



MARKETING MILESTONES

News for UNL's Marketing Department Friends and Alumni

FROM THE DEPARTMENT CHAIR

We have too many changes to the Marketing Department for me to report them all here, but you will find many of them in these pages. Of greatest note are the arrival of our two new faculty members, assistant professors Dr. Meike Eilert and Dr. Alok Kumar, who are finishing their first semester as you read this. You will find a few words about them herein. We are so delighted to have them!

We also note the retirement, after two and a half decades of service, of associate professor emerita Dr. Patricia Kennedy. We are all hoping for her well-deserved happiness in retirement in Oregon.

Dr. Les Carlson, who won the departmental faculty research award in May, also won the "Best Article" award from *Marketing Education Review*. Dr. Amit Saini was just appointed the W. W. Marshall College Professor. Dr. Jim Gentry led the 22nd Annual Mittelstaedt Doctoral Symposium, a great success every year. Dr. Xin Zhao taught our Ph.D. seminar in Communications, his first Ph.D. seminar for us. And, our magnificent departmental coordinator, Michelle Jacobs, continues, in her 30th year with the department, to keep the department functioning on too many levels to mention.

As you will see below, we met with our terrific advisory board in September. It was a stimulating session. In the past, we have taken their advice to heart and have started a course in professional selling (and hired Dr. Scott Friend to teach it), and have started a course in digital marketing. Our Union Pacific class (solving a wide variety of marketing problems quickly for UP executives), taught by Rob Simon, was mentioned as valuable in developing this kind of graduate, and there were suggestions that this model might be expanded. In fact, we will start a similar class for Lincoln Industries next semester, taught by Steve Welton.

With the leadership of Dr. Friend and Dr. Ravi Sohi, we have now instituted the Center for Sales Excellence at the undergraduate level, with its own sequence of courses, beginning next semester, and the potential for students from anywhere on campus to earn a sales certificate upon completion of the sequence. We are now in the midst of a national search for a director of the Center for Sales Excellence, led by Ravi.

Plans for the new building, with an anticipated move-in date of 2017, are almost completed. The new building will have state-of-the-art facilities, and twice the square footage of our current building. Judging from the drawings, it is going to be a truly impressive, flexible, and capable place.

We are also participating in a new Business Analytics certificate program at the masters level, four courses from across the college, one (Strategic Database Marketing) taught by our department. The sequence takes 4 eight-week 3-hour classes to complete, and is all on-line, so we can have students from anywhere in the world. People who can handle big data analytics are in great demand. So far, we have received a lot of interest in the certificate, for which the course sequence begins next semester.

Our new College of Business tagline is "**Start Something!**" and as you can see, we were already on board with that before the tagline arrived. It is an exciting time to be in Marketing, and an exciting time to be here in our Marketing Department!

Best wishes to you and yours!

Happy Holidays!

Dwayne Ball
Department Chair & Associate Professor of Marketing

MARKETING DEPARTMENT

MARKETING DEPARTMENT ADVISORY BOARD

In conjunction with the CBA Advisory Board Summit, the Marketing Department Advisory Board met this past fall. The advisory board members were uniformly enthusiastic about the Sales Center and felt it was a real point of differentiation for our department, the College of Business, and the University of Nebraska. The advisory board reminds us every year that Marketing is now an even faster-moving field, and we have to prepare our graduates to thrive under those conditions. They also tell us that employers want proactive, entrepreneurial leaders that think critically and execute solutions well. We are very fortunate to have their good counsel. The next Advisory Board Summit is tentatively scheduled for September 19, 2014.



*Front Row: Dr. Dwayne Ball, Rich Claussen, Lindsay Eastwood, Dr. John Brasch, Eric Gillis
Back Row: Blake Lawrence, Andy Romjue, Matt Nyberg, Roger Thiede*

VISITING SCHOLAR

Visiting us this Fall semester has been Professor Hongyan Yu from SunYat Sen University. He was the catalyst for creating a "Bottom of the Pyramid" informal seminar that met, on average, every other week while he was here. While here, he co-authored papers with **Jim Gentry**, Ann Veeck (Western Michigan), Al Burns (LSU), and his daughter Grace (MBA at Brock). Dr. Veeck and Dr. Burns visited Nebraska in late October and presented their research with Dr. Yu to our doctoral students.

MITTELSTAEDT DOCTORAL SYMPOSIUM

Be sure to mark your calendars for the 23rd Annual Mittelstaedt Doctoral Symposium, **April 3-5, 2014**, or visit the symposium's website:

cba.unl.edu/academics/marketing/symposium/symposium.aspx

Jim Gentry serves as faculty coordinator of the symposium.



