



"Brewster works with farmers..."

NEBRASKA Business

COLLEGE OF BUSINESS ADMINISTRATION | UNIVERSITY OF NEBRASKA-LINCOLN

FALL 2008

STUDENTS AND RECENT ALUMS ON THE GLOBAL STAGE

YOUNG ENTREPRENEURS
GO PRO WITH THE NFL



Study Abroad - China



N

CFA PARTNER SCHOOL | THE RISE OF CHILDHOOD OBESITY



Dear Friends,

At the Olympics in China this past summer we were all reminded of the inter-connectedness of issues facing each and every citizen of the world. As part of our effort to expose our students to global business issues, we encourage them to incorporate a study abroad experience into their college programs. We offer study abroad opportunities for our students in England, Japan, China, Italy, France, Mexico, and many other countries. Nearly 20 percent of our graduating seniors have participated in a study abroad program. This fall marks the 20th anniversary of our Nebraska at Oxford, England, and Nebraska at Senshu, Japan, experiences. In the spring, the college organized the first study abroad program to Xi'an, China. Students at all levels participate in internships with global companies and many of our graduates

select careers that will send them on an international assignment. Some of those graduates are highlighted in this issue.

We are exceptionally proud of the entrepreneurial attitude of many of our students, including Agile Sports which is featured in this issue. They are not only launching and growing successful businesses in the state; they are keeping many of our best and brightest in Nebraska. Recent research on entrepreneurship in Nebraska indicates that 60 percent of Nebraskans between the ages of 18 and 29 want to start their own business. One of our highest priorities is to equip our students to do that.

Student organizations continue to thrive at the college. The Student Advisory Board organizes an activity to emphasize each of the Four Pillars of Excellence: Ethics, Leadership, Entrepreneurship and International Experience. Speakers of national and international importance are invited to meet with students on these four topics. One of those was our alum, James Kroeker, deputy chief accountant for the SEC, who talked about principles-based accounting.

The college signed an agreement with the Certified Financial Analyst Institute to become a partner school offering the CFA Program Candidate Body of Knowledge. At signing we were one of only 20 such partner schools in North America.

Realizing that our constituents could benefit from much of the timely and important research by faculty on current issues affecting business, a new research library is now open on our website. I hope you will log on to: cba.unl.edu/research and take advantage of the interesting and relevant work being produced by our faculty and students.

I want to take this opportunity to thank our fine College of Business Administration Advisory Board for their support and leadership in many areas, but particularly for their vision in underwriting the production of this magazine.

I know you will enjoy reading about our students and recent graduates in this issue of Nebraska Business. We appreciate your continued support for the college and the educational opportunities we have to offer our students.



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Editor

Marilyn Hoskins

Cover Design

John Hayden

Send News, Letters, and Comments to:

Marilyn Hoskins

University of Nebraska-Lincoln

College of Business Administration

P.O. Box 880405

Lincoln, NE 68588-0405

cbamagazine@unlnotes.unl.edu

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UNIVERSITY OF
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Business Students and Grads in the Global Economy

From Cows in Nebraska to Chickens in Iraq

Ryan Brewster received his assignment from the USDA Foreign Agricultural Service as an agriculture adviser in Iraq to work in Diyala province helping with poultry and egg production for 12 months. The assignment followed a year of working for the Western Dairy Association.

Brewster grew up on a dairy farm. After receiving a BS in animal science, he decided that combining his agriculture and science backgrounds with an MBA was the way to achieve his goals. During his MBA program, Brewster interned for two and a half years for Sen. Chuck Hagel in Lincoln and in Washington, D.C. Following graduation he worked for Hagel's office as agriculture director in Scottsbluff.

"Ryan's professionalism and deep commitment to public service

were apparent throughout his tenure in my office. His strong academic background from UNL, work experience and personal willingness to take on new challenges is reflected in his current effort to help the Iraqi people rebuild their agriculture infrastructure. Ryan's continued contributions are helping to make a better world."

Sen. Chuck Hagel

While working in Hagel's office Brewster developed an interest in helping rebuild and stabilize volatile areas in Iraq and when he learned the USDA was looking for agriculture advisers, he jumped at the prospect. "My MBA was essential in being chosen for this position and the skills



Ryan Brewster with General David Petraeus

I gained at UNL have been vital to my success in Iraq.”

The poultry industry is an important one for Iraq. Brewster is working with the farmers to develop a poultry co-op, which will improve the life of the farmer and help bring economic prosperity to the province. The farmers have never operated in a free and independent market. Prior to Saddam Hussein, farms were subject to a Soviet-style system in which the government provided all the inputs and purchased the entire product. Under Hussein, the government held the farmers and production at subsistence level with just enough income to keep the farmers on the land and away from the cities. Brewster is working with the farmers to develop business plans, improve their management skills and introduce them to new technologies and methods.

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Brewster understands that basic agricultural concepts can be applied to any crop. “In many ways a farmer is a farmer, no matter what language they speak.”

Brewster is posting a blog of his experiences in Iraq. Log on to <http://huskerbrew.blogspot.com> to learn about date orchards, water buffalo and camel spiders. ■



Recent MBA Alum in Switzerland

No stranger to relocation, whether by company request or personal reasons, Sean Lauretti is relishing his assignment with Nestle Purina PetCare Company in Vevey, Switzerland, on Lake Geneva. Following undergraduate school in Michigan, Lauretti moved to California and opened a tennis school and soon realized that the world of business is where his interests lay. He enrolled in the MBA program with an interest in cost accounting.

Following his graduation from the MBA program in May 2003, Lauretti joined the global company at its location in Crete, Nebraska, as a cost accountant. He worked at locations in Wisconsin and California and traveled across the nation training factory finance staff on the implementation of the new manufacturing finance system. This past December, he was relocated to Vevey as a cost analyst in the Business Technology Center in a finance IS/IT role. As part of the functional team, he works closely with the technical experts. This assignment will last from two to five years.

Lauretti is thriving in Switzerland; he has started playing tennis again after a nearly decade-long hiatus. He is currently studying for the Certified Management Accounting (CMA) test with plans to complete the certification before he returns to the United States. When asked about future plans, Lauretti said, “I am enjoying my time here in Switzerland. I may be interested in another international assignment in five or 10 years. I studied at the University of New South Wales in Australia in 1995 and have always wanted to return to Sydney.” ■



Views from Lauretti's apartment

MBA Interns Affect Global Understanding



Laura Clinger

Second-year MBA student Laura Clinger was seeking opportunities to enhance her managerial experience with an eye toward a future career change. “It was my goal to deepen my understanding of finance and management in an increasingly globalized workplace. UNL’s MBA program is a perfect bridge from where I am now to where I want to be.” She had already taken advantage of study abroad opportunities to learn about European mergers and acquisitions at ESCEM in Tours, France. When she was offered a semester-long internship at the Global Innovation and Strategy Center (GISC), she didn’t hesitate to add another learning experience to her already impressive resume.

A division of USStratcom, GISC is an academic facility that brings members of the public and private sectors together with a focus on analyzing global security issues. 1st Lt. Kevin Johnson who manages the internship program said, “An important aspect of the internship program is [that] these are real issues that other branches of the Department of Defense (DOD) request that we examine. The goal is to provide actionable recommendations as solutions for implementation by the requesting organization.”

