

# NEBRASKA BUSINESS

2017 | UNIVERSITY OF NEBRASKA-LINCOLN | COLLEGE OF BUSINESS

**OPEN FOR  
BUSINESS**



**COLLEGE OF BUSINESS**

# The College of Business at Howard L. Hawks Hall

The new \$84 million, 240,000-square-foot Howard L. Hawks Hall, located at 14th and Vine Streets, opened in August 2017. The largest academic building project in recent history at Nebraska, the new home for the College of Business became the bookend for Memorial Mall looking west to Memorial Stadium. Robert A.M. Stern Architects of New York and Alley Poyner Macchietto Architecture of Omaha designed the building, and Hausmann Construction built Hawks Hall. Featuring experiential learning spaces and high-tech classrooms to increase opportunities for students, faculty, staff, alumni and business partners, Hawks Hall strengthens the Nebraska Business community as a central gathering place.

More than  
**1,500**  
donors to the building campaign

**240,000**  
Square Feet

**6**  
Floors

**137%**  
Increase in  
classroom space

**281%**  
Increase in  
conference room space

**200%**  
Increase in amount  
of usable space

**50+** Number of companies  
working on project

**11,302 cy**\* Total CY of  
cast-in-place concrete  
It takes **1,256 cement trucks**  
to hold that much concrete.

**48,000 cy**\* Total CY of  
soil removed  
It would take about **268,000**  
**footballs** to replace all the  
soil that was removed.

**2,056 tons** Total weight of steel  
That is **127 times heavier** than the  
entire 2015 Nebraska Football roster.

**651** Doors  
**One-third more** doors than the White House.

Exterior windows equal **1.4 acres** of glass.

Precast stone equals **1.6 acres** of stone.

\*cubic yards





# COLLEGE OF BUSINESS

### Chancellor

Ronnie Green

### Interim Dean

Kathy Farrell

### Associate Deans

Rik Barrera

Tammy Beck

Donna Dudney

### Assistant Deans

D'vee Buss

Tawnya Means

### Department Chairs

Aaron Crabtree, Accounting

Scott Fuess, Economics

Richard DeFusco, Finance

Dennis Duchon, Management

Ravi Sohi, Marketing

Jennifer Ryan, Supply Chain

Management and Analytics

### Executive Director for Communications, Marketing & External Relations/ Magazine Editor

Sheri Irwin-Gish

### Writers

Sheri Irwin-Gish

Roger Simonsen

Kimberly Smith

Stephanie Smith

Edward "E.J." Stevens

Garrett Stolz

### Photographers

Craig Chandler

Alan Jackson

Greg Nathan

Roger Simonsen

Kimberly Smith

### Send news and information to:

Sheri Irwin-Gish

College of Business

730 N. 14th Street

P.O. Box 880405

Lincoln, NE 68588-0405

sirwin@unl.edu

[business.unl.edu](http://business.unl.edu)



*The University of Nebraska does not discriminate based upon any protected status. Please see [go.unl.edu/nondiscrimination](http://go.unl.edu/nondiscrimination). © 2017. The Board of Regents of the University of Nebraska. All rights reserved.*

# Inside NEBRASKA BUSINESS



- Message from the Dean .....2-3
- Building Named for Howard Hawks ..... 4
- Hawks Hall Opens for Business ..... 5
- The Move .....6
- Items Found During Move ..... 7
- Huskers Shop Started Through Partnerships..... 8
- A Common Connection ..... 9
- A Family Legacy .....10
- Clifton Strengths Institute Empowers Students..... 11
- Salters Recognize Family, Impact Students ..... 12
- The Henrickson Family Atrium .....13
- Business Career Center .....14
- Nebraska Business Honors Academy.....14
- A New Home BASE .....15
- Teaching and Learning Center .....15
- Global Immersion at Nebraska Business..... 16-17
- 21st Century Classrooms.....18
- Bell Means Business at Hawks Hall .....19
- Rickey Sculpture: Unstable Columns III .....20
- Yes Chef Café Provides Gathering Spot .....21
- Recent Research and Faculty Accomplishments .....22
- Four Nebraska Business Faculty Promoted .....23
- New Faculty .....24-25
- Hayden Marks 50 Years of Service.....26
- Center for Sales Excellence.....26
- Actuarial Science Program Set Sights Higher in 60th Year.....27
- A New Format for Online Learning .....28
- Getting in Buffett's Business .....29
- Online MBA: Patrick Jungers.....29
- Dominguez Ready for Next Step .....30
- MAIAA - Where Are They Now?.....31
- Sanderson Competes for Team U.S.A.....31
- Carlini Personifies Start Something Spirit.....32
- The College of Business Development Team .....33

## Message from the INTERIM DEAN

When Howard L. Hawks Hall officially opened for business on August 18, the energy and excitement created by the snip of the ribbon in front of 900 people was awe inspiring. Today, students, faculty, staff and alumni gather in the hallways, catwalks and café to share ideas and a coffee, or study and meet with colleagues and friends. The ever-growing Nebraska Business community now has a state-of-the-art home and we are most appreciative of the generous donors who made it possible.

Together, we planned and built this building, and the students are coming. With enrollment levels growing significantly over the past five years at the undergraduate and graduate levels, we've supported growth at the university as a whole. This was prior to students being able to go inside our fabulous new building. This fall, the College of Business leads all colleges at Nebraska in new freshmen students who declared a major. It's a good place to be and we're happy to drive enrollment at the university.

However, it's also been challenging to support the new growth. We believe with the edition of 12 new faculty across most departments this fall, we're positioned strategically to work with and assist our students. We also help students through the new Teaching and Learning Center which provides supplemental instruction and support, study groups, facilitated course mentoring, as well as workshops and resources for students. The center also offers faculty professional development opportunities, teaching and pedagogical consultation, support for technology in teaching, panels, workshops and other resources.

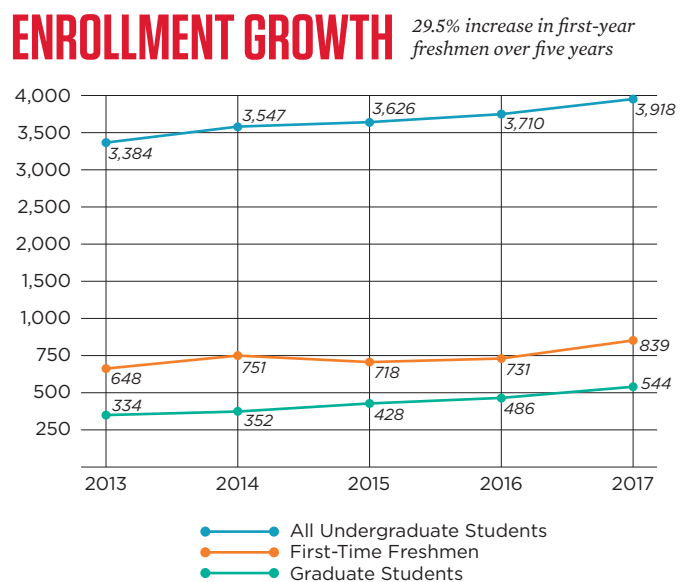
In September, we learned we climbed an additional three spots in the *U.S. News & World Report* rankings. In 2013, we ranked No. 72 and a year later, we climbed 11 spots. Last year, we jumped to No. 48 and today we can claim No. 45 in both private and public schools. This group includes an elite set of schools who set the bar high, which made our Start Something mantra even more important. Now ranked No. 27 among public schools, we are proud of our progress, yet know there is still work to do.

Thanks to the many people who work to make our programs, services, facilities and other offerings stronger and better, and to those who help support these people and their efforts. Together, we are building a world-class college.

*Kathy Farrell*



Interim Dean Kathy Farrell and her husband, Dr. Sam Allgood





*“We are so grateful to the Hawks and to our community of supporters. We are ready to begin a new era of excellence.”*

*– Interim Dean Kathy Farrell*



**Presenting to Dean's Advisory Board**



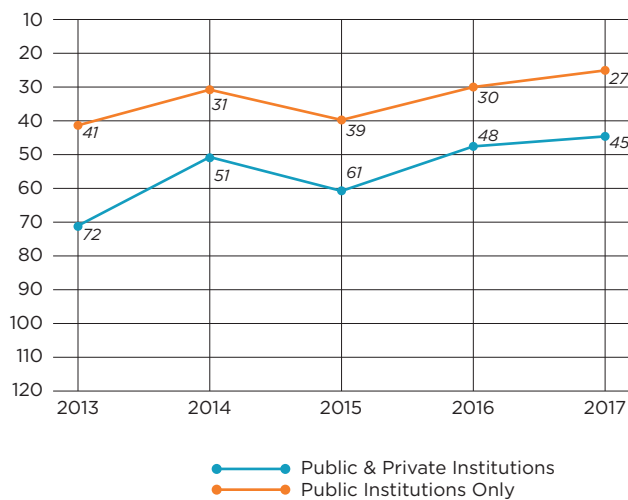
**Giving Rhonda Hawks a piece of ribbon**



**The College of Business Management Team**

**RANKINGS**

No. 45 in U.S. News & World Report



**Meeting with students**



**Pinning an honored alumnus**



**Greeting a guest**



## BUILDING NAMED FOR HOWARD HAWKS

The University of Nebraska Board of Regents approved the naming of the new College of Business building as Howard L. Hawks Hall in August. A Nebraska alumnus and Regent, Hawks '57 took a leadership role in supporting the privately funded, \$84 million building. He and his wife, Rhonda, championed the fundraising initiative.

“Howard Hawks encouraged us to be bold in our aspirations. This building was a bold goal that Howard and Rhonda have helped us achieve,” said Dr. Donde Plowman, executive vice chancellor and chief academic officer at Nebraska. “Their lead gift inspired other alums and partners to step forward to make this dream come true.”

A key vehicle for charitable giving, he founded the Hawks Foundation which Rhonda leads as president. He is also founder and chairman of the board of stakeholders for Omaha-based Tenaska, one of the largest private, independent energy companies in the United States. Tenaska has a 30-year record of success in development, design, financing, construction management and operation of electric generating facilities.

Chancellor Ronnie Green said, “Howard and Rhonda personify the Nebraskan spirit of generosity and support – they have done so much for this state and this university. It is a tremendous honor to have the Hawks name on such an essential part of our campus.”

First elected to the Board of Regents in 2002, Howard served as board chair in 2005 and 2014. He received the Nebraska Business Lifetime Achievement Award in 2004. Other projects supported by the Hawks include an endowed chair in business ethics and leadership, the baseball field at Haymarket Park and the indoor athletic center north of Memorial Stadium.



Howard Hawks and Dr. Donde Plowman



Howard and Rhonda Hawks



Graduate student Lorie Garnett, Howard Hawks and a chocolate version of the new building







University dignitaries who cut the grand opening ribbon, include (left): Bob Whitehouse, chair of the University of Nebraska Board of Regents; Dr. Hank Bounds, president of the University of Nebraska; Dr. Ronnie Green, chancellor; Dr. Donde Plowman, executive vice chancellor and chief academic officer; Howard Hawks, NU Regent and founder and chairman of Omaha-based Tenaska; Dr. Kathy Farrell, interim dean; Brian Hastings, president and CEO of the University of Nebraska Foundation; and Angelica Carlini, senior management and marketing major from Grand Island, Nebraska.