Search *Robert Mittelstaedt Doctoral Symposium*

OUR UNDERGRADUATES

NATIONAL COLLEGIATE SALES COMPETITION

The department will again be sponsoring two marketing students to compete at the National Collegiate Sales Competition (NCSC) taking place in Kennesaw, GA March 28-31, 2014. **Scott Friend** is the faculty advisor, preparing the students for the competition, which hosts students from over 60 universities across the United States. This will be UNL's third year being involved in the competition!

TARGET CASE COMPETITION

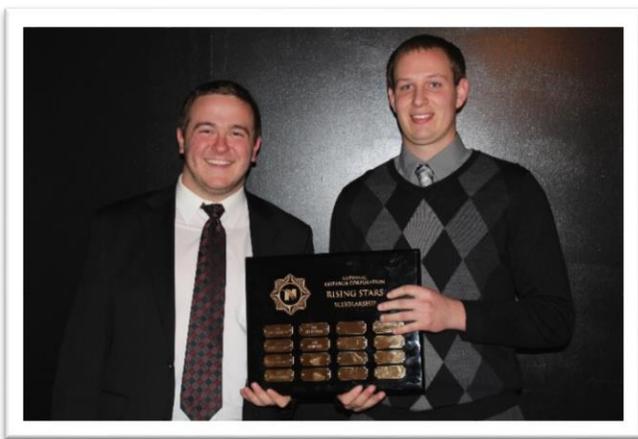
The Marketing Department with the sponsorship and support of the Target Corporation hosted a Target Case Competition in the Spring of 2013 open to all UNL business students. The three person teams did a case analysis on a case on the new City Targets. The teams presented their case analysis to a group of regional Target Managers, who selected the winners. The winning team made up of three marketing majors was awarded \$1500 by Target and the second place team won \$500. It was an exciting way for the students to compete and show their skills to Target management. Target Corporation was so pleased with the results that they have given \$3,000 in award money for the department to sponsor another case competition in 2014.

EXPERIENTIAL LEARNING

The Marketing Department and Union Pacific teamed up again to offer a special marketing class for our top students. The class, under the leadership of **Rob Simon** and **Dr. Ravi Sohi** for the Marketing Department and **Shawntell Kroese** for Union Pacific gave the students the opportunity to work on real world projects that Union Pacific is working on. This is the seventh year the Marketing Department and Union Pacific have worked together on this class. The students competed in teams on four projects for Union Pacific and Union Pacific managers picked the top team for each project. Nineteen undergraduates and seven graduate students had the opportunity to work with Union Pacific this past semester. All the students had the opportunity to make a presentation to Eric Butler, Executive Vice President for Marketing and Sales at Union Pacific. One current student and one student from a past class are being hired by Union Pacific in 2014. The class has been a wonderful learning experience for the students and a great resource both for talent and ideas for Union Pacific.

NATIONAL RESEARCH CORPORATION'S (NRC) RISING STAR SCHOLARSHIP

This is the third year we have partnered with NRC to offer two scholarships per academic year. The scholarships are to recognize students with an interest in a career in business development, marketing and/or entrepreneurship and must have a minimum cumulative GPA of 3.0. Students submit a resume that highlights their previous work experience in sales, marketing and/or business development and track record in leadership and achievement. Along with the resume, each student was asked to submit a personal statement about their career ambitions in the field of business development. Recipients of the NRC scholarships were Justin Peet and Eric Reznicek.



Eric Reznicek and Justin Peet

LINCOLN CHAPTER AMA – PRISM AWARDS

Ryan Kortus, senior marketing major won the student marketing project of the year award from the Lincoln Professional American Marketing Association at their annual awards luncheon. Ryan was awarded a Prism award and a \$250 scholarship. This was an award open to all students involved in Marketing in Nebraska. Ryan won the award for a marketing campaign for H & R Block that he developed and then carried out. Yoo Hee Kang, also a marketing major received a merit award in the same category for her marketing work with the Nebraska Department of Health and Human Services.

OUR GRADUATE STUDENTS

GRADUATE STUDENT UPDATES

First year student **Arvind Agrawal** joins us from Pune, India. He is working on research with **Alok Kumar** and teaching International Marketing. In the Spring he will teach a section of our new course, Marketing Metrics. In October, Arvind and his family hosted a Deepawali party for members of the department. This was reminiscent of social gatherings back home when members of the faculty and fellow graduate students joined in celebrating the Hindu New Year. Arvind also published a book, "How India Found Its Feet: The Story of Indian Business Leadership and Value Creation (1991-2010)".



