special Education '00), live in Cedar Falls, Iowa.

'02 **Ben Pruess**, son Riley Lucas born May 2, 2009. He and his wife, Jessica, live in Mundelein, Ill.

'04 **Eldon Thoma**, son Benton born Oct. 10, 2008. He and his wife, Darci (Ackmann) Thoma (Elementary Education '03), live in Clinton, Iowa.

'05 **Matt Manternach**, daughter Madison born Feb. 3, 2008, and son Caleb born Feb. 18, 2009. He and his wife, Trista (Meier) Manternach (Elementary Education '00, MA Education Psychology '05), live in Dubuque, Iowa.

Class Notes

'71 **Edward Blumer** is enjoying retirement. He spends his free time taking classes in Spanish and art at the local community college. He lives in Effingham, Ill.

'74, MBA '82 **Nancy (Frahm) Kelting** retired from John Deere after 33 years of service. She lives in Waterloo.

'82 **Vicki (Dass) Spellerberg** teaches business education at Maquoketa Valley High School. She was named the 2009 Outstanding Iowa Secondary Business Educator and the 2009 Iowa Career and Technical Educator of the Year.

'87 **Paul Rothamel** is the executive vice president and chief operating officer of EZCORP Inc. in Austin, Texas. He lives in Omaha, Neb.

'88 **Scott Eltjes** has joined Bankers Trust in Des Moines, Iowa as senior vice president, Investment Management and Business Development. Eltjes also serves on the Executive Committee for Bankers Trust. He was named CEO and president for BTC Capital, a Registered Investment Advisor and subsidiary of Bankers Trust.

'89 **David Ryan** and his wife, Heidi (Langel) Ryan (Therapeutic Recreation '92), live in Mount Vernon, Iowa, with their nine children. David is the president and CEO of Mount Vernon Bank and Trust Company, while Heidi stays at home with the children.

'97 **Jordan Bartels** has recently earned the American Hotel &

Lodging Association professional certification as a Certified Front Desk Manager. He was recently promoted to Director of Guest Services at the new Holiday Inn in the Walt Disney World Resort.

'00 **David Friederichs** is an account executive – healthcare at Perceptive Software in Shawnee, Kan.

'01 **TJ Lucero** spent one and a half years in Mannheim, Germany, working at the John Deere European headquarters. He recently returned to Augusta, Ga., as the new order fulfillment manager for the two Augusta factories.

'03 **Kathryn (Roling) Miller** is the chief operating officer at Business Information Services LLC. She lives in Shawnee, Kan.

'05 **J. R. Andy Anderson** is a lecturer of operations management at China Agricultural University, International College in Beijing, where he is also working on a doctorate in operations management. He was one of the first UNIBusiness interns in Dalian, China.

'06 **Mohammed Alibrahim** is an IT contract advisor at Saudi Arabian Oil Company.

'07 **Brian Larkin** is a business analyst at Principal Financial Group in Des Moines, Iowa and is beginning work on his MBA.



Noele Pritchard (Accounting '08) is employed with Roth & Company P.C. in Des Moines, Iowa.



Josh Ingalls, Roxanne Richardson (Real Estate/Finance '08), Beth (Schull) Woods (Management '99) and Sandra (Rawson) Stork (MIS '96) are employed with Principal Financial Group.



David Little (Accounting '00) is a practicing CPA for LarsonAllen in Minneapolis.



Ryan Pape (Biology '07), Megan Wessels (MIS '10) and Keith Wilson (Computer Science '86) work for Pioneer Hi-Bred.

'07 **Nick Klobberdanz** served in Afghanistan with the Army's 10th Mountain Division, based out of Fort Drum, N.Y. Klobberdanz was recently promoted to sergeant and is stationed at Fort Drum. He and his wife, Stephanie, have one child, John Henry.

'09 **Geoffrey Knoop** is a human resources assistant for United Fire Group in Cedar Rapids, Iowa.

'09 **Kristen Williams** was promoted to personal banker at the west Mason City office of First Citizens National Bank. She has been with First Citizens National Bank for seven months where she previously held the position of teller. She lives in Mason City, Iowa.

Deaths

'44 **Marian "Mikki" Ida (Fyler Klaus) Moles** died May 12, 2010.

'47 **Barney "John" Barnard** died May 16, 2010.

Marketing

Marriages

'00 **Mandy (Baudler) Cooper** married Ken Cooper.

Births

'89 **Lane McCumsey**, daughter Cadey Layne born Dec. 6, 2009. He and his wife, Erin, live in Brainerd, Minn.

