

The background of the cover is a photograph of Warren Buffett, an older man with white hair and glasses, wearing a dark suit, white shirt, and a patterned tie. He is smiling slightly and looking towards the camera. Behind him is a large, classical-style building with columns and a pediment, likely a university building. The sky is a clear blue.

NEBRASKA ○

# Business

FALL 2001

A Magazine for Alumni and Friends of the College of Business Administration at the University of Nebraska-Lincoln

*“The best year of my college experience was at the University of Nebraska”*

*Warren Buffett*





Dean Cynthia Hardin Milligan

At the College of Business Administration our mission is to foster intellectual curiosity and business insight by providing high quality instruction, research, and service to students, the citizens of Nebraska, and to the national and international communities served.

This year marks the final stage of our development of a five-year strategic plan for the College of Business Administration. The plan outlines our vision, mission, goals, objectives and action items to transform the College and create a future that will benefit all of its stakeholders.

I am very pleased and grateful for the large response to the 2000 Alumni survey sent out as part of the strategic planning process. The data will be most helpful as we continue our plan.

The theme of this inaugural issue of the *College of Business Administration Alumni Magazine* reflects the many strengths and the goals of our programs. The College has been in close contact with the business community to provide the best opportunities for our students. The articles we have chosen for this issue reflect our commitment to producing the best graduates. The J.D. Edwards Honors Program highlights our commitment to technology in business education. Our Study Abroad Programs provide an understanding of the world that is critical to any student wanting to start a career in business. Our Center for Entrepreneurship is featured in this issue and is one of the best programs in the United States. We are grateful for the support we receive from our Alumni Association. The Awards Luncheon is one of the highlights of my year. It is always rewarding to read of the accomplishments of our alumni, faculty and students. We are proud of the education we provide and our service to the community

Many thanks to our most illustrious alumnus, Warren Buffett who graciously agreed to appear on the cover of our inaugural issue.

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**UNIVERSITY OF  
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**NEBRASKA**

FALL 2001

The University of Nebraska-Lincoln  
Alumni Association Magazine

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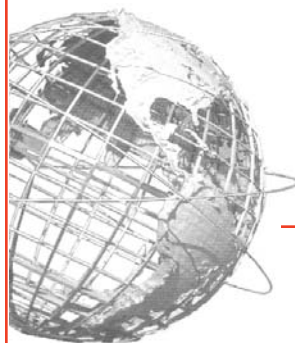
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# Warren

## A Conversation



*Warren Buffett offering his wallet to  
Dean Cynthia Milligan*

Arriving at Warren Buffett's office early on a Tuesday morning, Warren greeted me at the door. He was looking forward to the opportunity to discuss the College of Business Administration. As we toured his office, he chuckled when he recalled a puzzling income item of \$4.00 on his latest tax return. With his usual thorough research, discovered it was a royalty payment for his appearance on "All My Children". A framed collage on his office wall documents his appearance on the soap opera, along with the check stub, which records the payment for the appearance, \$55,000 plus a \$10.00 wardrobe allowance. His family tells him that is enough wardrobe allowance to last several years.

Other memorabilia that adorns his office are the original stock certificates signed by Wells and Fargo for American Express and the Wells Fargo Company. Along with those documents is a bank charter signed by Fargo. He also keeps two Coke machines and various other souvenirs, representing his businesses, such as a giant Dairy Queen ice cream sundae.

**Cynthia:** Talk about your Nebraska ties. Your parents were at the University, weren't they?

**Warren:** My great-grandfather started a grocery business in 1869 in Omaha. All of their children attended the University of Nebraska. When my father was at the University, he was the editor of The Daily Nebraskan. My mother was the granddaughter of the owner of the Cuming County Democrat in Westpoint, Nebraska. My mother could run a linotype when she was twelve; she used to interview people

# Buffett

with Dean Cynthia H. Milligan

waiting for the train, just to have something to write about in the paper. When she went to the University, she naturally went to the Daily Nebraskan looking for a job, where she met my father.

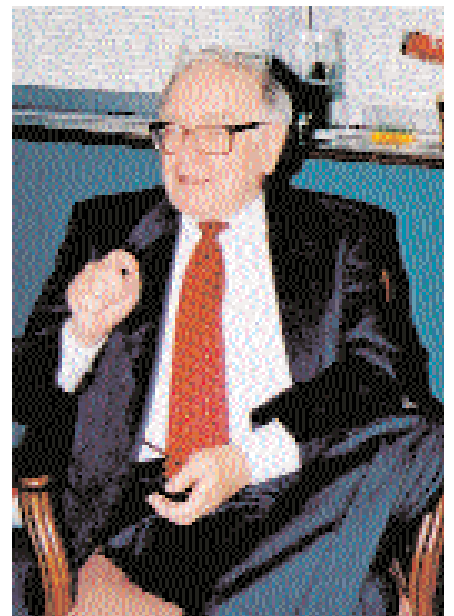
**Cynthia:** What do you remember about your education at the University?

**Warren:** I had a great experience at Nebraska. Probably the best teacher I had was Ray Dein in accounting. I think everybody in business school should really know accounting; it is the language of business. If you are not comfortable with the language, you can't be comfortable in the country. You just have to get it into your spinal cord. It is so valuable in business.

**Cynthia:** You began your university education at another institution, what are your thoughts on the education you received at the University of Nebraska?

**Warren:** The best year of my undergraduate work was at Nebraska; I would call it my best overall experience except for the year at Columbia, where I studied with Ben Graham. The teachers at the University turned me on. There wasn't a class that disappointed me. I was close to my professors, who actually taught the classes. At my previous undergraduate college, graduate students taught the classes.

One of the best things that happened was the day the University was going to award the "Nathan Gold Scholarship," a \$500 scholarship to attend graduate school anywhere in the U.S. As it turned out, I was the only applicant that showed up for the interview. So I won the scholarship by default. My dad wanted me to apply to Harvard Business School. It was a 10-hour train ride to Chicago where I met with the person who was to interview me, and was told to come back another time when I was older. I was 19 at the time. So I rode 10 hours back, wondering what I was



"I had a great experience at the University of Nebraska. The teachers at the University turned me on. I was close to my professors. There wasn't a class I was disappointed in."



going to tell my Dad. In August of that year I was leafing through magazines and discovered that Ben Graham was teaching at Columbia, so I contacted the Dean at Columbia and even though it was very late to apply, was accepted.

**Cynthia:** Are you a goal oriented person? When you were in college did you set goals for yourself?

**Warren:** I have always liked business and wanted to be in business. This is my ledger from 1950, when I was at the University of Nebraska. It shows the investment in my golf ball business. I had \$44 cash and half interest in a car. I also had a brokerage account, but had to buy stocks in my sister's name because I was underage.

**Cynthia:** Your goals were financial then?

**Warren:** Business, I like the process of business. Money is a way to be in business, but the real fun is the activity itself.

**Cynthia:** When you are looking at a business in which to invest, what are your priorities?

**Warren:** You have to really understand the economics of a business and the kind of people you are getting into business with. They have to love their business. They have to feel that they have been creative, that it is their painting, I am not going to disturb it, just give them more canvas and more brushes, but its their painting, from our standpoint any way. The whole place will reflect the attitude of the person at the top, if you have someone at the top who doesn't care, the people down below won't care. On the other hand, if you have someone at the top who cares a great deal, that will be evident across the organization.

**Cynthia:** The type of people managing the business is a very important criteria, then?

**Warren:** Yes, contracts don't protect you; you have to have confidence in the people.

**Cynthia:** We are making a big investment in ethics and leadership. We just hired a nationally known scholar in leadership to head our Center for Advanced Leadership Studies. We are searching for a faculty member with a reputation in the field of ethical leadership to work with our Center of Ethics and our Center for Leadership. Obviously, we see a need for our graduates to develop leadership skills and be aware of ethical issues in business. What is your opinion on the need for those entering business careers to have leadership skills and developed ethical values?

**Warren:** The best ethical leadership people receive is from their parents. Every kid wants heroes, and they may pick the wrong ones. The natural heroes are the parents. Kids usually emulate their parents, and if the parents behave well, the kids are very, very likely to behave well.

