3,433 students enrolled in CBA in fall 2011
2,253 male students
1,180 female students
116 more students enrolled in CBA in fall 2011 than fall 2010

2,253 male students
1,180 female students
116 more students enrolled in CBA in fall 2011 than fall 2010

452 first-time freshmen enrolled in CBA in fall 2011
294 male first-time freshmen
158 female first-time freshmen
165 new transfer students

Undergraduate majors:
accounting, actuarial science, agribusiness, business administration, economics, finance, international business, management and marketing

1,124 business administration majors (the largest major at CBA)

2,869 full-time undergraduate students enrolled in CBA in fall 2011
167 part-time undergraduate students

722 bachelor’s degrees conferred for the 2010-2011 fiscal year
139 master’s degrees
16 doctoral degrees
877 total degrees

5 academic departments:
accountancy, economics, finance, management and marketing

5 new faculty this fall
10 advisory boards for CBA
5 study abroad options: England, China, France, Italy and Japan

Over 30,000 alumni
$500,000 in scholarships awarded each year

79 full-time faculty members
Actuarial Science program ranked one of 12 Centers of Excellence in the nation by the Society of Actuaries
One of 35 University Partners in the U.S. recognized by the Chartered Financial Analyst Institute
40th ranked undergraduate program in finance in the country (Businessweek), 3rd in the Big Ten
5th ranked faculty’s research in leadership in the country (Leadership Quarterly)
43rd ranked undergraduate program in ethics in the U.S. (Businessweek), 2nd in the Big Ten

3.7% enrollment increase this fall, largest increase on campus
Over 140 in attendance for the 2011 Advisory Board Summit this October
300 in attendance for the 2011 Honors Convocation this April
60 members in the Business Learning Community

685 students on the Dean’s List for Spring 2011
47 CBA staff members
431 internships by CBA students reported in 2009-2010
1913 is the year CBA was established
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On the Cover: The Lienemann family recently contributed the Delmar A. Lienemann Sr. Chair in Accounting to the UNL College of Business Administration. They include (left to right) front row: Dorothy, Del Sr. with Dean Donde Plowman, back row: Doug, Del Jr. and Dan.
It is hard to believe that I have now been dean of the College of Business Administration for 17 months. On the one hand so much has happened, but on the other, we have only just gotten started.

Clearly, the most important part of my first year-and-a-half has been getting to know the people of this state, and our alumni and friends who love this school. Without a doubt, our alumni base is our most important asset. It has been exhilarating to hear the stories of our alumni, whether in Nebraska, California, Illinois, Minnesota, Texas or the many other locations I have traveled to meet them. Over and over, this is what I hear when I meet our alumni, “I owe so much to UNL. CBA gave me my start. It was my CBA education that got me where I am.” These stories inspire the faculty, staff and me to find new and meaningful ways to prepare our current students for life after college.

Two major changes this year have set a new course for CBA. First, our entry into the Big Ten has raised our sights about what it means to be an excellent business school. We have spent the last year reflecting on our strengths and the challenges we face in taking our game to the next level among such an outstanding group of business schools. We are also actively recruiting students from the Big Ten states and have already experienced increases in enrollments from those states. Our goals are audacious and we are pursuing them aggressively. We have also probably never needed the support of our alumni and partners more than at the present time.

The second change we experienced this year is differential tuition, an additional tuition charge placed on business courses, which is generating much needed resources for hiring new faculty and improving services to students. While it is never desirable to raise tuition, we were the last business school in the Big Ten (and the Big 12) to implement such a charge, yet our tuition is still the lowest in the Big Ten. Thanks to differential tuition, we are currently recruiting 13 new faculty and starting our own Career Services with enhanced life skills preparation for students. These new dollars have already begun to change the landscape at CBA.

Each day that I have been on this job, I am touched by the generosity of our CBA alumni. I experience their generosity of spirit as alums unite around our challenging new aspirations. We see the generosity of time and talents as busy executives spend their time in our classrooms and on our boards sharing their wisdom and experience. And, Nebraskans are generous with their money. The commitments we receive each day towards our Capital Campaign goals will change the school forever and extend our reach in the world. Families - such as the Lienemann’s who established a chair in accounting - inspire all of us to think about how we can make a difference.

Great things are happening and many more are yet to come. Come be part of this exciting next chapter in the life of CBA.

Sincerely,

Dr. Donde Ashmos Plowman
James Jr. and Susan Stuart Endowed Dean
A marketing course at the UNL College of Business Administration offers a unique opportunity for students to work with a Fortune 150 company.

Students work in teams and compete with each other to deliver the best project based on the judgment of Union Pacific Managers. Katie Weander, a senior marketing major from Omaha, Neb., finds the teamwork aspect a critical component.

“This class allows students to have a whole new perspective,” Weander said. “You are not competing for a grade, or just memorizing facts and reciting trends. You challenge yourself further through teamwork and extensive research practices.”

Weander explained that instead of using databases and past reports for information, the class forces students to contact industry leaders and customers to find solutions to the projects.

“Learning to pitch our ideas to the team at Union Pacific provides an invaluable foundation in client relations and communication skills,” Weander said. “You see so much growth in the students that it’s really inspirational. It’s because they are getting directed feedback from professionals, and they are challenging themselves,” assistant professor of practice in marketing, Rob Simon, who teaches the class said.

This year students competed directly with their peers from the University of Nebraska-Omaha on one of the projects. The undergraduate and MBA students were on separate teams.

