



MARKETING MILESTONES

News for UNL Department of Marketing Friends and Alumni

FROM THE DEPARTMENT CHAIR

This time of year has caused me to reflect on two big themes: the meaning of family in our lives, and the meaning of work.

One of our families is the Department of Marketing, a great extended family of many dozens of people who have, like any good family, cared for each other and contributed to each others' successes. Our extended families include our Ph.D. students, current and former; our faculty, current and emeriti; our staff (Michelle, Caitlyn, and Jackson); our advisory board members; the spouses and other loved ones of all those who work here and have worked here; and a host of others who collaborate with us on our research, teaching, and community service. Together we form a network that extends knowledge and makes it available to anyone willing to take advantage of it, like every other kindred group of people whose purpose is knowledge creation and dissemination.

It is richly meaningful work, despite the fact sometimes in our day-to-day busyness, we lose sight of what universities, their faculties, staff, students, and friends have contributed to the world over the centuries. It is a rare privilege to be part of a network of dedicated people whose work, through research, writing, speaking, teaching, and working, will make the lives of human beings in future generations more fulfilling.

As you review all we have done over the past year, please keep in mind we fortunate few, in our own small ways, are part of a long tradition that has had much to do with slowly changing the long arc of human history towards civilization.

Happy New Year!

Dwayne Ball
Department Chair and Associate Professor of Marketing

DEPARTMENT OF MARKETING

OUR UNDERGRADUATES

DEPARTMENT OF MARKETING

ADVISORY BOARD

In conjunction with the CBA Advisory Board Summit, the Department of Marketing Advisory Board met this past fall. 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. Some of their recommendations from this past summit included that students in marketing should have superb communications skills, much better than graduates of any other major in the college. They need to become master story tellers. They also tell us exposure to real business via internships and real-world projects is important. We are very fortunate to have their good counsel. The next Advisory Board Summit is tentatively scheduled for Friday, September 16, 2016.

RECOGNITION FOR CONTRIBUTIONS TO STUDENTS

The UNL Parents Association and the Teaching Council asked UNL parents, in consultation with their sons and daughters, to nominate a faculty or staff member who "has made a significant contribution to their lives while at UNL." This was the 27th year for the faculty and staff "Certificate of Recognition for Contributions to Students" award. **Jim Gentry** (second year of recognition) and **Rob Simon** (first year of recognition) were recognized.

MITTELSTAEDT DOCTORAL SYMPOSIUM

Be sure to mark your calendars for the 25th Annual Mittelstaedt Doctoral Symposium, **March 31 – April 2, 2016**, or visit the symposium's website:

cba.unl.edu/mittelstaedt

Jim Gentry and **Meike Eilert** serve as faculty co-coordinators of the symposium.



Search *Robert Mittelstaedt Doctoral Symposium*

AMA COLLEGIATE CHAPTER

With strong student leadership this fall semester, the club has 59 members. The club also reorganized its structure to include more leadership opportunities for members to be in charge of activities. Activities included a trip to Archival, presentations by Spreetail, Career Services at CBA, Cedars (non-profit marketing) and a mentor event. Twenty-eight students are participating in the mentorship program, which pairs them with mentors from the AMA Lincoln professional chapter. Several students are also on planning to attend the AMA Collegiate Conference in New Orleans, March 2016. **Steve Welton** serves as faculty advisor.

EXPERIENTIAL LEARNING

For the ninth consecutive year, the Department of Marketing has partnered an experiential learning class with the Union Pacific Railroad Marketing and Sales Department. **Rob Simon** taught the class. The students had the opportunity to work with and get feedback from top management at UP. The students work in groups and compete for the best presentation and solution for three projects for UP management. Three of the students were offered positions by Union Pacific.