'01 **Nathaniel Brown** daughter Hallie born Oct. 19, 2009. He and his wife, **Molly (Frohwein) Brown** (Marketing '02), live in Denver, Iowa.

Class Notes

'69 **Kent White** is on the Henry County Iowa Board of Supervisors. He is a retired naval aviator and airline captain. He lives in Mount Pleasant, Iowa.

'70, MA '75 **Larry Pagel**, a business professor at Northern Michigan University, was the 2009 recipient of the John Robert Gregg Award in Business Education, which recognizes outstanding contributions to the advancement of business education. He lives in Marquette, Mich.

'76 **Randy Lindner** earned his Certified Association Executive designation from the American Society of Association Executives. He lives in Alexandria, Va.

'85 **David Hartman** was elected Board President of Ronald McDonald House Charities of Central Iowa for another two-year term. He is an account executive at KCCI-TV in Des Moines, Iowa. He lives in Ankeny, Iowa.

'87 **Joel North** has been named a relationship manager for U.S. Bank Private Client Group in Des Moines, Iowa. He lives in Urbandale, Iowa.

'98 **Thomas Lindauer** is the vice president of Farmers Savings Bank & Trust in Vinton, Iowa.

'00 **Stephanie (Roehl) Emmons** is marketing manager for CMI in Chicago.

'01 **Rollie Fors** is employed by Grubb & Ellis | The Winbury Group and has recently made partner. He lives in Prairie Village, Kan.

'02 **Michael Freeman** is the associate athletic director for external operations at Butler University in Indianapolis, Ind.

'03 **Susan (Jacobs) Woodruff** is a seed sales manager for Agriland FS. She lives in Eddyville, Iowa.

'04 **Thomas Berlin** is the district sales manager at Pitney Bowes in Urbandale, Iowa.

'07 **Matt Bernard** is employed by Corvus Systems as the Regional Director of the Omaha, Neb., office.

'07 **Micah James** is assistant store manager at Wells Fargo in Des Moines, Iowa. He is working towards his MBA at Drake University.

'08 **Jessica Sodman** is a participant specialist at ITA Group Inc. in West Des Moines, Iowa.

'09 **Stacy Lorenz** is the marketing coordinator at BNIM Architects in Kansas City, Mo.

'09 **Alicia Wedeking** is a sales representative for Copy Systems Inc. in Des Moines, Iowa.

'10 **Justin Noethe** joined Mission Creative as a project coordinator in Dubuque, Iowa. He will be responsible for managing project deadlines and client communication.

Deaths

'51 **Charles Papousek**, Lake Forest, Ill., died Aug. 22, 2009.

'56 **John Plonsky**, Tucson, Ariz., died Oct. 7, 2008.

'60 **Donald Lancaster**, Des Moines, Iowa, died Oct. 2, 2009.



Courtney Rounfort (Accounting, Finance '10) and Heather Kessler (MIS '10) work for HNI Corporation.



Joe Mesner (Management '07) and Shane Ort (Management '06) are employed with Pella Corporation.



Bailey Peak (Management '09) is employed with Beef Products Inc.



Blaine Moats (Accounting '88) and Philip Morris (Accounting '01, MBA '02) are practicing CPAs for Latta Harris Hanon & Penningroth L.L.P.

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of hard work
to become a
professional
Sometimes
you need a
little help**



Our students have the heart for success, and they're willing to work hard, but there are costs. Spending every Saturday in a CFA seminar means working the third shift all week long. An international experience means finding a third job to pay for the airfare. Winning a national business competition requires long hours of preparation. Building a professional portfolio costs time, money and sleep.

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2010 Graduation Celebration

Members of the Presidents' Council coordinated the Graduation Celebration, held at UNI's Gallagher-Bluedorn Performing Arts Center. This year's event featured the talents of Eric Sauser (MIS), Laura Bohlke (Marketing '10) with Tracy Chapman, and Skyler Mayberry-Mayes (Finance and Real Estate), who were selected by the council from a College-wide search.



Eric Sauser



Laura Bohlke



Skyler Mayberry-Mayes

UNIBusiness student leaders emcee the Graduation Celebration, held each April to honor the newest cohort of UNIBusiness alumni.



*April Pearson
(Finance and
Real Estate)*

*Pernell Cezar
(Finance and
Marketing '10)*

*Josh Lastine
(Economics)*

*Paula
Thronson
(Management
and Spanish)*

*Megan
Wessels
(MIS '10)*

*Felly
Phommalinb
(Management)*