



NEBRASKA BUSINESS • 1919–2009

College of Business Administration–University of Nebraska–Lincoln



John E. Anderson
Dean, College of Business Administration
Baird Family Professor of Economics
Seacrest Scholar

The College of Business Administration is celebrating its 90th year as a premier and highly regarded business college. The College is a founding member of the Association to Advance Collegiate Schools of Business (AACSB), which is the premier accrediting association for business and accounting schools. Both the College and the School of Accountancy have been continually accredited. The College was also a founding member of the MBA Roundtable, dedicated to advancing best practices in the design and delivery of graduate business programs.

Our rich College heritage is an integral component of the University of Nebraska–Lincoln, chartered in 1869, as an educational institution of international stature. Nebraska is recognized by the Carnegie Foundation as a Doctoral/Research Extensive university and was invited to join the prestigious Association of American Universities (AAU) in 1909. Founded in 1900, AAU is an association of 62 leading public and private research institutions in the United States and Canada.

Today, the college offers a both sound academic experience and valuable real world experiences for its students. The quality of our academic training is reflected in the most recent scores from the national assessment test for graduating seniors from over 500 institutions, which showed that 95% of our graduating seniors scored above the national average and 22% of our students scored at or above the 95th percentile. In the most recent ranking of business programs by *BusinessWeek* magazine, the college ranked in the top ten of three of the twelve academic specialty areas: macroeconomics, business law, and quantitative methods. Among our graduating seniors in the fall of 2008, 40% had internships, 92% said their studies had helped them develop analytic skills, 82% reported improved leadership skills, 94% recorded improved teamwork skills, and 88% said their awareness of ethics was enhanced.

As you read this commemorative issue of Nebraska Business: 1919-2009, you will be impressed by the current activities ongoing in the College, but I encourage you to look carefully at the timeline across the bottom of the pages and recognize the rich heritage we have in the College. As stewards of this heritage we want to uphold the ideals of those who preceded us and advance the reputation of the College to new heights as we make our own contributions to excellence. Without the support of alumni and friends we would be unable to attain these new levels of excellence. Thank you for your continued support.

A handwritten signature in black ink that reads "John E. Anderson". The signature is written in a cursive, flowing style.

90

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College of Business Administration–University of Nebraska–Lincoln



University of Nebraska–Lincoln

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UNIVERSITY OF
Nebraska
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Social Sciences Hall, 1913

Founded in 1869 as a land-grant institution, the curriculum of the University of Nebraska included a required course in political economy. Twenty years later, the Department of Economics and Political Science was created under the guidance of Amos G. Warner. The depression of the 1890s exacerbated the rift in academic expectations of the long-range expectations of higher education.



Class of 1922

At the time two foreign language professors took up the debate with one attesting that the so-called commercial studies were “merely informational rather than cultural.” The

other said, commercial education “would tend to broaden and widen the intellectual horizons of our commercial class.”

As early as 1901, business and economics education expanded to include courses in labor relations, marketing and insurance. Four years later the move to establish a business college began and was mandated by the Board of Regents.

The cachet of professional training took hold at the University of Nebraska first with the teachers college, followed by the engineering college, and in 1913 the School of Commerce. James E. LeRossignol

was the first director of the School of Commerce and led the formation of the College of Business Administration in 1919, where he remained as Dean until 1941, navigating the college through the nascent creation of business education, the loyalty hearings preceding World War I, the war, the Great Depression and the run up to World War II.

Le Rossignol emphasized the need to conduct the study of business based on a sound scientific basis to avoid narrow vocationalism, but emphasized



James E. LeRossignol
First Dean and founder of the College of Business Administration

90

YEARS OF EXCELLENCE IN BUSINESS EDUCATION

1919

College of Business Administration is established by the Nebraska legislative bill HR-250 which expanded the university to ten colleges. 423 students were enrolled and James E. LeRossignol was Dean.

1921



The cornerstone for the Social Sciences hall was laid in 1917 and the building was dedicated in 1921. During WWI, the building was used as a barracks.

1921

First Bizad Day included cancellation of classes, a parade through campus and downtown, then a picnic and “stunts” at Antelope Park.



The first four Deans (l. to r.)

Charles S. Miller, Earl S. Fullbrook, John D. Clark, James E. LeRossignol

a balance between theoretical and practical education. This balance was of concern to business schools across the nation and in 1916, along with 17 other business school deans, Le Rossignol helped found the Association to Advance Collegiate Schools of Business (AACSB). The new organization began

its accreditation function in 1919 with the establishment of academic standards for business schools. Today, AACSB is the premier accrediting organization in the world.

In 1919, the Nebraska Legislature took up a bill to expand the University of Nebraska to ten colleges – graduate, arts and sciences, agriculture, business administration, engineering, teachers, law, medicine, pharmacy, and dentistry.

Also, in 1919, the College of Business Administration moved to the third floor of the new Social Sciences building, which was also occupied by the departments of political science and sociology. The building was subsequently renamed the College

of Business Administration building following a major renovation in 1968. In 1991, the building was completely renovated and a new wing was added.

Ninety years later, the College of Business Administration is home to approximately 3,000 undergraduate and graduate students. The five departments – accounting, economics, finance, management and marketing – offer nine undergraduate majors, MBA programs and masters degrees. It is the only doctoral-granting business college in the state. Centers of excellence include the Bureau of Business Research, Nebraska Center for Entrepreneurship, Nebraska Council on Economic Education, the IBM Innovation Hub, and the Leadership Institute.

Excerpts from:
“CBA, The First 75 Years”
 Richard F. Crees, 1994



College of Business Administration 2009

1926



Beta Gamma Sigma is the only scholastic honor society recognized by AACSB International. The first CBA members were initiated in 1926.

1927

The Department of Business Research was formally established by the legislature and began publication of “Nebraska Studies in Business.”

1931

The first annual Bizad Recognition Banquet was held for the presentation of scholarships and awarding of Gold Keys for academic achievement. Bizad Day was later replaced by a spring party.

The Coe Computer Lab in the College of Business Administration is one of the largest and busiest computer labs on campus. It features the latest computer technology and is open 24 hours a day for students needing a place to study, do homework, and work on group projects. Even though the lab is usually humming with activity, many of those who use it don't even know why it's named the Coe Computer Lab and few realize the generosity behind the state-of-the-art computer equipment they use each week.

During World War I, the nearly completed Social Sciences building was used as a barracks for servicemen in route to the European battlefields. Although the war ended before he was shipped out, James Coe was one of the men billeted in what is now the College of Business Administration building. At the time the windows had no glass nor was the building heated. Servicemen, including Coe's naval company, slept in rows of bunks lining the exterior walls and interior partitions on straw mattresses, which proved to be a bit cold in December.

The lab is named for James and Jessie Coe, who made a large donation to the University of Nebraska Foundation in 1980. The story behind the donation is an intriguing one. Woody Varner, the Chairman of the University of Nebraska Foundation at the time, was in Phoenix on business when he saw Coe's name on a long list of UNL alumni, realized they lived in the area, and decided to pay them a friendly visit. The next day, he received a phone call from Mr. Coe, who said he and his wife had been thinking of donating to the University and he wanted to meet Varner at a local bank. Much to Varner's surprise, he left Arizona hours later on a Lear Jet containing 1300 South African Krugerrands valued at almost one million dollars protected by two armed guards. The donation was made to commemorate the lives of Mr. Coe's parents, Mr. and Mrs. Gus Kositzky, who immigrated to the U.S. from Germany in 1871 and encouraged each of their seven sons to attend UNL. Mr. Coe graduated from the University in 1923 with a bachelor's degree in electrical engineering.