Rob Simon escorted a group of business students to Porto Alegre, Brazil, this past summer as part of an education abroad opportunity for our students. The course and study tour was part of a combined program with the College of Education and Human Sciences. The students worked with Brazilian students on a business project for a Brazilian company. They also had the opportunity to visit businesses and social service organizations in Southeast Brazil. The students spent three weeks in Brazil.

Union Pacific again sponsored a case competition last spring that the Department of Marketing participated in. This year the team won first place. Other teams competing included Iowa State University, Kansas State University, and University of Nebraska at Omaha. **Rob Simon** served as the team's faculty advisor.

We continue to partner with Lincoln Industries for an experiential learning class in the spring semester. Seventeen students participated in the class this past spring and completed some very challenging work for Lincoln Industries. The projects allowed the students to identify new market opportunities in the agricultural field. They interviewed customers (farmers) and implement dealers to identify sources of problems caused by heat in tractors and combines, the seriousness of the problems, and potential solutions. They also did some work on creating value propositions from this and developing actual presentations to the Original Equipment Manufacturers (OEM) for Lincoln Industries to use. **Steve Welton** teaches this class.

One of the Marketing Management capstone classes for marketing seniors teamed up with the Jacht ad lab, a student run ad agency from the College of Journalism and Mass Communications to work on a marketing project for Goldt, a business that uses wireless technology for identification solutions for the auto industry. This class was taught by **Rob Simon** and the Jacht student ad agency is led by Amy Struthers from the College of Journalism and Mass Communications.

NATIONAL RESEARCH CORPORATION'S (NRC) RISING STAR SCHOLARSHIP

This is the fifth 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 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 résumé, 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 Matt Sleister and Audrey Pawol, both students in the sales certificate program.



Matt Sleister and Audrey Pawol

NATIONAL COLLEGIATE SALES COMPETITION

We again sponsored two students, Matt Sleister and Nate Stevens, both marketing majors and in the sales certificate program, to participate in the National Collegiate Sales Competition (NCSC) at Kennesaw State University. This was the fourth year UNL was involved in the competition.

CENTER FOR SALES EXCELLENCE

The Center for Sales Excellence was listed as a Top University Sales Program for 2015 by the Sales Education Foundation. Certificates were awarded for the first time to 10 students in the spring semester. Another eight students are graduating and receiving their certificates this Fall. Going into 2016, there will be over 60 students enrolled in the sales certificate program, with 20 to 25 students being inducted into the program every semester. The center hosted a partners' luncheon in November where representatives from the partner companies (including National Research Corp., ConAgra, Sandhills Publishing, Northwestern Mutual, Assurity, and Pacific Life) had the opportunity to network with the students in the certificate program. A partners' golf tournament has been planned for April. The center has also started conducting executive education sessions, and developing research partnerships with companies.

OUR GRADUATE STUDENTS

GRADUATE STUDENT UPDATES

Third-year student **Arvind Agrawal** is working on research with **Jim Gentry**. The Agrawal's again hosted their annual "Diwali Open House" for the department in November. Son Akshay visited from Dallas to celebrate. It was after a decade they all could be together to celebrate the Hindu New Year together as a family. Wife Sushma prepared all the food from scratch which included samosas, kulfi, and tamarind rice. This year Sushma has taken the responsibility as the Chair of the Daytime Culinary Club for the UNL Women's Club. She is also an executive Board Member of the UNL Parents Association. Daughter Aakriti is on target to graduate from CBA with a double major in Actuarial Science and Finance in May 2016.



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

Aditya Gupta entered the whirlwind that is the second year of Ph.D. life, now with teaching added to the mix! Academia continues to pleasantly surprise with its unique rollercoaster-esque lifestyle. He's working on research with **Jim Gentry**, **Ravi Sohi**, **Les Carlson**, and **Xin Zhao**, and is keeping his fingers crossed that the second-year paper turns out well. The highlight of the year was his mum's visit to Lincoln for the first time!