Arvind and family with some of their guests at their "Deepawali party."

Elise (Johansen) Harvey, in her third year in the program, has had quite an eventful year. She married Alexander Harvey in January and gave birth to their son Lincoln Alexander Harvey on June 4th. Elise is currently teaching Marketing Communication Strategy.



Elise, Alex & Lincoln Harvey

Second year student **Brad Horn** taught Marketing Principles and Marketing Channels this past year and has been narrowing his research interests to focus on social media marketing. He has been working on research with **Scott Friend** and **Jeff Johnson**, and acquired his first publication (forthcoming) in the *Journal of Personal Selling and Sales Management*. He is currently working on several projects looking at the shareability of social media marketing messages and the benefits and drawbacks of salesperson social media use.

Mengzhu Ji, in her second year in the program is currently working with **Xin Zhao** on research and is teaching a section of Marketing Channels.

Joseph Matthes, fourth year Ph.D. student has accepted an Assistant Professor of Marketing position with Marquette University, beginning August 2014. He is working on his dissertation, under the guidance of **Amit Saini**. His dissertation conceptualizes and examines the role of marketing alignment on franchising partners. He is currently researching marketing channels management, franchisee-franchisor relationships, and marketing's utilization of information technology from a strategy perspective. Joseph's wife, Melina, is a Reporter at KPTM Fox 42 News in Omaha.

Fourth year student **Jessica Mikeska** is currently working on her dissertation, under the guidance of **Les Carlson**. This past summer Jessica attended the Society for Marketing Advances Doctoral Consortium, AMA Summer Educators' Conference and Marketing & Public Policy Conferences, all while trying to heal from jaw surgery to complement her orthodontic work.

Lynn Phillips, first year student, is from Pasadena, CA. She graduated from the Survey Research & Methodology master's program here at UNL this past May. She is working on research with **Jim Gentry**, **Dwayne Ball**, and **Meike Eilert**. This past year, her fantasy novel, "*The Quest of the Unaligned*" was published by BorderStone Press (May 2013). In November she did a book signing here on campus at the University Bookstore. In May she presented at the national AAPOR (American Association for Public Opinion Research) Conference with co-authors Dr. Tarek Baghal and Dr. Robert Belli on methodological problems with measuring time use.

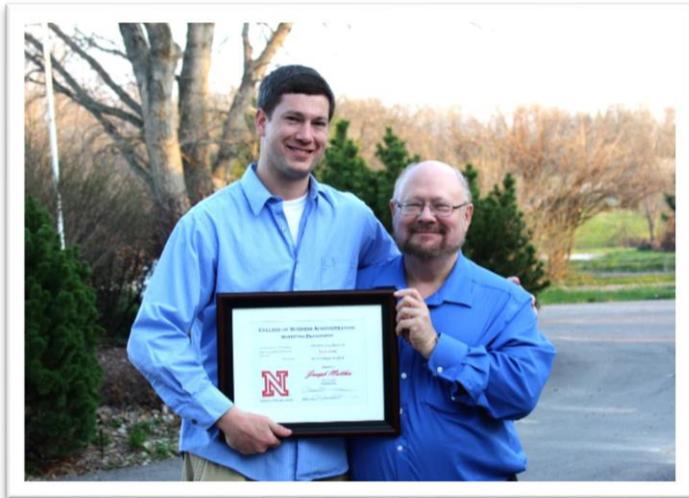
Second year student **Jenifer Skiba**, is working on her second year paper with **Amit Saini**, on the topic of cost consciousness and cost control. She has taught Marketing Principles and Marketing Research this past year. Jen also completed the Lincoln half marathon this past May and looks forward to doing so again next year. She also enjoyed a trip to Asheville, NC in September.

Shipra Gupta graduated in August and accepted a position at the University of Illinois Springfield as an Assistant Professor. **Jim Gentry** was Shipra's dissertation chair.

Jeff Johnson graduated in May and is an Assistant Professor at the University of Missouri Kansas City. Jeff was selected one of two winners of the 2013 AMA Sales SIG Dissertation Proposal Committee. **Ravi Sohi** was Jeff's dissertation chair.

Tim Reilly is an Assistant Professor at the University of Minnesota Duluth.

FELLOWSHIPS, HONORS AND AWARDS



Joseph Matthes received the department's "Award for Excellence in Teaching" by a Graduate Student.



Jessica Mikeska received the department's "Award for Excellence in Research" by a Graduate Student.



Shipra Gupta received the department's "Baker Award for Excellence in Service" by a Graduate Student.