The donation came with specific guidelines. Three-fourths of the donation was designated for the College of Business Administration and one-fourth for the Department of Physics and Astronomy. Remembering the difficulties of obtaining access

to expensive equipment during his college years, Coe designated that the donation be used only for the purchase of equipment. In 1980, the Wang Word Processor was state-of-the-art and made up the bulk of the first equipment purchase. The word processors greatly eased the process of creating research papers and theses.

Considering James Coe's background in electrical engineering, it may not be so extraordinary that he and Jesse saw the future of advanced technology and the impact it would have on business and society. At the time of the gift, the Apple II was the most popular desktop computer; IBM introduced the first home PC in 1981 and Microsoft DOS was the slick new operating system.

Their gift changed the educational experience for students in 1980 and continues to expand the breadth of the educational experience students receive at the College of Business Administration. Students learn hands-on applied computing skills including conducting surveys, team collaboration, and collecting, sorting, and analyzing information, all of which gives them an advantage in the workplace.

Looking back, one can only be astounded at the vision and the impact of the improbable gift of James and Jessie Coe.

Story by Sarah Stephens

A VISIONARY GIFT = TECHNOLOGY LEADERSHIP

1938

William A. Spurr became chair of Business Research. The mission was to develop a body of information on factors affecting business management; and information on business problems to enrich business courses.

1941



John D. Clark became second Dean of the College upon LeRossignol's retirement. He soon faced drastically declining enrollments due to the impending war.

1942

In response to the economic changes caused by the impending war, Clark redefined the curriculum to emphasize accounting and economics.

Summer session UNL business students have a head start on their returning classmates. They already selected their favorite chair, hooked up to the wireless printing, reserved the students only conference room, and found the coffee machine in the newly remodeled Coe Learning Center.

The Coe Computer Lab has been the technological heart of the College of Business Administration for 25 years. A complete redesign and upgrade of all the technology rich rooms on the lower level created the Coe Learning Center. All the rooms feature new Dell OptiPlex 760 PCs with 19" monitors and the main lab has 2 24" imacs.

In response to a survey of Coe Lab users, the lab has been reconfigured to include laptop easy chairs, a students' only conference room for team presentation practice and a smaller side room with desktop and

laptop areas. The configuration of the desktop computers facilitates group collaboration. Virtualization technology feeds the desktop computers allowing faster and more flexible software delivery. The user can select specialty software from any computer in the lab. Students who use laptops can download the software necessary to print to the Coe printers wirelessly.

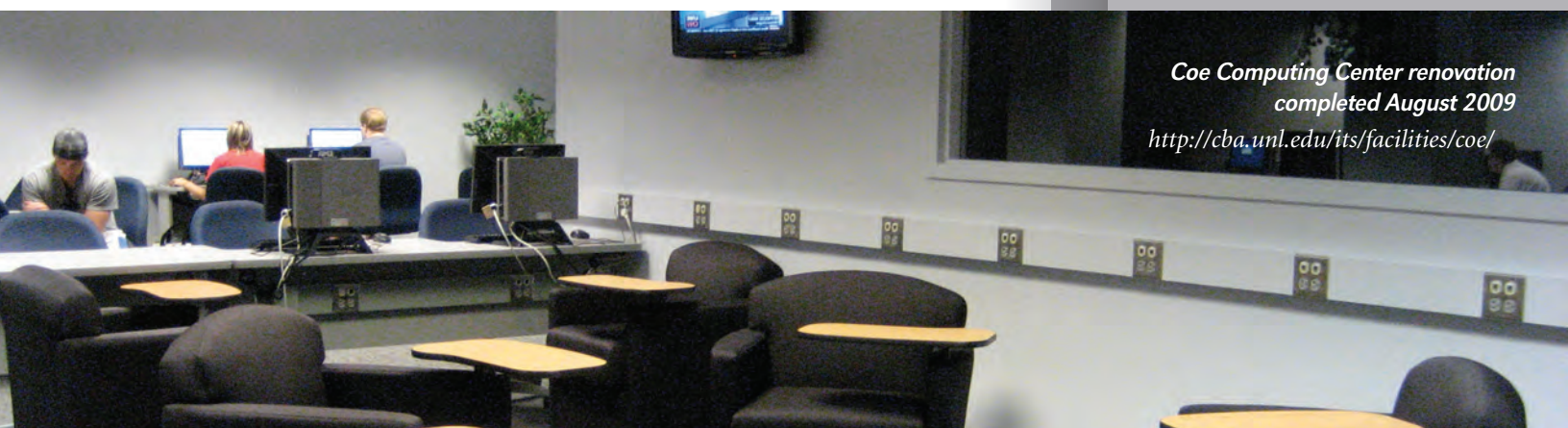
The E.J. Faulkner Writing and Presentation Lab, a part of the Coe Learning Center, has been redesigned and upgraded. Students can practice presentations with real time feedback on the plasma screen located in the lab. Tables and computers have been reconfigured to accommodate group projects. The Coe Classroom has likewise been upgraded to the new Dell OptiPlex 760 PCs with virtual software streaming. This room is available for computer lab overflow when the room is not being used for classes.

Extending technology throughout the building, advisory board member, Bradley Walker's company, Nanonation is facilitating the implementation of a multimedia digital signage system throughout the building with their Nanopoint Digital Signage software and CommandPoint management tools. Critical dates, announcements, and career information will be readily available to students.

Nanonation is also providing an internship opportunity for students.

Nanonation's client list includes Royal Caribbean, Mazda, Build-A-Bear Workshops, Harley Davidson, among others.

www.nanonation.net



Coe Computing Center renovation completed August 2009
<http://cba.unl.edu/its/facilities/coe/>

The Coe Learning Center encompasses all the technology rich rooms on the lower level

1943

Future dean, Earl S. Fullbrook was given a two year leave of absence to head the Lincoln Chamber of Commerce with the purpose of developing an acquaintance with business leaders across the state.

1946



Dean Clark selected as one of the inaugural members of the President's Council of Economic Advisers by President Harry Truman. Earl Fullbrook was named Dean.

1948

Enrollment in 1943-44 was 457, in academic year 1947-48 enrollment reached 2104 due in large part to the GI Bill.

The perception of fields of marketing and of sales continue to evolve as more and more researchers are looking at the actuality of the power to persuade. Marketing professors at the college are looking at how consumers view efforts to change behavior among at-risk groups. They are also looking at how illegal and illicit activities use traditional marketing channels to succeed. Another researcher is examining the effect of intimate partner violence on consumer behavior. Consumer perceptions are examined considering behaviors such as grudge holding and listening behavior.

Professor Carlson and his co-authors, John F. Tanner Jr., Les A. Carlson, Mary Anne Raymond, and Christopher D. Hopkins, studied the effect of high threat advertising on the behavior of parent/child communication and the effectiveness of government advertising on behavior.

<http://cba.unl.edu/research>



“Reaching Parents to Prevent Adolescent Risky Behavior: Examining the Effects of Threat Portrayal and Parenting Orientation on Parental Participation Perceptions”*

Adolescents are the most at-risk group for unwanted pregnancies and sexually transmitted diseases, a claim that is supported by the fact that over two million teens are affected detrimentally as a result of engaging in premarital sex. The federal government, particularly during the previous Bush administration, responded to such evidence by focusing on abstinence education programs that were targeted primarily at adolescent aged children (almost 200 million dollars allocated in 2005). Yet, even though teens themselves cite parents as the most influential resource that they use when making decisions about engaging in premarital sex, parents have not received similar emphasis from these government sponsored initiatives. This is curious given what teens say about the influence that their parents have on their decision making. Therefore, in this investigation we endeavored to study how parents might be targeted as a potential resource for reducing risky behavior among teenagers. Specifically, we examined parents’ reactions to advertisements that promoted abstinence education

CAN MARKETING REDUCE RISKY BEHAVIOR?

1948

Under the leadership of Edgar Z. Palmer, the Bureau of Business Research shifted focus to develop data for a gross state product using an index measuring industrial and general business activity for a gross state product.