Matthew Hall, first-year student, is from Sabetha, Kansas. He is making a shift back to academics after spending four years working in university administration. Matt is working on research with **Ravi Sohi**. His research interests are still developing but he has interests in branding, social media and sports marketing.

Abigail Nappier Cherup, first-year student, is from Kalamazoo, Michigan. Prior to joining the program she worked in volunteer recruitment and management for a nonprofit organization focused on education and social justice. Abby is currently working on research with **Les Carlson**, **Meike Eilert**, and **Jim Gentry**. Her research interests include representations of gender and sexuality in advertising, vulnerable populations, and the construction of brand meanings.

Third-year student **Lynn Phillips** spent her summer finishing her second year paper and breadth review, as well as traveling to London, England for the AMA-Sheth Foundation Doctoral Consortium. She has focused her research now on the topic of authenticity in human branding, which she intends to study for her dissertation. Her dissertation will be chaired by **Jim Gentry**. At Thanksgiving, Lynn became engaged to Ryan Matthews, a med student at Wake Forest University. They are planning a June 2016 wedding in California.

Second-year student, **Argha Sen** is working on his research with **Alok Kumar**. His research interests are in online market places in the B2B domain. He is interested in electronic commerce and two sided markets in general. He is working on his second year paper and will be doing his breadth review on electronic commerce. He has taught Marketing Principles and Marketing Channels.

Fourth-year student **Jenifer Skiba**, successfully defended her dissertation proposal this past May and is working on her dissertation with **Amit Saini**.

Elise Johansen Harvey received her doctorate at the December commencement ceremony.

FELLOWSHIPS, HONORS AND AWARDS

Arvind Agrawal, Aditya Gupta, Lynn Phillips, Argha Sen, Jenifer Skiba, and Matthew Hall were awarded the J. J. and Eleanor S. Ogle Fellowships for 2015-16. These fellowships are available to Ph.D. students in CBA and awarded by the department.

Matthew Hall, Lynn Phillips, and Aditya Gupta were recipients of the Othmer Fellowship; **Abigail Nappier Cherup** and **Argha Sen** received the Chancellor's Fellowship. These fellowships are awarded by Graduate Studies.

Lynn Phillips was selected by the department to represent UNL at the 2015 AMA-Sheth Foundation Doctoral Consortium, hosted by the London Business School, London, England.

This year we again participated in the 44th Annual Haring Symposium, hosted by Indiana University, Kelley School of Business Department of Marketing. Representing UNL was presenter **Elise Harvey**, discussant **Lynn Phillips** and faculty representative **Meike Eilert**.

Arvind Agrawal received the department's "Award for Excellence in Teaching" by a graduate student.

Lynn Phillips received the department's "Award for Excellence in Research" by a graduate student.

Jenifer Skiba received the department's "Baker Award for Excellence in Service" by a graduate student.



Left – right: Arvind Agrawal, Jenifer Skiba and Lynn Phillips.

Aditya Gupta was a finalist for the Best Paper by a Doctoral Student Award at the 40th Annual Macromarketing Conference.

Jenifer Skiba's dissertation proposal has been selected as one of the finalists in the 2015 ISBM Doctoral Dissertation Award Competition at Penn State University. Jenifer also received an AMA Sheth Foundation travel grant.

CONFERENCE PRESENTATIONS

Aditya Gupta and **Ravi Sohi**, "Piecing the Puzzle Together: The Roles and Functions of Business Groups in Emerging Markets," 40th Annual Macromarketing Conference.

Jim Gentry, Ann Veeck, Hongyan Yu, Himadri Roy Chaudhuri, **Aditya Gupta**, **Robert L. Harrison**, and **Xin Zhao**, "Historicizing Our Understanding of Subsistence," 40th Annual Macromarketing Conference.

Abigail Nappier Cherup, **Robert Harrison**, and Ann Veeck, "Unpacking 'Gay Vague' Advertising: The Case of Lesbian Chic," American Academy of Advertising Conference.