I think that what you do at school by emphasizing ethical values is that you will keep those kids on track and pull in a few that aren't.



*Nebraska's Most Illustrious Alumnus*

"The younger you are when you start learning, the better. Anyone who understands compound interest can understand that."

“I like the process of business. Money is a way to be in business, but the real fun is the activity itself.”

**Cynthia:** What about the value of good leadership skills and ethics in business?

**Warren:** I have seen plenty of people succeed that don't have either one. And I have also seen an awful lot of people succeed that do; and those are the ones I admire and they are the ones I want to associate with. Honesty is a terrific policy. What do you look back on in terms of whether you have been a success? You have certain things you want to achieve, but if you don't have the love and respect of people, you are always a failure. That is the one thing you must earn, it can never be bought. No one that has the love and respect of others is ever a failure.

**Cynthia:** A donor gave us \$1 million to develop an ethics program, and every year he asks us if we really think this makes a difference. I agree with you, often the students come with high ethical standards, but what we are doing is exposing them to some ethical issues that might trip them up at some point in their career. We want them to understand the issues and understand they can influence those around them with their own standards. Do you agree with that approach?

**Warren:** The simple test of good ethics, is how would you feel about any act, if a reasonably intelligent, but unfriendly reporter were to write it up and put it in tomorrow's paper for everyone to see. If it passes that test, it's okay, and if you have to think about it, it probably isn't the right thing to do.

**Cynthia:** You talk often about heroes, who are your heroes?

**Warren:** I have been extraordinarily lucky with my heroes, starting with my Dad. I have never been let down by one of my heroes. When I was about 13 or 14, we moved to Washington. I was all mixed up for a while, I ran away from home, stole things, but I got through it because I had the right heroes. If you have the wrong ones you have a real problem, because you are going to emulate your heroes. You will gravitate toward the people you admire. If you don't choose those people carefully, you will very quickly develop situational ethics that can get you into trouble.

**Cynthia:** Let's talk technology. I know that you have said you are not interested in investing in technology companies. However, we have a strong technology and e-business focus in our business curriculum, believing that our graduates will be more valuable to their future employers if they understand the use of technology in management, marketing, accounting and finance. What is your opinion of the importance of technology in business education today?

**Warren:** I love what technology is doing for the world, including me. I don't think it is easy to pick who the technology winners will be in ten years, like it is with chewing gum or soft drinks. But, that is an investment decision. We are the world's leaders in technology and it is an engine that will do wonders for this country over time.

“ Economics should be part of everyone's background, because it is the way the world works.”



“I think everyone in business school should really know accounting. It is the language of business. It is the Rosetta Stone for Business.”

**Cynthia:** Our philosophy is that technology is a part of every element in our curriculum. We do not have an e-commerce or an e-business major. It should be infused into everything; it has changed accounting, it has changed all aspects of business.

**Warren:** It's a tool. For a student to leave business school and not know how technology affects business and a mind to keep up with the progress of technology would be insupportable. Technology is the future of business. It is transforming society. If I were starting out in business today, I would be very focused on technology.

**Cynthia:** Do you think an MBA is an important degree for students to have today?

**Warren:** If you are interested in business, or likely to be in business, an MBA is very useful. But, what is really important is what you bring to a class in terms of being interested in the subject. If you view a course like accounting as a drudge and a requirement, you are missing the whole game. Any course can be exciting. Mastering accounting is like mastering a new language, it can be so much fun. The attitude should be one of discovery, that you are coming there and discovering. Accounting is the Rosetta Stone of business.

Economics is fascinating, the first page of economics describes how mankind deals with insatiable wants and creates the systems to fulfill these wants. It's great stuff. Really how the world works. Business is a subsection, a fairly understandable subsection, not like black holes, which are fairly hard to visualize, but business is every day stuff and you are learning how the world works. You are 18-19 years old and learning about the world, understanding how this great world works. The GDP per capita in the 20th century increased 6 to 1. Think of that, six times. Why does that work here in the U.S., why doesn't it work other places? The U.S. is a small part of the universe, but a very important part and understanding that and seeing everything else against that backdrop for the rest of your life is fabulous.

**Cynthia:** What goals do you set for yourself today; do you have goals you still want to accomplish?

**Warren:** Berkshire is my canvas. The goal I have is to have Berkshire be generally admired for what it is. I am also proud that we do things at Berkshire that are different than other corporations. My partner, Charlie Munger, says that Berkshire is a didactic exercise, that it is a teaching platform. We do things differently at Berkshire than in other business which bring into question the generally accepted ways of doing business.

**Cynthia:** We have 3200 students in the Business College, just beginning their paths to a career. What advice would you give students who are preparing for a business career?

**Warren:** My advice generally is to sop up everything you can. You're not going to run out of storage room in your brain, so take advantage of everything that is of interest. You will never have another opportunity like this in your lifetime.

I ask students what they would do, if when they were sixteen, a genie came to them and told them that they could have the car of their dreams. The only catch is that it is the only car they will ever have. I know what I would do; I would study the owner's manual until I had it memorized, and do everything I could to keep the car in the best shape possible. When you are sixteen, you only have one brain and one body and that is all you are ever going to get.



**Cynthia:** What advice would you give students who are just starting out in a business career?

**Warren:** I would say, follow what you are passionate about. I think it is crazy to be someplace where you feel your ethics or whatever is out of sync with your work. You really want to be in a place where you jump out of bed in the morning and you are all fired up to get to work. I have always felt that way, basically,

**Cynthia:** Our students are always interested in knowing what you look for when you hire someone? What specific qualities do you seek?

**Warren:** You look for three things, you look for intelligence, you look for energy and you look for integrity. You don't need to be brilliant, just reasonably intelligent, Ray Kroc, for example, has good intelligence, which he combined with good business principles and passion for business and a passion for his particular business.

Every business student you have has the requisite intelligence and requisite energy. Integrity is not hard wired into your DNA. A student at that age can pretty much decide what kind of person they are going to be at sixty. If they don't have integrity, they never will. The chains of habit are sometimes too heavy to be broken. Students can forge their own chains. Just pick a person to admire and ask why you admire them, usually it is because they are generous, decent, kind people, and those are the kind of people to emulate.

**Cynthia:** Thank you for the generous amount of time you have given us today. I know that you are a great asset for the College and we appreciate your support.

**Warren:** Thank you for coming.

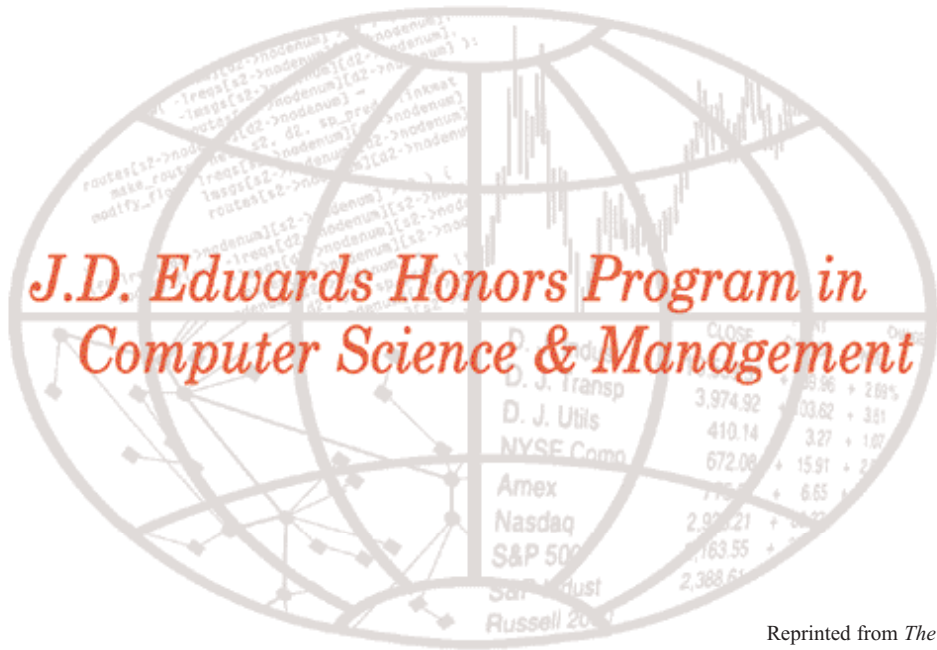


“Berkshire Hathaway is my canvas. I get to paint my own painting. The ultimate luxury.”