1958



Charles S. Miller becomes the fourth Dean of the College of Business Administration

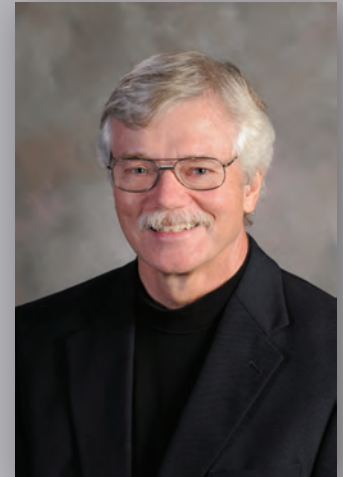
1959

Miller saw business education as “more analytical, with sophisticated mathematical tools ...and additional stress on behavioral inputs in marketing and management.”

programs by emphasizing the effects that such ads might have on parents' liking of these ads, intention to communicate with their children about sex, and intention to participate in programs where they could learn about abstinence education that targeted teens. We used two types of ads, one in which there was a high level of "threat," i.e., the ad showed and explained the consequences of engaging in premarital sex in graphic terms such as the possibilities of unwanted pregnancy and/or contracting a sexually transmitted disease. The other ad we used did not depict consequences such as these. In preliminary work we discovered that some parents believed that "high threat" ads (i.e., ones showing consequences like those described above) would motivate parents to talk to their children about sex and participate in abstinence education programming. We wanted to learn in our study if these parental perceptions were actually true because if parents in general hold these beliefs, then our findings might aid in the development of promotional materials for abstinence education programs. What we found was that parents who are more child centered, accepting of children; and who rely on reasoning, explanation, and positive reinforcement when interacting with their children are also likely to have

more positive attitudes toward the ads we created and to communicate with their children when shown the high-threat advertisement. However, we did not find that the high threat ad motivated parents to participate in the abstinence education programs. Thus, what we found supports our prior work, i.e., that a high threat advertisement is liked and that it motivates parents to initiate discussions about sex with their children. However, our results are also somewhat contrary to our expectations in that ads using a high threat message do not necessarily encourage parental participation in abstinence education programs that target their teen children. Perhaps what our results do tell us is that parents are more comfortable discussing issues with their children on their own, such as the potential harmful consequences of engaging in premarital sex, and are motivated to do so by their own parenting beliefs rather than as a result of having participated in an abstinence education program. That is, there are issues such as discussing sex with their children that parents would prefer to be responsible for rather than their participation being mandated/ encouraged by the government.

**This article appeared in the Journal of Public Policy and Marketing, 2008*



Les Carlson has been selected for the 2009 American Academy of Advertising's Outstanding Contribution to Research Award. His contribution to advertising research was characterized as impactful and extensive. In particular, those who reviewed his work noted his contribution to research on advertising to children and the role of parental mediation, environmental issues and green advertising, service advertising, public policy issues, and the broader role of integrated marketing communication. Further, the reviewers cited the significant contribution he has made to the field of advertising research as a journal editor and reviewer.

"... teens themselves cite parents as the most influential resource that they use when making decisions."

1960



Campbell McConnell's textbook, "Economics: Principles, Problems, and Policies" was published. It is the most used economics textbook in the world and now in its 16th edition.

1963

The Nebraska Council on Economic Education was established and would become a separate unit in 1969.

1964

The MBA program is established directed at those with undergraduate majors other than business. It was initially supported by Cooper Foundation grants.

Professors Ron Hampton and Dwayne Ball were engaged by the International Organization for Migration to provide the first scientific estimates of the extent of human trafficking from the Ukraine, and possibly the first scientific estimates ever provided for any country. The estimates were needed to establish how many Ukrainians were being lured abroad and then enslaved into prostitution or domestic, farm, factory, or construction labor. Governments cannot know how many of their citizens are at risk of enslavement if they rely on police and social service agency reports, because few persons enslaved abroad report their enslavement if they return. Without more accurate estimates, governments are in the dark regarding how many and what kind of resources to put against the problem. Hampton and Ball, aided by then-Ph.D. student Julie Pennington and statistical expert Julia Soulakova, designed and analyzed four national key informant surveys in the Ukraine. One was a survey of extended families, one of households, one of head teachers in the public schools, and one was of “babushkas,” the elderly women that know all the neighborhood families and gossip. In each case, the key informants were asked how many people



were in the unit under study (extended family, household, student families, and neighborhoods or apartment buildings), and how many of those they knew to have been victims of trafficking. From these data, Ball and Hampton estimated between 22,000 and 37,000 Ukrainians are lured abroad each year into slavery, an estimate many times higher than any official victim reports. *

It is estimated that there are 200,000 slaves in the U. S. today, suggesting that as many as 1000 are located in Nebraska. It is also estimated that as many as 17,000 new slaves enter the U. S. every year.

In 2008, the first conviction for human trafficking in Iowa concerned two Nebraska girls lured into prostitution. In 2008, according to the U. S. Department of State, 45% of victims were male farm workers. On occasion slaves are on public display as happened with the Zambian Acapella Choir. After touring and singing in churches for two years, the scam was exposed and the boys were freed.

“The Cross-National Market in Human Beings” *Journal of Macromarketing*, 2009

FIRST ANNUAL INTERDISCIPLINARY CONFERENCE ON HUMAN TRAFFICKING October 29-31, 2009 “WHAT WE KNOW AND WHAT WE NEED TO KNOW”

The purpose of this conference is to bring together researchers from many disciplines, as well as government and non-governmental agencies who have responsibility for anti-trafficking efforts, to develop a research agenda.

The keynote speaker is Dr. Kevin Bales, the author of “Disposable People: New Slavery in the Global Economy,” which was nominated for a Pulitzer Prize. He is the winner of numerous international humanitarian awards for a documentary based on his work, “Slavery: A Global Investigation,” won the Peabody Award for 2000 and two Emmy Awards in 2002.

<http://conferences.unl.edu/trafficking/>

HUMAN TRAFFICKING THROUGH MARKETING CHANNELS

1966

The department of business organization and management was reorganized into accounting, finance, marketing, and management departments. Economics and the Bureau of Business Research remained as they were.

1967



Fred Luthans became the first Assistant Dean with the responsibilities of managing the MBA program and advising graduate students.

1968

The renovation of Social Sciences Hall and rededication as the College of Business Administration building began.

SIFE Wins Goldman Sachs Foundation Capital Markets Competition

The UNL SIFE team is one of five winners of the Goldman Sachs Foundation Capital Markets Competition from the United States and will attend the SIFE World Cup in Berlin, Germany. The World Cup is a showcase of the impact of SIFE teams globally and links an international network of student, academic and business leaders.

Led by Jonathon Seik, ten SIFE members developed an educational program named "Investment ABCs," to whet the appetite of secondary school students for capital markets and investing. Targeting Southeast Nebraska, the team partnered with UNL faculty, State Farm Insurance, and TD Ameritrade.

Following the learning sessions, each school formed teams and participated in an investing simulation game. Students were given an account and three weeks to build their own portfolios.

"We strongly believe by whetting the students' appetites for capital investment, they will continue to show their passion in financial markets," said Seik.

Students in Free Enterprise (SIFE) is a global organization with chapters in 41 countries. The University of Tirana, Albania chapter was actually founded by the UNL SIFE team in 1998 as part of the initiative to develop the first MBA program in Albania after the fall of communism.

Asset Mapping and a consulting project for the Daily Drip.

The Keith County Area Development Board contacted the Center for Entrepreneurship to commission a study on the assets of the county and the town of Ogallala. UNL SIFE worked hands on with community leaders, business owners, and concerned citizens to gather a body of knowledge that can then be analyzed for potential economic development.