At the request of USCENTCOM, the six-member GISC intern team of which Clinger was a member was charged with discovering how the U.S. government could encourage economic development in Afghanistan and Iraq, as well as investigating the long and short-term effects of economic sanctions on Iran. The questions may have been brief, but the scope was almost unwieldy. The students performed an analysis of the current conditions in each country and developed framework that analyzed the political, military, economic, social, infrastructure and information systems in Iraq, Afghanistan and Iran. The findings resulted in the team of six interns dividing into three groups with each tackling one country. Clinger took on the military and infrastructure issues in Afghanistan.

The team made several recommendations based on Clinger’s research. National security in Afghanistan is tied closely to the opium problem in rural areas. The difficulty in securing those areas makes reconstruction and development painfully slow. To increase security, the Afghan National Army and the Afghan National Police must become more self-reliant. The team made several recommendations to improve community buy-in for military efforts and to overcome tribal differences to encourage a national identity. One such recommendation was to narrow reconstruction districts to allow the teams to specialize in the language and culture of the assigned district in order to win the hearts and minds of the local Afghans.

“The most significant moment of this internship was when our team briefed senior leaders from all branches of the military to advise them of our recommendations.”

“Throughout the internship, I consulted with academic and military professionals who are considered experts in their field. The most significant moment of this internship was when our team briefed senior leaders from all branches of the military to advise them of our recommendations,” Clinger said. ■



I've been here for almost ten months and, even though I don't understand a lot of Romanian and just get by with my Russian, I look forward to returning to Chisinau after trips back to the U.S. I've tried to figure out how to look Moldovan but finally gave up and realized I must smell American. Since arriving in Moldova I've accumulated a wide range of memorable experiences – like being humbled at an Orthodox Lent service where I kissed the hand of the priest after being doused with holy water. (There was so much water I had to wipe my glasses).

I also witnessed a Russian production of “Shelkoncik” (“The Nutcracker”) with my host mom, who hasn't been able to afford the theater for 12 years, and experienced the poverty and determination of an ostracized people in Transnistria. I've been overwhelmed by the Eurovision craze at the opera house and got to see Dima Bilan – the Russian Justin Timberlake – perform in Tiraspol. I've seen bribes paid for a letter of admission to a hospital, watched people mowing lawns with a sickle, and witnessed the hospitality of people that can't afford it. I even lost an arm-wrestling match to a student's uncle, who looked like Vladimir Putin.

I've studied Russian for five months now and know enough to get into trouble but not out of it (yet). Irina, my Russian teacher, affectionately dubbed me “Seancik,” and I've become attached to the name. I've taught an economics class and entrepreneurship seminars and consulted on research for Transparency International, agricultural production and irrigation models for USAID, and exchange education for American Councils.

Teaching economics at ASEM and the Institute for International Relations in Moldova connected me to young people and involved them in discovery. Through my students I

learned about shashlik (shish kebabs), house wine, barbecues and the Moldovan hora (a traditional dance). I lived with my host family – Nina, Oleg and Gira (the dog) Kirgan – in Ciocana for four months. Through them I met former KGB officers and MIG pilots, and discovered that my host mom lost two cousins to the Gulag. Each person was absolutely delighted to meet an American willing to learn about their lives and country.

My research has focused on risk preferences and cross-cultural learning styles using structural equation modeling, the proliferation of arms races as a result of migration, prices for bribes after fine increases and checkpoint eliminations, economic knowledge of parliamentarians, the effect of higher education corruption on starting pay, the peculiar relationship of poverty and corruption, and human trafficking in a game theory model.

I noticed at the grocery store that the clerks were quite surprised whenever I asked them how they were doing (although the cheese lady has become a friend of mine). This observation led to me to postulate that a lack of trust in strangers or institutions may pervade the society and potentially contribute to a lag in development. Even with this lack of trust, however, once you're in the family you're treated with amazing hospitality and respect.

I plan on using my experiences to change the approach of developmental economics and international business. By using simple and experimental-based interventions to test theories of behavior, we can build a more robust and, hopefully, effective model to empower poor people around the world to develop using their own identities, distinct capabilities and talents instead of pushing a one-size-fits-all development agenda. ■



Sean Golden
Making Borscht

In His Own Words... Fulbright Scholar, Sean Golden, in Moldova

“Underneath all the differences between people, I've realized we share a love for family, a willingness to innovate and a desire to achieve. Moldovans are a hard-working, honest and hospitable people who look for the good in life and sometimes come out discouraged.”

Marketing Students Develop Business Solutions



Dana Lantz

Continually looking for creative ways to recruit top students, one member of the Union Pacific recruiting team, UNL grad Shawntell Hurtgen, senior business director – Minerals and Consumer Growth, developed an innovative internship-to-hire program for students.

“The objectives of the UP class are to get exposure to the best students at UNL and to provide them a ‘test run’ of our industry,” Hurtgen said. “It has been a great way to give students real business experience.” Students visited UP headquarters twice and communicated with UP executives via videoconference. Hurtgen made the trip to Lincoln every week to attend the class.

Union Pacific



Dana Lantz, one member of the class said, “I did not realize at the time how much I would learn in just one semester. Our role was to act as outside consultants helping a client with their needs. The class was separated into five teams that would compete against each other in each case.”

The first project addressed the issue of global climate change. Students were asked to look at ways to balance the environmental pressures with the economic importance of coal-powered energy. The teams visited Union Pacific headquarters to present a full report of research, goals, and a marketing plan to achieve those goals. Among the approximately 15 UP executives listening to the results was Doug Glass, vice president/general manager – Energy Marketing Team.

For the next project, the students were asked to examine Warren Buffett’s strategies. Why was he investing in railroad stocks and why is he investing heavily in Burlington Northern Santa Fe? Lantz piggybacked on a scheduled visit by a finance class to Berkshire Hathaway and asked Buffett directly. Lantz’s team won that round.

This class stretched my creativity and analytical abilities to new levels. Out of all the classes I have taken, this was by far the most challenging and rewarding. – Dana Lantz

The students then tackled a global logistics problem. UP has an interest in capturing the growth of import vehicle markets. This project involved vessel steaming times, port capacity, import projections and the viability of a land bridge. The teams were asked to provide a maximum five-page report plus a ten-minute DVD presentation.

“Overall, the class gave me great insight into how a corporation strategizes, operates, and grows over time. I gained hands-on experience with a real client that I would not have received through any other academic course. The projects that we put together will continue to be useful in my career. This class stretched my creativity and analytical abilities to new levels. Out of all the classes I have taken, this was by far the most challenging and rewarding.” ■





Jessica DeJong

The Gallup World Poll

Gallup has the what, where and why, but struggled with the who and how much. How much would potential users pay for access to the data and how do we market this vast database of behavioral economics? That was the question asked of 40 College of Business Administration students participating in the marketing internship class, several of whom had just completed the Union Pacific project class.

Jessica DeJong was one of those students. “Effective collaboration with the same group all semester was a valuable experience in team dynamics and workload sharing, as well as training for working in a group setting in our future careers.”

The class facilitator was Gallup CIO Phil Ruhlman. Several times during the semester, the class held video-conferences with chairman and CEO, Jim Clifton. Clifton also attended the final presentations, which demonstrated the creativity of each team. One team developed glossy, full-color marketing brochures as well as an integrated PowerPoint presentation with video and music imbedded. Another group developed a satirical video in the fashion of Jon Stewart.