*Warren Buffett, 1948*

Looking for more about Warren Buffett?  
[www.berkshirehathaway.com](http://www.berkshirehathaway.com)



Reprinted from *The Scarlet*, April 19, 2001

## *“the heart’s here”*

**“My personal interest in computer science and information sciences was originally triggered in UNL’s classrooms. Now I want to create the atmosphere for the best computer science program in the world.”**

C. Edward J. McVaney

Partnerships, Collaboration and Program Integration define the ideals of the J.D. Edwards Honors Program. The goal is to create a fully integrated curriculum that seamlessly weaves solid business education with practical computer science. The students will gain a full understanding of how businesses and other organizations make fundamental decisions, and how computer science can be harnessed to provide the data that informs those decisions.

Edward and Carole McVaney have watched their \$32.2 million gift to the University of Nebraska grow into the Esther L. Kauffman Academic Residential Center and the J.D. Edwards Honors Program, a project that matches

their dreams and expectations for the future. The J.D. Edwards program is expected to be a high-tech mecca for top students from across the country, producing leaders and innovators in business.

In addition to the initial \$32.2 million gift, the potential exists for ongo-

puter science and his desire to create a top-notch program with the emphasis on the student.

Business leaders in a range of industries say they will welcome the graduates of the J.D. Edwards Honors Program.

“My personal perspective is that



**Edward and Carol McVaney and Esther L. Kauffman**

ing pledged support based on the continued success of the program that could provide \$4.6 million annually after the fifth year of the project. Ed McVaney had his stamp on the program from the start, making sure the money was used to reflect his interest in com-

puter science and his desire to create a top-notch program with the emphasis on the student. “My personal perspective is that it’s a great program, and the students who go through it will have a lot of potential in a company like IBM, because there are a lot of people with a concentration on business or technology, but not on both,” said Tom SeEVERS, distinguished engineer and technology



director of IBM Financial Services Sector, Americas. "We have to provide technological support, but also be able to focus on business problems. Having people who can do both is very important for developing good solutions."

Philip Ruhlman, chief information officer for Gallup, agrees. "We're excited about it because the graduates will bring to industry a well-rounded educational background. They are able to work as project managers for internal projects and they are some of the most valuable employees we have."

**T**he Kauffman Center and the J.D. Edwards Honors Program are based on an old model of living and learning in the same community, much the same as the individual colleges at Oxford University. The model provides mentoring, interaction and enhanced communication between the students and the faculty. The facility fully integrates living and instruction, giving the participants a truly unique scholastic experience.

Designed to bring together people and ideas, everything in the Kauffman Center was developed to encourage collaboration and learning. Freshmen and seniors will share living space.

Many of the design features of the non-residential areas were modeled after work environments found at Microsoft and J.D. Edwards and Co. The facilities are flexible and include a great hall, which can be modified into a living area, a dining area, or a theatre seating up to 300 people. There are apartments and offices for visiting senior fellows. Classrooms have one-button electronic controls, and of course, computer network ports are everywhere, and for those who don't want to plug-in, the building has a wireless Ethernet system.

The students accepted to the program are on scholarship, which covers all expenses of the program, including tuition, room, board, fees and books.

**W**hen Jesse Whidden, from St. Edward, Nebraska, looked at the opportunity presented by the J.D.

Edwards Honors Program, he turned down offers from Harvard, Yale and MIT to enroll at the University of Nebraska. He was one of only two Nebraskans to score a perfect 36 on the ACT. He is also a Nebraska Regents Scholar and a member of the all-USA High School Second Academic Team in "USA Today".

**"Revolutionary best describes the academic learning venue of the J.D. Edwards Honors Program. By combining business knowledge and the computing fundamentals for information and software systems, our graduates are positioned to compete nationally with the very best programs in the nation."**

**Merlin Lawson, Dean  
Graduate Studies and  
International Affairs**



**"We expect the J.D. Edwards program to do nothing less than to train the leaders of the information technology industry in the years ahead. It will bring distinction to our students and to the academic stature of the University."**

**Harvey Perlman, Chancellor  
University of  
Nebraska-Lincoln**

“The J.D. Edwards Honors Program represents the very best in interdisciplinary, cross college work. It takes advantage of several strengths of the University to create something that is much more than the sum of its parts, but instead is something new and exciting. Tomorrow’s leaders will benefit greatly from the education they receive.”

Richard Hoffman, Dean  
Arts and Sciences

“Jesse is exactly the type of student the J.D. Edwards Honors Program is attracting.” Laura Antczak, assistant director of recruitment for the program, says, “These are top students who are getting offers from many different institutions, and are choosing this program because it is unique, because of the scholarship and now because of the building. The program has a focal point, a physical and intellectual center for the program.”

Jesse is looking forward to moving into the Kauffman Center in the fall, where he will find a sense of community with the students in his classes in a much smaller and more personalized environment. There will be 78 undergraduate students living in the Kauffman Center.



*Jesse Whidden in the  
Kauffman Center*

The courses will be taught by teams in a way that provides background, then application.

For example, one professor might provide information on the laws of supply and demand, while a programming professor might talk about how to design computer applications to solve a supply and demand problem; then the student will create that application.

Gordon Karels, Interim Program Director and professor of banking and finance, said the curriculum was developed by adapting a list of existing courses to meet the program’s goals. No new courses were created, so it is

the way old courses are taught that makes the critical difference. It is a front loaded program, with heavy course loads in the first six semesters and lots of design studio courses in the fourth year.

The students receive real world, real time experience in the J.D. Edwards design studio course. The projects range from developing networking software for an Italian company, Flextel, S.P.A., to creating “Team Page”, an on-line clearing house of information for families and caregivers of special needs individuals. The Flextel project is expected to yield several UNL and Joint UNL/Flextel patents for various technologies. Other projects include developing medical records software for Lincoln’s MetaLogic, Inc., and creating a web based interface to a data network called Association of American Universities Data Exchange.

The students receive their diplomas from the different colleges supporting the program, which are the College of Business Administration or the College of Arts & Sciences. Richard Hoffman, Dean of the College of Arts & Sciences says, “The J.D. Edwards Honors program represents the very best in interdisciplinary, cross college work. It takes advantage of several strengths of the university to create something that is much more than the sum of its parts, but instead is something new and exciting. Tomorrow’s leaders will benefit greatly from the education they receive.

In general, the graduates who come



**“The Kauffman Center symbolizes quality at the highest level, both physically and intellectually. Its learning facilities are the best available anywhere. It is designed to encourage frequent interaction and collaboration among students and faculty. Its education program stresses both scholarly inquiry and knowledge and skills gained from extensive real-world experiences. The center and its programs are an outstanding addition to UNL..”**

**Dennis Smith, President**

out of the program, particularly those with the master of engineering or the MBA will fit into two broad categories; software engineers with a solid business background, and business majors with a solid base of technical knowledge.

According to Gordon Karels, the MBA students will receive specialized training in management systems oriented toward an information company environment. These students have a pretty strong technical knowledge base.”

**F**or high school students, a Summer Academy is offered. The three week session for up to 50 students provides the students a chance to earn college credit in computer science and business, as well as gain real-world experience completing information technology projects. The Summer Academy requires two college level courses, and to complement the classroom work, students complete a Service Learning Project for a non-profit agency. Working in teams of four, under the guidance of mentors, they develop solutions for projects ranging from creating a database to developing an automated Web page. While at the Summer Academy, students will live in the Kauffman Center.

Another component of the J.D. Edwards Honors Program, is professional partnerships between graduate students and businesses. Students will gain professional, real-world experi-

ence as interns or employees of a business that depend on information technology. The program will maintain relationships with local, regional and national firms, providing students with a valuable network of business contacts and professional opportunities. In addition to these workplace experiences, students will be able to interact frequently with guest speakers from the business, government and research communities.

**B**usinesses can participate on many levels, including providing a guest speaker or a business project for undergraduate or graduate students in a Design Studio course. Companies can provide internships for students, and of course, develop a recruiting advantage through frequent direct contact with the top students at the University. By providing those opportunities for students, the companies are the first to be apprised of new innovations coming out of the program.