Brad Horn, Joseph Matthes, and Jessica Mikeska, were awarded the J. J. and Eleanor S. Ogle Fellowships for 2013-2014. These fellowships are available to Ph.D. students in CBA and awarded by the department.

Elise Johansen Harvey, Lynn Phillips and Jenifer Skiba were recipients of the Othmer Fellowship; **Arvind Agrawal** and **Mengzhu Ji** received the Chancellor's Fellowship. These fellowships are awarded by Graduate Studies.

Joseph Matthes was selected by the department to represent UNL at the 2013 AMA-Sheth Foundation Consortium, hosted by the University of Michigan.

This year we again participated in the 43rd Annual Haring Symposium, hosted by Indiana University, Kelley School of Business, Department of Marketing. Representing UNL was presenter **Tim Reilly**, discussant **Joseph Matthes** and faculty representative **Scott Friend**.

Joseph Matthes received the 2012-2013 CBA Graduate Student Teaching Award.

Jeff Johnson received the 2012-2013 CBA Graduate Student Research Award.

CONFERENCE PRESENTATIONS

Elise Johansen Harvey, Mary C. Martin, and Jim Gentry, (2013). *The Portrayals of Family in Advertising: Children's Perspectives*. AMA Winter Educators' Conference.

Joseph Matthes and Amit Saini, (2013). *Strategic Drivers of Mobile Application Performance*. AMA Summer Educators' Conference.

Joseph Matthes, and Les Carlson, (2013). *Product Content Ratings in the Entertainment Industry*. AMA Marketing and Public Policy Conference.

Jessica Mikeska and Elise Johansen Harvey, (2013). *The Political CEO: An Event Study Comparing Consumer Attributions of CEO Behavior*. AMA Marketing & Public Policy Conference.

Jessica Mikeska, Les Carlson, and Dwayne Ball, (2013). *Conjoint Analysis of the Consumer Trade-Off Decisions Associated With a Beverage Tax*. AMA Marketing & Public Policy Conference.

Jessica Mikeska, Scott Friend, G. A. Hamwi, and B. N. Rutherford, (2013). *Artificial Emotions Among Salespeople: The Impact of Surface Acting on Job Satisfaction and Organizational Commitment*. AMA Winter Educators' Conference.

SERVICE

Elise Johansen Harvey and Jenifer Skiba were student coordinators at the 22nd Annual Robert Mittelstaedt Doctoral Symposium.

Jeff Johnson presented and **Elise Johansen Harvey** served as a discussant at the 22nd Annual Robert Mittelstaedt Doctoral Symposium.

Elise Johansen Harvey is President of our Marketing Doctoral Student Association. **Jenifer Skiba** serves as Vice President.

Elise Johansen Harvey was an invited reviewer for the *Journal of Small Business Management* and the *International Journal of Advertising*.

Joseph Matthes was an invited reviewer for the *Journal of Small Business Management*.

Joseph Matthes and Jessica Mikeska assisted **Scott Friend** with the National Collegiate Sales Competition team. She also was a reviewer and session chair at the AMA Marketing & Public Policy Conference.

OUR STAFF

Administrative Coordinator **Michelle Jacobs**, as usual, is very busy taking care of everyone here in the department and sometimes within the college, just started her 30th year with the department. Michelle has been with the department this entire time. She also helps on the family farm and at Brian's auto repair shop. She continues to work with the Agribusiness Program, advising the 43 majors in the college. This past year she became an Aunt to Penelope Kay Jacobs. During this past year Michelle received two CBA Dean's Coins, and she is the only recipient of three coins since this program started. She received coins for her recognition for Contributions to Students from the Parents Association and the Teaching Council at UNL and for all her work this past year in DigitalMeasures, providing support across campus and updating the training materials for the staff in CBA.



Michelle and **Amit Saini** enjoyed attending the Huskers vs. UCLA game, but not the final outcome. This is outside just renovated East Stadium and Bob Devaney statue.



Mary Fischer, Office Associate, is in her third year with the department. She is enjoying her added responsibilities working with the Human Trafficking Conference. Mary received the Floyd S. Oldt Silver Pen Award from the University of Nebraska Office Professionals Association (UNOPA) as well as a CBA Dean's Coin for creating a walking program for the staff of CBA. She is also a co-organizer of a small group of women who offer small business loans to women in third world countries. Kenny, Mary's son, who is in the 5th grade, still plays soccer and basketball and now also plays the trombone. He has been busy raising funds for an organization in Ghana, Challenging Heights, which helps to free child slaves as well as provide an education for the children and their families. Athletics and the theater are still their favorite outings.