## *Hawks Hall Opens for Business*

More than 900 people welcomed in a new era at the College of Business at the historic Open for Business: Ribbon Cutting for the new Howard L. Hawks Hall, August 18. Dignitaries from across the University of Nebraska proclaimed the ceremony a game-changing moment.

“When we succeed in preparing the next generation of business owners, entrepreneurs, accountants, economists and actuaries, the entire state succeeds. When you have a facility like Hawks Hall, where the learning spaces are second to none, anything is possible. That’s a win for students, the workforce and our economy,” said Dr. Hank Bounds, president of the University of Nebraska system.

Dr. Donde Plowman, executive vice chancellor and chief academic officer at Nebraska who served as dean (2010-16), provided the primary vision for Hawks Hall. She sensed the presence of greatness and opportunity when she arrived at Nebraska.

“Seven years ago the faculty and staff at the College of Business decided to take our game to the next level in everything we do. Being part of the Big Ten means joining some of the most prestigious business schools in the country. That conversation took courage. Their honesty –

about where we were at the time and absolute boldness at what we could be – has led to this day,” said Plowman.

The 240,000-square-foot building at 14th and Vine streets is roughly double the size of the old business building. The new classrooms provide much greater opportunities for experiential learning utilizing new technology.

Hawks said, “This building puts Nebraska Business in the big leagues. Just think about the incredible teaching and learning that will take place here, and the opportunities for faculty and student collaboration that will result. This building isn’t going to lose value over time. It’s going to appreciate.”

The Open for Business event also included the fifth annual Back to School Bash, sponsored by Sandhills Publishing. Students, parents, alumni and friends toured the new building and enjoyed live music, food and prizes with the Nebraska Business community.

Interim Dean Kathy Farrell said, “This building was made possible due to the generosity and dedication of our alumni, partners and friends. Today we officially open the doors to the new home for the College of Business in Howard L. Hawks Hall. Future students will enter through the same doors we open today and go on to Start Something.”





# Shared on Social

**f** **Nebraska College of Business**  
August 3

#tbt We begin to move into the new College of Business building on Friday. While our entire community is energized and excited about the new building, it seems fitting to think about the old College of Business Administration building on this Throwback Thursday. From humble beginnings and big dreams with its cornerstone laid in 1917, the building has been home to those striving to be better, to Start Something. It's known for its iconic columns, storied history of being used as war-time barracks, and black and brown squirrels.



**t** **Brandon Urry @BrandonUrry**  
August 9

My 1st 3 years in NE have ✈ by. Last day in the "old" CBA building today. We move to the new CoB tomorrow!



**f** **D'vee Buss**  
August 11

I will miss the columns of CBA, but I'm excited for the new digs! A new chapter starts now!



# THE MOVE



*Unloading the new furniture*



*Laura Niles, Patti Shoemaker and Kimberly Smith prepare to move*



## Moving Facts

Packing began

**6**

months prior

**998**

Bins

**2,465**

Boxes

**320**

Keys exchanged

**6**

Moving days





# ITEMS FOUND DURING THE MOVE

## 1 A National Honor

Gerald L. Phillippe '32, served as the chairman of the board of General Electric in 1963-67 and its president in 1961-63. He was one of 10 business leaders recognized by Beta Gamma Sigma, a national business scholastic honorary society, at its 50th anniversary meeting in 1964. He received the organization's Alumni Honor Award, which was found in the old CBA building.

## 2 A Daughter's Letter

In 1978, Marguerite Marshall wrote to College of Business to share information on her father, Benjamin F. Marshall (1860-1950), whom she established a Nebraska Business scholarship fund in his honor. She shares how he came to Nebraska with just \$10 in his pocket and the 'Texas pony' he rode up to Lincoln. After graduation, he moved his family to Omaha and established The Marshall Paper Co., a flourishing, wholesale paper house that he operated until 1942.

## 3 A Doctoral Robe and Hood

In 2011, an anonymous donor gifted to the college his robe and hood worn at his doctoral commencement in the 1960s.

## 4 A Request from Across the World

Dr. John Anderson, Baird Family Professor of Economics, found a postcard from a professor requesting a journal article reprint of one of his publications back in the 1980s. The professor requesting the article reprint was at the University of Mosul in Iraq.

## 5 The Richest Men in America Visit Lincoln

What do you ask two of the richest men in America? On September 30, 2005, Bill Gates and Warren Buffett, who graduated from the college in 1951, spent the day at the University of Nebraska–Lincoln with students and faculty from the College of Business. The two men fielded questions about their life, accomplishments and their shared sense of responsibility to use their wealth to improve the world. Made into a DVD, the event was held at the Lied Center for Performing Arts and 1,800 students attended.

## 6 A Blast from the Past

Dr. David Rosenbaum, professor of economics and associate director of the Bureau of Business Research, found some old working papers saved on 5.5 inch floppy disks and reams of old printouts of green and white paper with holes on the side. Now that's a throwback!

## 7 Mice Found in the Building

David Hartline, director of information technology and facilities operations, and his team found six different mouse pads left in the building after everyone had moved out.

## 8 Old Idea Made New Again

Interim Dean Farrell found a management development booklet from 1997. In it, faculty offered seminars at Mahoney Park for business professionals, much like the Power Lunches offered through Executive Education at the college today.



# HUSKERS SHOP STARTED THROUGH PARTNERSHIPS

When the new 1,700-square-foot College of Business Huskers Shop opened its doors in August, it also kicked off a new innovative business learning program. A joint effort with Nebraska Athletics and Fanatics, a retail apparel company, the shop stands out from other college campus stores because the sales data is shared and can be used in various business courses.

“Getting the data from Fanatics allows us to make decisions in real time. We can also use the data in our courses, whether it’s marketing, finance, accounting or actuarial science. It’s a transformational addition for how students learn in the new building,” said Rob Simon, associate professor of practice in marketing and former retail store owner.

Students work in the store and Simon advises a six-member student management board. Merchandise

ranges from shirts and hats to the new plastic bags required in all Nebraska Athletics facilities to fidget spinners and more.

“Our partnerships made the project more viable. Nebraska Athletics provides immediate recognition and instant credibility. Fanatics adds expertise and access to inventory as well as a well-known brand,” said Simon.

The College of Business also partnered with the Department of Interior Design to help design and best utilize the shop’s space. Interior design students presented eight designs.

“We want to maximize student exposure to business in many ways, so they graduate with experience working in a for-profit business. We also want to make it a great experience for our partners, which should only enhance student participation over the long haul,” said Simon.



*Ulysses Johnson helps a customer*



*Lisa Thompson and E.J. Stevens shop*



# A Common Connection

Tonn Ostergard '81, CEO and chairman of Crete Carrier Corporation, and his wife, Holly '80, agreed to chair the capital campaign for the College of Business in 2008. At the time, the fundraising goal of \$28 million for additional scholarships and professorships seemed ambitious to Ostergard. Little did he know then, the amount ultimately raised would grow to more than three times the initial goal.

Then Dr. Donde Plowman, who served as dean from 2010 to 2016, arrived at Nebraska ready to Start Something and take the college to the next level after joining the Big Ten in 2011. The campaign goals changed and \$84 million needed to be raised through private funding for the largest academic project in the history of the university.

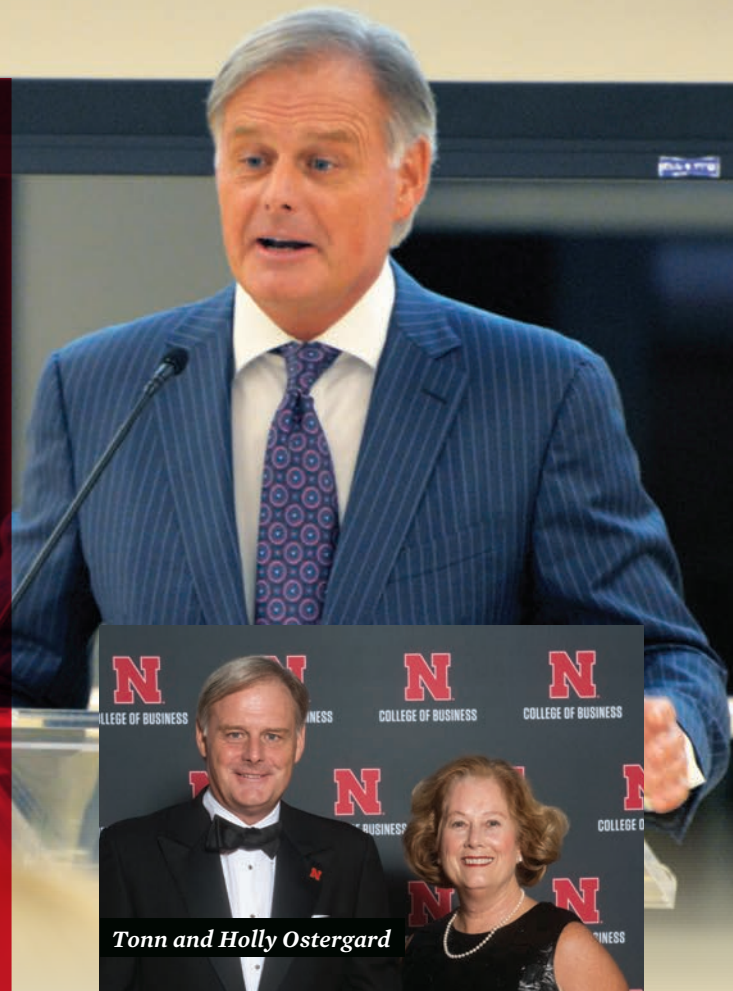
Three friends who wanted to make the landmark building a reality sat down to lunch one day and made a commitment to their community and alma mater. Along with the other members of the 2015 Vision group, the trio identified a broad range of projects needed in Lincoln, such as Pinnacle Bank Arena and Nebraska Innovation Campus.

Mike Dunlap '86 and '88, Jim Abel and Ostergard decided to “collectively make the largest gift to the project to show the commitment of the Lincoln business community to the university.”

Ostergard explained, “The relationship between Mike, Jim and me is more evolutionary than spontaneous. We share a common connection as we are all fortunate to be a part of family businesses with deep roots in Lincoln and an affinity with the University of Nebraska,” Ostergard said. “We recognize the importance of the community and the university in helping us perpetuate and grow our companies.”

All three also believe they have a responsibility to support the community and the university.

“The new College of Business building was a project we could support together, which made it that much more fulfilling. We felt it was important to make a significant lead gift to show that support and encourage others to do so as well,” Ostergard said.