The Daily Drip is a student owned and managed coffee and sandwich shop located in the CBA building. SIFE Consulting was formed to improve the overall management of the Daily Drip coffee shop, specifically in the areas of product line, inventory control, marketing, and quality issues. The consulting team was able to measurably increase productivity and profitability.

Chapter president, Jared Li, received the \$5,000 Alvin Rohrs Servant Leadership Scholarship. This scholarship recognizes the SIFE student that has had the greatest impact improving the overall successfulness of his/her SIFE Team through conducting themselves as a servant leader.

The teams develop projects during the year and then compete at the regional, national and global levels. Teams are required to select their projects in topics such as market economies, financial literacy, personal success skills, environmental sustainability and business ethics, and entrepreneurship.

Before a group of business leaders from major companies in

Denver, Colorado, the University of Nebraska-Lincoln Students in Free Enterprise (SIFE) team blew away the competition. The team presented the planning, implementation and results of eight projects including, Ogallala



**SIFE President
Jared Li**



**SIFE Presentation
Team**

AWARD WINNING STUDENTS – STUDENTS IN FREE ENTERPRISE

1973



Ronald L. Smith was named Dean and brought the corporate model of organizing by task forces and centers and focused the curriculum on decision making skills. He initiated an executive MBA directed at corporate upper management.

1974

Students could earn a baccalaureate degree in any of the five departments rather than receiving a general BSBA.

1975

The Student Advisory Board inaugurated the annual B-Week.



L. to R. Adams Family, Gary Hansen, Gottsch Family

2009 NEBRASKA DISTINGUISHED ENTREPRENEURS

The 2009 Nebraska Distinguished Entrepreneurs banquet kicked off the three day New Ventures World Competition. More than 300 people attended the reception preview party for the business plan competitors. The 2009 Allen Dayton Young Entrepreneurs Scholarship Winners were also recognized at the banquet.

Don Adams

Adams & Son Transportation Services Sidney, Nebraska

In 1982, Adams & Son Trucking was established with a small fleet of three trucks and has expanded to approximately 80 flatbeds and 30 dry van trailers, as well as opening satellite companies in Commerce City, Colorado and Houston, Texas. The addition of Sidney Warehousing, LLC, led to the establishment of Adams & Son

Transportation Services (ASTS), which offers nationwide transportation services and currently operates in Oklahoma City, Oklahoma, St. Louis, Missouri, Vancouver, Washington, and at the Denver and Houston offices. Today the company has approximately 120 employees and offices in 6 states and it looks forward to continued expansion as a true logistics company.

Bob Gottsch **Gottsch Enterprises** **Hastings, Nebraska**

Since 1957, through three generations and across the great plains of Nebraska, Kansas, Missouri, Louisiana and Texas, Gottsch Cattle Company has grown to become a premier cattle production company. Gottsch Enterprises now includes Swine Operations (a swine genetics business), traditional and organic farming, trucking, CattleXpert (a software company), Efanx, Inc. (an internet service provider), commercial and residential land development, Nebraska Famous Steaks (mail order steaks), a commodity brokerage and Indian Creek Golf Course. Internationally, the company is involved with rice, corn and soybean production, land clearing and irrigation development in Argentina.

Gary Hansen **Pleasant Hill Grain** **Aurora, Nebraska**

Gary Hansen founded Pleasant Hill Grain in the fall of 1998 as a standalone Internet division of Pleasant Hill Farm, Inc. The company sells food processing equipment and grain to home business customers. Gary's vision was to use the continuing expansion of the Internet to build a sales platform, while operating as debt-free as possible. With a 2008 sales volume of \$10 million, Pleasant Hill Grain has been recognized by Inc. Magazine as one of the nation's 5000 fastest-growing privately held companies. Gary and his wife, Anita, attribute much of the company's success to dedicated employee teams who bring timeless customer service values to the high-tech world of the Internet. They take great satisfaction in having built and grown the business with zero borrowing and no capital investment except reinvested profits. Gary and Anita continue to live on the family farm near Aurora, and have three teenage daughters who also contribute to company life.



More than 300 people attended the Lincoln Chamber of Commerce Business After Hours to preview the business plans being presented at the New Ventures World Competition.

Todd Graves, the founder of Raising Cane's restaurant, says, "I was originally an entrepreneur. It's in my DNA." Some of his past ventures include selling lemonade and running a haunted house. The business plan for Raising Cane's is simple: provide the best quality menu items that have the taste customers crave, keep the menu simple to assure quality and create a cool corporate culture with a commitment to community involvement.

Graves spent a day at the Nebraska Center for Entrepreneurship talking to students about his vision of success. He visited classes and spent time with SIFE, answering their questions on how to succeed as an entrepreneur. Raising Cane's has continued to partner with SIFE in community service projects. The students help collect coats for the People's City Mission in December. In the spring SIFE organized a college-wide food drive in partnership with Raising Cane's. In true entrepreneurial fashion, the team created a competition between departments to fill the bins.

Graves originally wrote his business plan for Raising Cane's at LSU where he was discouraged by a professor who told him it would never work. However, he didn't let that stop him. He did shift work in California and commercial fishing in Alaska to raise money to open Raising Cane's. He has taken that unique concept and turned it into a growing 70-unit chain in thirteen states.

He opened his first Raising Cane's restaurant in August of 1996. "It is the people and their passion that make it grow, because they share their dreams

with me," he says. It's a challenge to go from an entrepreneurship to a professionally run company, but Graves gives advice, "To make a concept a success it takes passion, a great crew, and exceptional culture."

"Our management style is positive and motivational," Graves says. In a manager, he looks for an operational fanatic and someone whose values are aligned. They must also work hard and have fun. He accredits his good retention rate to his management partner program.

"At Raising Cane's we consistently serve an exceptionally high quality product with fast food speed and convenience. We can do this because we offer a limited menu," he says. Raising Cane's has a focused menu of five items, which includes chicken fingers, crinkle-cut fries, and Texas toast.

Graves thinks it is important to have a positive impact on students because, "The most important thing for our economy is creativity." He also believes in a culture of giving back. Every new location develops an expansive community service component, which raises visibility and customer loyalty.

"Entrepreneurs are resilient people who never, never give up. Even in times of economic recession they won't give up and they see out of the box opportunities," he says. He believes that in order to be motivated there must be a balance between work and life, which is why his employees must work hard, but also have fun. Graves says, "At Cane's we work hard, have fun, and appreciate each other."

"Entrepreneurs are resilient people who never, never give up. Even in times of economic recession they won't give up and they see out of the box opportunities."

Todd Graves





Jeffrey S. Raikes School of Computer Science and Management

More than 500 students filed in to the Union auditorium on Friday, Sept. 26, 2008 to hear one man's words of wisdom. Jeff Raikes gave a lecture to UNL students, faculty and staff as a part of the Jeffrey S. Raikes School of Computer Science and Management dedication weekend. He focused on leadership and business – two topics in which he has plenty of experience.

Raikes spoke of the effectiveness of leaders who are willing to “roll up their sleeves” and work hard. He also discussed the importance of being able to “really figure out what's important” during complex situations.

“The Raikes School is unique in that it is the premier program bringing together the domain of computer science and information technology with business. We need industry and government leaders who understand both of these domains in order to prepare for a global, information-based economy,” said Raikes.

Raikes stressed innovation as a key to success in business, along with a firm understanding of how customers use a product and knowledge of the capabilities of technology. He pointed out the fluidity of technology and business fields, and encouraged students to be constantly aware of new business opportunities.

The leadership and generosity of Raikes was celebrated during the Raikes School dedication weekend. The Raikes School was initiated as the J.D. Edwards Honors Program, but renamed after Raikes for his continued support of the school. The Raikes Foundation, headed by Raikes and his wife, Tricia, donated \$10 million as the lead gift in a new campaign to further enhance the school.