The Gallup executives selected the team, led by Sarah Andrews, as the best, based on the team’s in-depth research. “We created a questionnaire, which was sent out to companies relevant to this product. We continued with this line of research throughout the semester, to obtain a depth

to the information, compare different companies and locate themes,” said Andrews.

The team looked at Web site design for the product to create a buzz; they developed tiers of access to the data to fit the target groups and a price structure to correspond. Then came the implementation plan that used new and existing Gallup assets. The team handed over a complete set of marketing materials. Andrews explained, “We created a packet that contains examples of ads for a campaign, an informational brochure, informational fact sheets and a tutorial CD explaining how to navigate the actual product.”

“Gallup is extremely pleased with the outcomes from the semester-long class,” Ruhlman said. “The students were extremely insightful and forthcoming with ideas which had immediate impact on the World Poll product, both from a marketing and a product development standpoint.”

Rob Simon, facilitator of the internship class said, “These classes have been a great experience for the students and the companies. The students have had the opportunity to work on real world issues with managers and begin to understand the pressures and opportunities available in the workplace. The organizations get a fresh look at problems and opportunities the class is researching and analyzing. The classes continue to be beneficial for the university, the students and the companies.” ■

What could you do differently if you knew what the whole world was thinking . . . all of the time?

The next big thing in global understanding could be The Gallup World Poll: an ambitious undertaking to continually poll a sample representing 95 percent of the adult global population from 140 countries, resulting in the world’s most comprehensive database of behavioral economic measures.

Four Pillars of Excellence:



Study Abroad - China



- A. Entrance to Jiaotong University
- B. UNL students attend a wedding ceremony in Xi'an
- C. Jiaotong campus following the Sichuan earthquake
- D. UNL students on the Great Wall of China
- E. Tiananmen Square, Beijing
- F. Middle school students in Xi'an
- G. Jiaotong campus
- H. UNL students spreading Husker fever
- I. Silk manufacturing plant

To help CBA students study abroad by making a contribution to their scholarship fund, contact Matt Boyd at the University of Nebraska Foundation, 402-458-1189. To give online, go to nufoundation.org/unlcba.



International business major Christie Calkins has a yen for travel. Last year she spent eight months in Salamanca, Spain, and wasn't considering another trip abroad until she heard international management professor Dr. Weixing Li's plans for the students attending the first Nebraska at China study abroad program. She couldn't resist the opportunity to get a glimpse of real China. The students were to attend Xi'an Jiaotong University to study Chinese business and culture.

The trip started with a bang, or more accurately, a tremor, as the Sichuan earthquake hit on their first day in Xi'an. Although the earthquake epicenter was 500 miles away, the students did experience the effects. UNL student Kent Campbell took video of the shaking on campus and posted it on the Web at: <http://www.ireport.com/docs/DOC-21467>.

Dr. Li used his contacts in China to give the students access to the China most visitors don't see. They were welcomed into Chinese homes and even attended a wedding. The students traveled to Shanghai and Beijing and saw many of China's greatest treasures. In Xi'an they were invited to talk to middle school students. Calkins was amazed that she was left in charge of 50 middle school students for the entire class period. The students were studying English and, to improve their vocabulary skills, asked her to play hangman with them.

Calkins and five other students secured internships in China with the help of Dr. Li. She and another student worked for International Data Corporation (IDC) in Beijing. As the only Americans, they were assigned the task of editing translations. Documents in Chinese were sent to an English company for literal translation, and then forwarded to the two interns for editing into proper format and appropriate language. The culmination of their time there was to prepare and present a PowerPoint proposal for IBM executives and respond to questions.

Calkins's first impression of China was amazement at how so many people could fit in a small space and how the Chinese could think squatting was a comfortable position. "Everyday was a new experience. I learned to appreciate that the simple things become tasks and to celebrate little victories."

MARKETING AND ECONOMIC FACTORS THAT IMPACT THE RISE IN CHILDHOOD AND ADOLESCENT OBESITY

Announcing:

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Business Administration
Faculty Research Library*

*Discover the in-depth
research in current and
relevant business topics by
CBA faculty by logging onto:
cba.unl.edu/research*

The United States, along with many other countries, is facing a major problem in the rising number of overweight and obese individuals in the population. This problem is especially troubling when considering the increases in overweight and obese children and adolescents. The latest figures show that 16 percent of 6-19 year olds in the U.S. are overweight or obese. Since the late 1970s, there has been a nine percent increase in this number for 6-11 year olds, and an 11 percent increase for 12-19 year olds. If these increases continue at the current rate, by 2010 nearly half of the children in North and South America will be overweight. Among the many costs to society, obesity increases health care costs by 36 percent and medication costs by 77 percent; and researchers have found that obese and overweight children and adolescents are

more likely to be overweight or obese as adults. In addition, being overweight is a major risk factor for chronic diseases, which account for 60 percent of deaths worldwide and 43 percent of the global burden of disease. It is estimated that these figures will rise to 73 percent of deaths and 60 percent of the burden of disease by 2020. As former Surgeon General Dr. Richard Carmona said in a lecture in 2006,

"America's obesity epidemic will dwarf the threat of terrorism if the nation does not reduce the number of people who are severely overweight. Where will our soldiers and sailors and airmen come from? Where will our police [officers] and fire [fighters] come from if the youngsters

today are on a trajectory that says they will be obese, laden with cardiovascular disease, increased cancers and a host of other diseases when they reach adulthood?"

The basic cause of being overweight and obese is clear. People are consuming more calories than they are expending in physical activity. Drs. Patricia Kennedy (marketing) and Mary McGarvey (economics) were granted \$350,000 by the USDA to study the various marketing and economic factors that may be contributing to this problem. Although this work is ongoing, initial findings are intriguing. The school food environment is one area of interest in this research.



Dr. Patricia Kennedy
Marketing



Dr. Mary McGarvey
Economics

To day , more than 30 million children are served lunch at school, and 9.7 million are served breakfast each school day. USDA nutrition regulations require schools to provide meals that are consistent with the goals of the Dietary Guidelines for Americans. Thus, it is recommended that no more than 30 percent of students' calories come from fat and less than 10 percent come from saturated fat. In

addition, lunch meals are required to provide one-third of the Recommended Dietary Allowances of protein, Vitamin A, Vitamin C, iron, calcium, and calories; and breakfast meals are required to provide one-fourth of the RDAs of these nutrients.

In addition to school lunches and breakfasts, many schools offer "competitive foods" to their students. During the 2003-04 school year, 83 percent of elementary schools, 97 percent of middle schools, and 99 percent of high schools sold competitive foods through one or more of the following venues: a la carte lines, vending machines, snack bars and school stores. The foods and beverages most commonly sold through these venues include soft drinks, sports drinks, or fruit drinks that are not 100 percent juice; salty snacks that are not low in fat; baked goods that are also not low in fat; and 100 percent fruit and vegetable juice. Currently, the majority of competitive foods are exempt from any USDA restrictions.

Based on surveys collected from seventh and 10th-grade students, their parents, and school administrators, Drs. Kennedy and McGarvey found that prohibiting junk food in schools reduced the likelihood that students will be overweight or obese by about 38 percent.

The same data were used to examine the importance of physical activity in controlling the weight of children and adolescents. It was found that participation in physical education classes and walking to and from school are less important in controlling weight than is participation in sports. In addition, there are certain sports that are more likely to control weight: golf, cross-country, volleyball and basketball.