*Tonn and Holly Ostergard*



*Mike and Terri Dunlap*



*Jim and Mary Abel*

# A Family Legacy



Pictured from left to right: Mark Pogue, executive director of the Clifton Strengths Institute and assistant professor practice in management, College of Business, and wife Jami Pogue, director of talent sourcing and Gallup-Certified Strengths Coach, Gallup; Jim Krieger, chief financial officer, Gallup; Jim Clifton, CEO, Gallup and wife Susan Clifton; Matthew Reckmeyer, surgeon, Lincoln Orthopaedic Center; Nicole Clifton-Mills; Mary Reckmeyer, executive director, Donald O. Clifton Child Development Center and chair, Clifton Foundation; Connie Rath, president, Clifton Foundation; Jane Miller, chief operating officer, Gallup, and her husband Edward Miller, chief executive officer, Miller Properties; Meredith Ibach, second grade teacher, Kearney Public Schools, and husband Alec Ibach, financial officer, Farm Credit Services of America; Allie Gardner, global financial and business manager, Gallup; and Mark Reckmeyer, education research specialist, Gallup.

The family of the late Donald O. Clifton '48, '49, '59 and '90 had long been connected to Nebraska. For two decades, he worked at Nebraska as a popular instructor and researcher, and it was at Nebraska where he first began his experimentation with strengths.

“My dad was born on a humble sheep farm in Butte, Nebraska. A regent scholar born with a little higher IQ than everyone else, he was a master teacher. He loved teaching kids. What he noticed was weaknesses don't turn into strengths. For 40 years, nobody listened to him, but he never gave up,” shared Don's son, Jim Clifton, chairman and CEO of Gallup.

Don served as chair of Selection Research Inc. and then chair of Gallup. His research led to the CliftonStrengths assessment (formerly known as Clifton StrengthsFinder), released online in 1999 which helps people discover, understand and maximize their innate talents. Used by most Fortune 500 companies, the CliftonStrengths assessment also can be found in hundreds of schools and universities throughout the world.

In 2002, he was recognized with a Presidential Citation from the American Psychological Association as the Father of Strengths-based Psychology.

Jim said, “CliftonStrengths is everywhere. When we travel, we meet people who tell us their top five strengths. Then they ask where it started. The answer is with Don Clifton at the University of Nebraska–Lincoln, by a Nebraskan. Kids in classes can do exactly the same thing, because it is a perfect model for how a Nebraskan built something that changes the world.”

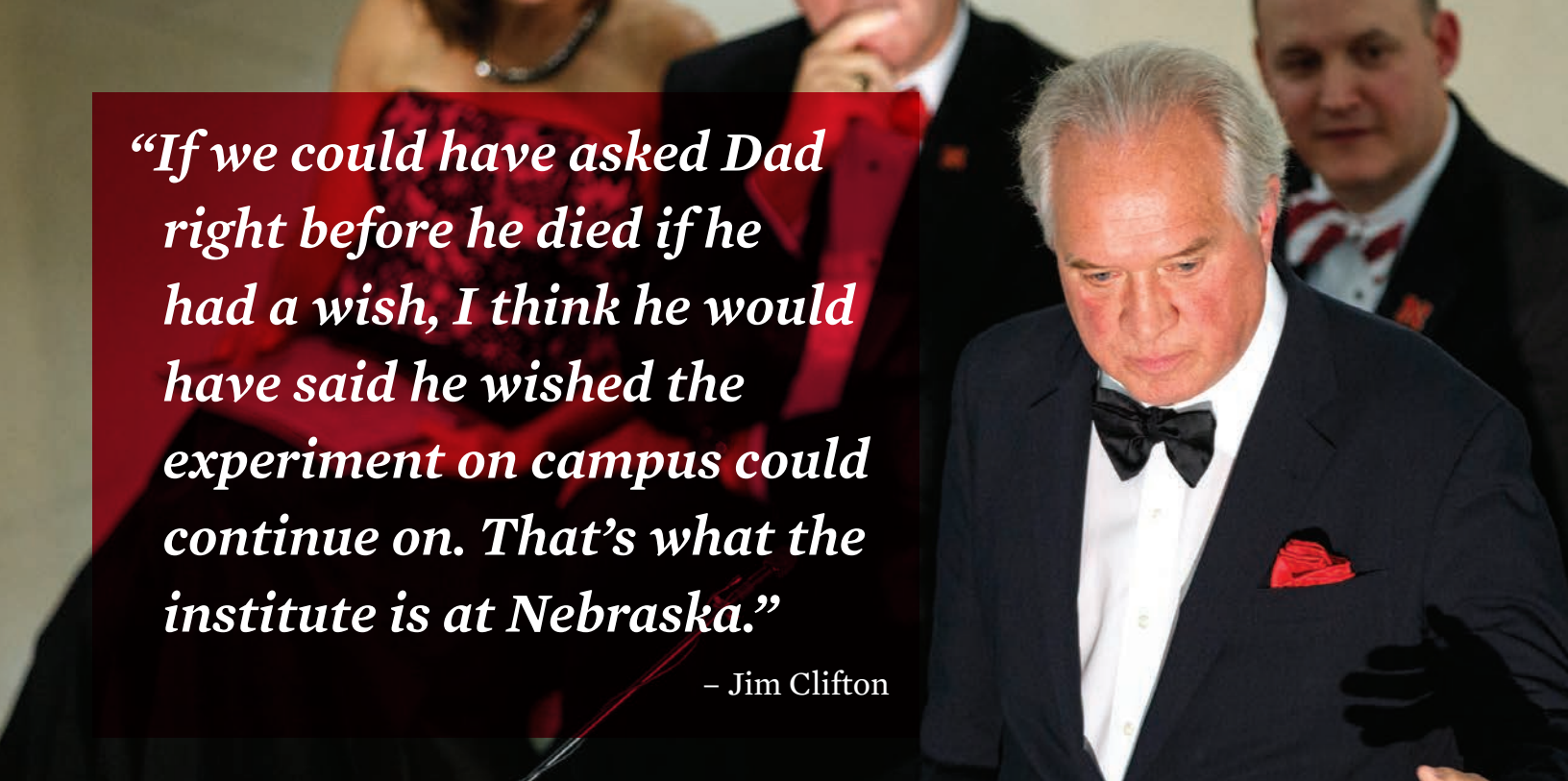
In June 2015, the Clifton Foundation and Gallup announced a \$30 million gift to establish the Clifton Strengths Institute to further his mission through a partnership with the College of Business. The institute provides enhanced training and coaching on strengths-based leadership, early identification of high-achieving students with leadership and entrepreneurial abilities in the Clifton Builders program, and research support for faculty and students.

“The hardest job was teaching the strengths classes. Maybe the bigger gift was Mark Pogue (executive director of the institute). He had to bring his magic and he did. If we could have asked Dad right before he died if he had a wish, I think he would have said he wished the experiment on campus could continue on. That's what the institute is at Nebraska,” he said.



*“If we could have asked Dad right before he died if he had a wish, I think he would have said he wished the experiment on campus could continue on. That’s what the institute is at Nebraska.”*

– Jim Clifton



## CLIFTON STRENGTHS INSTITUTE EMPOWERS STUDENTS

The Clifton Strengths Institute assists students in identifying and maximizing their talent and faculty and staff in guiding their personal, professional and leadership development through the use and application of strengths-based sciences.

The only strengths research lab hosted at a college or university, every business student identifies their strengths through the CliftonStrengths assessment and receives one-on-one strengths coaching through an eight-week course their freshman year. By knowing their own strengths and understanding those of others, students can develop more effective communication and meaningful interactions.

“To understand your strengths is to know how you are energized and motivated to build relationships and get your work done. For example, utilizing my strengths allows me to help people embrace their unique qualities to live a more fulfilled, engaged life. By focusing on strengths, you are able to recognize the talents of those you work with to build successful, balanced teams to achieve excellence,” said Samantha Kennelly, Clifton Strengths Institute coordinator.

Nearly 80 undergraduate and graduate students from across the Nebraska campus train to become student strengths coaches each year. They provide individualized strengths coaching for first-year business students.

The institute also positions students to develop entrepreneurial talent and leadership skills to build businesses, teams and communities through the Clifton Builders program. Students, groups and organizations within the university can also receive strengths coaching and workshop training.



Sam Kennelly discussing strengths and (above) by Don Clifton recognition





Peter and Nancy Salter at the ribbon-cutting ceremony



## Salters Recognize Family, Impact Students

Impressed by the early designs of the new College of Business building, Peter and Nancy Salter appreciated the modern learning environment it would provide students. They knew being part of the Big Ten Conference put Nebraska in a new level of competition and they wanted to help students through a gift to the college.

“Nancy’s father, Art Henrickson, was a businessman and entrepreneur in Kimball, Nebraska. We wanted to both recognize him and make an impact on the business students at Nebraska,” Peter said.

Commissioned as a second lieutenant in the United States Air Force, the late Henrickson served in Ireland and England. He married Edna L. Deavers in 1941 and began reporting for the *Omaha World-Herald*. A few years later, he purchased the *Western Nebraska Observer* newspaper in Kimball and served as publisher and editor for 14 years. He opened Western Office Supply in 1961 and retired in 1987.

“My father’s livelihood was in the business world. He was the inspiration for our donation,” Nancy said.



MBA students in the atrium





Four students in the Nebraska Chamber Music Program perform as the Amore String Quartet

## THE HENRICKSON FAMILY ATRIUM

The central hub of the Nebraska Business community, the 4,262-square-foot Henrickson Family Atrium on the second floor bustles with students from morning until late at night. Five-story glass walls on the north and south ends of the atrium fill the space with natural light and offer views of campus and downtown Lincoln. Two grand staircases provide entry into the area.

The multi-functional area provides a centralized location for Nebraska Business and community events from the annual Back to School Bash to awards ceremonies and keynote presentations. Several digital screens located around the atrium allow for live video feeds or static information, and two larger screens to add to the ambience of any special event.