Lynn Phillips and **Meike Eilert**, "Consumer Perceptions of Controversiality in Business," poster presentation, AMA Public Policy & Marketing Conference.

Lynn Phillips, **Meike Eilert**, and **Jim Gentry**, "... and Here Are Pictures of My Last Vacation! Investigating the Disclosure of Personal Information of Entrepreneurs in Online Marketplaces," poster presentation, ACR North America Conference.

Argha Sen and **Ravi Sohi**, "Firm's Willingness to Continue in an Internet Based Two Sided Market or Multi Sided Platform: A Fairness Perspective," AMA Summer Marketing Educators' Conference.

Arvind Agrawal, Scott Friend, and **Jeff Johnson**, "Dimensions and Contingent Effects of Compensation System Changes," AMA Summer Marketing Educators' Conference.

Jenifer Skiba and **Les Carlson**, “A Definition and Typology of Covert Marketing,” AMA Winter Marketing Educators’ Conference.

Jenifer Skiba and **Xin Zhao**, “Decline of a Consumption Community: The Biggest Loser Club (BLC),” poster presentation, AMA Winter Marketing Educators’ Conference

SERVICE

Arvind Agrawal and **Aditya Gupta** were student coordinators at the 24th Annual Robert Mittelstaedt Doctoral Symposium.

Jenifer Skiba presented and **Arvind Agrawal** served as discussant at the 24th Annual Robert Mittelstaedt Doctoral Symposium.

Arvind Agrawal is the department’s representative to UNL’s Graduate Student Association (GSA).

OUR STAFF

Administrative Coordinator **Michelle Jacobs**, as usual, is very busy taking care of everyone here in the department, Center for Sales Excellence and working with the Agribusiness Program majors in the college. She just started her 32nd year with the department. Besides helping on the family farm, at Brian’s auto repair shop, she babysits when she can to niece Penny. She also received the 2015 Floyd S. Oldt Silver Pen Award from University of Nebraska Office Professionals Association (UNOPA). This award honors university staff members who have demonstrated superior performance and have made a significant contribution to the university community as an employee.



Michelle Jacobs receiving the Floyd S. Oldt Award

Caitlyn Gardner, Outreach Support Associate has been updating the department’s webpage and social media. Caitlyn and her husband Kendall welcomed a new member to the family. Their son, Kyran Kendall Gardner, was born on August 12, weighing 8 pounds, 5 ounces and 20.5 inches long. Caitlyn is enjoying motherhood as Kyran is now four months old and is happily learning how to play and roll. Caitlyn and her family are excited to see what 2016 will bring as her husband Kendall graduates with his bachelor’s degree in nursing from Union College this December.



Kendall, Caitlyn and Kyran Gardner

Returning student worker **Jackson Setter**, sophomore accounting major and marketing minor is earning a sales certificate from the Center for Sales Excellence and has been kept extremely busy doing the copying for faculty and graduate students. This year he is the treasurer for Pi Sigma Epsilon (sales and business fraternity) and keeping the departmental office up-to-date on Husker volleyball.

OUR FACULTY

Dwayne Ball, co-chaired the 7th Annual Interdisciplinary Conference on Human Trafficking, serving on the Chancellor's Faculty Advisory Committee for the Innovation Campus, serving on the Dean's Committee to plan the Husker Business Lab, teaching Database Marketing and Customer Relationship Management at the undergraduate and master's levels.

After over a year, Linda and **Les Carlson** latest house renovation project is now COMPLETE!! While they are very happy with the results, this endeavor was quite a bit more expensive than they ever imagined. Consequently, Les will now be employed in the UNL Department of Marketing for MANY years into the future!

Meike Eilert moved into a condo downtown and got a cute little puppy (and troublemaker) named Milkha. While Milkha is originally from South Dakota, he's quickly becoming a Lincolnite, showing his Husker spirit and attending football pool every Friday. When Meike is not working or playing with Milkha, she takes guitar lessons and enjoys the Lincoln music scene.