Another aspect of this issue explored by these researchers was the impact that advertising of foods and beverages has on children's and adolescents' weight. Young people are exposed to a tremendous amount of advertising beginning at a very young age; not only through television, but also on Web sites, video games, in school and outdoors. It has been estimated that the average child sees about 40,000 ads a year on TV alone, and the majority of these ads are for foods and beverages high in sugars, fat and/or salt such as sugared cereals, sweetened drinks, fast food, candy and chips. Researchers have found that the amount of time a child watches television is significantly associated with concurrent requests for advertised foods and drinks, and that these requests are usually successful. Drs. Kennedy and McGarvey found in their research that children's and adolescents' attitudes toward food and beverage advertising does have an impact on their weight. Those young people with a positive attitude toward this type of advertising were more likely to be overweight.

Overall, the preliminary findings of this research are pointing to some important areas that should be addressed by public-policy officials, school administrators, marketers of foods and beverages, and parents in the fight to reduce the number of overweight children and adolescents in this country. ■

* The research project is supported by the National Research Initiative of the USDA Cooperative State Research, Education and Extension Service, grant number 2005-35215-15598.

WITHIN THE COLUMNS



**Kevin Turner, COO
Microsoft**

"Bureaucracy is like carbon monoxide, you can't see it or smell it, but it will kill you."

Microsoft's chief operating officer, Kevin Turner, is the second member of Microsoft's senior executive team to visit the J. D. Edwards Honors Program in Management and Computer Science (now the Jeffrey Raikes School) in as many years, the other executive being Robbie Bach, president of Microsoft Entertainment and Device. Turner began his business career as a cashier at Sam's Club while in college. Upon graduation he continued at Sam's in the IT department. When he was selected to become executive vice president and chief information officer for Wal-Mart Stores, Inc. at the age of 29, he was the youngest corporate officer ever named at Wal-Mart. Two years later, he received the first Sam M. Walton – Entrepreneur of the Year Award, which is the highest honor bestowed by the company and selected by the Walton family. In 2005, Turner joined the senior executive team at Microsoft.

Turner addressed a capacity crowd of students about life lessons in leadership with a precise, almost terse, manner confirming his subsequent statement that leaders simplify constantly. In his opinion, leaders are made, not born, and consistently have the same philosophy. He said, "They have commitment to personal development. Success is dictated by those who work for us, not those for whom we work. Without integrity and hard work nothing else matters. Leadership begins with self awareness: people hear what we say, but they really watch what we do; we judge ourselves by our intentions and others judge us by our actions."

Highly successful leaders like Sam Walton have what Turner calls a divine discontent that calls for continual improvement in every endeavor each and every day. "Leaders simplify constantly, eliminating the redundant and the unnecessary. Bureaucracy is like carbon monoxide, you can't see it or smell it, but it will kill you."

Leaders must create an inclusive environment and understand multiple points of view in order to understand the breadth, depth, and context of issues facing them. Again, he emphasized the importance of the follower in the success of the leader. "Hiring people better than one's self is the most effective way to build a career. And to bring the best out of a team, the leader should reward top performers and deal with poor performers. Leaders have to have three skills: toughness, tenderness, and a keen ability to know when to use one or the other," Turner said. Inclusiveness was a recurring theme in Turner's talk. He encouraged the students to transition from a me-person to a we-person and share credit for success. Ask opinions, open discussions, be inclusive, empower everyone, and celebrate success. "Leadership is a process of continual learning with no graduation date," he said. ■

WITHIN THE COLUMNS

From 2005 to 2007, Matthew J. Slaughter, professor of international economics at the Tuck School of Business at Dartmouth and associate dean of the MBA Program, served as a member on the President's Council of Economic Advisers where he held the international portfolio, advising the president, the Cabinet and many others on issues including international trade and investment, currency and energy markets, and competitiveness of the U.S. economy. During that time, Associate Dean John Anderson was a senior economist for the Council and the two worked closely on several issues.

Slaughter is making waves in the sea of public perception of globalization with his Wall Street Journal and Foreign Affairs essays. To address the immediate pressures of the rising protectionist drift of the United States, he believes trade and foreign investment must be linked with changes in the fiscal policy to benefit American workers.

In a March 2007 survey conducted by the Wall Street Journal and NBC, only 20 percent of high school graduates and 35 percent of college graduates said they were benefiting from the global economy. In fact, the average real earnings and average living standards growth for the years 1996-2006 are double that of the years 1973-1995. There is an increasing shift toward protectionism by the United States as demonstrated by anti-China trade legislation, stalemates on free trade agreements, the failure of CNOOC and Dubai Ports transactions. Protectionism is clearly demonstrated in the failure of immigration reform last year.

The conundrum is that although the total U.S. economy has benefited greatly from globalization (between \$500 billion and \$1 trillion annually), the benefits have not trickled down to every worker or community. As a result there is more and more animosity toward multinational firms and a belief that income shifting through higher taxes for the "rich" would benefit the average worker. Slaughter says that the tax that should be addressed is not the income tax, because the bottom 50 percent of working Americans pays little or no income tax; the adjustment or tax cut should come from the regressive FICA tax. He also proffers the opinion that the government should have a system in place to assist communities suffering from economic disruption due to globalization.

Provocative to be sure, but Slaughter believes that globalization is essential to the growth of the American economy and the drift toward protectionism would slow productivity growth and could trigger retaliation from abroad. ■



Matthew J. Slaughter

Each Year the Student Advisory Board hosts activities to recognize and celebrate the Four Pillars of Excellence.

Dr. Slaughter was invited to expand student's understanding of International issues facing the United States in today's economy.

View Dr. Slaughter's speech at:
<http://cba.unl.edu/about/webcasts.aspx>

WITHIN THE COLUMNS



**Paul Hogan, CEO
Home Instead
Senior Care**

Alum and long-time supporter of the College, Paul Hogan, founder and CEO of Home Instead Senior Care, visited with students and faculty for the 2008 Masters Week event. Home Instead is the largest senior care company in the world with 750 franchise businesses in the United States and 11 other countries. The International Franchise Association named Hogan the “Entrepreneur of the Year” for 2006.

Hogan credits his success with the variety of opportunities to learn about small business and franchising at the College of Business Administration. Dallan Peterson, founder of Merry Maids, spoke to Hogan’s franchising class. Subsequently, Hogan found his first job at Merry Maids. That experience was so valuable that Hogan told the students, “...do a great job at where you are and those efforts will come back to you in the future.” He encouraged all entrepreneurial thinking students to work for someone else first to complete their education in business.

Hogan’s message to students centered on leadership, ethics and core values. The franchising success of Home Instead is largely due to a clear mission statement bolstered by corporate objectives. Hogan not only shares these with his franchisees, but discusses them thoroughly and uses them to select employees as well as franchisees. The mission of Home Instead is to be the world’s trusted source of companionship and home care for seniors. The four core values are: honor

God in all we do; treat each other with dignity and respect; encourage growth in others; build value in service to others. This approach, Hogan explains, helps him understand if the potential employee or franchisee is aligned and authentic – what they believe on the inside is the goal they are seeking on the outside. This culture is what Hogan calls their competitive advantage that has resulted in a \$550 million in annual sales in 12 countries.