Dr. Aaron Crabtree at the Celebration of Excellence

## Shared on Social

 **Nebraska Business**  
**@NebraskaBiz**  
September 17


At the annual @NebraskaBiz Honors Ceremony, we recognized many deserving students. Congratulations! #NUBiz #UNL



 **Eric Sasek @nycsker**  
October 6

Proud of this building, college and university. There is no place like Nebraska. #UNL

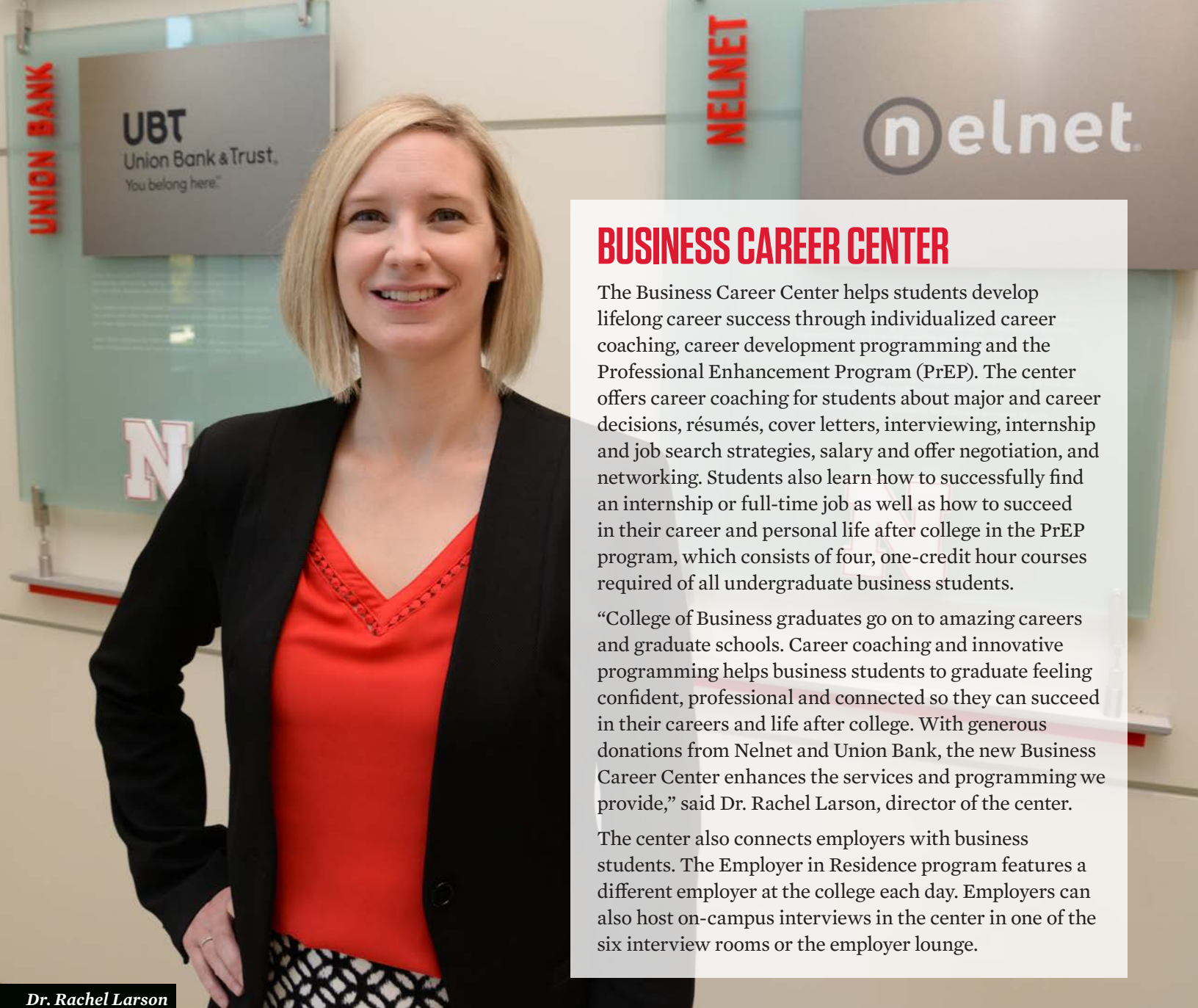


 **Sheri Irwin-Gish**  
**@SheriIrwinGish**  
October 7

The @NebraskaBiz CMER crew is ready to welcome our generous donors and advisory board members to our tailgate. #GBR #StartSomething







Dr. Rachel Larson

## BUSINESS CAREER CENTER

The Business Career Center helps students develop lifelong career success through individualized career coaching, career development programming and the Professional Enhancement Program (PrEP). The center offers career coaching for students about major and career decisions, résumés, cover letters, interviewing, internship and job search strategies, salary and offer negotiation, and networking. Students also learn how to successfully find an internship or full-time job as well as how to succeed in their career and personal life after college in the PrEP program, which consists of four, one-credit hour courses required of all undergraduate business students.

“College of Business graduates go on to amazing careers and graduate schools. Career coaching and innovative programming helps business students to graduate feeling confident, professional and connected so they can succeed in their careers and life after college. With generous donations from Nelnet and Union Bank, the new Business Career Center enhances the services and programming we provide,” said Dr. Rachel Larson, director of the center.

The center also connects employers with business students. The Employer in Residence program features a different employer at the college each day. Employers can also host on-campus interviews in the center in one of the six interview rooms or the employer lounge.

## Nebraska Business Honors Academy

Recently celebrating its fifth anniversary, the Nebraska Business Honors Academy transforms high-ability students with leadership potential into the next generation of business leaders. An enhanced business curriculum challenges cohorts of approximately 40 students. They complete most of their foundation and core business courses together using an action-based learning style. Smaller classes allow students to discuss and develop

solutions for real-world business problems and create the social and intellectual bonds necessary for the ever-changing business world.

“These students bring a unique set of skills and achievements coupled with the desire to challenge themselves and find ways to positively impact the academy, the college and the university as a whole,” said Erin Burnette, academy director. “Our staff helps them learn, grow and realize their potential.”

A milestone year for the academy, the first cohort of students graduated in May. Their accomplishments include traveling abroad 26 times to 13 countries, competing in competitions across the U.S. and participating in internships at nearly 75 companies. They also took on a multitude of leadership roles across campus. Within five months, 97 percent pursued full-time positions or graduate education.



# A NEW HOME BASE

Business Advising and Student Engagement (BASE) educates, empowers and encourages students to Start Something by promoting academic, personal and professional development. From their first day of undergraduate classes to applying for graduation, the staff act as a “home base” for academic advising and numerous opportunities to enrich their learning both in and outside of class.

“We are passionate about guiding students in their educational journeys so they can graduate in four years and are prepared for professional positions or post-graduate studies. Our team is committed to serving our students’ needs, and we want to be their home base or go-to resource,” said Dr. D’veen Buss, assistant dean for advising and engagement.

At BASE, academic advisors guide students through their academic programs and assist with everything from scheduling classes to planning a study abroad experience to joining a student organization. Formerly known as the



*Beth Strogoff assists a student*

Office of Undergraduate Programs, BASE operates two freshmen business learning communities. It also supports business student organizations, facilitates a new student success course and offers a summer DREAMBIG Academy for diverse high school seniors.

# Teaching and Learning Center

The new Teaching and Learning Center provides a dual-focus on the needs of students and faculty. Students find supplemental instruction and support, study groups, facilitated course mentoring workshops and resources. Faculty have access to professional development opportunities, teaching and pedagogical consultation, support for technology in teaching and workshops.

Dr. Tawnya Means, assistant dean and director of the Teaching and Learning Center, and Kate McCown, assistant director, lead the center which will bring faculty and students together.

“When students see faculty teaching, they may be hesitant to interact with them. We want to bring them together so they get to know each other. A student who develops a mentoring relationship with a faculty member goes on to be much more successful in their future.”

Officially opened on October 11, the center offers study space for students, breakout rooms for tutoring and consultation space for faculty.



*Kate McCown and Dr. Tawnya Means*



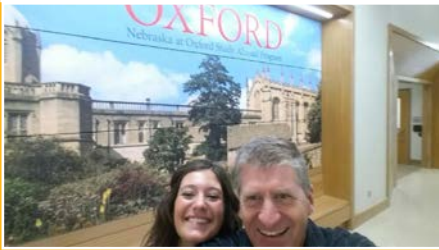
*Students gather by the center*



# Shared on Social

 **Regan Burnham @reganburnham**  
August 31

@NebraskaBiz guess which one was taken where?



 **Marin Olson**  
**@missmarinelizabeth**  
July 5

Traded fireworks for this yesterday  
#huskersabroad #NUBiz



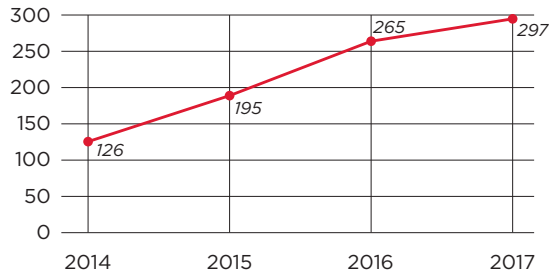
 **John Pfeifer @johnpfeifer**  
July 6

You guys won't BULLieve what I'm doing this weekend.



# GLOBAL IMMERSION

## NUMBER OF BUSINESS STUDENTS (MAJORS AND MINORS) WHO HAVE STUDIED ABROAD



## Santiago, Chile

Global Correspondent: Ann Pogrebetskiy, an actuarial science and finance major from Denver, Colorado

"I wanted to study abroad to have a cultural experience. From taking Spanish classes for 30 hours over the course of three weeks to going on business visits across Santiago, I have learned so much about Chile and the Latin American business community. It is applicable no matter where you are as it provides context on how business is conducted differently worldwide."

Read Pogrebetskiy's blog at: [business.unl.edu/ibann](http://business.unl.edu/ibann)



## Oxford, England

Global Correspondent: Anne Greff, an economics major from Lincoln, Nebraska

"During my four weeks at Oxford, I saw numerous plays, visited London, ate lots of good food and enjoyed the chance to see many famous sights. Yet the moments I will treasure the most from the program were the small, everyday moments I enjoyed with other people. I found the global immersion experience to be one of the most fun, rewarding and beautiful adventures that I have ever had. One of my biggest takeaways from studying abroad was it's not always about the place you are living but rather the people you are with and your willingness to let your experiences with them change you into a better person."

**2018 will be Nebraska at Oxford's 30th year.**

Read Greff's blog at: [business.unl.edu/ibanne](http://business.unl.edu/ibanne)





# AT THE COLLEGE OF BUSINESS

Nebraska Business students enhance their business education with global immersion experiences around the world. Whether they want to experience another culture, gain work experience through international internships or strengthen their cross-cultural skills, opportunities are available through college-sponsored global immersion programs to more than 15 countries in 2017-18 alone.



## *Sorrento, Italy*

Global Correspondent: Marin Olson, a marketing major from Julesburg, Colorado

“Our tours included a vineyard, olive oil factory, limoncello factory, tourist agencies, pasta factory, coffee factory and mozzarella factory just to name a few. Every business we toured was family owned and operated and in at least the third or fourth generation of the family. These multi-generational businesses showed that their business practices are successful. However, they spent most of our time with them talking about the history which shows their culture values history and reputation rather than efficiency.”

Read Olson's blog at: [business.unl.edu/ibmarin](http://business.unl.edu/ibmarin)



## *Barcelona, Spain*

Global Correspondent: John Pfeifer, a finance major from Grand Island, Nebraska

“Studying abroad changes your perspective completely. When you experience another culture, your eyes are opened and you want to know more. I have a deeper understanding for not only global issues but also experiences immigrants may face at home such as overcoming a language barrier. Being able to see things from other people's point of view is crucial to relationship building, which is important for anyone in business.”

Read Pfeifer's blog at: [business.unl.edu/ibjohn](http://business.unl.edu/ibjohn)


**20+** Global immersion program options around the globe

**136** Percent increase since 2014 of business students studying abroad






# 21ST CENTURY CLASSROOMS



Howard L. Hawks Hall features experiential learning spaces and state-of-the-art classrooms to increase opportunities for students, faculty, staff and alumni.




From the largest auditorium on campus seating 385 to the 50-seat cluster classrooms designed for students to comfortably transition between lecture-style presentations and small group projects, the new classrooms support engagement, interaction and innovative teaching.



The case style classrooms, modeled after Harvard Business School, provide tiers of seating for better student-faculty engagement while the flexibility of the multi-purpose rooms allow for easy reconfiguration depending on instructional needs.



The Trading Room features Bloomberg terminals which allow students to experience a part of the finance industry.