Involved with the Raikes School since the very beginning, Raikes helped to provide a vision and direction for its mission. He was the first chairman of the school's corporate advisory board and has served as a mentor to many past and current students.

Raikes drew from his experience to help fill a need in the technology field. Raikes students get an integrated

education of computer science and business courses to prepare them to be leaders in the technology world.

Students take classes in business and computer science while living in the same building where their classes and professors' offices are located. During students' third and fourth years in the school, they participate in Design Studio, a capstone class designed to give them real-world experience in the field. In Design Studio, students work in teams on real projects for business clients. Clients have ranged from Microsoft and IBM to Nebraska-based companies like Agile Sports and Mutual of Omaha.

Jeff Raikes' life experience helped him see the need for a converged education in technology and business. After graduating from Stanford University, the Ashland, Nebraska, native took a job at Apple. He joined Microsoft in 1981 and served in various management roles at the company.

In 2008, he retired as president of Microsoft's Business Division and stepped into a new job. Raikes is currently the chief executive officer of the Bill and Melinda Gates Foundation.

Twitter, the world's hottest brand – led by Nebraskan and former UNL student, Evan Williams. Work began in March 2006, and it is now the 3rd largest social networking site.

Williams (@ev) – was CEO of Pyra Labs, making management software with note-taking app. App became Blogger – sold to Google in 2003

Odeo, podcasting company w/ fun communications tool, founded 2004 by @ev. Podcasting set aside for obsessive distraction – Twitter hatched

Jack Dorsey (@jack), partner in Odeo, had the idea and was first president of Twitter. “One could change the world with 140 characters”

What is Twitter? Twittered a student

@ev: I keep hoping someone can explain it to me. Initially we thought of it as a tool to share life moments very efficiently

@ev: At a conference in Austin people were on Twitter, which made Twitter a great communication tool for what was happening at the conference

@ev: At the conference it was a sort of newsy, informational thing in this sort of local real time event space. Whatever is happening right now

@ev: There are over 3,000 apps that can send Twitter updates. We are still constantly surprised and learning the uses ourselves

Twittered: What kind of a person do you like to hire?

@ev: We look for people who really want to change the world and care about what they are doing and want to do something significant

Twittered: How do you market Twitter?

@ev: We never embraced typical PR. Everyone at Twitter uses Twitter, they talk and try to be authentic and real

@ev: It is a trend that the people who cover us follow us on Twitter. We like that, but a tweet can become a headline

Twittered: Is the company for sale?

@ev: Hmm, why sell the company? I sold Blogger because I could learn a lot from Google and maximize Blogger

@ev: I am most excited about doing something very, very big with Twitter, affecting the world in a huge way and many people in a huge way

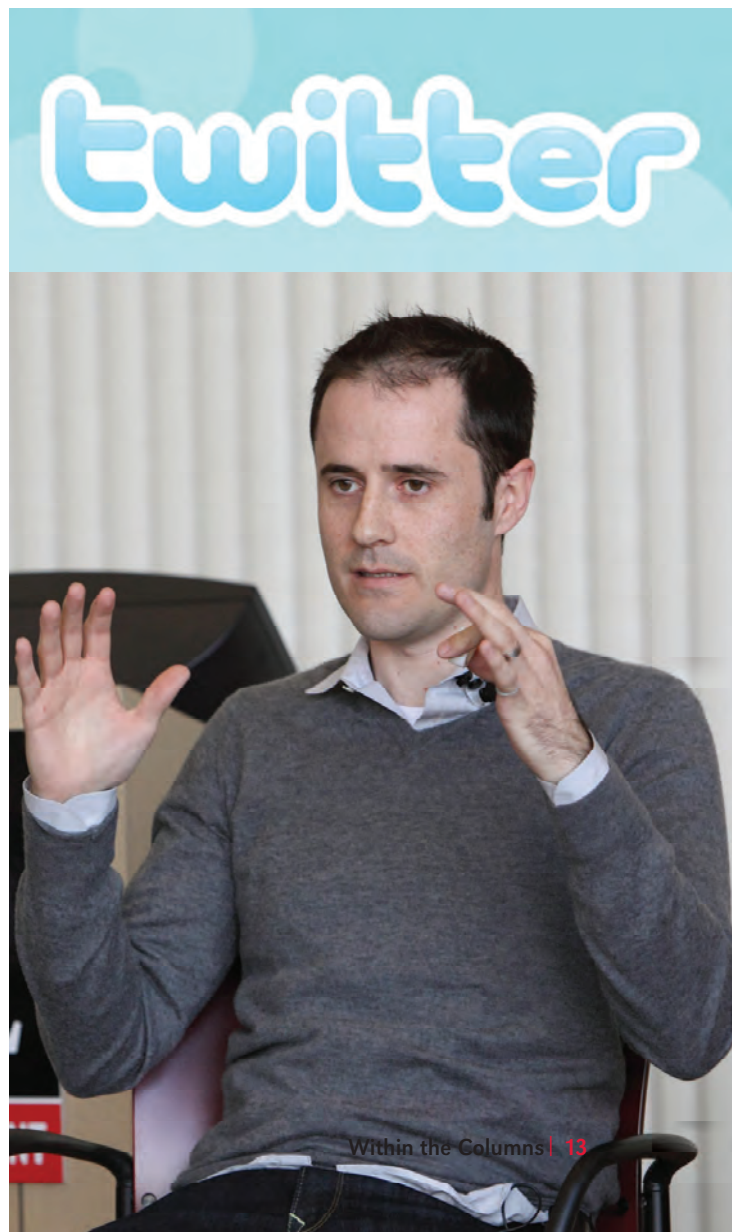
@ev: We are focusing on growth, user value, focusing on revenue. Our biggest priority right now is user value

@ev: Growth won't build long-term value; it's not what is going to change lives, change the world and bring ultimate long-term value to us

@ev: In the long-term we really need to deepen the value it has to people; revenue will increase if there is value to the user and lots of growth

Twitter, like the iPhone, has attracted a large number of apps to make the original software more flexible. To understand the language of Twitter, there is now, among others, a Twittonary, twitter for teachers, and a debate on debasement of language

Follow your favorite celebrity or candidate on Twitter. Obama and Sarah Palin twitter; so do Jay Leno and Larry the Cable Guy.



PLAN TO PERFORMANCE
ADVISORY BOARD AWARDS LUNCHEON

Celebrating 25 Years



Cynthia H. Milligan
Lifetime Achievement Award
Dean of the College of
Business Administration
1998 - 2009

More than 300 people joined in the anniversary celebration of the annual awards luncheon. University President, J.B. Milliken; Chancellor Harvey Perlman; and Senior Vice-Chancellor Barbara Couture each spoke to the audience on the importance of university/business relationships, the importance of advisory boards and the strong foundation on which the College is built. Many of the past award recipients provided bits of advice and insight for success in business.

The luncheon recognized the accomplishments of Dean Cynthia Milligan with the Lifetime Achievement Award in honor of her retirement. Senior Vice Chancellor for Academic Affairs, Barbara Couture presented her with Dean Emeritus recognition.

At this annual meeting of the College of Business Administration three board members retired after six years of service: Tami Kaschke, Jim Krieger and Rick Russell. New members elected to the board are: Cecil ByKerk, Steve Erwin, Paul Mendlik and Will Scott.

1976

A minimum 2.5 GPA was established as a requirement for business students.

1977



Gary Schwendiman became the sixth Dean and began a comprehensive revision of undergraduate curriculum.

1980

A visiting executives and scholars program was established to bring business leaders into the classroom.

To commemorate the 25th Anniversary of the Advisory Board Awards Luncheon, past awardees were asked to provide a short statement of advice for future business leaders. The response was phenomenal and only a few are shown here.