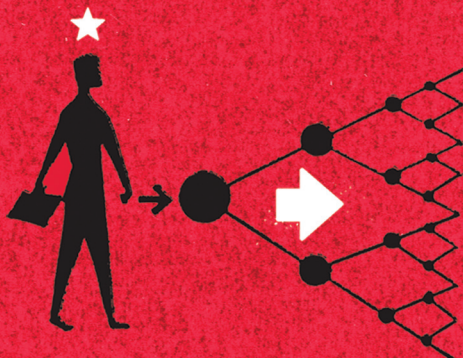
The most prevalent ethical dilemma facing elder care is “two huge forces that butt heads – what you pay the caregivers and how to protect the seniors. If the price is too high, seniors will go to independent care which opens the door to fraud and abuse.” Hogan says. ■



2008 New Venture World Competition

Nebraska Distinguished Entrepreneurs of the Year

It is well known that innovation, invention and energy combine to create an entrepreneurial vision. The energy was palpable at the opening reception and banquet for the 2008 New Venture World Competition. The 24 teams displayed their business models to a large group of interested Lincoln business people during the reception. The competitors heard first hand what it takes to succeed from the six prominent entrepreneurs during the banquet featuring the 2008 Nebraska Distinguished Entrepreneurs of the Year Awards. The Allen Dayton Scholarships were presented to aspiring entrepreneurs enrolled in high schools from across the state.



2008 Nebraska Distinguished Entrepreneurs

John Kuenzi
CJ Foods
A producer and packagers of extruded pet food

Joe Hampton (bottom)
Hampton Enterprises
Commercial development

Mark and Stephanie Healey (top)
Vente, Inc.
Internet marketing firm now owned by Experian

Dennis Nelson
The Buckle
Clothing store chain

Michael Merman (middle)
Pen-Link, Ltd.
Automated court-authorized pen registration
and wiretap investigation software

Dr. Jim Pillen
Progressive Swine Technology
Closed loop swine production



Chris Kinglsey (left)
pitches his company,
Roundus





Agile Sports founders, David Graf, Brian Kaiser, John Wirtz

"We feel very good about the team we have in place – our employees, our advisers, our investors and our board of directors – and we are confident in this team moving forward. We are not sure where exactly we will be in five or 10 years or what exactly we will be doing, but we are confident that if we can keep our existing team in place and continue to build on it, we will be successful."

Young Entrepreneurs Go Pro with the NFL

Days before the NFL Draft, the New York Jets signed the player that may make the biggest impact on the team's preparation this season – Agile Sports Technologies, a two-year-old company based in Lincoln, Nebraska, begins a feature story from Sports Video Group. Imagine a playbook that can be individualized and downloaded for each player, eliminating the unwieldy three-ring binders.

Sitting in an airport? Having a lazy afternoon at home? Players can open their personal device of choice and check for messages from the Coach, watch video, take tests, and learn plays in real time. Agile Sports signed the New York Jets as the first of the Vanguard partners for the 2008 season. The technology is now being utilized by Brett Favre to quickly learn the Jets offense.

David Graf, Agile Sports chairman of the board, is a recent MBA and J.D. Edwards Honors Program (now The Jeffrey Raikes

School) graduate. As a UNL student, he worked in the sports information office of the Huskers, primarily with Coach Bill Callahan. Graf saw firsthand the inefficiencies and pain points facing the coaching staff and the players. He brought the problem to classmates John Wirtz and Brian Kaiser. Together they developed technology alternatives to drawing a multitude of plays on paper. They pitched the idea to Jeff Raikes, then president of Microsoft Business Divisions and chair of the J.D. Edwards Honors Program Corporate Board. From there, as they say, the rest is history.

After looking at a prototype in early 2006, Coach Callahan agreed to open up his playbook and coaching staff to the students. During the fall 2007 football season, Husker coaches and players were development partners for the fledgling company.

David Graf says he and his partners were a little surprised at the time needed to establish the business fundamentals



required in any successful business. The Nebraska Center for Entrepreneurship filled that gap for the partners by directing them to resources that could advise and assist them. The students took advantage of top-level business plan competitions held across the United States, an often-overlooked aspect of which is the valuable feedback competitors receive from the successful entrepreneurs who are the judges.

“It’s an incredibly powerful blend to combine the high-power, technology driven minds that come out of the University of Nebraska with the Midwest values that you find here in Nebraska. We consider it a true competitive advantage for us in many ways. Also, we have benefited on the employment side in that many of our current employees left the Midwest after graduating from UNL, and ultimately found that they wanted to come back,” Graf said.

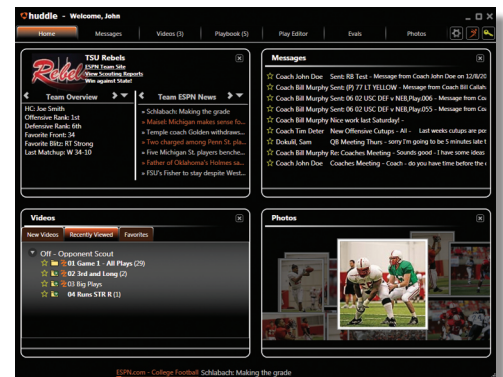
Like many young entrepreneurs in the state, Graf considers himself fortunate

to be in Lincoln and says, “We have found that many Lincoln residents are very supportive of entrepreneurship and new businesses in the region, and we are not sure that we could have built the strong network of advisers that we have anywhere else in the country. ■

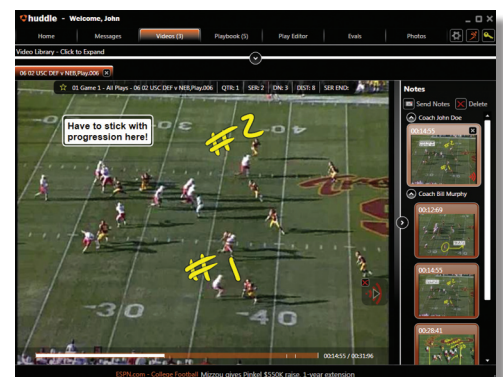
Graf’s advice to young entrepreneurs: Work quickly to build a circle of trusted advisers. “These are the individuals that you can turn to when you need guidance, honest critiques and straightforward advice. They will be the people who are instrumental in the initial growth and development of your business. Find people who know your industry, have experience with startups, and are just plain smart..”



Playbook Screen



Home Screen



Video Screen



Corporate Leadership Award

Roger Severin, CEO, Chairman
Patty McManus, President
Awarded by: L.G. Searcey
Sr. Vice-President, Union Bank



Business Leadership Award

Connie Ryan
President, Streck Labs
Awarded by: Rick Russell
President, Millard Lumber



Distinguished Faculty Award

Ronald D. Hampton, Ph.D.
Associate Professor
Chair, Department of Marketing
Director, Agribusiness
Awarded by: Tami Kaschke



The 19th annual awards luncheon was generously sponsored by:
Amerisphere Multifamily Financial, BKD, LLP, The Burlington Capital Group, Gottsch Feeding Co.,

2008 ADVISORY BOARD



Lifetime Achievement Award

John Hoerner
CEO, Tesco Central European Clothing
Awarded by: Cynthia Milligan



Business Excellence Award

Gordon Glade
President and CEO, AXIS Capital, Inc.
CEO, Central Bio Energy, LLC
Awarded by: Caren Hamilton
President, Beardmore Chevrolet



Outgoing Board Members

L.G. Searcey

Kurt Halvorson

Outgoing Advisory Board President

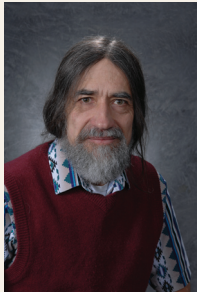
Rick Russell

Moglia Family Foundation, Pinnacle Bank, Progressive Swine Technologies, Union Bank and Trust

AWARDS LUNCHEON

NEWS OF THE COLLEGE

Promoted



Hendrik Van den Berg, Ph.D.