This is a program designed to strengthen the students, the University and the business community. **N**

**“The J.D. Edwards Honors Program is a marvelous opportunity for students to bring to their future careers knowledge of both business and technology, combined with developed leadership skills. The program provides our faculty with the opportunity to develop, and teach in an exciting and innovative business and technology curriculum. The University will benefit from the national impact that this program will have.”**

**Cynthia H. Milligan, Dean  
College of Business Administration**



### BRAIN DRAIN?

It doesn't exist at Archrival according to Charles Hull, Creative Architect of Archrival, everyone on the team is a graduate of UNL or UNK. Archrival is an excellent example of the success of the Nebraska Center for Entrepreneurship in assisting the development of promising new Nebraska companies.

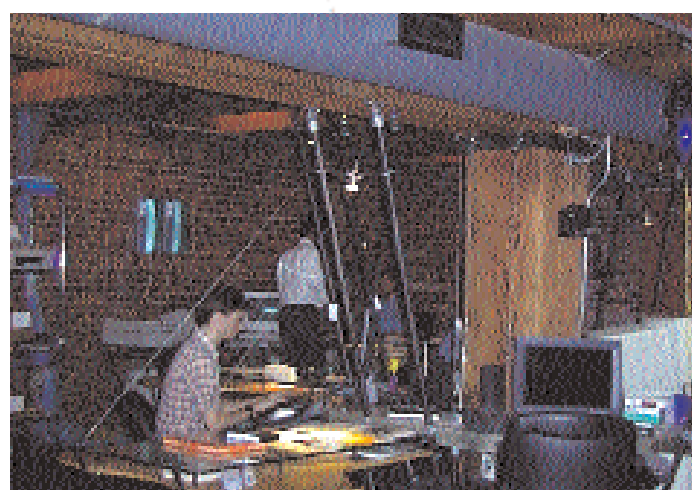
Entering the offices of Archrival in the lower level of the Apothecary Building in the Haymarket district of Lincoln is a dramatic experience. The beat of Sean Lennon reverberates through the expanse of old brick walls. Desks shaped like whale tails are suspended from pillars with steel trusses and cables, reminiscent of a whaling ship. The desks are supported by oversized fishhooks. The office decor is taken from themes in the Melville novel *Moby Dick*. The floor is blue, the accents are grey. Materials such as concrete are used to create desks, to remind everyone on the creative team that one need not limit ideas to what is expected. On the right side of the subterranean space, several chairs are grouped around a laptop computer and projector where presentations can be brainstormed and later viewed by clients. The center of attention toward

the back of the room is a glass topped conference table displaying the many award statues Archrival has accumulated in its short life. Charles Hull designed the table; invisible posts raise the glass top above stylized steel machinery cogs. Truly, the table is a work of art.

Charles Hull and Clint Runge began their entrepreneurial activities as Juniors in the School of Architecture, providing freelance graphic design services to architectural firms. Together they thought they would gain enough practical experience to, upon graduation, move to California, the cutting edge of graphic design. A call from the Center for Entrepreneurship changed the course of their plans and launched the very successful strategic design firm.

In 1996, the director of the Nebraska Center for Entrepreneurship called Charles and Clint to ask them if they would agree to partner with MBA student, Linda Hauner, to write a business plan for the International Business Plan Competition. Their first thought was, "a business plan?... We are creative guys." The completed business plan won third place at the UNL competition and third place at the San Diego State competition.

That experience encouraged Charles and Clint to re-examine their goals. Their decision was whether to continue on to graduate school in design,



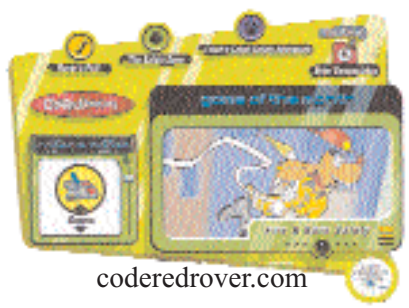


or develop some funding sources and gain real-time marketable experiences. Since they already had the beginnings of a client base, they chose to run the business for a few years in Lincoln, then decide about a move to California.

**A**rchrival is a multi-disciplinary strategic design firm that specializes in building, refreshing, and extending brands. Their unique approach to brand development is a mix of dead-on strategy and a fresh creative approach. They combine design and advertising in multiple mediums to create a consistent brand identity for a product or a company. The brand and design elements are produced in every aspect of a client company, often the design colors and the logos will be incorporated in the product packaging, the stationery, the uniforms, and even in the office décor and architecture. In fact, the colors used by Archrival's own promotional material are repeated in the décor of their office space.

**"Creative energy is our lifeblood. Without it, we would wither up like a fresh head of cabbage on summer asphalt."**

The company has grown since 1997, from three to 17. The team members come from a variety of backgrounds: architecture, finance, sound



[codedrover.com](http://codedrover.com)

design, computer technology and graphic arts. No one has a degree in advertising. John Batcher, an MBA student, recently joined the firm as the Financial Officer and Business Manager. Charles, Clint and John like the size of the firm as it is now with 17 members. They believe that hierarchies diminish creativity. Charles credits the Nebraska Center for Entrepreneurship for giving them the direction to form an actual company and impressing on them the importance of having good professional advisors.

**T**he client list is as diverse as the team members. They are the Interactive Agency of Record for Lowe's Home Improvement Stores and the Lowe's Home Safety Council. They helped build Lowe's brand identity through websites, interactive games, and online advertising. To promote the Home Safety Council, a non-profit division of Lowe's, Archrival has developed an interactive site, [codedrover.com](http://codedrover.com), which was named one of the top five sites for kids by "USA Today" and Yahoo.

Squeegee, a new entrant in the gas/convenience store market, presented them with an opportunity to do a complete start-up design and brand

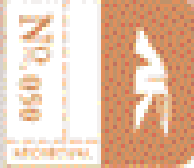
identity campaign. They established the name of the convenience stores, all the print design and theme material, uniforms, logo and motto. They wanted a different look than any other store, so they used the interest the owner has in 50's memorabilia to create the look for the stores.



Goodyear, with one of the best known logos in the world, is developing a brand identity for a new product, "TensionRite". Goodyear wants this product to be known by its name, and Archrival is developing a campaign using motion graphics, print and TV to establish the brand.

Archrival is currently working with Nebraska Book Company to promote used book sales. Under the logo of "got used" they are creating a campaign to run through TV ads, cd-roms (both credit card size and standard) and mailers to students. Charles says this is a natural for the firm, because everyone on the design team is the target audience, as the average age of the team

**"College students are always looking for the next new thing, that is really cool, not corporate cool."**



members is 25. “College students are always looking for the next new thing, that is really cool, not corporate cool.” Part of the promotion is a sweepstakes with amazing prizes, potentially, a run with the bulls in Spain, a trip to Russia to fly a MIG jet, and an expedition to find “Bigfoot” in Canada. Definitely not corporate cool.



Many specialized projects are underway at Archrival. A graphic design project involves working with First National Bank of Omaha to create credit card designs for college students. A 3D modeling was just completed for Warner Brothers; developing interactive coloring books from the two-dimensional “Pinky and the Brain” cartoon characters.

Charles is very excited about his Motion Graphics and Sound Design projects. Archrival is one of the few design firms that creates the music in house, to go with the visual graphics. That allows them to coordinate the visuals totally in sync with the music. They do work with music that is already identified with a product or company, as they did with the motion graphics in the “Thinking outside the Box” video which appears in the J.D. Edwards Honors Program web site.

They are very competitive and proud of the prizes and awards they

have won. Winning is not secondary to Archrival, it is primary to their sense of accomplishment. Competing and winning against the best design firms across the U.S. provides the evidence that a small firm in Lincoln, Nebraska can produce cutting edge designs. As a result of their success, they are talking of expanding, but in an unusual way. The synergy of the small office with creative teams working on a project from beginning to end is critical. With that in mind, expansion plans are in progress to open similarly sized shops in different cities across the U.S., with none having more than twenty team members.