With cutting-edge technology offered beyond the computer labs, students can study, work, visit and network in more than 20 breakout rooms, 18 conference rooms, 13 soft seating areas, 12 collaboration spaces, the café and the courtyard.



# COLLEGE OF BUSINESS

## BELL MEANS BUSINESS AT HAWKS HALL

Marjory Bell '17, a management major from Oak Park, Illinois, spoke at the College of Business Groundbreaking Ceremony on March 4, 2015. A member of the first class recruited who got to move to the new building, she meant business and started her final courses this fall, finishing a semester early.

“When I went inside the new building, the first word that came to mind was ‘Wow!’ It is so massive. My favorite classroom is CoB 120 because of the collaborative setup. However, there are so many great areas throughout the building where I can hang out and study.”

Bell appreciates the Henrickson Family Atrium, as it is a great place to do homework between classes or meet for group projects. She likes how it can be both a quiet and a social place.

“My sincerest gratitude to all of the donors who made this project a reality. The new building is such a significant and special addition to the university and I’m so happy to spend my last semester here,” she said.



Marjory Bell at groundbreaking ceremony and (above) by Howard L. Hawks Hall

## Shared on Social

 **Jake Messersmith**  
[@jmessersmith24](#)  
August 21

Getting ready for the first @NebraskaMBA class in Hawks Hall! #NUBiz



 **Samantha Fairclough** [@ProfSJF](#)  
August 21

First day of class in Hawks Hall! We will be identifying and exploring entrepreneurial opportunities this semester. #NUBiz #StartSomething



 **Laurie Miller** [@ProfLMiller](#)  
August 21

First official class in Hawks Hall 002 7:30 a.m. ECON 212 #StartSomething



 **Samuel A. Nelson**  
[@SamuelANelson](#)  
September 21

Tim Franzen, President of @GraduateHotel on the importance of market research to determine location for their hotels across US. @NebraskaC4E





# Shared on Social



**Mike Singer @mikesingerunl**

June 3

View from this morning of the new @NebraskaBiz #UNL #StartSomething



**Downtown Lincoln**

@downtownlincoln

August 22

The first week of school is here and @UNLincoln is sporting some new additions to their campus, including the new College of Business building. #LNK



**Nebraska Business**

@NebraskaBiz

August 30

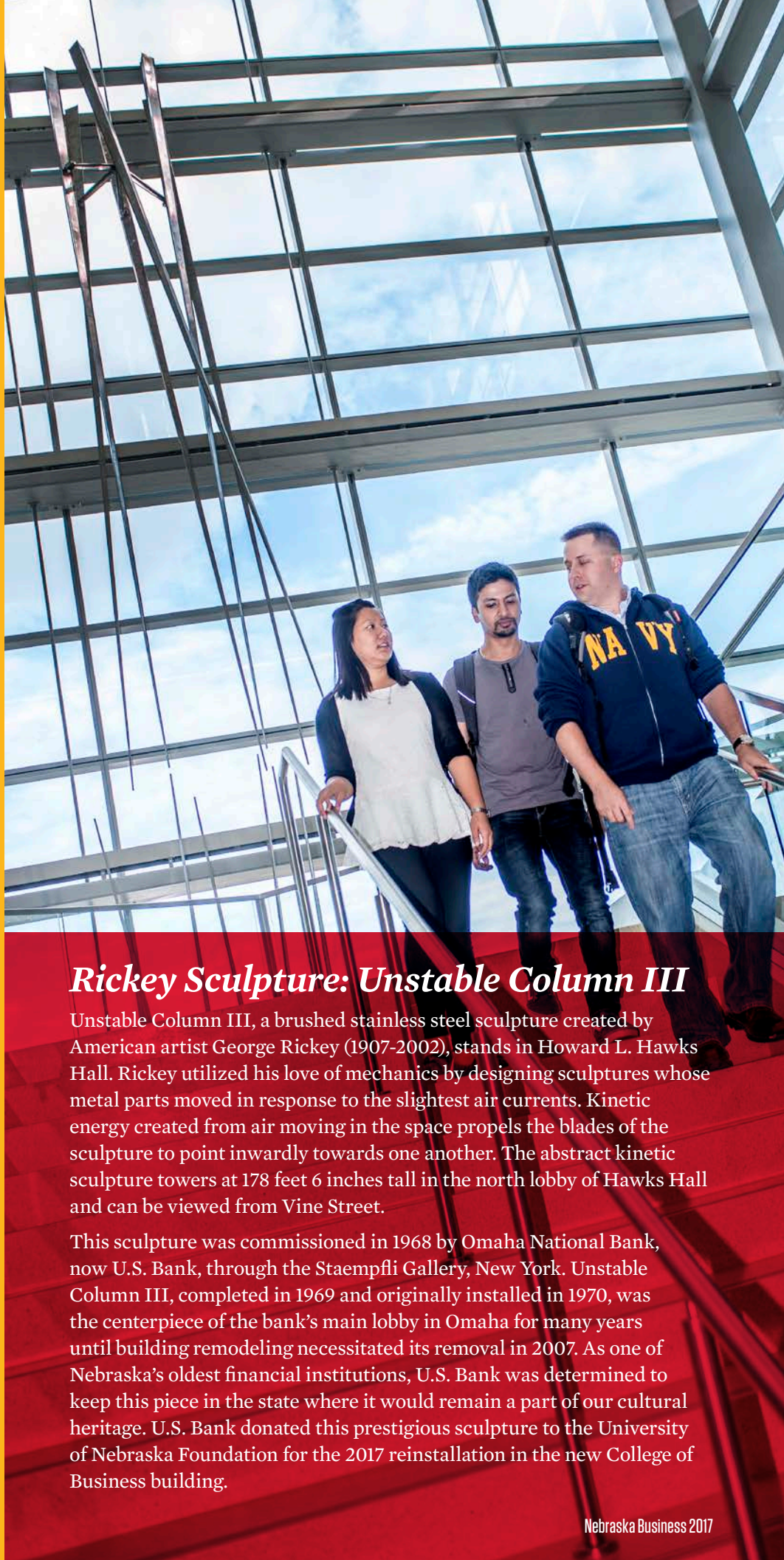
Happy birthday, @WarrenBuffett '51! We "cut out" time to show the #NUBiz alum around Hawks Hall. He loved the shirts in the @CoBHuskersShop.



**Rik Barrera @RikBarrera**

August 25

It's up! Proud to be part of 1500+ faculty, staff, students, alumni, friends & biz partners who helped us #StartSomething #NUBiz

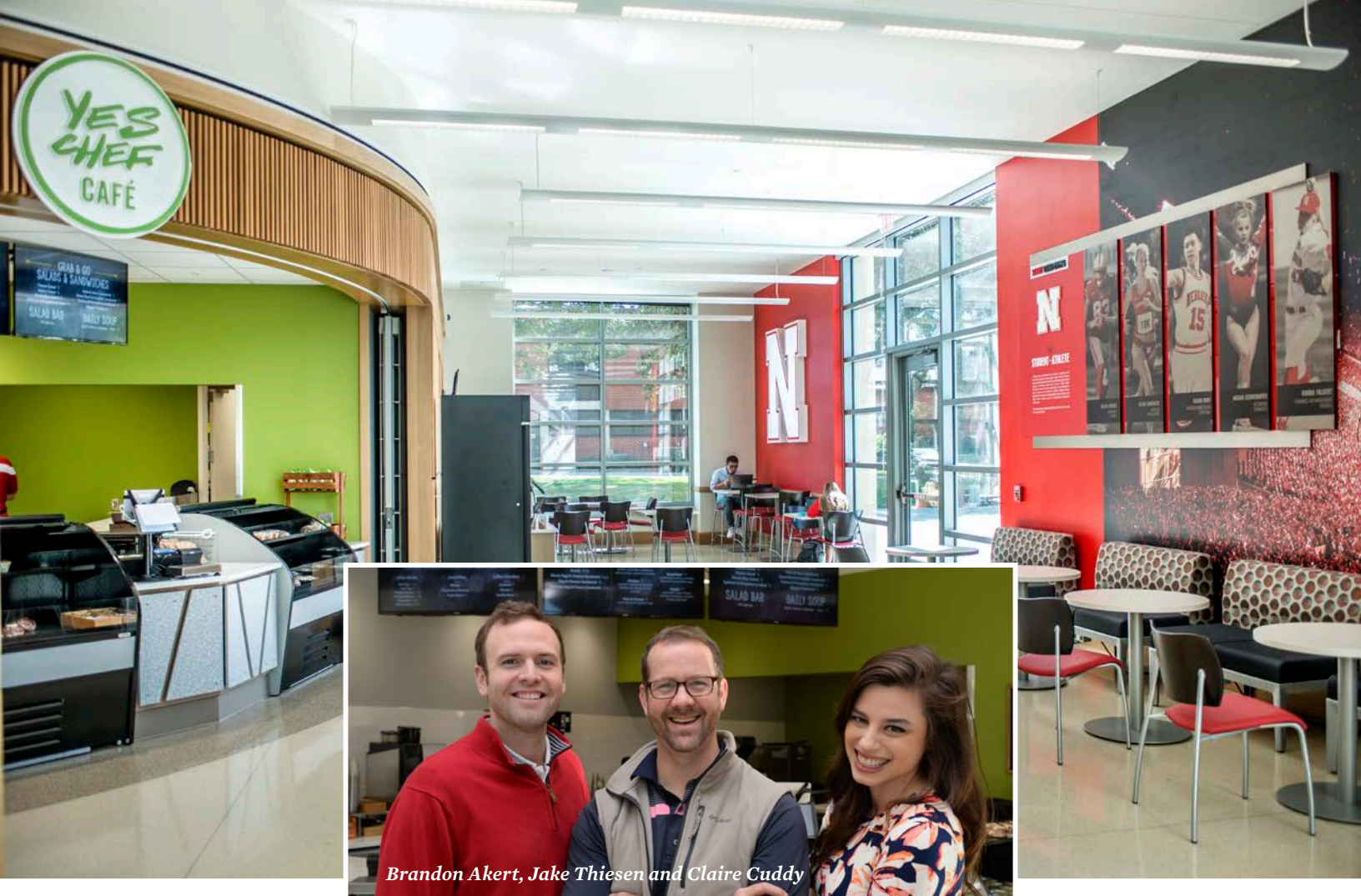


## Rickey Sculpture: Unstable Column III

Unstable Column III, a brushed stainless steel sculpture created by American artist George Rickey (1907-2002), stands in Howard L. Hawks Hall. Rickey utilized his love of mechanics by designing sculptures whose metal parts moved in response to the slightest air currents. Kinetic energy created from air moving in the space propels the blades of the sculpture to point inwardly towards one another. The abstract kinetic sculpture towers at 178 feet 6 inches tall in the north lobby of Hawks Hall and can be viewed from Vine Street.

This sculpture was commissioned in 1968 by Omaha National Bank, now U.S. Bank, through the Staempfli Gallery, New York. Unstable Column III, completed in 1969 and originally installed in 1970, was the centerpiece of the bank's main lobby in Omaha for many years until building remodeling necessitated its removal in 2007. As one of Nebraska's oldest financial institutions, U.S. Bank was determined to keep this piece in the state where it would remain a part of our cultural heritage. U.S. Bank donated this prestigious sculpture to the University of Nebraska Foundation for the 2017 reinstallation in the new College of Business building.