Eric Reznicek, our student worker for the past four years, and says that he has enjoyed every minute of working in the department, continues to attend classes and further his education which still has been a large portion of his time spent on campus. He will be graduating this May and is searching for a career in marketing and finance. He has spent the duration of this past year working within a new capacity with the University as Student Body President and Student Regent. He and his team announced their candidacy in January and was elected by the student body in March. It goes without saying that this year has been full of exciting new experiences and relationships for Eric.

OUR FACULTY

Linda and **Les Carlson's** highlight this year was meant to be a new addition to their house, i.e., a sunroom. They spoke to their builder early in the Spring about this project and they've been periodically asked since by him if they're "still interested". Linda and Les always assure him that they are and then wait for another 4-6 weeks until he again asks then if they're "still interested". Oh well! Last Spring, Les bought a 50s era Ford 8n tractor with a loader to help with odd jobs around the "farm".

Joining us this year is **Meike Eilert**. Meike is from Velbert, Germany and received her Ph.D. from the University of South Carolina. Her research interests include marketing strategy, branding, and corporate social responsibility and teaches Marketing Research. She is enjoying Lincoln, volunteering at local events and enjoying Husker athletics.

Scott Friend is currently working on Sales Center and research projects in the areas of professional sales, sales force management, and business-to-business relationships. Jordan is going on two and is making every day exciting and fun. Robyn and Scott are expecting their second child in May 2014.



Jordan Friend

After a surgery-prone Spring, life has gotten far better for **Jim Gentry**. One major highlight was the movement of the conference paper co-authored with his daughter, Erin Gentry Lamb, into an aging journal. Given that he is doing an enormous amount of observation/participation research on the aging process, his primary research focus in the future will be on marketing to a rapidly aging world.

Alok Kumar, our other new faculty hire this year, moved to Lincoln here with his family from Pennsylvania. His son Ayush started Kindergarten at Cavett Elementary school and daughter Shruti attends Scott Middle School and is in 8th grade. They are enjoying Lincoln. Alok's research interests include distribution systems, business-to-business markets, supply chain relationships, and marketing strategy. Alok is teaching Marketing Channels Management.

Ravi Sohi has been setting up the Center for Sales Excellence, and will be offering the first class for this center in Spring 2014. Son Rohan is completing his Masters in Professional Accountancy (MPA) at UNL and starts work with Deloitte in September at their Houston office. Simran is in her first year of the MBA program at UNL.

Kathy and **Steve Welton** highlights of the year include visits to Nashville, TN to see their grandson, Canon (age 1) and their son Tyler and wife Amanda. Their younger son, Kelley, is attending UNL, so they have enjoyed sharing "Husker" experiences with him this year.

HONORS AND AWARDS

Les Carlson received the department's 2012-2013 Faculty Research Award.

Les Carlson and **Scott** Friend were recipients of Beta Theta Pi Fraternity 2013 Outstanding Educator Award.

Kevin Shanahan, Christopher Hopkins, **Les Carlson** and Mary Anne Raymond, "Student Identification of Academic Cheating Typology and the Link to Shoplifting Motivation" which appeared in *Marketing Education Review*, 23 (Summer), 163-178 received the 2013 *Marketing Education Review* Best Article Award.

Jim Gentry received the Carmen Award at the 2013 Macromarketing Conference.

Shipra Gupta and **Jim Gentry** received the Best Doctoral Paper at the Collegiate Retailing Association Conference.

Amit Saini was awarded the W.W. Marshall College Professorship.

Rob Simon was nominated for the CBA Excellence in Teaching Award.

Steve Welton received the 2012-2013 CBA MBA Distance Teaching Award.



Steve Welton receiving his award from Dean Donde Plowman.

GRANTS

Les Carlson is collaborator on, "The Effect of Point-of-Sale Tobacco Marketing on Smoking Cessation (1R01CA166156-01A1)", National Institutes of Health.

CONFERENCE PRESENTATIONS

Meike Eilert and S. Jayachandran (2013). *Examining a Brand's Role in Implementing an Effective Recall: Evidence from the Automotive Industry*. AMA Summer Educators' Conference.

Meike Eilert, K. Walker, and T. J. Chen (2013). *Can Ivory Towers Be Green? Size and Organizational Social Performance*, AMA Marketing & Public Policy Conference.

Jim Gentry (2013). *THE Consumer Research Issue of the Future: The Quality of the Elderly, Globally*. Consumer Well Being Conference.

Jim Gentry and **Shipra Gupta** (2013). *The Need for Sustainable Fashion and Investigation as to Its Feasibility*. Macromarketing Conference.