Milkha Eilert

Ruth and **Jim Gentry** pretty much enjoy doing the same old/same old. Jim had cataract surgery in May and now has 20-20 vision and can see the big E without glasses for the first time since fourth grade.

Imran Khan is glad to be back at UNL after a personal leave of absence during the Spring semester. He has traveled a few times to the "deep" South to visit family and in the process learned a thing or two about the civil judicial system. Needless to say, he found the system "as advertised."

Alok Kumar and family visited India this past summer. His son Ayush and Max Grossbart have become best friends.

Chad Mardesen will be taking students on a study abroad trip in Summer 2016 to Brazil. He will teach Sports & Event Marketing class while there. Chad is assisting **Ravi Sohi** with the Center for Sales Excellence. His wife Teresa works at Farm Credit Services and has grown their community and agriculture giving programs exponentially. Son Davis is now 10 and continues to excel at hockey, play on a junior Lancers select team. Daughter Clara, now 12, loves volleyball and plays club for Nebraska Elite.

Susan and **Rob Simon** have a new Shi Tzu dog, Charlie. They also adopted a new cat Nellie from The Cat House (an animal shelter here in Lincoln).

Reena and **Ravi Sohi** are getting used to life as empty-nesters. Daughter Simran works as a consultant with Cerner in Kansas City, Missouri. Son Rohan is working with the financial consulting division of Deloitte and is based in Dallas, Texas.

Kathy and **Steve Welton** had another great year. A new granddaughter, Lyric Eden joined three year old brother Canon. They make several visits to Nashville, Tennessee to see them and their son Tyler and wife Amanda.

HONORS AND AWARDS

Alok Kumar received the department's "2015 Faculty Research Award."

Jim Gentry, Chad Mardesen and **Rob Simon** were recognized as "Most Valuable Professor" for their outstanding teaching in the College of Business Administration from Delta Sigma Pi.

Alok Kumar was granted tenure and promotion to Associate Professor of Marketing.

Ravi Sohi received the *Journal of Personal Selling and Sales Management* – Best Reviewer Award 2014 at the Summer AMA Marketing Educators' Conference.

CONFERENCE PRESENTATIONS

Ron Hampton and **Dwayne Ball**, "A Method for Estimating Number of Underage Female Domestic Victims of Sex Trafficking," 7th Annual Interdisciplinary Conference on Human Trafficking.

Russ Laczniak, Les Carlson, D. Walker, and D. Brocato, "Violence in Advertising: New Directions and Agenda for Social Change." part of a special session presented at the AMA Public Policy and Marketing Conference.

Jessica Mikeska and **Les Carlson**, "The Firm-Perceived Contingencies to Strategic Choice of Deterministic Firms," AMA Summer Marketing Educators' Conference.

Jie G. Fowler, T. H. Reisenwitz, and **Les Carlson**, "Analyzing Deceptiveness of Cosmetics Claims in Fashion Ads," 40th Annual Macromarketing Conference.

M. Siahpush, R. A. Shaikh, K. M. Cummings, A. Hyland, M. Dodd, **Les Carlson**, A. Sikora Kessler, J. Meza, M. Wakefield, and N. Wan, "The Association of Self-Reported Exposure to Point-of-Sale Cigarette Marketing with Urge to Buy Cigarettes and Make an Unplanned Purchase of Cigarettes in a Population-Based Study," poster presentation at the Society for Research on Nicotine and Tobacco Annual Meeting.

M. Siahpush, R. A. Shaikh, K. M. Cummings, A. Hyland, M. Dodd, **Les Carlson**, A. Sikora Kessler, J. Meza, M. Wakefield, and N. Wan, "The Association of Self-Reported Exposure to Point-of-Sale Cigarette Marketing with Craving to Smoke in a Population-Based Study," poster presentation at the Society for Research on Nicotine and Tobacco Annual Meeting.