*Brandon Akert, Jake Thiesen and Claire Cuddy*

## YES CHEF CAFÉ PROVIDES GATHERING SPOT, BUILDS COMMUNITY

Serving a variety of breakfast items, salads, sandwiches, soups and more, the new Yes Chef Café provides a gathering spot in Hawks Hall. Brandon Akert '12, developed the first version of Yes Chef from a three-minute business pitch for a Center for Entrepreneurship competition when earning his hospitality degree.

“I wanted as many experts to hear my business plan as I could get,” said Akert, co-owner of Yes Chef Catering, the forerunner to Yes Chef Café. “Both the negative and positive feedback helped immensely. I learned to find investors who like to take risks.”

Akert met Yes Chef co-owner and culinary expert, Jake Thiesen, in 2010 and five years later, they created Yes Chef Catering. After securing a large account, the need for additional help brought Claire Cuddy '11, onboard as director of events and operations. Though the catering business continued to grow, they were intrigued by the search for a café and catering partnership at the new College of Business.

“We saw an opportunity to completely adapt our model to match the needs and vision of the college,” said Thiesen.

“This is a major milestone for us. We’re excited and proud about what we have already accomplished.”

Cuddy, who originally met Akert in the hospitality program at Nebraska, explained the partnership came together so fast “they barely scratched the surface of their potential” at the college.

“I want to see more student engagement in the café. We’ve got an incredibly enthusiastic demographic and I want to match it,” said Cuddy.

The café offers seating or purchases can be taken to other seating areas in the building. The important factor to Rik Barrera, associate dean of student services and chief operating officer, is the café offers the opportunity to build community.

“Our desire to build community with faculty, staff and students led us to want a café and catering operation to make Hawks Hall a place where students could come and stay all day,” said Barrera. “Yes Chef was eager for this venture and presented a great proposal. It’s always a bonus when we partner with Nebraska alumni who have gone on to Start Something.”





Six faculty are featured for their research and teaching in the lower level of Hawks Hall outside of the 385-seat large auditorium. Their stories can be found on the iPads mounted on the wall by their photo. They include: Dr. Tom Omer, Delmar Lienemann Senior Chair of Accounting; Dr. Laurie Miller, associate professor of practice in economics; Dr. Yijia Lin, N.Z. Snell Life Insurance professor and professor of finance; Dr. Alok Kumar, associate professor of marketing; Dr. Troy Smith, assistant professor of management; and Dr. Jennifer Ryan, Ron and Carol Cope Professor of Supply Chain Management and Analytics and department chair.

## RECENT RESEARCH AND FACULTY ACCOMPLISHMENTS

**Dr. Demet Batur**, assistant professor of supply chain management and analytics, wrote the article “Quantile Regression Metamodeling: Toward Improved Responsiveness in the High-Tech Electronics Manufacturing Industry” published in the *European Journal of Operational Research*.

**Dr. Les Carlson**, professor of marketing and Nathan J. Gold Distinguished Professor, was named a fellow of the American Academy of Advertising.

**Dr. Christina Carnes**, assistant professor of management, wrote “Living and Dying: Synthesizing the Literature on Firm Survival and Failure Across Stages of Development” published in the *Academy of Management Annals*.

**Dr. Heng Chen**, assistant professor of supply chain management and analytics, received the Best Dissertation Award with the article “Service Improvement and Cost Reduction for Airlines: Optimal Policies for Managing Arrival and Departure Operations under Uncertainty” published in the *Aviation Applications Section of the Institute for Operations Research and Management Science*.

**Dr. Richard DeFusco**, chair and professor of finance, was named a Department Executive Officer Fellow in the Big

Ten Academic Alliance Leadership Development Program.

**Dr. Jin Yeub Kim**, assistant professor of economics, wrote the article “Interim Third-party Selection in Bargaining” published in *Games and Economic Behavior*.

**Dr. Fred Luthans**, professor emeritus, University and George Holmes Distinguished Professor of Management, editor of *Organizational Dynamics* and the *Journal of Leadership and Organization Studies*, ranks among the top one percent of citations on the Web of Science 2017 List of Highly Cited Researchers.

**Dr. Andre Maciel**, assistant professor of marketing, wrote “Taste Engineering: A Consumer Model of Cultural Competence Constitution” published by the *Journal of Consumer Research* and received the Sidney J. Levy Award.

**Dr. David L. Olson**, James and H.K. Stuart Chancellors Distinguished Chair and professor of supply chain management and analytics, wrote the articles “Utilizing Customer Satisfaction in Ranking Prediction for Personalized Cloud Service Selection” and “Online to Offline (O2O) Service Recommendation Method Based on Multi-Dimensional Similarity Measurement” both published in *Decision Support Systems*.



# FOUR NEBRASKA BUSINESS FACULTY PROMOTED

Four Nebraska Business faculty received promotions based on accomplishments in research, teaching and service in July.



**Dr. Ozgur Araz**  
Associate  
Professor of  
Supply Chain  
Management and  
Analytics

**Dr. Ozgur Araz** Araz, who is also the Robert B. Daugherty Water for Food Institute Faculty Fellow, joined the college from the University of Nebraska Medical Center. His experience includes supply network planning for public health applications including outbreak control, bioterrorism response as well as data analytics for obesity prevention and quality improvement for hospital services. Currently, he is working with former students on a research project about obesity prevention.

“Health care is something everyone cares about and as a sector, from policy making to operations, there are improvements we need to achieve in the U.S. The health care research projects require data at different volumes and velocity which vary for each application, but can be significant factors depending on the decision-making process. Therefore, principles of operations management are now widely used in hospitals for operational and financial improvements, and achieving higher quality of service and patient satisfaction. Data management is important for supporting these activities,” Araz said.



**Dr. Julian Atanassov**  
Associate  
Professor of  
Finance

**Dr. Julian Atanassov** Atanassov, whose research interests include corporate finance, corporate governance and

capital structure, presented at the Midwest Finance Association and the Northwestern Searle Conference on Innovation and Entrepreneurship in Chicago, the Finance Cavalcade in Nashville and the National Bureau of Economic Research (NBER) Economic Effects of State Business Taxation Conference in Boston. He and Xiaoding Liu from the University of Oregon’s paper “Can Tax Cuts Stimulate Economic Growth? Evidence from Corporate Innovation” shows tax cuts can stimulate economic growth in the long-term. Additionally, this paper has broader implications in the light of the current political debates of the role of tax cuts both at the state and federal levels.

“NBER is considered one of the best conferences in economics and finance. We received excellent feedback on our paper and as a result of the improvements, the paper is currently a revise and resubmit at the *Journal of Financial and Quantitative Analysis*, one of the top four finance journals,” Atanassov said.



**Dr. Yijia Lin**  
Professor of  
Finance

**Dr. Yijia Lin** In four years, Lin had five published or forthcoming articles in the *Journal of Risk and Insurance*, two in the *Insurance: Mathematics and Economics*, one at the *North American Actuarial Journal*, and one in the *Journal of Management*. The amount of publications in top journals Lin holds comes as a nearly unprecedented feat. To put this into perspective, less than two percent of the scholars

writing articles in the *Journal of Risk and Insurance* publish five or more articles in that journal in a six-year time span. Lin also serves on the editorial board for two prestigious journals, the *Journal of Risk and Insurance* and the *North American Actuarial Journal*.

“I am glad to take on the research responsibility, because it helps increase the visibility of our department and college,” Lin said. “It shows we are able to deliver good research.”



**Dr. Laurie Miller**  
Associate Professor  
of Practice in  
Economics

**Dr. Laurie Miller** When not demonstrating a creative way to learn economics for her students, Miller helps them develop themselves professionally. As the faculty advisor to Delta Sigma Pi, she assists the business fraternity with community service projects. She led the launch of the Career Closet, which provides gently used, professional dress items at no cost to business students. Delta Sigma Pi recognized her as the 2016-17 Great Plains Chapter Advisor of the Year for her vast amount of work with the group. Learn more about the Career Closet at: [business.unl.edu/closet](http://business.unl.edu/closet).

“The best professors from my past taught me the importance of connecting with students. I try to connect by showing them economics can be interesting and even fun by using examples and activities that relate to their lives. The more engaged they are, the more learning they do,” Miller said. “By getting involved and giving in college, it sets an example and hopefully they continue to do so after graduation.”



# NEW FACULTY



Dr. Wesley Boyce



Dr. Nikolaos Dimotakis



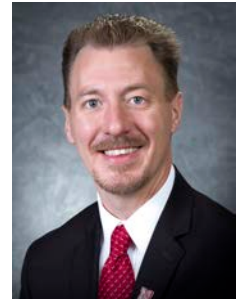
Dr. Tawnya Means



Dr. Shane Moser



Dr. Laura Poppo



Dr. Blake Runnalls

## DR. WESLEY BOYCE

*Assistant Professor of Practice in Supply Chain Management and Analytics*

Dr. Wesley S. Boyce earned his Ph.D. in logistics and supply chain management from the University of Missouri–St. Louis. Prior to Nebraska, he taught courses in operations, supply chain management and business analytics at the Tippie College of Business at the University of Iowa. He also served as logistics program coordinator and assistant professor of logistics at Park University in Parkville, Missouri. His research interests include supply chain relationships and external costs of logistics.

## DR. NIKOLAOS DIMOTAKIS

*Assistant Professor of Management*

Dr. Nikolaos Dimotakis earned his Ph.D. in management and his MBA from the Eli Broad Graduate School of Management at Michigan State University. Before joining Nebraska, he was an assistant professor of management at Georgia State University. His research interests include affective and motivational processes at work.

## DR. TAWNYA MEANS

*Assistant Dean, Assistant Professor of Practice in Management and Director of the Teaching and Learning Center*

Dr. Tawnya Means earned her Ph.D. in information science and learning technologies with a minor in information systems design at the University of Missouri in Columbia. Prior to Nebraska, she directed the Teaching and Learning Center at the Warrington College of Business at the University of Florida. Her research interests include online and blended teaching and learning, technology for teaching and faculty preparation to teach.

## DR. SHANE MOSER

*Assistant Professor of Practice in Finance*

Dr. Shane M. Moser earned his Ph.D. in finance at the University of Kansas. He also received master's degrees in statistics from Oregon State University and accounting and information systems from the University of Kansas. Before joining Nebraska, he was an assistant professor of finance at the Robert P. Stiller School of Business at Champlain College. He also worked in marketing at Sprint and Caterpillar, and audit at Deloitte & Touche. His research interests include venture capital and corporate bonds.

## DR. LAURA POPPO

*Professor of Management and Donald and Shirley Clifton Chair in Leadership*

Dr. Laura Poppo earned her Ph.D. and master's in organization and strategy from the Wharton School at the University of Pennsylvania. Prior to Nebraska, she was a professor of strategic management at the University of Kansas School of Business where she taught corporate strategy, strategic management and doctoral dissertation courses. Her research interest is corporate strategy.