Professor of Economics

Dr. Hendrik Van den Berg received his Ph.D. from the University of Wisconsin, Madison in 1989. His teaching and research specializes in international economics, international finance, and international business along with economic development of Latin America. He has twice been honored with the prestigious “Certificate of Recognition for Contributions to Students” which is awarded by the UNL Parents Association. He has also been awarded “Online Professor of the Year” by the Online MBA Program. Van den Berg has written two textbooks, “Economic Growth and Development” and “International Economics”, as well as an upper level book on “International Trade and Economic Growth.” This summer he is completing a new book called “The Economics of Immigration” (with Orn Bodvarsson). He has developed the international business (GRBA 852) and international finance (ECON 822) courses for the online MBA program, and this fall he will begin the fourth edition of the online undergraduate international economics (ECON 321) course, which will also be part of the new online undergraduate business program. Van den Berg is a member of the American Economic Association and is an IZA (Institute for the Study of Labor, located in Bonn, Germany) research associate. ■

New Faculty



Les Carlson, Ph.D.

Nathan J. Gold Professor of Marketing

Dr. Carlson’s research interests center on consumer socialization, environmental advertising and public policy. His work includes articles in the Journal of Advertising, Journal of the

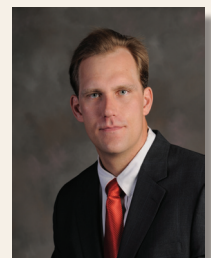
Academy of Marketing Science, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Macromarketing, and the Journal of Public Policy and Marketing. Active in professional associations, he is the immediate past president of the American Academy of Advertising and a former editor of the Journal of Advertising. Carlson has won six journal article/conference track awards. Prior to coming to Nebraska, Carlson was professor of marketing at Clemson University. His Ph.D. is from the University of Nebraska–Lincoln. ■

Seth Giertz, Ph.D.

Assistant Professor of Economics

Seth Giertz completed his Ph.D. in economics at Syracuse University in 2001 and then worked for the Congressional Budget Office’s tax division. His work at CBO examined the

effects of taxation on segments of the economy relating to higher education finance, charitable giving, executive compensation, financing for Social Security and possible reforms to the U.S. markets for healthcare and health insurance. In 2005, while on leave from CBO, Seth served as a staff economist for the President’s Advisory Panel on Federal Tax Reform. From 2005 to 2008, Seth served on the board of the Society of Government



NEWS OF THE COLLEGE

Awards and Recognition



Fred Luthans, Ph.D.

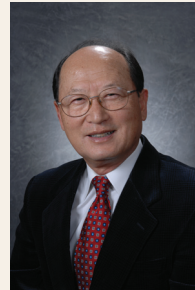
University Professor and
George Holmes Distinguished
Professor of Management

Dr. Luthans was presented
with the Outstanding Research
and Creative Activity Award
(ORCA), recognizing individual
faculty members for research

and creative activity of international or national significance. He
was selected by a committee of outstanding peers. The award
was presented by University President, J.B. Milliken.

Dr. Luthans, who has long brought a sense of energy and
passion to his work, is known as the founding father of the field
of Organizational Behavior, the largest division in the National
Academy of Management, as well as a core area taught in every
business school in the world. A true pioneer in his field, Dr. Luthans
is one of the very first scholars to apply behavioral science to the
management of human resources in the workplace.

His book, “Organizational Behavior,” now in its 11th edition,
is generally considered the first text in the field. More recently,
Dr. Luthans has been applying positive psychology to the
workplace – in what he calls positive organizational behavior
and psychological capital – which focuses on building human
strengths at work rather than only managing weaknesses. Dr.
Luthans also boasts a steady stream of top-tier publications and
has been named among the Top Five published authors of the
prestigious Academy of Management Journal and the Academy
of Management Review. ■



Sang M Lee, Ph.D.

University Eminent Professor
Chair, Department of Management

Dr. Lee was keynote speaker at the
International Conference on Strategic
Innovation in Bandung, Indonesia,
jointly sponsored by the Ministry of

Economy and Trade, and Bandung Institute of Technology.

Dr. Lee is the founder of the Pan Pacific Business Association
(PPBA) which celebrated its 25th anniversary at the conference
held in San José, Costa Rica, on the topic of Free Trade
Agreements in the e-Global Age.

The PPBA provides 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.

The annual international conference usually attracts 500
participants from more than 30 countries. The conferences have
been held in such locations as Hawaii, Malaysia, Korea, Taiwan,
Singapore, Australia, China, Canada, Thailand, New Zealand,
Japan, Fiji and Chile. PPBA publishes its annual conference
papers in its Proceedings.

Each year a group of students participating in the Pan Pacific
Tour attend and participate in the conference. This year the
students toured Peru, Ecuador and the Galapagos Islands. ■

NEWS OF THE COLLEGE



William B. Walstad, Ph.D.

John T. and Mable M. Hay Professor of Economics

Dr. Walstad has been appointed to a standing committee for the National Assessment of Educational Progress ("Nation's Report Card") which is under the auspices of the National Center for

Education Statistics, U.S. Department of Education.

Edward Nowlin

Marketing doctoral candidate

Mr. Nowlin was one of four winners of the 2007 AMA Sales SIG Dissertation Proposal Competition. He was invited to make a presentation at a special session of the 2008 Winter American Marketing Association conference.



Ronald D. Hampton, Ph.D.

Associate Professor of Marketing
Chair, Department of Marketing
Director, Agribusiness Program

Craig R. MacPhee, Ph.D.

Paul C. Burmeister College
Professor of Economics

Drs. Hampton and MacPhee received the International Scholar of the Year Award

for 2008 from Phi Beta Delta, international honorary society. This award recognizes them for their decades-long commitment to creating international business education programs and international research. Most recently, Dr. Hampton is working on a grant to track and quantify human trafficking out of Ukraine. He teaches in the global UNL-Gallup MBA program. Dr. MacPhee has been an adviser to the governments and educational institutions of Georgia, Russia and Mongolia.



Colonel Sean T. Hannah, Ph.D.

Director, Army Center of Excellence
for the Professional Military Ethic

Dr. Hannah has been appointed to direct the Simon Center for Ethics at

West Point with responsibility for work on leadership and ethics for the U.S. Army. He earned his Ph.D. from the University of Nebraska-Lincoln. A career Army Infantry officer, he served in numerous combat and contingency operations including Desert Storm, Operation Sea Signal, Cuba, Panama, the Los Angeles Riots and the Pentagon on 9/11.



Mary Uhl-Bien, Ph.D.

Hawks Chair in Business Ethics
and Leadership
Interim Director, Leadership Institute

The Leadership Institute was recently awarded a Booz, Allen, Hamilton research project grant for \$417,796.