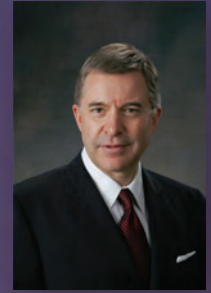
“We are the custodians of our wealth, of our companies ... we are here for some time and we can’t take anything with us when we are gone.”
Melih Sipahioglu, Tamek Holding, Turkey



“Execution is the personal edge! If you can’t execute results, your intellect and capabilities will never be appreciated.” Celia Swanson – Executive Vice President – change management, Sam’s Club



“A career is a river, not a ladder. When you are in the rapids, pay attention – that is when you have the greatest opportunity to learn.”
Carrie Tolsted, Sr. Vice President, Wells Fargo



“Everyday heroic acts are generally performed by ordinary people who exercise diligence, determination, self-reflection and a little courage.”
Tom Henning, CEO, Assurity Security Group



“Always have a plan, but be ready to consider new risks and adventures.”
Jeff Raikes, CEO, Bill and Melinda Gates Foundation



“Trust is the comfort that the leader will put the team’s interests ahead of his own, and that he will act with honesty and integrity.” Ryan Downs, Sr. Vice President, Worldwide Operations, PayPal



“I think that ethical behavior is a critical part of business practice. I think we want to see things as black or white, but in the real world, there are large gray areas.”
Howard Hawks, CEO, Tenaska



“Leadership needs to set the tone and insure all members of the organization follow in the same way.” Winston J. Wade

1980

The department of accounting became the independently AACSB accredited School of Accountancy with its own advisory board.

1983



The study abroad program at Oxford University was inaugurated.

1984

The first annual CBA advisory board awards luncheon honored Mr. and Mrs. James Coe with the Lifetime Achievement Award.



Dr. Anderson is an academic economist and an advisor to public policymakers in the field of public finance and tax policy. His research has been published in top academic journals and his public finance textbook was published by Houghton Mifflin in 2003. As an advisor to policy makers, Dr. Anderson has served as

Dr. John E. Anderson
Dean

a senior economist with the President's Council of Economic Advisers, and he has advised

state governors and legislatures, and numerous state agencies in the United States. In the international policy arena, he has served as an economic advisor in Russia, Moldova, Montenegro, Macedonia, and Bulgaria. Dr. Anderson earned his B.A. in mathematics and economics at Western Michigan University and his Ph.D. in economics at Claremont Graduate University in California.



Ph.D., University of Nebraska-Lincoln, 1997; M.A., University of Nebraska-Lincoln, 1991; B.S., Nebraska Wesleyan University, 1982. Area of focus: Research in asset pricing and return predictability, banking and municipal bonds. Recent Major Accomplishments: Published 12 articles, including publications

Dr. Donna Dudney
Full Professor – Finance

in Financial Review, Journal of Futures Markets, Journal of Financial Services Research, Journal

of Financial Planning, Journal of Investing and Review of Quantitative Finance and Accounting; awarded College of Business Administration Outstanding Distance Teaching Award, 2006, Parents Award for Outstanding Contributions to Students 2003 and 2007; served on Nebraska Department of Education Future Force Finance task force.



Ph.D., University of Tennessee-Knoxville, 1985; M.B.A., University of Rhode Island, 1979; B.S., University of Rhode Island, 1977. Area of focus: The behavior of stock market and other asset prices.

Recent Major Accomplishments: Track for finance majors recognized as a

Dr. Richard DeFusco
Full Professor – Finance

CFA Program Partner, 2008; serves on the five-member Nebraska Investment Council,

2003-present. Representative Publications: "The Effect of Executive Stock Options on Stockholders and Bondholders," Journal of Finance, 1991; "Long-run Diversification Potential in Emerging Stock Markets," Financial Review, 1996. Representative Awards: College of Business Distinguished Teaching Award, Honorable Mention, 2004; College of Business On-line MBA Instructor of the Year, 2005.



Ph.D., The University of Georgia, 1994; B.B.A., Kent State University, 1986. Area of Focus: Corporate finance focusing on executive compensation, executive turnover and other corporate governance issues. Recent Major Accomplishments: Publications in the Journal of Corporate Finance, the top field journal in corporate

Dr. Kathleen Farrell
Full Professor – Finance

finance, and in the Journal of Business, recognized as the most

prestigious interdisciplinary journal in business and is considered a top finance publication; received the University Distinguished Teaching Award from the College of Business Administration; recognized by the UNL Parents Association "Recognition Award for Contributions to Students" in seven of 15 years of teaching at UNL; elected to the board of directors of Nelnet, Inc. in 2007.

FACULTY PROMOTIONS

1984

The Coe Computer Lab opened in the lower level of the CBA building.

1985

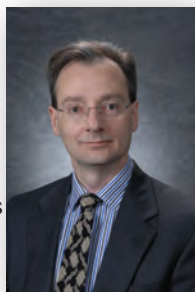
The Nebraska Center for Productivity and Entrepreneurship was opened and encompassed many of the programs and centers of the management department.

1986



The Senshu (Tokyo, Japan) exchange program was established.

Ph.D., Purdue University, 1989; M.S., Purdue University, 1987; B.S., University of Nebraska at Omaha, 1984. Area of focus: Time series models of asset pricing and hedging. Recent Major Accomplishments: Citations in prestigious journals such as the Journal of Business, the Journal of Futures Markets, and The Journal of Business Finance and Accounting; awarded the Best Research Paper at the Midwest Finance Association meeting by the Chicago Board of Trade; recognized for excellence in teaching (i.e., Distinguished Teaching Award and Certificate of Recognition for Contributions to Students, Parents Association and Teaching Council of the University of Nebraska-Lincoln, 1999).



Dr. John Geppert
Full Professor – Finance

Ph.D., Colorado State University, 1988; M.S., Colorado State University, 1983; B.S., Colorado State University, 1980. Area of Focus: Women and higher education and the political economy of knowledge. Major Accomplishments: published an interdisciplinary edited volume on the history of women and higher education in the U.S.; recognized through the Outstanding Teaching and Instructional Creativity Award (OTICA), the Carnegie Foundation for the Advancement of Teaching Nebraska Professor of the Year (CASE) Award, and have the distinction of being listed as “Best Professor” in the well-known Lisa Birnbach’s *New and Improved College Book*.



Dr. Ann Mari May
Full Professor – Economics

D.B.A., George Washington University, 1992; M.B.A., University of Southern California, 1973; B.B.A., The University of Iowa, 1972. Area of focus: Leadership development, spirituality and wellness, cognitive style assessment, managing a diverse workforce, and executive counseling and mentoring. Recent Major Accomplishments: The College of Business Administration, Distinguished Teaching Award, University of Nebraska-Lincoln, 2004; State of Nebraska Martin Luther King Award, 2006; The Leola Bullock Community Service Award, NAACP Lincoln Branch, 2008; Outstanding Mentor Award-EPSCoR Summer Research Intern Program, 2001.



Dr. M. Colleen Jones
Associate Professor of Practice – Management

Ph.D., Pennsylvania State University, 1989; M.B.A., Marywood University, 1983; B.S., Bloomsburg University, 1974. Director of the School of Accountancy. Area of Focus: Teaching and research interests in taxation and tax policy. Recent Major Accomplishments: Recipient of five distinguished teaching awards; president of the Federation of Schools of Accountancy, 2009; on the Taxpayer Advocacy Panel, a national group that provides input to the Internal Revenue Service regarding services to taxpayers.



Dr. Paul Shoemaker
Full Professor
School of Accountancy

FACULTY PROMOTIONS

1989

The National Center for Research in Economic Education was opened under the leadership of Bill Walstad.

1991



Ground breaking for the renovation and addition to the CBA building, which was dedicated in 1994. The CBA Advisory Board spearheaded the capital campaign.

1992

Under the leadership of Dr. Sang Lee and a USAID grant, the management faculty established the first MBA program in Albania, as well as a SIFE chapter.