*Campaign for client Wavelouder;*

Lincoln has unfurled its many advantages to the “creative guys” at Archrival, and they plan to stay put. Being central in geography gives them the advantage of not being East Coast or West Coast in style, but either or neither. Judging by the number of national prizes awarded to Archrival in just three years, being central, is a positive force. They find that Lincoln offers advantages in managing the time zones and it is easy and not too far to travel anywhere in the U.S. Most of all they like it here.



**“Part of being a great creator is being a fierce competitor.”**





## The Nebraska Center of Entrepreneurship

was formed to inspire and enable students to launch and operate new businesses successfully. Founded in 1986, it has been rated as one of the top entrepreneurship centers in the United States by Success magazine. The United States Association of Small Business and Entrepreneurship rated the undergraduate curriculum one of the best in the country.

Providing a climate that nurtures a dream is the joy of Terry Sebor's position as Director of the Nebraska Center for Entrepreneurship. He is the cheerleader for any student who has ever thought of starting a business. When asked by anyone if he thinks a particular business plan has merit, his answer is invariably an enthusiastic yes.

The Center provides classes and competition for students across the campus. It is not a study that can be a declared major and is not solely for College of Business Administration students. It is a resource for the entire University. The focus of the program is to provide a realistic understanding to each student of what starting, owning and operating a business requires and what it will demand. The Center provides a resource for aspiring business owners to learn the ins and outs.

Stephanie Watkins came to the center from the Hixson-Lied College of Fine & Performing Arts to fill an elective requirement. She mentioned to

Terry that she had a dream of opening her own dance studio. His response was "yes, do it today!" Stephanie presented a business plan at the International Business Plan Competition and was thrilled when her proposal won a prize. In January, 2001, Stephanie opened Nebraska Dance in Omaha and was an instant success, currently with more than 175 students.

The Center provides many different competition opportunities for the students. The International Business Plan Competition attracts students at both graduate and undergraduate levels from around the world. The competitors within the University of Nebraska are the winners of the Alice Dittman New Venture Award, which is presented at the Alice Dittman, Cornhusker Bank Business Plan Competition. Both competitions allow the students to "pitch" their ideas to potential investors. For the past four years the Center has also sponsored an international productivity improvement competition. It is the only competition of its kind in corporate entrepreneurship, and involves projects by students that have taken place in ongoing businesses. The projects are often the product of engineering design courses or courses in operations and logistics.

Another competition is the Nebraska Collegiate Entrepreneur Award, which recognizes undergraduate students who own or manage their own businesses. In 1999 the winner of the Most Innovative Collegiate Business award at the North American Collegiate Entrepreneur Awards was Archrival. (see Archrival story on page 14)

The Kauffman Foundation for Entrepreneurial Education funds an internship program which provides UNL students with experienced-based learning opportunities by placing them in new and emerging small businesses with excellent leaders and mentors. The

Kauffman Foundation also provides for a Kauffman Social Entrepreneur Internship Program, which provides students with the opportunity to serve a social mission.

In the past three years, at least 25 businesses have been launched out of the Nebraska Center for Entrepreneurship. The variety of new ideas is remarkable, from Kris Brown's All-Star Kicking Academy to Speidel Roofing to Alexandria 2112 Nightclub to Lincoln Learning Software. The Center creates the opportunity for the students to develop a business in their particular area of interest. They provide the climate that nurtures a dream.

Sell2All, Inc. is the brainchild of Brandon Dupsky. While gaining his MBA degree, he focused his educational experience on developing Sell2All from a home based business to a thriving concern of eight full time employees. In August 2000, he left the comfortable corporate world with nearly ten years' experience in various aspects of logistics and operations management to devote all his time and energy to his fledgling company. Sell2All is in the business of helping other businesses sell their merchandise over dynamically priced markets that evolved with the advent of the internet. They focus their resources in the general areas of helping businesses liquidate their surplus assets and helping businesses sell their merchandise in new untapped markets such as eBay.

The strength of the Nebraska Center for Entrepreneurship is that it remains a resource for fledgling companies to seek advice and in turn those same people to share their experiences with students studying in the Center. Stephanie, Charles and Brandon all participated in the last Heartland Free Enterprise Conference, giving advice and sharing their own start-up adventures with the group.





# 2001 Alumni

**M**ore than 220 College of Business Administration Alumni Association members attended the Annual Awards Luncheon on April 27, 2001, the largest turnout ever. The number of guests who filled the reserved tables in support of the award winners evidenced the enthusiasm for the event.

## ***Business Leadership Awards***

**Harley D. Bergmeyer**  
Saline State Bank, Dewitt, NE  
Presented by Tom Olson

**G. Richard Russell**  
Millard Lumber, Omaha, NE  
Presented by Sara Masters

**M.E. "Bus" Whitehead**  
Whitehead Oil, Lincoln, NE  
Presented by Bud Cuca

Alumni Association President Lisa Smith from Smith Hayes Financial Services welcomed everyone and introduced the Alumni Board Members. She then turned the podium over to Dean Cynthia H. Milligan.

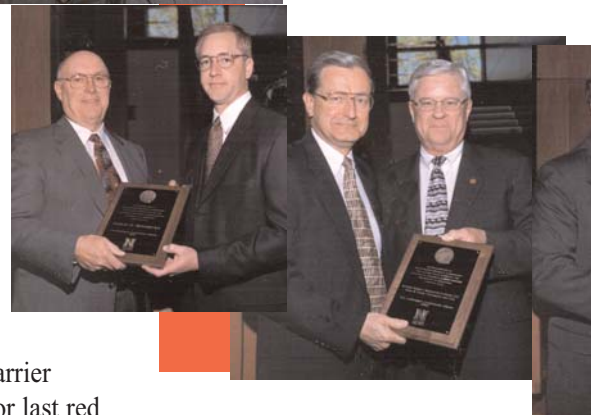
Dean Milligan made brief remarks highlighting some successes of the past year. The College has grown to over 3200 students and is ranked in the top 17% of accredited business schools and

first in its Economic Education Program. The group applauded the announcement that the J. D. Edwards Honors Program will move to its new home at the Kauffman Center in the fall.

With the addition of this program housed at the Kiewit Center in Omaha, the University of Nebraska system is well positioned to attract high quality students who might otherwise leave Nebraska.

Amid enthusiastic applause, the awards were presented by members of the Alumni Board of Directors, beginning with the Business Leadership awards. Each of the Award winners gave a brief talk about their business and their road to success.

Many of the recipients were accompanied by family and co-workers. The event was marked by a genial spirit and some surprising bits of information. It was revealed that the holding company for Crete Carrier Corp., LRC, actually stands for last red cent, which is what Phyl Acklie said they used to buy the initial trucking company.



## ***Business Excellence Award***

**Linda H. Lovegren**  
Lovegren Marketing Group  
Presented by Carol Campbell

# Alumni Awards

## **Corporate Leadership Award**

**Crete Carrier Corporation**

Duane Acklie, Lincoln, NE

Presented by Norm Hedgecock

## **First National Bank of Omaha**

Bruce Lauritzen, Omaha, NE

Presented by Denny Walker

## **Store Kraft Manufacturing**

Gary Cook, Beatrice, NE

Presented by Bill Cook

**Awards were presented in five categories.**

**The Business Leadership Award** recognizes outstanding success in the areas of business ethics, community service and overall business excellence.

**The Corporate Leadership Award** is presented to those companies with a high level of commitment to their communities and employees.

**The Business Excellence Achievement Award** honors an individual who provides an excellent example of vision and leadership.

**The Distinguished Faculty Award** recognizes those who exceed traditional expectations to the benefit of the College of Business Administration and its students.

**The Alumni Leadership Award** is presented to distinguished alumni who have given generously of their time and support, both in and out of the classroom to the College of Business Administration.

## **Alumni Leadership Award**

**Joyce and Samuel P. Baird**

Presented by Jean Jeffrey

In closing, Lisa Smith introduced the new members of the Alumni Board of Directors: Rick Banta, Tish Druliner, Paul Becker and Scott Becker. They will join Lisa Smith, Sara Masters, Judy Terwilliger, John Bergmeyer, Carol Campbell, Bill Cook, Norm Hedgecock, Tom Olson and Denny Walker as the 2001-2002 Board of Directors.