Dr. Mary Uhl-Bien is the principal investigator for the project titled, "Examining Leadership and Adaptability in the Healthcare Industry."



l-r: Robert A McLean, Philip Mead, Mark Wynegar, Cynthia Milligan, Gordon Karels

"Universities adopting the CFA Program Candidate Body of Knowledge into their curriculum will produce talented, ethical young people who are not only potential successful candidates to earn the CFA designation, but represent the future generation of the investment profession."

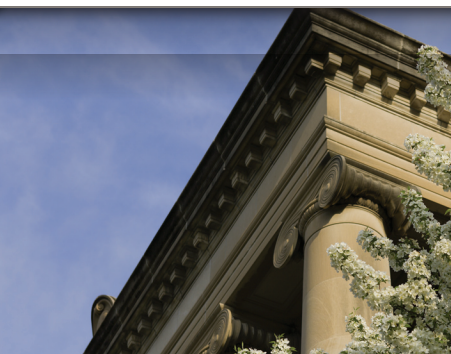
Robert A. McLean, CFA, Director, University Relations



At an official signing ceremony, Dean Cynthia Milligan and the Certified Financial Analyst (CFA) Institute formalized a partnership for a new CFA track within the finance major to begin in Fall 2008. The CFA track will cover at least 70 percent of the CFA Program Candidate Body of Knowledge including the CFA Institute ethical and professional standards. The partnership is one of only 20 in North America.

Dr. Gordon Karels, chair of the department of finance said, "This partnership signals to our students and the business community the relevance of our curriculum and the importance to our students of achieving professional credentials."

According to Mark A. Wynegar, CFA, president of the CFA Society of Nebraska, "CFA charter holders are recognized worldwide as individuals who have developed expertise in the area of investments and are held to high ethical standards. For those reasons, employers in the investment field are increasingly looking to hire individuals who have earned the CFA charter, often making it a requirement for employment." ■



CFA Partnership Agreement Signed

NEWS OF THE COLLEGE



Janice Lawrence, Ph.D.

Associate Professor of Accountancy

Dr. Janice Lawrence received the 2007 Outstanding Accounting Educator Award from the Nebraska State Society of CPAs at their annual meeting in November. A scholarship was awarded

to UNL in her name; the recipient this year was Ryan Betka.

Paul Shoemaker, Ph.D.

Director, School of Accountancy
Nebraska CPA Distinguished
Professor

Dr. Paul Shoemaker was selected as a member of the Taxpayer Advocacy Panel, a federal advisory committee charged with providing direct taxpayer input to the Internal Revenue Service.



J. Jeff Burdic, MBA

Academic Adviser

Mr. Burdic received the Kudos award bestowed by the University of Nebraska Board of Regents in recognition of outstanding academic advising. His responsibilities include working with

transfer students and transfer institutions, development and implementation of online advising instruments and management of the study abroad program at Senshu University in Tokyo. He is developing a faculty adviser handbook and training program to assist faculty advisers.



Michael Kistler

National President, Phi Beta Lambda



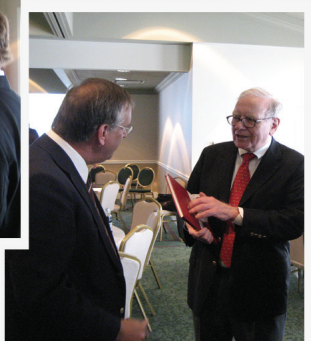
At the Phi Beta Lambda national conference in Colorado Springs, Colorado, Mike Kistler was elected national president and the UNL Phi Beta Lambda chapter

received top honors, including recognition as an outstanding chapter. Future Business Leaders of America-Phi Beta Lambda is a nonprofit education association with 250,000 students preparing for careers in business and business-related fields. Kistler graduated from the Raikes School of Computer Science and Management with highest distinction in May, and is now working towards his MBA at UNL. Over the past nine years, Kistler has been active in Future Business Leaders of America-Phi Beta Lambda, serving in many local, state, regional and national officer positions, connecting businesses to the organization's members and working to make it a larger and stronger organization.

Kemp B. Johnson

Winner of the Federation of Schools of Accountancy Outstanding Graduate Student Award for 2008.

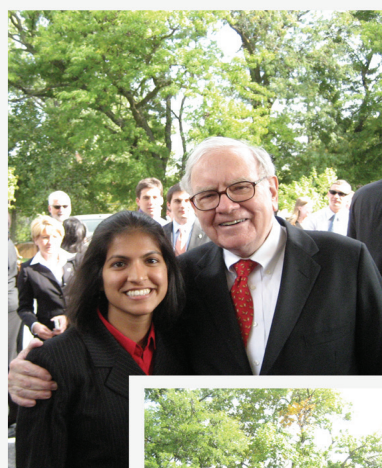




Warren Buffett receives a bound copy of “Daily Nebraskan” articles written by his parents while they were students at the University of Nebraska–Lincoln.



Susan Jacques, CEO of Borsheims, explains diamond selection to finance students.

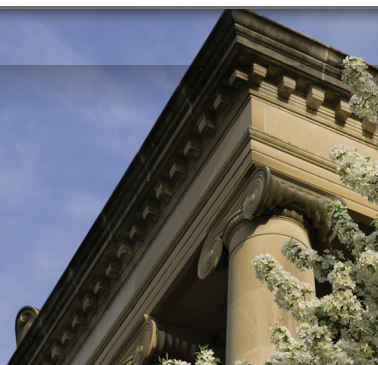


Buffett hams it up with students following lunch at the Field Club (note the husker red tie).



Valuation and the Buffett Investment Methodology, is a new finance elective course developed by Lee Dunham, a Ph.D. candidate in finance, with the goal of familiarizing students with the investment philosophy and security valuation methodology of Warren Buffett. This spring, students in the class traveled to Omaha for a Q & A session with Buffett and tours of two Berkshire Hathaway subsidiary companies: Nebraska Furniture Mart and Borsheims. The morning began with a tour of Nebraska Furniture Mart led by Bob Batt, the grandson of company founder Rose Blumkin (Mrs. B). Following the tour, the students participated in a two-hour Q & A session and lunch with Mr. Buffett at the Field Club in Omaha. In the afternoon, the students visited Borsheims and met with CEO Susan Jacques. As a token of appreciation, the students presented Mr. Buffett with a bound collection of articles from the “Daily Nebraskan” 1923-1924, a time period when Mr. Buffett’s father, Howard Buffett, served as editor and his mother, Liela Stahl Buffett, served as a reporter. ■

Finance Students Visit Berkshire Hathaway



NEWS OF THE COLLEGE



Six graduating seniors were honored as Chancellor's Scholars (4.0 cumulative GPA) at the Spring Honors Convocation. The six were also awarded the Delta Sigma Pi scholarship keys. Christopher Arwood, Heather Davis, Casey Fahrnbruch, John Guthmann, Christine Sallenger and Stacey Schmid, are shown with Associate Dean John Anderson and Assistant Dean D'vee Buss.



UNL MBA Agribusiness Specialization and Office of Extended Education and Outreach collaborate and win National Agri-Marketing Association Merit Award. The "Agribusiness Anywhere" campaign was designed to promote the MBA Agribusiness Specialization among agribusiness professionals who may be interested in the distance option recently made available. UNL was the only institution of higher learning to receive an award in Region II.

Bo Ruud

Husker Linebacker and business graduate, Ruud was drafted to play for the New England Patriots.