NEW FACULTY



Dr. Peter Harms
Management

Dr. Harms received his PhD from the University of Illinois-Urbana Champaign. His research interests are Human Resource Management, and Organizational Behavior and Leadership.



Dr. Brandon Lockhart
Finance

Dr. Lockhart received his PhD from the University of Florida. His research interests are in equity and capital markets, and he has five years experience in commercial lending.



Dr. Huishan Wan
School of Accountancy

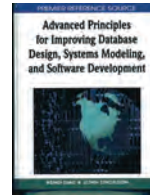
Dr. Wan received his PhD from the University of Iowa in 2007. His research interests are in financial accounting, financial statement analysis and earnings management.

NEW BOOKS



Les Digman

Strategic Management: Competing in the Global Information Age, 9th ed.
Mason, OH, USA,
Gengage Learning 2008

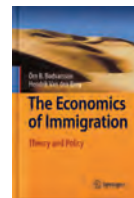


Keng Siau

Advanced Principles for Improving Database Design, Systems Modeling, and Software Development
Hershey, NY, USA, IGI Global 2008



Keng Siau, Roger Dhiang, Bill Hardgrave
Systems Analysis and Design: Techniques, Methodologies, Approaches, and Architecture
AMIS Vol. 15 M.E. Sharpe 2009



Orn Bodvarsson, **Hendrik van den Berg,**
The Economics of Immigration: Theory and Policy
Springer 2009

Book Chapters:

Seth Giertz

Tax Policy Lessons from the 2000s
Edited by Alan D. Viard
AEI Press, Washington, D.C., 2009

John E. Anderson

Erosion of the Property Tax Base: Trends, Causes, and Consequences
Edited by: Augustine, Bell, Brunori, Youngman,
Land Value Taxation
Edited by: Dye, England
Lincoln Institute of Land Policy,
Cambridge 2009

NEWS OF THE COLLEGE

1995



John W. (Jack) Goebel named seventh Dean of the College of Business Administration

1997

The Program in Business Ethics was established with a generous gift from Jim Stuart, who wanted to know if it was possible to teach ethics at the college level.

1998



Cynthia H. Milligan was named the eighth Dean of the College of Business Administration.

TEACHING AWARDS



Dr. Ravi Sohi
Professor, Marketing
Distinguished
Teaching Award



Warren Luckner
Hayes Memorial
Chair in Actuarial
Science
Excellence in
Teaching Award



Dr. Carlos Asarta
Assistant Professor
of Practice,
Economics
Winner of the
ASUN Outstanding
Educator of the Year
(large classroom)



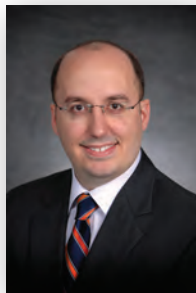
Dr. Gordon Karels
Professor and Chair,
Finance
MBA Distance
Teaching Award



Dr. Jim Brown
Professor,
Accounting
MBA Distance
Teaching Award

**Teaching Council
– Parents Association
“Certificate of Recognition for
Contributions to Students”**

- Ronald Lahners – Accountancy
- Betsy Klemme – Advising
- Sam Allgood – Economics
- Carlos Asarta – Economics
- Scott M. Fuess, Jr. – Economics
- F. Gregory Hayden – Economics
- Andrew Perumal – Economics
- Warren Luckner – Actuarial Science
- Emre Unlu – Finance
- Benjamin Blackford – Management
- Brenda Eschenbrenner – Management
- Weixing Li – Management
- Fred Luthans – Management
- Ronda Smith – Management
- Shannon Cummins – Marketing
- Edward Nowlin – Marketing



Dr. Emre Unlu
Assistant Professor,
Finance
College Research
Award



Sue Vagts
Assistant Professor
of Practice,
Actuarial Science
Delta Sigma Pi
William G. Alstadt
Faculty Award



*David Rosenbaum
Carnegie Nebraska Professor of the Year 2008.*

“I am leading the creation of a “template” for integrated education in business software.” Dave Rosenbaum

2000



The J.D. Edwards Honors Program in Management and Computer Science opened in the newly constructed Kauffman Center.

2001

The first issue of Nebraska Business was printed featuring a question and answer session between Warren Buffett and Cynthia Milligan.

2002

The Leadership Institute was established with funding from The Gallup Organization. The first cohort of the UNL-Gallup MBA with a specialization in Executive Leadership started.

2008-2009 national president of Phi Beta Lambda, Mike Kistler, led his UNL Chapter to national prominence. The chapter was recognized as the second largest in the Mountain Plains region and received the Outstanding Local Chapter Award. More than 2,000 students represented their respective schools and states at the National Leadership Conference. The conference provided members with the opportunity to attend informative workshops, network with other college students and business leaders, and help with the campaign and election process for the national officers. However, the highlight of NLC was the competitive events program where members from across the nation went head-to-head in a variety of business and technology events. UNL combined for 30 awards in 25 categories, including 8 first place wins.

Phi Beta Lambda National President, Mike Kistler, was recognized by the Association for Career and Technical Education with the National Business Student Award, recognizing outstanding students for their contributions and accomplishments through their student organizations. This year, Mike Kistler received the national post secondary award from Region V, representing the western part of the United States. Originally from Grand Island, NE, Kistler graduated with his Masters in Business Administration degree from the Jeffrey S. Raikes School of Computer Science and Management in May 2009. He is now with PricewaterhouseCooper's audit department in Kansas City, MO.



Incoming UNL Phi Beta Lambda president, Megan Boice, organized a conference for nearly 350 high school FBLA members. The conference was literally kicked-off by a keynote speech on leadership styles, successes and failures by UNL Athletic Director, former head football coach and congressman, Dr. Tom Osborne. The conference, titled Path to Success, has been hosted by UNL for several years and focuses on leadership, goal setting, and college preparation, along with other important business concepts. Workshop presenters were drawn from successful businesses, philanthropic organizations, university career services and PBL officers. John Wirtz, COO of Agile Sports, closed the conference.



UNL Phi Beta Lambda winners at national competition.

AWARD WINNING STUDENTS – PHI BETA LAMBDA

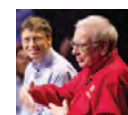
2003

The first cohort of the cooperative PhD program with Bangkok University graduated. The program is managed by Dr. Sang Lee and management department faculty.

2005

Under the leadership of Associate Dean Gordon Karels, the MBA program became available as an online program with student enrollment from across the globe.

2006



Warren Buffett and Bill Gates presented a Q & A session with business students that was taped and produced as a special by PBS.



Megan Collins, the 2009-2010 president of ASUN, the governing body for UNL students will serve on the University of Nebraska Board of Regents.



John Anderson has been selected as an International Scholar for the Higher Education Support Program (HESP) of the Open Society

Institute (OSI-Europe). John will work with the Department of International Economics at the Tajik State National University, Dushanbe, Tajikistan, reviewing curriculum, advising on the development of new courses, mentoring two Academic Fellows Program (AFP) returning scholars, and providing guest lectures.



Yijia Lin and co-author, Samuel Cox, have been awarded the annual prize for the best paper in the North American Actuarial Journal

for the year 2007 for an article titled, "Natural Hedging of Life and Annuity Mortality Risks."



Michael Krush was one of 3 winners of Penn State's Institute for the Study of Business Markets (ISBM) dissertation support award competition,

for "The Dispersion of Marketing Capabilities and Its Impact on Strategy Execution and Business Unit Performance." Mike also received the College Graduate Research Assistant award. His Adviser is Ravi Sohi.



David Paulmeyer, Katherine Adams, and Shelby Tilts were honored as **Chancellor Scholars** at the 2009 College of Business Administration Honors Convocation, each completing their undergraduate work with a 4.0 GPA. The three students also received Delta Sigma Pi Scholarship Keys.