## **Distinguished Faculty Award**

**James F. Brown, Jr.**

Presented by Judy Terwilliger



**SIFE**  
STUDENTS IN FREE ENTERPRISE

**S**IFE or Students in Free Enterprise is the world's pre-eminent collegiate free enterprise organization. SIFE provides leadership training, regional expositions and career opportunity fairs for thousands of college students throughout 20 countries, and awards more than \$400,000 in prize money to college student teams each year. Thanks to Lisa Leemans' award of \$10,000 as American Greetings Alumnus of the year, the UNL SIFE team has a fund on which to draw scholarship money for its members.

The SIFE Board of Directors consists of more than 170 top corporate executives, who are inspired by the energy, passion and healthy idealism of SIFE students. They, in turn, inspire the students by championing such ideas as, hard work pays, free markets work, democracy leads to prosperity and freedom brings social responsibility.

On April 5, 2001 the UNL SIFE students won their 14th consecutive first place regional competition championship in Chicago. Six members of UNL's dynamic presentation team executed a 24 minute presentation representing their community involvement through the teaching of free enterprise

**"The core strength of our economy is the entrepreneurial spirit of Americans. Our Entrepreneurship Center nurtures such spirit in our students. Looking at the success of our current and former students, we are proud of our Center's accomplishments."**

**Sang M. Lee, Executive Director**

and entrepreneurship. Over twenty colleges and universities competed. In May the SIFE students competed in the National exposition, where they placed second within their league.

Projects for this past year included "Kids Invent Toys", where kids from seven to 13 put their innovative minds and imaginations to work. The mission was to dismantle the broken toys and use the remnants to invent new ones.

**Jessica Jessen** was the Director of the project, ably assisted by Dixie Doughty, the UNL SIFE advisor. You can see these inventions at [www.4w.com/kidsinvent/](http://www.4w.com/kidsinvent/).



The Pan Pacific Tour and Conference is the largest project for the SIFE students. In 2001, the Conference was held in Vina del Mar, Chile. Dr. Sang M. Lee, University Eminent Scholar, developed the conference format to

provide a forum for scholars, executives and government officials from Pacific Rim countries to discuss important issues relating to a better quality of life in this region. Emphasis has been placed on more effective utilization of human resources, technology and multilateral economic activities across borders.

During the tour, the students visited businesses, local business assistance organizations, and met with local university students. The program aims to stimulate entrepreneurial thinking through exposure to new cultures and encourage a greater understanding and awareness of the position of South America in the world.



In case anyone thinks that the SIFE team lacks practical real world experience, visit one of the SIFE owned businesses, Dinosaurs, Etc. at Morrill Hall and the Capitol Corner Gift Shop at the State Capitol Building. Both shops were losing money and market share until the students began managing them.

You can find out more about SIFE and its students by logging on to their web site at [www.firefly.unl.edu/sife/](http://www.firefly.unl.edu/sife/). Under the direction of **Ehren Dames**, the site is developed using the latest software available in web development. The site includes interactive links, and has new features such as Technology Corner, and Technology SIFE.



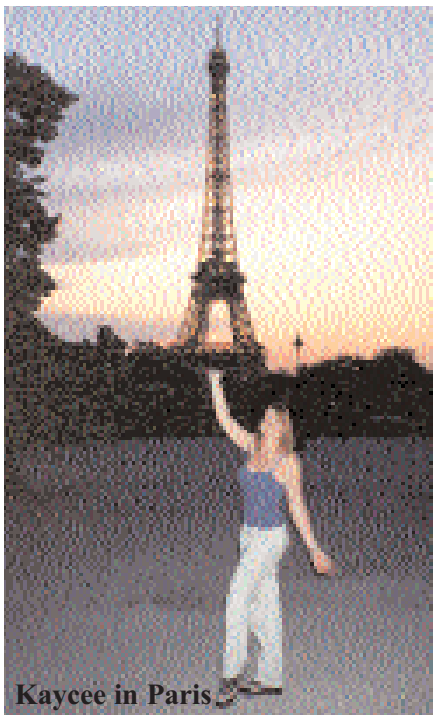


# Broadening Horizons

## STUDENTS AT NEBRASKA AND AROUND THE GLOBE

**S**tudy abroad is a once in a lifetime experience. All College of Business Administration students are encouraged to take advantage of the Study Abroad Program. After all, business is global and it is an incredible experience to view it first hand. Opportunities are almost unlimited with programs in 37 countries and 52 cities.

Programs range from a few weeks to an entire year, and are taught in English or the language of the country. Some opportunities are fully sponsored with accompanying faculty, and others are independent. Every student experience is different, and every student gains from the exposure to different cultures.



Kaycee in Paris

Kaycee Sullivan, Nathan Johnson and Patrick Sampson each took advantage of the opportunities offered in Study Abroad in very different ways.

**W**hat do you want to be when you grow up? If you had asked Kaycee Sullivan that question during her high school years, she would have answered, "something in International Business." Kaycee is now a senior at the University, majoring in International Business and Marketing.

Kaycee has taken full advantage of the myriad of Study Abroad options offered by the College. In the summer of 1999, she participated in the Nebraska at Oxford program with 76 other UNL students. The four-week program involves two lecture/tutorial courses concerning the British political system and international economic policy. Lecturers and tutors for the courses are from the Mansfield College faculty and staff. Field trips and cultural excursions supplement the course work.

Oxford University, the oldest university in the English-speaking world, is comprised of 35 independent and self-governing colleges, located 57 miles north of London. Mansfield College was founded in 1886.

The year Kaycee went to Oxford has become known throughout the College of Business Administration as the year of the "Great Ketchup Shortage". It

seems that Mansfield Hall was not fully stocked with American style ketchup, to the dismay of the students. Fish and chips cry for ketchup, not vinegar. The situation soon became a study project in supply and demand issues in an international environment, as well as a practical study on the barter system.

The following spring Kaycee participated in the Pan Pacific Tour and Conference, sponsored by the Management Department and the Nebraska Center for Entrepreneurship. While in Melbourne, the group visited Monash University. They spent the day attending a marketing class and at a social event sponsored by the University.

Foster's Brewery invited the Pan Pacific group to a one-hour presentation by their marketing director who explained the process of developing a marketing campaign for the Olympics. Everyone, students and professors alike, agreed that it was an invaluable lesson.

In Brisbane the group attended business classes at Griffith University. Ironically, during the same time, a group of Griffith students were at the College of Business in Lincoln, making a visit and presentation to the SIFE group.

Spring of 2002 will find Kaycee participating in Semester-at-Sea, which is sponsored by the University of Pittsburgh. The ship will start from the Bahamas, and travel around the world. While on board they will study the cul-

tural economies of each country. Kaycee will be working on a UCARE research project with Dr. Ron Hampton, Marketing Professor at UNL. The project will study International marketing strategies for lotteries. The study will evaluate the effectiveness of the marketing strategy within each culture, based on the money spent on the lottery, per capita.

Kaycee says, "Studying abroad shifts one's focus from thinking that the U.S. is the center of the world, and from the concept of seeing all the world's issues only as they effect the U.S." She appreciates that each country in the world has its own perspective that is not necessarily that of the U.S.

She collects a Coke can from each country she visits, and finds the marketing lesson involved intriguing. Each county has its own version of the Coke can, with different measuring systems, languages and size of can, but it is immediately recognizable as Coke.