Haase, M., Becker, I., Shultz II, C., Nill, A., and **Jim Gentry** (2013). *Male Breadwinner Ideology and the Inclination to Establish Market Relationships: A Theoretical Analysis and Evidence from Germany*. Macromarketing Conference.

Chaudhuri, H. R., and **Jim Gentry** (2013). *The Shelf, Space, and Marketing: Examining the Promises of Ideal Existence in the Gated Communities of Indian Metros*. Macromarketing Conference.

Shipra Gupta and Jim Gentry (2013). *The Psychological Effects of Perceived Scarcity on Consumers' Buying Behavior*. American Collegiate Retailing Association.

Shipra Gupta and Jim Gentry (2013). *Buy Now or It Won't Be There Tomorrow: Consumers' Reactions to Scarcity Messages*. AMA Winter Educators' Conference.

Amit Saini (2013). *Sales Responses to Unethical Purchasing Practices in Business-to-Business Relationships: A Conceptual Framework*. 20th Annual Vincentian Business Ethics Conference.

Jeff Johnson and Ravi Sohi, (2013). *Getting Salespeople to Implement New Marketing Strategies*. 4th Conference on Enhancing Sales Force Productivity.

PUBLICATIONS

K. J. Shanahan, C. D. Hopkins, **Les Carlson**, and Raymond, M. A. (2013). Student Identification of Academic Cheating Typology and the Link to Shoplifting Motivation. *Marketing Education Review*, 23, 163-178.

N. Evans, **Les Carlson**, and M. Hoy (2013). Coddling our Kids: Can Parenting Style Affect Attitudes Toward Advergaming? *Journal of Advertising*, 42, 228-240.

S. Jayachandran, **Meike Eilert**, and K. Kalaiganam (2013). Product and Environmental Social Performance: Varying Effect on Firm Performance. *Strategic Management Journal*, 34(10), 1255-1264.

K. Kalaiganam, T. Kushwaha, and **Meike Eilert** (2013). The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the Automobile Industry. *Journal of Marketing*, 77 (2), 41-57.

N. Hartmann, B. N. Rutherford, G. A. Hamwi, and **Scott Friend** (2013). The Effects of Mentoring on Salesperson Commitment. *Journal of Business Research*, 66(11), 2294-2300.

Scott Friend, Jeff Johnson, B. N. Rutherford, and G. A. Hamwi, (2013). INDSALES Model: A Facet-Level Job Satisfaction Model Among Salespeople. *Journal of Personal Selling & Sales Management*, 33(4), 419-438.

Risto Moisio, E. J. Arnould, and **Jim Gentry** (2013). Productive Consumption in the Class-Mediated Construction of Domestic Masculinity: Do-It-Yourself (DIY) Home Improvement in Men's Identity Work. *Journal of Consumer Research*, 40(2), 298-316.

R. Boeing, A. Torres Urdan, and **Jim Gentry** (2013). I Saw It In the Movies, But Does That Matter? Product Placement in A Cross Cultural Study Between Brazil and the USA. *Brazilian Journal of Marketing*, 12(2), 1-28.

R. Grewal, **Alok Kumar**, G. Mallapragada, and **Amit Saini** (2013). Marketing Channels in Foreign Markets: Control Mechanisms and the Moderating Role of Multinational Corporation Headquarters-Subsidiary Relationship. *Journal of Marketing Research*, 50(3), 378-398.

J. Wang, **Xin Zhao**, and J. Li (2013). Group Buying: A Strategic Form of Consumer Collective. *Journal of Retailing*, 89(3), 338-351.

SERVICE

Les Carlson is a member of the Senior Advisory Board of the *Journal of Advertising* and *Journal of Marketing Theory and Practice*. He is also editorial review board member for *Academy of Marketing Science Review*, *Journal of Current Issues & Research in Advertising*, *International Journal of Advertising*, *Journal of Advertising*, *Journal of Marketing Education*, *Journal of Business Research*, *Journal of Marketing Theory & Practice*, *Journal of Consumer Affairs*, *Journal of Public Policy and Marketing*, *Services Industry Journal*, *Marketing Theory*, *Journal of Advertising Research*, and *Journal of Public Policy & Marketing*.

Scott Friend serves as an ad-hoc reviewer for the *Journal of Business Research*; reviewed for the AMA Summer Educators' Conference, and AMA Winter Educators' Conference. He is also advisor to UNL's Pi Sigma Epsilon Chapter.

Meike Eilert reviewed for the AMA Summer Educators' and Winter Educators' Conferences.