## DR. BLAKE RUNNALLS

*Assistant Professor of Marketing*

Dr. Blake A. Runnalls earned his Ph.D. in marketing from the Eli Broad College of Business at Michigan State University. He received his master's in economics from the University of South Florida and his MBA from the University of Massachusetts-Amherst. He also worked for Progressive Insurance, Credit Suisse and General Electric. His research interests include personal selling and marketing management with a focus on sales training, organizational learning and the customer-firm interface.



# JOIN THE COLLEGE



Dr. S. Sajeesh



Dr. Sunil Singh



Dr. Erkut Sönmez



Dr. Todd Thornock



Dr. Jia (Joya) Yu



Dr. Shengchao Zhuang

## DR. S. SAJEESH

*Assistant Professor of Marketing*

Dr. S. Sajeesh earned his Ph.D. in marketing and master's in managerial science and applied economics from the Wharton School at the University of Pennsylvania. Before joining Nebraska, he was an assistant professor of marketing at Baruch College at the City University of New York. His research interests include marketing strategy, retailing, pricing and marketing research.

## DR. SUNIL SINGH

*Assistant Professor of Marketing*

Dr. Sunil K. Singh earned his Ph.D. in marketing from the Robert J. Trulaske Sr. College of Business at the University of Missouri–Columbia. He also received his MBA from the Xavier Labor Relation Institute in Jamshedpur, India. Prior to Nebraska, he was a visiting scholar in marketing at the University of Maryland. His research interests include marketing strategy implementation at customer-firm interface, interpersonal influence in selling and sales, and managing frontline service interactions.

## DR. ERKUT SÖNMEZ

*Assistant Professor of Supply Chain Management and Analytics*

Dr. Erkut Sönmez earned his Ph.D. and master's in operations management from the Tepper School of Business at Carnegie Mellon University. Before joining Nebraska, he was a visiting assistant professor of administrative sciences at the Boston University Metropolitan College and as an assistant professor of operations management at the Boston College Carroll School of Management. His research interests include operations management applications in food and energy supply chains, sustainability and service and banking operations.

## DR. TODD THORNOCK

*Assistant Professor of Accounting*

Dr. Todd A. Thornock earned his Ph.D. and master's in accounting from the McCombs School of Business at the University of Texas at Austin and Brigham Young University. He holds CPA, CMA and CGMA designations. Prior to Nebraska, he was an assistant professor of accounting at Iowa State University. He also worked as an audit associate for PricewaterhouseCoopers. His research interests include reward system design, performance feedback, and budgetary reporting.

## DR. JIA (JOYA) YU

*Assistant Professor of Management*

Dr. Jia (Joya) Yu earned her Ph.D. in management and organizations from the Tippie College of Business at the University of Iowa. She received her master's in employment relations and organizational behavior from the London School of Economics and Political Science. Her research interests include the intersection of teams, social networks/capital and leadership.

## DR. SHENGCHAO ZHUANG

*Assistant Professor of Actuarial Science*

Dr. Shengchao Zhuang earned his Ph.D. at the Chinese University of Hong Kong. Before joining Nebraska, he served as a postdoctoral fellow in the Department of Statistics and Actuarial Science at the University of Waterloo. His research interests include optimal insurance/reinsurance, life insurance and portfolio selection, behavioral finance, and big data in finance and insurance.



## HAYDEN MARKS 50 YEARS OF SERVICE

Dr. Gregory Hayden began his career as professor of economics at Nebraska in 1967. After 50 years of service, his ability to help students and colleagues study the world through the use of his social fabric matrix approach helped transform the way people approach complex world situations.

“Nothing transpires in the economy without the involvement of cultural values, social beliefs, social institutions, attitudes, technology and the ecological system, yet in economics we’ve left most of those out. What the social fabric matrix does is integrate those factors for analysis in economic systems,” said Hayden.

Hayden believes without seeing the full picture it is impossible to make proper policy decisions. He receives fulfillment from seeing it integrated in academic research.

Last year a former student attending classes at the U.S. Army War College nominated Hayden to teach a capstone colloquium. What Col. Craig Strong ’95 heard in lectures from military instructors reminded him of Hayden’s approach.

“Dr. Hayden’s work aligned with the Army Design Methodology. It provides a methodology for applying critical thinking to understand, visualize and describe unfamiliar problems and approaches to solving them,” said Strong.

Hayden enjoys watching students like Strong achieve success. He also appreciates the opportunities provided at the college through service work.

“I received the opportunity to be highly involved in public service. It helped me develop the social fabric matrix because I was out there seeing how the world works. That opportunity to serve became critical to the development of my research, and it’s fulfilling to see it being used around the globe now by other scholars,” he said.



Dr. Gregory Hayden

## CENTER FOR SALES EXCELLENCE

The Center for Sales Excellence prepares students for careers in professional selling and helps elevate the sales profession. Named a Top University for Professional Sales Education by the Sales Education Foundation (SEF) in 2015, 2016 and 2017, the program teaches students how to sell themselves to employers, pitch their ideas and enhance their communication skills.

Open to both business and non-business majors, students earn a certificate in professional selling after completing 13 credit hours of coursework. The first group of students enrolled in the sales program in spring of 2014.

“The Center for Sales Excellence provides the tools to give me an edge when competing for internship and jobs. The sales professionals who present in class share how they overcame adversities and arrived where they are now. They help us know what to expect in the real world of sales,” said Meggan Andrade, a sophomore marketing major from Grand Island, Nebraska.



Meggan Andrade





COLLEGE OF BUSINESS

Actuarial Science Program



60th Anniversary Tailgate

# ACTUARIAL SCIENCE PROGRAM SETS SIGHTS HIGHER IN 60TH YEAR

The Nebraska Actuarial Science Program celebrated its 60th Anniversary with a celebration and a new campaign called “60 Years: Raising the Bar to World Class.” The campaign brings awareness to its unique roots which Sue Vagts, David P. Hayes Memorial Chair and Ameritas Faculty Fellow, believes is critical to making Nebraska the leader in actuarial science education.

“In 1957, the insurance industry in our state decided to ‘grow their own actuaries’ by starting a program at Nebraska,” said Vagts. “To start the program, the Nebraska Actuaries Club formed a chair committee, who were charged with financing, hiring and advising the program. Eighteen Nebraska insurance companies contributed money to underwrite it.”

The program’s continued recognition as a Center of Actuarial Excellence by the Society of Actuaries validated the industry’s early commitment. In the tradition of reaching out to Nebraskans for support, the campaign seeks to double its endowment by raising \$2 million over the next four years.

“With the additional endowment, we can increase the number and amount of our scholarships, fund the popular tutor room and provide more funds for student travel

to conferences. To support faculty, we want to increase our student employment of graders, teaching assistants and research assistants. Perhaps our most ambitious goal is to begin a Ph.D. program, producing talent that can influence the next generation of actuarial research and education,” she said.

Linda Whitmore ’88, senior vice president and chief actuary-corporate at Ameritas, sees industry support for Nebraska as an ongoing partnership benefiting both sides.

“Our internship program is year round, so that keeps us close to the university,” said Whitmore. “There’s a lot of value to our community in what they provide us. The industry has been very generous in supporting Nebraska’s actuarial science program, and now we have an opportunity to build on that by ensuring we have a strong endowment.”



Sue Vagts talks with alumni and colleagues



# A NEW FORMAT FOR ONLINE LEARNING

The look and style of online learning is transforming at the College of Business starting with courses in the highly-ranked MBA program. The new online format combines a consistent and organized structure with new technologies to make the online process clearer for students, so they can stress less and learn more.

“When taking online courses, students may feel isolated and overwhelmed. They may be unsure about how to start or how to connect with their professor. The new format outlines the course in a clean and organized way to relieve their stress, so they can focus on learning,” said Dr. Tawnya Means, assistant dean, assistant professor of practice in management, and director of the Teaching and Learning Center.

Professors follow a template which includes a welcome to the course, introduction to the professor and numbered directions on how to start. It also outlines the course objectives, readings or lectures and more. Lectures

appear as videos, much like YouTube, and while the professor talks on the right side of the screen various points or questions appear on the left side.

“Our faculty are strong content experts who care about our students and who want them to do well in the course and in their future. The new template allows them to focus on teaching and not worry about how to design it best online,” Means said.

Means, who started implementing the format in August, said the format will be used for all online courses offered by the college. She also plans to continue creating other improvements.

“We need to develop our own tools. They could be brand new or an existing program out there that we could use in a new way. For instance, we want students to be engaging online while the professor is talking and asking questions. This technology is being developed but needs further funding,” she said.

## Talent Acquisition and Staffing

### MNGT 864

Jake Messersmith, Ph.D.  
 ✉ [jmessersmith2@unl.edu](mailto:jmessersmith2@unl.edu)  
 ☎ 402-472-9171  
 📍 By Appointment

[Syllabus](#) | [Start Here](#) | [Modules](#)

Welcome to Management 864! Please begin by going to the "Start Here" button above.

<ul style="list-style-type: none"> <li>✔ <a href="#">Welcome Module</a></li> <li>✔ <a href="#">Module #1 - Talent Acquisition Strategy</a></li> <li>✔ <a href="#">Module #2 - Legal Issues in Talent Acquisi...</a></li> <li>✔ <a href="#">Module #3 - HR Planning</a></li> <li>✔ <a href="#">Module #4 - Recruitment - Internal &amp; Exte...</a></li> </ul>	<ul style="list-style-type: none"> <li>✔ <a href="#">Module #5 - Measurement for Selectio</a></li> <li>✔ <a href="#">Module #6 - External Selection</a></li> <li>✔ <a href="#">Module #7 - Internal Selection</a></li> <li>✔ <a href="#">Module #8 - Decision Making in Select</a></li> </ul>
---	---


**Welcome Module**

Welcome to Management 864! In this "Start Here" module you will find a quick video reviewing the key parts of the syllabus. You will also find an excel spreadsheet that lists all of the assigned

### Lectures

#### Key Decisions in Talent Acquisition

- Acquire or Develop?
- Do it yourself or Outsource?
- Core or Flexible workforce?
- Attract or relocate?
- Overstaff or understaff?
- Hire for specific fit/general fit?
- Diversity - passive or active?



of our own talent internally

**Welcome to the Course**

I'm pleased to have the opportunity to walk through the field of talent acquisition with all of you this term. I currently serve on the faculty in the area of management with specializations in human resource management. I completed my Ph.D. at the University of Kansas in 2008. Prior to joining the College in 2015, I have served on the faculty at George Washington University and at the University of Tulsa/Kean College.

This is my 12th year teaching in this area, but my first three teaching this particular course. I'm excited to have the chance to build content in this area, as acquiring talent is at the heart of successful organizations that are able to leverage human capital for competitive advantage. I look forward to working through the course with you, learning from your experiences, and contributing your observations throughout the term.

On a personal note, I'm happily married to my wife of 16 years, Amber, who also teaches at the University of Nebraska-Lincoln. We have a 5 year old son, Drew, who keeps us on our toes. I'm a sports fan, with a particular fondness for all things Husker athletics (I'm also an alumnus of the school) and KU basketball. In my free time I like to run and am a voracious reader.