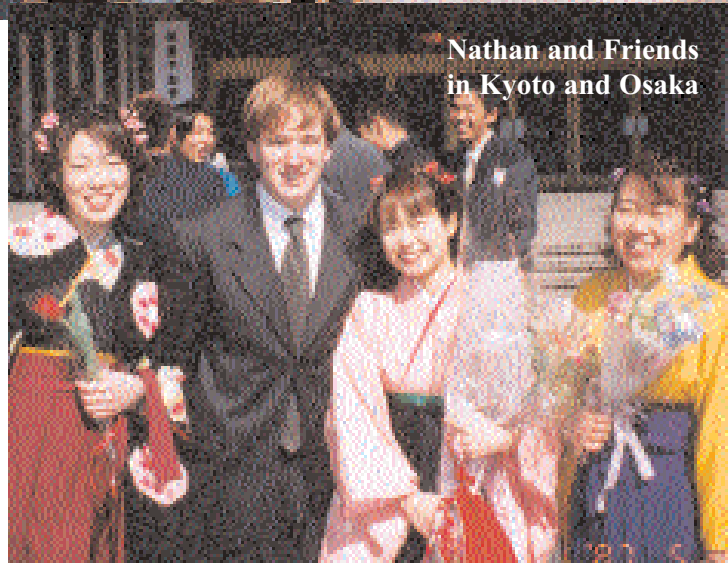
**I**n the fall of 1996, Nathan Johnson (2001) surprised his parents by announcing he would not be at the University of Nebraska for fall semester, but would instead be attending Senshu University in Kawasaki City, Japan. Something about Japan fascinated the sophomore student. Perhaps it was the contact he had with students from Japan who were attending the University. Nathan is not really sure

what initially attracted him, but it was the time of his life.

Before departing for Japan, the group of about ten students participated in an orientation program. They viewed video about Japan,



Nathan & Yukie Yoshida at Nagoya Castle



Nathan and Friends in Kyoto and Osaka

talked to students who had studied at Senshu in past years and were given practical advice for living in Japan. The sponsoring faculty member, Dr. Scott Fuess accompanied the group to Japan and remained with them for about a week. No other university group at Senshu had such a thorough preparation.

At Senshu University, Nathan shared a room with three other students. All of the University of Nebraska students were on the same floor, but not sharing the same rooms. The other students in

the dorm were from all over the globe. The room had stacked beds, lined with tatami mats built into the walls. At night the students would unroll their futons to sleep. Each one had his own desk, much like an American dorm. No meals were served, but the building did have a kitchen facility where the students could prepare meals. Occasionally, a student would host a party and cook food from his native country, which was a considerable treat, as well as a way to learn about the various cultures.

Nathan studied management and economics at Senshu, which, he said, he has incorporated into his current position as General Manager of Armstrong Furniture. The management theory of developing a consensus, training by example and saving face is attractive to the relaxed, low key Nathan. However, he says, "it's hard to put in place in the United States, where people are more straight forward and less able to pick up on the nuances of a situation."

The highlight of Nathan's stay at Senshu was his relationship with his host family. By some odd circumstance, his host father is in the furniture business in Japan. He supplies furniture to commercial sites such as hotels, restaurants and bars. Currently, the two are looking at ways to work together to connect their businesses.

In the fall of 1998, Nathan headed to Japan again, this time to Nanzan University in Nagoya. He lived with a host family in the countryside; about an

hour commute by train to the school. His host mother was a Junior High School English teacher, and an after-school tutor. His host father was a physical education teacher and coach. Nathan was a little disconcerted at living so far from his school, but he soon adapted to the commute and enjoyed being in the country as a break from the hectic pace of a Japanese city.

When asked how the experiences he had in Japan had influenced his life, Nathan responded, "Any experience that one has is always with them, and one draws on that experience, often without ever realizing it."

**F**or Patrick Sampson, a summer program in Italy opened his eyes and his mind to a world of new experiences. Patrick confesses to being focused only on academics for his first years at the College of Business Administration. He is a Lincoln Northeast Graduate, born and raised in Lincoln. After graduation from the University of Nebraska in August he joined the Department of Defense in Arlington, Virginia as an accountant.

The summer undergraduate program is held on the campus of a private high school in Paderno del Grappa, about 45 minutes north of Venice. American professors are recruited to teach the summer session in the areas of international accounting and international finance. The schedule is accommodating enough that the students can travel around Italy on the weekends.

As an amateur photographer, Patrick was surrounded with wonderful photo opportunities on his weekend trips. The first opportunity was a visit to Rome. It was one of the Sundays that Pope John Paul II was celebrating mass at the Vatican. He found it amusing that the Vati-

can has "Pope Vision", just as the Huskers have "Husker Vision".

Patrick, as most other study abroad students, was surprised to find American pop culture in ancient venues. He really enjoyed the Pearl Jam concert held in the coliseum at Verona, and visiting the Hard Rock Cafés in Rome, Venice and Verona.

In the spring of 2001, Patrick joined the Pan Pacific Tour, sponsored by the Nebraska Center for Entrepreneurship. The students traveled with faculty and staff members from the management department to Brazil and Chile.



The first stop was two-hour boat ride up the Rio Negro, a tributary of the Amazon to the rain forest. They stayed in a hotel, but visited a native village, which was not too far away. Monkeys ran wild, all the buildings were on stilts, and the Rio Negro was a dark coffee color. Another excursion was piranha fishing on the Amazon. Later the hotel served them piranha soup.

After a few days in Salvador the first village settled by the Portuguese, the students spent a week in Brazil. The students attended a soccer game in the biggest stadium in the world. They visited FIRJAN, the Federation of Industry in Rio de Janeiro. It is a group dedicated to encouraging economic development in Rio. They provide incubator type support for new, small businesses including funding and advice. The major industry in Rio is tourism.

Patrick thought the street peddlers needed no help in marketing techniques. "They think every opportunity

is a closed sale, it's just a matter of compromising on the price."

The closing days of the Pan Pacific tour were in Vinia del Mar, Chile, at the Pan Pacific Conference. The College of Business Administration and the Management department sponsor the Conference. Many of the faculty members were in attendance and participating in the forums. The students attended symposiums on educational attitudes, marketing and import/export decision variables. **N**



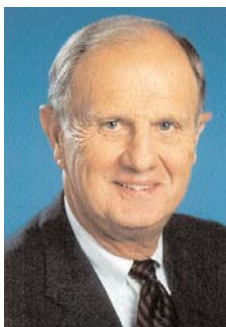


# news and newsworthy alumni updates

**Cliff Hillegass** passed away on May 6, 2001. He was best known for his yellow and black study guides, "Cliff's Notes". Inducted into the College of Business Administration Hall of Fame in 1993, Cliff was recognized for his creation and development of a successful Nebraska business. Cliff and his wife, Mary, generously contributed in many ways to the Lincoln community in art, education and health care. As witness to their spirit of giving, many community assets are named in their honor, including the outpatient wing at Madonna Rehabilitation Hospital and a sculpture garden in Kearney. He also created an endowed professorship at the UNL English Department. Cliff was not only a generous man, but a kind one; and was known by the little girl who lived across the street as "the nice man who gives me roses for my mommy." Of course, he removed the thorns first.

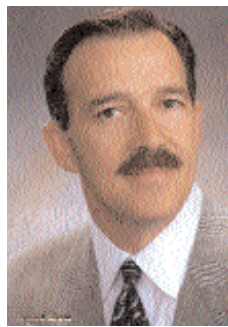
The Nebraska Bankers Association recently honored **Andrew C.**

**"Skip" Hove**, BSBA, 1956, with a Lifetime of Success award. Hove recently retired as vice chairman of the FDIC and is a past President of NBA. On hand to present the award was Senator Chuck Hagel, who remarked that Skip was able to cross lines of political philosophies, which made him effective in keeping the FDIC together. "Skip did one of the



most remarkable jobs Washington has ever seen." Skip Hove is now on the faculty of the UNL College of Business Administration and Director of the Center for the Study of Financial Services.

**Marc LeBaron** has been elected President of the Lincoln Chamber of Commerce. The June 1, 2001 issue of Midlands Business Journal featured Marc and the expansion of Lincoln



Plating Company. LPC is creating a new division, Integrated Finishing Services, to provide total inventory management of products with a high degree of

cosmetic finish or engineering requirements. To help fill the employment requirements of the new division, Marc has contracted with Community Alternatives, a service that gives assistance in job placement to developmentally disabled people.

**Carl Witte**, Ph.D. 1997, has recently been elected to the board of Directors of Liberty Bank in Chicago. The bank has been serving customers throughout the Chicago area for over one hundred years. Dr. Witte is currently a faculty member in the College of Business Administration at Roosevelt University in Chicago.

**Roger T. Larson**, BSBA 1949, has been honored as the first recipient of

the Roger T. Larson Lincoln Community Builder Award, presented by the Lincoln Community Foundation. The award will be presented on a nonscheduled basis to recognize people or groups who have made significant contributions to the growth and quality of life in Lincoln. Larson says, "I believe we need to encourage community service and civic affairs." The award is displayed in the atrium of the Wells Fargo Building in downtown Lincoln.