First Team Academic All-Big XII 2007-2008

Football

Lance
Brandenburgh
Josh Mueller
Lydon Murtha
J. B. Phillips
Andy Sand
Matt Senscke
Daniel Titchener

Soccer

Lindsay Poehling

Volleyball

Maggie Griffin

Cross Country

Natalia Zarcenko

Baseball

Bryce Nimmo
Nick Sullivan

Golf

Trent Price

Tennis

Renato Melo

Francois Van Impe

Track & Field

Dan Christensen
Natalja Zarcenko



Creighton Bassett, Elizabeth Lange, Kyle Fowler, Kyle Shanahan, Bob Dudzinski and instructor Lee Dunham, attended the R.I.S.E. VIII Forum. The forum brings together students, faculty and Wall Street in an interactive learning environment. The students participated in the NASDAQ remote closing bell ceremony.

NEWS OF THE COLLEGE

College of Business Administration Awards

College Distinguished Teaching Award



Ronald D. Hampton, Ph.D.

Associate Professor of Marketing
Chair, Department of Marketing
Director, Agribusiness Program

James A. Schmidt, Ph.D.

James W. & Helen A. Hanson
College Professor of Economics



College Teaching Excellence Award



Carlos Asarta

Assistant Professor of Practice,
Economics

College Research Award

Sam Allgood, Ph.D.

Associate Professor of Economics



New Books

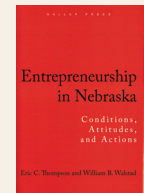
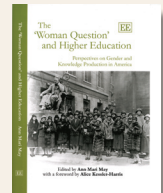


Kung H. Chen

Cost Management: A Strategic Emphasis,
McGraw-Hill Irwin, 4th ed., 2008

Ann Mari May, Editor

*The 'Woman Question' and Higher Education:
Perspectives on Gender and Knowledge Produc-
tion in America*,
Edward Elgar, 2008



Eric C. Thompson, William B. Walstad,
*Entrepreneurship in Nebraska: Conditions,
Attitudes and Actions*, Gallup Press, 2008

David L. Olson, Desheng Wu, Eds.
*New Frontiers in Enterprise Risk
Management*, Springer-Verlag Berlin
Heidelberg, 2008

David L. Olson, Desheng Wu *Enter-
prise Risk Management*, World Scien-
tific, 2008



David L. Olson, Dursun Delen,
Advanced Data Mining Techniques,
Springer-Verlag, 2008

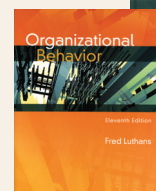
David L. Olson, Yong Shi, *Introduc-
tion to Business Data Mining*, McGraw-Hill
Irwin, 2008



Luthans, Fred

Organizational Behavior, 11th Ed.,
McGraw-Hill Irwin, 2008

Fred Luthans, Jonathan P. Doh,
*International Management: Culture,
Strategy, and Behavior, 7th Ed.*,
McGraw-Hill Irwin, 2009



YOU CAN MAKE A DIFFERENCE

LARRY ARTH'S SERVICE AND RETIREMENT RECOGNIZED WITH SCHOLARSHIP

Former chairman of Ameritas Life Insurance Corp. and UNIFI Companies, Larry Arth's 40-year career is highlighted by his belief in people's unlimited potential. Whether for home office associates, field producers or customers, optimizing new opportunities defined Larry's legacy. Larry passed away on August 27, 2008.

Started by the UNIFI Companies Field Advisory Council in recognition of Larry's retirement on July 31, and expanded through contributions from associates and friends, the Lawrence J. Arth CBA Scholarship Fund honors Larry by creating opportunities for students at the University of Nebraska – Lincoln College of Business Administration.

The scholarship will be available to students at the University of Nebraska – Lincoln, Larry's alma mater. Students with an emphasis on business who are studying at UNL's College of Business Administration will be eligible.

"Not many people have been with the same company their entire career, much less for 40 years," said JoAnn Martin, chair, president and CEO of Ameritas. "Throughout the years, Larry touched many lives. Establishing this scholarship fund is a tribute to Larry and will impact lives of CBA students for years to come."

To contribute to this or any other CBA Scholarship Fund, contact Matt Boyd at the University of Nebraska Foundation, 402-458-1189.

To give online, go to nufoundation.org/unlcba.

FRIENDS AND SUPPORTERS

Lifetime gifts of \$1,000,000+

Mr. Edwin J. Faulkner
Dr. Vinod Gupta
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McVaney
Mrs. Eleanor S. Ogle
John & Mary Schleiger

\$50,000 - \$499,999

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Mr. Gary Gross

\$20,000 - \$49,999

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Insurance Corp.
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FirstComp Underwriters
Group
Florales Trust
The Gallup Organization
Mr. William L. Gunlicks
Mr. Clifford S. Hayes
Mr. Robert & Dean Cynthia
Milligan

Mutual of Omaha
Mr. Paul J. Pettinger
Mr. Peter M.
Sommerhauser

\$10,000 - \$19,999

The Aflac Foundation Inc.
Mr. Thomas J. Biagini
Blue Cross-Blue Shield
Mr. Mark Chronister
Mr. Lawrence G. Hupka
Krung Thai Bank Public
Company Ltd.



STUDY ABROAD

SCHOLARSHIPS

In order to prepare business students for the global economy, we encourage all students to take advantage of one of our many study abroad programs. The costs of the programs continue to rise making it more difficult for our students to participate. Fortunately some of our supporters understand the importance of an international experience for students.

The Ronald and Robert Harris Funds for Foreign Study support business students who want to study at Oxford University. Ron Harris says, "It is an undeniable fact that we live in an increasingly global society and every opportunity students can have to expand their knowledge of that world in an international setting should be encouraged. It helps them become comfortable in an international environment and exposes them to learning experiences they just can't get at home. It also helps them realize that while customs and dress may differ, people are, in most ways, the same the world over with similar hopes, dreams, anxieties, and family bonds."

The students are grateful for the financial support and understand what a difference a study abroad opportunity makes to their lives. Scholarship recipient Tessa Albur says, "I have always wanted to study in England, and the scholarship made it possible. Studying abroad is expensive so every dollar helps. I have learned so much here and not just in the classroom. This experience has taught me about other cultures and given me a new independence as well as memories that will last a lifetime."

Your Support is Greatly Appreciated!

Please join our generous group of supporters to enhance the educational quality we offer our students. Gifts made to the College provide scholarship, support faculty research and development, attract top scholars, and aid in the development of new programs. Corporate partnerships provide us with the resources to create leading-edge centers such as the UN Leadership Institute and strengthen existing programs such as Actuarial Science and Entrepreneurship. Scholarships make an enormous difference to many of our students providing the opportunity for a fine university education and rewarding excellent scholarship. A top-notch faculty

provides the best learning and research environments, continually challenging students to set the expectations higher and reach their goals. The Honor Roll reflects gifts for the fiscal year ending June 30, 2008. On behalf of the students and the faculty, thank you for your support and encouragement.

We made our best effort to accurately recognize each of our donors. However, if incorrect information was printed, please accept our apologies and notify the editor at the address inside the front cover.

Lincoln Financial Group
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Pacific Life Foundation
Physicians Mutual Insurance Co.
Mr. Alan R. Porter
Mr. Donald F. Wurster

\$5,000 - \$9,999

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Mr. & Mrs. Paul A. Becker
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