Jake  
 Jake Messersmith, Ph.D.  
 402-472-9171 | [jmessersmith2@unl.edu](mailto:jmessersmith2@unl.edu)  
 Office of Graduate Programs  
 201A - Howard Hawks Hall  
 Now, please follow the steps below to continue your orientation to this course.

**Step 1: Read the course syllabus and course schedule**

The course syllabus will provide you with the course schedule, course objectives, explanations of assignments and assessments, grading policies, and instructor contact information. Please read it carefully. I have also included a video overview of the syllabus in the "Welcome Module".

**Step 2: Purchase your textbooks**





### GETTING IN BUFFETT'S BUSINESS

Nebraska Finance 463 students met with the Oracle of Omaha, Warren Buffett '51, and presented him with a Husker jersey in October.

## ONLINE MBA: PATRICK JUNGERS

### Why did you choose Nebraska for an online MBA?

I was looking for an online MBA program that was both reputable and affordable. After looking at all available options, it was immediately clear that an online MBA from the University of Nebraska was the best choice. The program is highly ranked and the tuition costs fit within my budget.

### Why do you take online courses?

The best part of online courses is the flexibility. I travel frequently for work, so the ability to complete my coursework at home and in hotel rooms has become a necessity. Having all of the content and assignments online allows me to fulfill my work responsibilities and not feel like I am missing out on anything in class.

### Explain the online format and how it makes learning online easier.

The online system provides all of the course assignments and exams with due dates. This allows me to plan ahead so I can fit the coursework into my free time. Sometimes I work ahead and other times I submit assignments right at the deadline.

### What do you take to work and implement from class?

One of my courses introduced me to the "workshop method" of solving problems as a team. I brought this lesson to my team meeting. Not only did we make progress on some issues, but the team raved about how it was productive and inclusive.

I currently manage an internal IT help desk team. One of the biggest challenges is properly staffing and scheduling the team to handle the volume of phone calls and emails sent to us. My business analytics class gave me the tools needed to run a regression analysis and forecast our call and email volume into the near future. This allowed me to plan and justify staffing levels to our leadership team with a reasonable degree of certainty.

### How would you describe the value of the Nebraska MBA?

The value of an MBA from Nebraska is hard to overstate. Every course has provided me with insight into the workings of my company and many of them have given me actionable ideas to bring back to my team.




Patrick Jungers

## Shared on Social

 **Kathy Farrell**  
@KathyFarrellUNL  
August 12

Clinton Bartek starts off the @NebraskaMBA graduates as they receive their degree from @DondePlowman. #GoBigGrad



 **Nebraska MBA**  
@NebraskaMBA  
May 10

A BIG SHOUT OUT to the MBA students who represented Nebraska in the Big Ten Case Competition #HuskerPower



 **Ellen Brown @dtellenbrown**  
May 22

Learning how to make gnocchi and become lean six sigma certified through my MBA this summer #gnocchi #italy #huskersabroad #NUBiz







# DOMINGUEZ READY FOR NEXT STEP AT NEBRASKA



Candice Dominguez dedicated herself to cheerleading and track in high school and college in California. When it was time to take the next step to fulfill her career ambitions of working in the sports industry, it led her all the way to Nebraska to the master of arts in business with a specialization in intercollegiate athletic administration (MAIAA) program.

The first program of its kind to offer a funded business and athletic administration master's degree, the MAIAA program prepares students to break into the competitive job market of collegiate athletics after graduation. Dominguez believes the program is the perfect match for accomplishing her dreams.

"I chose the MAIAA program because it is a great business program that will help me reach my goal of becoming an agent," said Dominguez. "Having the opportunity to work in both Nebraska Business and Nebraska Athletics will give me more knowledge and relevant work experience than MBA programs anywhere else."

Dominguez landed a spot as a graduate assistant with the Center of Entrepreneurship her first year supporting their efforts to engage students in business competitions and special events. The second year, MAIAA students work in Nebraska Athletics.

One of 12 students enrolled in the fourth cohort of the MAIAA program, Dominguez joins as the youngest member of her class at 21 years old. She completed her undergraduate degree at California State University, Sacramento, in just three years, while simultaneously setting school records in both indoor and outdoor high jump events. She earned All-Big Sky honors in the process and made it all the way to the NCAA Western Regional last spring.

Outside of track, Dominguez pushed herself academically. She took a minimum of 16 credits per semester, including five summer classes. She found out about the MAIAA program while studying for the GMAT exam and asked MAIAA students questions through social media.

"The current MAIAA students told me Nebraska was the place to get a step ahead of the competition. They felt prepared for the job search because of their graduate assistant experiences in Nebraska Athletics," she said.

*"I chose the MAIAA program because it is a great business program that will help me reach my goal of becoming an agent."*

– Candice Dominguez





## MAIAA – Where Are They Now?



Branden Enstrom

**Branden Enstrom '17**, works as the director of softball operations at Stanford University in Palo Alto, California. He handles the recruiting and travel budget, procures equipment for the team and books transportation arrangements.



Matt Henry

**Matt Henry '16**, earned a promotion in Nebraska Athletics. Formerly a development, ticketing and analytics coordinator, he is now the premium seating and engagement manager. In his new role, he focuses on building relationships while providing the best game day experience for donors.



Jordan Linder

**Jordan Linder '17**, works as program coordinator of business graduate programs at the W.A. Franke College of Business at Northern Arizona University. She serves as the point of contact for current MBA students, visitors and faculty. She provides academic advice for students, and develops and maintains alumni membership and engagement.



Cameron Wilson

**Cameron Wilson '16**, was promoted to director of facilities and events for the University of South Dakota in Brookings. He coordinates the scheduling and usage athletic facilities and oversees game day event staff. Prior to South Dakota, Wilson worked at Marshall University in Huntington, West Virginia, as the assistant director of facilities and events.

## SANDERSON COMPETES FOR TEAM U.S.A.

Second-year MAIAA student Taylor Sanderson finished fifth at the Pan American Decathlon in Ottawa, Canada, representing Team U.S.A. in July. A two-time All-American, Sanderson competed against athletes from 10 different countries in 10 events over two days.

Sanderson trained while also taking courses, working as a graduate student and taking an internship in small college development office. This fall, he works as a graduate assistant in the Nebraska Athletics Development Office 20 hours a week.

“My goal was to compete for Team U.S.A. As a decathlete, you focus on the little things because those monotonous tasks make you successful. That work ethic and attention to detail definitely translates into the professional side,” Sanderson said.



Taylor Sanderson (far left) and teammates

## Shared on Social



**James M. Frey**  
**@James\_M\_Frey**  
August 29

GREAT PEOPLE truly make GREAT PLACES @NebraskaMAIAA | 2019 Cohort | So thankful to be part of this dynamic group of future leaders #NUBiz



**Nebraska MAIAA**  
**@NebraskaMAIAA**  
September 19

Great session today with @Huskers FAR and @UNLCollegeofLaw Prof. Jo Potuto talking @NCAA organization and governance of college athletics.



**Amanda Van Duyn**  
**@Vanduy\_n\_amanda**  
September 23

What a day! I had a BLAST working with Huskers Event Management. Thanks for such an awesome experience! The view is forever breath taking!





*“I want to express heartfelt appreciation to all who made this building possible. It says so much to have those who had such positive experiences at the college invest in it for current students. Thank you for believing and investing in our future success.”*

— Angelica Carlini '18



## CARLINI PERSONIFIES THE START SOMETHING SPIRIT

Working on the Student Marketing Advisory Resource Team (SMART) in Communications, Marketing and External Relations, Angelica Carlini walked into Howard L. Hawks Hall for the first time on her way to work. In the hallway, she met Interim Dean Kathy Farrell who asked her what she thought about the new building.

The senior management and marketing major from Grand Island, Nebraska, replied, “This is home. The College of Business has truly been a home to me and even though I returned this fall to a new state-of-the-art building, the same feeling of home is here, because the same people are here. Only now, they have a building that matches their talents.”

Carlini tailored her business education by participating in the Honors Academy, serving as a student strengths coach in the Clifton Strengths Institute and

obtaining a certificate from the Center for Sales Excellence. She also studied abroad in France and Spain, and served on the Student Advisory Board.

“My professors, coworkers and advisors have become mentors, friends and life advisers. Whether you are a freshman about to embark on a new adventure or a senior trying to learn how to adult, the College of Business not only has resources to be successful, but also the people who will assist along the way,” she said.

While taking advantage of the college’s many programs of distinction, Carlini also gained experience as an orientation leader for New Student Enrollment, a brand ambassador for Adidas and a resident assistant for University Housing. With skills sharpened in her classes, programs and work experiences, she will be fully prepared to Start Something after graduation this May.



Angelica Carlini and Howard Hawks





Justin Swanson, Cameron Andreesen, Laine Norton and Joey Felici

## THE COLLEGE OF BUSINESS DEVELOPMENT TEAM

At the College of Business Partnership Summit and Advisory Board meetings held in early October, the Nebraska Business Development team shared with the Dean's Advisory Board what they appreciated most in Howard L. Hawks Hall.

- 1 Laine Norton '08**, news editorial and history, senior director of development – “I came to University of Nebraska Foundation nearly seven years ago and this new College of Business building was a large part of the reason why. Former Dean Donde Plowman wanted a college built by alumni for future alumni and I wanted to help make that happen. It is surreal to be able to walk into the building now and see students and faculty utilizing the building.”  
– Contact: 402-458-1201, [laine.norton@nufoundation.org](mailto:laine.norton@nufoundation.org)
- 2 Cameron Andreesen '08**, marketing, director of development – “The donor recognition in the building tells the stories of alumni and friends who have done such amazing things in their careers. The recognition plaques are a great way to honor those who generously gave to this project and the information provided on them allows students, faculty, staff and visitors to learn more about them.” – Contact: 402-458-1191, [cameron.andreesen@nufoundation.org](mailto:cameron.andreesen@nufoundation.org)
- 3 Justin Swanson '11**, J.D. and M.A. in journalism, director of development – “The sense of community in the new building is exciting and inspiring. All people, courses and centers are now under one roof, which also brings the students here to Hawks Hall. Then they stay to study, talk to professors, meet friends, get coffee and hang out.”  
– Contact: 402-458-1280, [justin.swanson@nufoundation.org](mailto:justin.swanson@nufoundation.org)
- 4 Joey Felici '14**, business administration and management, director of development – “The new Center for Sales Excellence allows students to video themselves interacting with others in sales activities. They can easily save it on a USB drive to watch and see what they need to work on to get better. I earned a communications minor for public speaking skills. However, the sales certificate program would be beneficial in the business world.”  
– Contact: 402-458-1282, [joey.felici@nufoundation.org](mailto:joey.felici@nufoundation.org)



UNIVERSITY OF  
**Nebraska**  
Lincoln

COLLEGE OF BUSINESS

730 N. 14th Street  
P.O. Box 880405  
Lincoln, NE 68588-0405

NONPROFIT ORG  
US POSTAGE  
PAID  
OMAHA, NE  
PERMIT NO. 498

[business.unl.edu](http://business.unl.edu)

*“The secret of change is  
to focus all of your energy,  
not on fighting the old,  
but on building the new.”*

– Socrates