**Lisa Leemans**, MBA 1992, was awarded the Sam M. Walton Alumae of the Year Award sponsored by American



Greetings at the SIFE (Students in Free Enterprise) International Exposition in Kansas City. The \$10,000 prize will be split, with \$5,000 going towards Lisa

Leemans' Scholarships for students involved in SIFE and the remaining \$5,000 has been invested to fund future scholarships.

Lisa is now the Director of International sourcing at Manco, Inc.

**Jim Moore**, BSBA, 1960, and his wife were honored last year by the Omaha Salvation Army for eleven years of volunteer work including assistance with a new \$11.5 million adult drug and alcohol rehabilitation center. Jim is a past president of Ak-Sar-Ben and chairman of the Douglas County Fair Board.

# news and newsworthy faculty facts

Associate Professor of Management, **Dr. Terrence Sebor**, was named a Sam F. Walton Free Enterprise Fellow for the Students in Free Enterprise (SIFE). Under his leadership, the UNL SIFE team was a Regional Champion at the 2001 SIFE Regional Exposition and Career Opportunity Fair held in Rosemont, Illinois. More than 400 Sam M. Walton Fellows nationwide train and motivate more than 10,000 SIFE members annually. According to Mike Merriman, Chairman of the SIFE Board of Directors and CEO of Royal Appliance/Dirt Devil, "The Sam M. Walton Fellows inspire their students and are America's most effective teachers of free enterprise."



**Professor David Olson**, the Lowrey Mays Chair of Business at Texas A&M University, has joined our faculty as the James and H.K. Stuart Chancellor's Distinguished

Chair in Management Information Services this fall. Dr. Olson is a widely recognized scholar in MIS, multi-objective decision making, and operations management. He is a Fellow of DSI and INFORMS. He served as Program Chair of the National DSI Conference in 1997.

**Professor Bruce Avolio** of Binghamton University, State University of New York, joined our faculty as the Donald and Shirley Clifton Chair in Leadership. Dr. Avolio is one of the



leading scholars in leadership in the world. In addition to his teaching and research responsibilities at UNL, Bruce will be serving as Director of the Center

for Advanced Studies in Leadership.

The School of Accountancy introduces a new Assistant Professor, **Angela Woodland**. She holds a B.S., Ph.D. and CPA and has worked as an auditor for PriceWaterhouseCoopers.

Angela has taught auditing, computer-based data systems, accounting information systems and introductory cost accounting. Angela's research interests are in the areas of auditing and capital markets.



**Debra Cosgrove** has joined the School of Accountancy faculty as a Lecturer. Her recent professional experiences include controller and vice-president of finance for Lortz Direct Marketing, Inc., and senior tax consultant with Arthur Andersen LLP. She holds a B.S. and M.P.A. from UNL.

**Silvana Trimi** (Ph.D. 2001) has joined the Management Department as Associate Professor. She received a B.A. from the University of Tirana and holds a M.A. and Ph.D. from UNL. Sil-

vana's research interests are in the areas of management information systems, business data communication, data base management, systems analysis and design, e-engineering, and e-business.



**Orn Bodvarsson** is with the College for two years as a visiting professor in Economics from the St. Cloud State University, St. Cloud, Minnesota.

**The Melvin W. Jones Memorial Golf Tournament** was held June 29, 2001, to benefit the Melvin W. Jones Leadership Fund. The endowed fund was created at the University of Nebraska Foundation by friends and family of Melvin. The fund is a testimony of his guiding principles; "each one, teach one," and "to lift as you climb." Thirty one golfers participated from around the country, including Melvin's brother, Benjamin from Atlanta. There were over 20 hole sponsors and non-golfing contributors representing individuals, corporations and local businesses.





# news and newsworthy

# our students



**Greichaly Cepero** was named the Big 12 Conference female athlete of the year. She is the first female winner from a school other than the University of Texas. The winner is selected by a panel of athletic administrators and media members.

Greichaly is also the youngest ever athlete to win the Frederic Ware Memorial Award. She is only the second volleyball player to win.

The Ware Award is presented by the editor's of the Omaha World Herald to the four-year college athlete in Nebraska who make the most significant achievement in sports while representing the best traditions of his or her institution.

Grecha had some very tough competition for the award this year. Finalists were **Kyle Vanden Bosch** (Finance) and Shane Komine.

The Junior International Business

Major is a remarkable young woman. Grecha is also a starting forward for Coach Sanderford's basketball team, and he can't wait for her to turn her full attention to basketball in two years. The native of Puerto Rico was recruited by Nebraska for a rare two sport combination of basketball and volleyball. She is an Academic All-Big 12 in both sports with a 3.45 GPA .

She has been recruited by the U.S. National Team in Volleyball, but thinks 2008 is to far ahead of her to devote her entire summers to train. Grecha says, "This is just part of my journey, I know there is a lot more to come".

**Jenny Arbaugh**, International Business, received a \$5,000 scholarship from Fremann Asia, (associated with the United Nations) to study in Japan. She will attend Senshu University for fall semester and will be the new Senshu Coordinator in the spring. Jenny is a learning community student and a student ambassador in the Undergraduate Advising office.

**John Sypal**, received the Exemplary Service to International Students Award at the reception for graduating international students at the Wick Alumni Center. The Award is presented by the Dean of International Affairs in conjunction with the Nebraska Alumni Association. This award honors the student who has been of exceptional assistance to international students and shows leadership qualities in such efforts

## MBA STUDENTS

**Brett Stuart** was a representative of the Agribusiness MBA Program on Governor Johanns' Trade Mission to Asia last fall. Think Global, Act Local, took on new meaning, as Brett studied new market entry approaches for Nebraska Corn Fed Beef.

This fall, **Lucia Bond** will represent the Agribusiness MBA program on the Governor's Trade Mission to Brazil and Chile.

**Dusty Clevenger** presented his research paper "Adoption of e-commerce by Nebraska Agricultural Retailers" to the International Food and Agriculture Association in Sydney, Australia last June.

Many new internship opportunities are opening for MBA students. **Sally Leifert** MBA, 1993, is the coordinator for developing internship partners. She is working for both the MBA program and the J.D. Edwards Honors program.

**Tami Greer**, completed a summer internship at Intel in Scottsdale, AZ. She was part of a team in an "Intel Involved" community activity, working at a library. This fall Tami will be President of the MBA Student Association, as well as a graduate assistant for the J.D. Edwards Initiative.



# College of Business Administration

Fall, 2001

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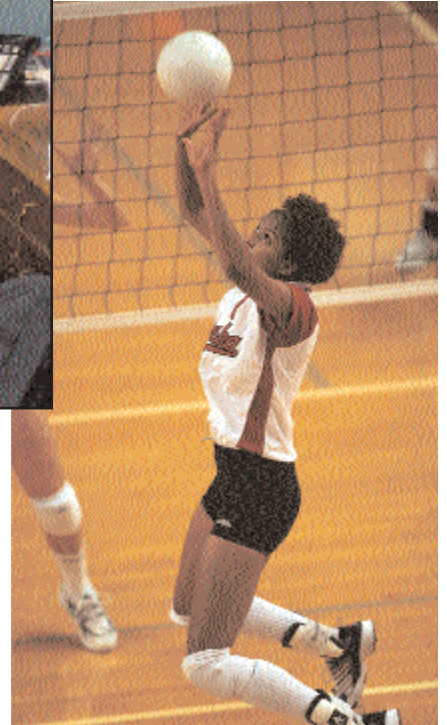
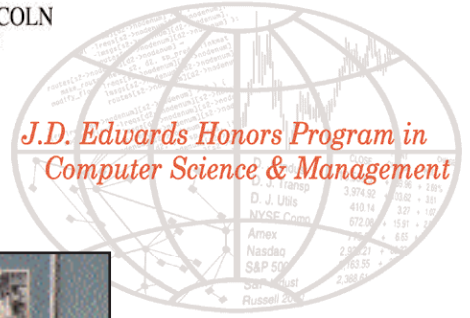
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