Meike Eilert, Satish Jayachandran, and Neil Morgan, "Brands and Firm Performance," Special Session: How and Why Do Brands Impact Firm Performance and Create Value, AMA Winter Marketing Educators' Conference.

Meike Eilert, Satish Jayachandran, and Neil Morgan, "Brands and Firm Performance," Marketing Strategy Meets Wall Street Conference, Singapore.

Meike Eilert, and Simone Wies, "Exploratory Investigation of the Information Dissemination of Marketing Assets," Marketing Strategy Meets Wall Street Conference, Singapore.

Rongwei Chu, **Jie G. Fowler**, and **Jim Gentry**, "Liminal Consumption Among Chinese Workers: The Past, Present, and Future," Southern Marketing Association Conference.

W. Gwordz, **Shipra Gupta**, and **Jim Gentry**, "Fashion Sustainability Investigated: Does Fashion or Style Generate More Life Satisfaction?" 40th Annual Macromarketing Conference.

Jie G. Fowler, R. Chu, and **Jim Gentry**, “*The Marginalized Masculinity: Exploring Masculinity from Chinese Male Models’ Perspective*,” 40th Annual Macromarketing Conference.

Jim Gentry, M. Kaulbach, A. Smith, **Rob Simon**, A. H. Feinstein, and Burns, A. C., “*The Changing Academic Environment: What Role Will Experiential Learning Play in the Survival of Higher Education*,” 42nd Annual Association for Business Simulation and Experiential Learning.

Joseph Matthes and **Amit Saini**, “A Conceptualization & Empirical Examination of the Effects of Marketing Alignment on Franchising Relationships,” AMA Winter Marketing Educators’ Conference.

Ravi Sohi and **Avinash Malshe**, “Sales and Marketing: Two Coins of Two Sides of the Same Coin,” Global Sales Science Institute 9th Annual Conference, Hiroshima Japan.

PUBLICATIONS

Les Carlson, “The Journal of Advertising: Historical, Structural, and Brand Equity Considerations,” Invited Article Series: Learning from the Past, Looking to the Future, *Journal of Advertising*, 44 (1), 80-84.

Jie G. Fowler, T. G. Reisenwitz, and **Les Carlson**, “Deception in Cosmetics Advertising: Examining Cosmetics Advertising Claims in Fashion Magazine Ads,” *Journal of Global Fashion Marketing*, 6 (3), 194-206.

M. Siahpush, R. A. Shaikh, K. M. Cummings, A. Hyland, M. Dodd, **Les Carlson**, A. Sikora Kessler, J. Meza, N. Wan, and M. Wakefield, “The Association of Point-of-Sale Cigarette Marketing with Cravings to Smoke: Results from a Cross-Sectional Population-Based Study,” *Tobacco Control*,

Sunkyu Jun, **Lee P. McGinnis**, and **Jim Gentry**, “Effects of Underdog (Vs. Top Dog) Positioning in Advertising,” *International Journal of Advertising*, 34 (3), 495-514

Jie G. Fowler, **Jim Gentry**, and T. H. Reisenwitz, “Analyzing Chinese Older People’s Quality of Life through Their Use of the Internet,” *International Journal of Consumer Studies*, 38 (4).

Mike Krush, **Ravi Sohi**, and **Amit Saini**, “Dispersion of Marketing Capabilities: Impact on Marketing’s Influence and Business Unit Outcomes,” *Journal of the Academy of Marketing Science* Vol. 43 (1), 32-51.

G. R. Gilbert, R. C. Myrtle, and **Ravi Sohi**, “Relational Behavior of Leaders: A Comparison by Vocational Context,” *Journal of Leadership and Organizational Studies*, Vol. 22 (2), 149-160.