Alok Kumar serves as an ad-hoc reviewer for various journals, including *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of Services Research*. He is also track chair for the Business-to-Business track at the upcoming AMA Winter Educators' Conference.

Ravi Sohi and **Amit Saini** were co-chairs of the Marketing Theory Track at the Winter AMA Conference.

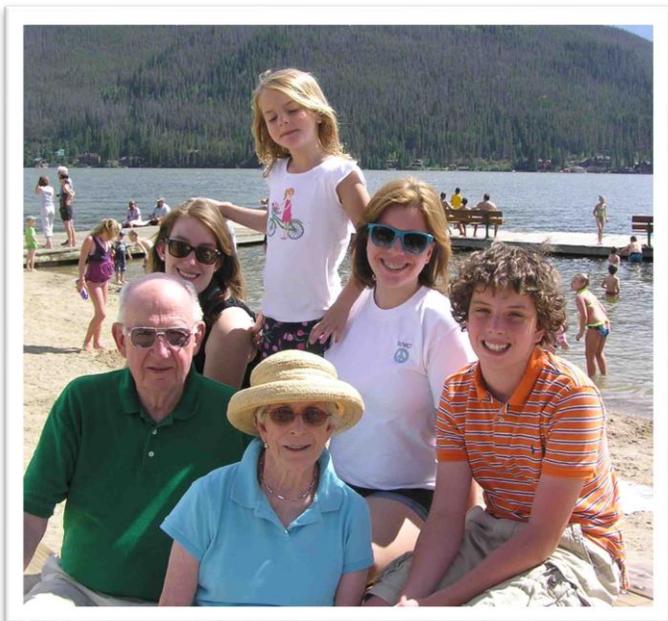
Ravi Sohi continues to serve on UNL's Research Policy Committee as well as help out with the University's international initiatives. He also continues to serve of the editorial review boards of the *Journal of Retailing* and the *Journal of Personal Selling and Sales Management*. He is also an ad-hoc reviewer for the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and several other journals.

Xin Zhao served as an ad-hoc reviewer for the *Journal of Business Research*.

Rob Simon and **Steve Welton** are co-advisor's to our student AMA Chapter.

OUR EMERITUS FACULTY

Venita and **Bob Mittelstaedt** continue to be in good health. They spend much of the year in Lincoln but continue to spend the winters in Columbia, SC. With son John and his family now in Laramie, WY, they have reason to visit there, too. Both say they miss the good times with the graduate students. They send their greetings to all.



Bob & Venita with their grandchildren

Alberta and **Ray Marquardt** are keeping busy just attending the activities of their two daughters (Debbi and Ruth Ann) and their five grandchildren who all live within a mile of their Gilbert house. Granddaughter Morgan is a sophomore at the University of Arizona. The other four are active in competitive cheerleading, student council, dance team, football, volleyball and swimming events. Alberta and Ray try to spend their summers at an elevation of 7200 feet in the cool White Mountains of Arizona. They also went on a cruise to Alaska in June and a fall foliage tour of the Northeastern states in October. Ray still visits western Nebraska to keep up on their farm activities at Wallace.

Ron Hampton is now the Director of Executive Education (part-time). Last spring, a bit of arm twisting brought him out of "rewirement" ...he just couldn't deal with retirement according to Dee and she was very glad to see Ron get out of the house! He's having fun with the challenges and since July, has 12 Executive Education programs on the college calendar with two having already taken place this fall. On a more personal front, grandchildren Theo 10, Gavin 8, Phoebe 6, and Liam 4 are great fun to be around. Theo plays golf regularly and has won two and placed 2nd in the three tournaments he entered this year. Gavin is a defenseman and now goalie for his hockey team that includes my son Gabe as his coach. Daughter-in-law Nedra continues to get the promotions with Experian and she and Gabe hosted their Thanksgiving dinner in their new home here in Lincoln several weeks ago. Phoebe continues to decorate our house with her artistic abilities every time she comes to PaPa's. Liam is brilliant and witty asking questions he cannot begin to answer and certainly not in mixed company. Ron's lovely wife Dee have now been married 42 years. They say the first 100 are the toughest, but she has still put up with him so far. Daughter Sheila and her husband continue to prosper in the teeth industry. They continue to enjoy their family and the ever changing family of the Marketing Department. Merry Christmas, Happy Chanukah, and Happy and Blessed Holidays from Dee and Ron.

Pat Kennedy retired this past spring and moved to Portland, OR to be close to her son Blake and his wife Sarah and grandson Finn. Pat is enjoying spending time with Finn and her friends and family in Oregon.