Graduating Students Earn High Scores on National Assessment

Graduating seniors and MBAs are required to take the Educational Testing Service Major Field Test in Business to assess their learning while at the College of Business Administration. Scores consistently reflect high academic achievement.

Fall 2008

95% of graduating seniors scored above the national average. 42.4% scored at or above the 90th percentile and, of those, 21.6% scored at or above the 95th percentile.

Graduating Seniors - Fall 2008:

Mean GPA	3.17
Study Abroad	12%
Internship	40%
Worked	91%
Satisfied with academics	86%
Developed analytical skills	92%
Improved leadership skills	82%
Improved teamwork skills	94%
Increased awareness of ethics	88%

AWARDS AND RECOGNITION

2006

John Anderson was selected to serve as a senior economist on the President's Council of Economic Advisers.

2006



The department of economics celebrated its centennial anniversary.

2007

The Actuarial Science Program celebrated its golden anniversary.



Baseball player, Nick Sullivan, was selected as the Huskers Male Athlete of the Year. He was one of 24 Big XII student-athletes to receive a 2008-09 Prentice Gautt postgraduate scholarship. 71 business student-athletes were recognized at the 2009 Student-Athlete Recognition Banquet for academic achievement.



David Olson, Stuart Chancellor's Distinguished Chair, published "Public Sector Information System Critical Success Factors," in *Transforming*

Government: People, Process and Policy was chosen as a Highly Commended Award Winner at the Literati Network Awards for Excellence 2009.



Paul Shoemaker was elected to the position of "President-elect" of the Federation of Schools of Accountancy. He will serve a one-year term as

President beginning in August 2009. The Federal Schools of Accountancy is a national association of Schools of Accountancy that supports the development of high quality programs of education for the accounting profession.



Sue Vagts was elected Secretary/Treasurer of the Nebraska Actuaries Club for the 2009-2010 program year. She will serve as President in the 2010-2011 program year.



Kathleen Thornton received the UNL New Advisor of the Year Spirit Service Award for her work with the Students in Free Enterprise.



Bill Walstad co-organized an International Symposium in San Francisco that was co-sponsored by the Committee on Economic Education of the

American Economic Association, the National Council on Economic Education, and the Journal of Economic Education. It featured papers analyzing the status of economic education in universities and schools in four nations (Australia, Japan, Korea, and the United Kingdom). Bill Walstad has been invited by the U.S. Treasury Department to participate in a national research symposium on financial literacy with 25 other researchers to be held in Washington.



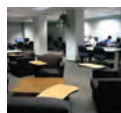
Fred Luthans received the Award for Distinguished Contribution to the Field of Organization Development from Benedictine University.

AWARDS AND RECOGNITION

2008

The College became a partner school with the Certified Financial Analyst Institute to offer a CFA track in finance.

2009



Renovation of the Coe Computer Lab and renamed the Coe Learning Center, as well as the opening of the CBA Corporate Relations and Career Development Center

2009



Cynthia Milligan retires, John E. Anderson selected as Interim Dean

Right now

the list of generous donors to the

College of Business

just goes on and on.

We'd like it to go on and on and on and on.

The University of Nebraska–Lincoln College of Business Administration succeeds through the generosity of people like those listed in the following pages. Please consider joining the many others who have chosen to help us grow and improve.

YOUR GIFTS MAKE A DIFFERENCE.



"Receiving a scholarship each semester has impacted my future tremendously. Thank you for assisting me in my journey."

Jamie Dick
Scholarship Recipient



Thank you for your support of CBA

The following is a list of generous contributors who have helped make the University of Nebraska–Lincoln College of Business Administration what it is today. Gifts to CBA provide scholarships that reward outstanding academic achievement and provide necessary financial aid to our students, allow us to recruit and retain top faculty, and strengthen our academic programs.

We have done our best to accurately recognize each of our valued donors. However, if incorrect information was printed or we have inadvertently omitted your name, please accept our apology and notify the editor at the address inside the front cover. On behalf of CBA students and faculty, thank you for your support.

Lifetime Support

\$1,000,000+

Mr. Edwin J. Faulkner
Dr. Vinod Gupta
Mr. & Mrs. C. Edward McVaney
Mrs. Eleanor S. Ogle
John & Mary Schleiger
Jim & H.K. Stuart

\$500,000 - \$999,999

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Dr. Matilda S. McIntire
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Mr. & Mrs. James Stuart Jr.
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The Abbott Foundation
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Mr. Josephine L. Beckley
Mr. Thomas J. Biagini
Mrs. Patricia N. Bingham

Hermine H. Blood Trust
Mr. & Mrs. Charles J. Burmeister
Mr. & Mrs. Clark G. Carpenter
Mrs. Evelyn R. Casey
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Peter Kiewit Foundation
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Mr. & Mrs. Gilbert Kufahl
Mr. & Mrs. Harold Laippy
Miss Marguerite E. Marshall
Dr. & Mrs. Campbell R. McConnell
Mr. & Mrs. Glenn W. Mooberry
National Bank of Commerce
Nebraska Society of CPAs
Raymond O. Peterson, D.D.S.
Mr. Paul Pettinger & Ms. Jean Pfeleiderer
Robert E. and Lorane T. Phillips
Mrs. Ellen A. Qualsett
Mr. & Mrs. Eugene Reed
Mrs. Allene D. Skalla
Mr. & Mrs. Thomas C. Smith
Mr. & Mrs. Peter M. Sommerhauser
State Farm Companies Foundation
The Stuart Foundation
T.O. Haas Tire Co. Inc.
Union Pacific Foundation
Woodmen Accident & Life Co.
Mrs. Geneva B. Worley

Endowed Support

These endowed funds will provide perpetual support to the College of Business Administration.

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Lawrence J. Arth CBA Scholarship Fund
James D. Atkisson Memorial Scholarship Fund
BKD, LLP Accounting Education Fund
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Laverne A. Cox Memorial Scholarship Fund
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Thank you for your support!

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 Deloitte & Touche Fund for Excellence
 Eugene C. Dinsmore Scholarship Fund
 Alice M. Dittman College of Business Administration Fund for Excellence
 Howard P. & ArVella F. Doerr Honors Scholarship Fund
 J. Bernard and Eileen Dresselhaus Family Endowment Fund
 Ned B. Eastlack, Sr. Memorial Scholarship Fund
 R. Parker & Marcia Staton Eastwood Scholarship/Fellowship Fund - CBA
 William S. Eastwood UNL College of Business Administration Excellence Fund
 Max Ebeling Memorial Scholarship Fund
 Economics America Endowment Fund
 Dr. Curtis and Aileen Elliott Memorial Fund
 Edwin J. Faulkner Fund
 First Tier Banks Distinguished Professorship Fund
 Donald Fitzpatrick Fund
 Dan Ford Memorial Scholarship Fund in Actuarial Science
 Gladys Forsyth Memorial Fund
 Charles William Fowler Fellowship Fund
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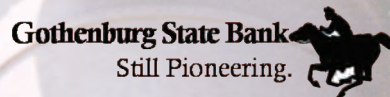
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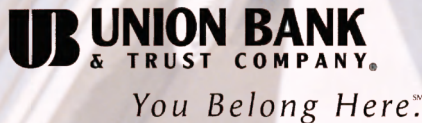
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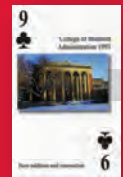
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Herbie Husker accompanied Dr. Donna Dudney's class, "Investing the Buffett Way" to Omaha on a cold day in November. The students began the day at Nebraska Furniture Mart, then visited Berkshire Hathaway headquarters for a two hour Q & A. Following lunch with the Oracle, the students presented him with bridge cards with his image on the back and photos of his alma mater, the University of Nebraska, on the face.

The visit was featured on Fox News in a program called "Buffett U" hosted by Liz Claman.



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