BOOKS & BOOK CHAPTERS

Russ Laczniak and **Les Carlson**, “Children and Advertising.” In *Oxford Bibliographies in Communication*. Ed. Patricia Moy. New York: Oxford University Press

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*. Les was also invited editor of the special issue, 33 (3) of *International Journal of Advertising* on “Children and Advertising.”

Alok Kumar served as track chair for the B2B track at the AMA Winter Marketing Educators’ Conference.

Ravi Sohi continues to serve on the editorial boards of the *Journal of Retailing* and the *Journal of Personal Selling and Sales Management*.

Steve Welton serves as faculty advisor to the Chinese Student Scholars Association.

Rob Simon served as a reviewer on the retailing and pricing track for the Academy of Marketing Science Conference.

OUR EMERITUS FACULTY

Venita and **Bob Mittelstaedt** continue to be in good health. Their plan to move to Columbia, South Carolina was complicated when their son John and family moved from Clemson to Laramie four years ago, but they still spend the winter in Columbia where their daughter, Mary, and her family live. And, yes, that's where the big flood happened in October. There was some damage to their garage and the crawl space beneath their house, but everything is being restored and should be in good shape by the time they leave Lincoln. They send their best wishes for a Merry Christmas and a Happy New Year to everyone.

Priscilla Henkelmann and **Sandy Grossbart** have kept extremely busy this past year. Max turned eight in May and is in the second grade. They spent four weeks in Greece enjoying friends, culture, history, food, and sights. This was an incredible experience they will treasure always. Sandy stays active on the ARC of Nebraska and the ARC local boards, gardening and keeping fit at the gym.



Max Grossbart

OUR ALUMNI

ALUMNI UPDATES

Lee McGinnis '02 received the Outstanding Faculty Member Award from Stonehill University Athletic Department.



Lee McGinnis receiving the Outstanding Faculty Member Award

Justine Rapp '12 received the 2015 Marketing and Society Emerging Scholar Award from the AMA Marketing and Society Special Interest Group.

Jeff Johnson '13 had three publications appear this past year in the *Journal of Personal Selling & Sales Management*.

Russ Laczniak '87 is now serving as Interim Associate Dean and was awarded the John and Connie Stafford Professor of Business.

Matt Bunker '03 was promoted to Full Professor and now the Head of the Department of Marketing at the University of Northern Iowa.

Ahmet Ekici '02 became an Associate Professor this year at Bilkent (they don't have a tenure system in Turkey but this is as close to a tenure position as one can get in Turkey).

Melina and **Joseph Matthes** '14 birth of their son, James Michael Matthes, May 11, 8 pounds, 1 ounce and 20 inches long.



James and Joseph Matthes

Jim Roberts '91 published his second book, *Too Much of a Good Thing: Are You Addicted to Your Smartphone?* His book and research was a trending topic on Facebook for a week in October and has been mentioned on Saturday Night Live, MTV, *Time*, the Today Show, *Cosmopolitan Magazine*, *Washington Post*, The O'Reilly Factor, etc. The book's webpage had over 600,000 visitors in one week.

Barb and **Darrell Muehling** '85 are proud of their six grandchildren: Abby, five (Chris & Melissa); Brogan, four (Stephanie & Graeme); Benjamin, two (Chris & Melissa); Coralie, one (Stephanie & Graeme); Avery, four months (Andrea & Warren); and Hallie, one week (Angela & Bryce).

Joan and **Mike Krush** '09 daughter Gerin entered Kindergarten, Joan received national recognition from NACADA for academic advising and Mike received tenure.

Norman (still feeding America) and **Cecelia Wittmayer** '93 is enjoying retirement and doing some consulting and grant writing on the side. Daughter Morgan is working for an architectural firm in Sioux Falls, South Dakota. No births, no marriages, but they do have three grand-dogs, however!



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- Yes, I would like to support the **UNL Department of Marketing programs!** I am enclosing a check made payable to University of Nebraska Foundation (*with Marketing Department in the memo area*) for: _____
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