Finn Kincaid

Max Grossart keeps his parents Priscilla Henkelmann and **Sandy Grossbart** very busy. Max started Kindergarten this year, and is involved in many activities at school, soccer, and other events. Max is still a **BIG** Husker fan and on home football games you can find him with his dad in Memorial Stadium!



Max Grossbart

OUR ALUMNI

ALUMNI UPDATES

Bob Rogers (1979), at 70+ if there is a birth to celebrate, he would (although Mick Jagger has done well for himself); and his marriage of almost 44 years is still intact.

Jim Roberts (1991) book, *Shiny Objects: Why We Spend Money We Don't Have in Search of Happiness We Can't Buy* (Harper One, 2011), has been translated into simple Chinese and went on sale in November of this year. Early reports are that sales are good and that the publisher is considering a second printing.

Cecelia Wittmayer (1993) retired in June from her administrative position, Vice President for Academic Affairs at Dakota State University in Madison, SD. Now she's teaching part-time and wondering how she ever had time to work full-time! Daughter Morgan is an architect with a firm in Bismarck, ND. Norman is still feeding America.

Sue and **Kevin Coulson** (1993) celebrated their 18 month anniversary of wedded bliss last week. Kevin's daughter Sarah is at Oklahoma University in actuarial science and daughter Olivia is in aeronautical engineering at Kansas University. 2014 will be the 175th anniversary of their family farm. He's owned it since the early '80s or and paid it off in 1986 or '87. Kevin was promoted to full professor in the spring. He's had several paying clients and projects for the focus group lab, some on campus, and some in the community. The University is undergoing strategic planning and Kevin is one of four faculty members and the sole representative for the School of Business to the President's ten member Strategic Planning Cabinet (the steering group for the plan).

Stacey Menzel Baker (1996) twin daughters, Gabby and Carly, are now in the 9th grade and son, Jackson, started Kindergarten. Her family attended the Nebraska-Wyoming football game in Memorial Stadium this year. Stacey cheered for the offenses the entire game, and had a great time (thanks greatly Michelle and Jim!). Stacey was promoted this year, and now holds the title of Professor of Marketing and Sustainable Business Practices. She enjoys working with doctoral students and is still serving as Associate Editor at the *Journal of Public Policy & Marketing*.

Ju-Young Park (1997) was promoted to Professor at Soongsil University. He was also re-elected as President of the Korean Academic Society of Franchising (www.kasof.or.kr) this past year. He will be serving as President of KASOF for the next two years.

Mike Tippins (1999) will become Chair for the Department of Marketing and Supply Chain, University of Wisconsin-Oshkosh in July 2014. The role is slated to last three years. Their department consists of 10 professors and three or four ad hocs.

Matt Bunker (2003) will be taking on the job of the Marketing Department Chair at the University of Northern Iowa starting January 2014.

Fleura Bardhi (2004) is now at the City University London, Cass Business School.

Anyuan (Daniel) Shen (2007) received tenure and has been promoted to the rank of Associate Professor at the State University of New York at New Paltz.

Amber Epp (2008) was named to the editorial review boards for the *Journal of Consumer Research* and *Journal of Marketing*. Tandy Chalmers Thomas and Amber received a grant from the Marketing Science Institute for their research on "New Parent Decision Making in a Culture of Choice Overload." They are currently collecting data for a longitudinal study that follows 25 couples from pregnancy through the first year of parenting. The timing of this study is fitting, as Russell and Amber welcomed Hudson John Epp, who was born on November 5 at 11:50 am. He weighed 7 lbs. 15 oz., and 20" long. All are doing well and adjusting to their new normal, except for their dog Bailey who is still a bit baffled by the whole thing. They look forward to seeing everyone at the Mittelstaedt Symposium.



Hudson John Epp

Julie Pennington (2009) joined the University of Tampa in August after her youngest daughter, Sarah, graduated from high school in June. Her oldest daughter, Elizabeth, is a senior at Georgetown is majoring in International Political Economic. Julie co-chaired the International Food and Agribusiness Conference academic symposium in Atlanta in June. She is currently enjoying a snow free holiday in Tampa!

Rob Harrison (2009) daughters, (left to right), Lea (4), Ella (3) and Jaelyn (7).



Joan and Mike Krush (2009) added to their family, Griffin Peter-Michael Krush, was born on Sept. 23. He was welcomed by a very happy big sister, Gerin. Mike and Joan are both employed at North Dakota State University. Mike became the Director of the Center for Professional Selling and Sales Technology at NDSU's College of Business. Joan continues to serve as an academic advisor and lecturer in the Computer Science Department.

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