“Katie Weander led one of the undergraduate teams that was judged the best analysis and solution on the Cellulosic Ethanol project. Jon Tanner led an MBA team that was judged the best solution on the covered coil cars project,” Simon said.

The students present their projects to UP managers both in person and via videoconference. They also spend a day shadowing Union Pacific employees and meet with two members of Union Pacific’s board.

“It helps prepare students for interviews and presentations. All of them get the opportunity to interview with a manager from Union Pacific. Two students from last year’s class, Max Weber and Katie Lusk, are now working at Union Pacific,” Simon said.

Simon said that another interesting dynamic to the class is that some CBA students who have been hired by Union Pacific ultimately come back and lead student projects in the class from the Union Pacific side.

“The class provides students the opportunity to work with a Fortune 150 company and Union Pacific has the opportunity to test our top students.”
UNL College of Business Administration freshman Sam Meier has a contagious enthusiasm for the University of Nebraska-Lincoln. Originally from Hartland, Wis., Meier came to Nebraska while he was touring colleges in the area. He had no intention of touring UNL, but his plans changed when a friend suggested he make a visit.

“I was with my best friend and our moms. I loved the campus. As much as I fought it, it was everything that I wanted: fantastic business school, a gorgeous campus and really nice dorms,” Meier said. “I saw myself here and it was really the only school that I saw myself attending.”

After he made his decision to come to UNL, Meier jokes about being disowned by his dad, who is an alum of the University of Wisconsin, a rival school in the Big Ten conference. Much of Meier’s high school class also ended up at the University of Wisconsin and the University of Minnesota, but he wanted something different.

“I love Nebraska, because there isn’t this massive machine-feel to the school. It’s very homey. My friends at other schools are telling me horror stories about some of their class sizes. My biggest class is 200 and that’s only one class. It’s a close-knit feel, but at the same time very open.”

A business management major, Meier is part of the CBA Business Learning Community (BLC), which is a group of business students who live together, take the same courses and participate in events planned specifically for the group. These students enjoy the advantage of living among others who are going through similar academic experiences.

“The CBA Business Learning Community has opened doors for me at UNL that I didn’t know existed and provided unique experiences within the College of Business. These include trips to businesses, such as Koch Industries, and in-house networking events with companies like The Buckle,” Meier said.

All students in the BLC live on the fifth floor of Abel Hall, where Meier is the floor president. He is also on the intramural soccer team and the ballroom team.

“The Learning Community is for any student that immediately wants an edge in the College of Business. The commercial world is very competitive and the BLC give students the strong start they need. Also, Abel 5 has become my family,” Meier said.

With a great love for music and penchant for business, Meier’s future goal is to start a record company for independent artists. He also has plans to study abroad and start a hip hop group while at UNL. He says his excitement is hard to explain.

“It’s being with a group of people you love and feeling like you have a family on campus. It’s also being in a place full of opportunities and feeling like the world is open to you,” Meier said.
Finance major Bailey Ryan of Lincoln takes pride in marching to the beat of her own drum. As the only female snare drummer in the UNL Drumline, she spends hours each week doing just that and has been doing so since fifth grade when she selected her first drum.

“For me, it was all about the music. I was always interested in marching, so I challenged myself every day. Most of us aren’t confident immediately when we try something new, especially if we are not surrounded by our family or best friends. However, in drumline, I’ve been able to accomplish so much because I am pushed by others,” Ryan said.

The drumline, which includes more than 20 marching drummers and 14 percussionists who play on the sidelines, have to work together in order to succeed. They spend 12 hours a week at rehearsal and meet six hours prior to kickoff on game days.

Drumline instructor Ben Coleman said the best students are those who manage themselves and develop an inner drive to contribute on a daily basis.

“Bailey certainly falls under that category in every sense. In a musical world typically dominated by males, Bailey firmly bucks the trend in multiple ways. Her work ethic often sets the benchmark for others to follow—not only in physical effort but with an optimistic attitude, preparedness and constant desire for quality,” Coleman said.

Ryan lives in the Alpha Omicron Pi sorority house and helps raise money for arthritis research through the Hungry Hungry Huskers event in the fall and Hoop-It, a basketball tournament in the spring. She is in Delta Sigma Pi, the business fraternity and a family representative for Dance Marathon, a fundraiser for Children’s Hospital.

Besides focusing on her studies, she said it is important to take the time to personally meet and talk with her professors. She believes you need the textbook knowledge, but you also have to apply it and be able to work with people.

“At UNL, you might be in a lecture class of 200 and that can be daunting. But, it also forces you to be proactive and get to know your professors. When you attend a university this size, you have to make your place and find your purpose,” she said.
At the College of Business Administration, there are many classes that go beyond the bounds of what students might expect to experience in a typical business class. Perhaps the most anticipated of them all is Finance 463: Security Analysis and Warren Buffett Business Valuation Techniques. The course affords some fortunate business students the opportunity to meet and have lunch with one of the most famous CBA alums – Warren Buffett.

Dr. Donna Dudney, associate professor of finance at CBA, teaches the course and has seen the class popularity increase with each passing year.

“I get very good students because they compete for a spot to go see Buffett, so they are motivated and study hard,” Dudney said. “There’s an undergraduate version of the class and a graduate version.”

Each year 10 students from each class – chosen by merit – get to meet Buffett. They submit questions they would like to ask Buffett, and the class votes on the order of the questions.

“The questions the students submitted this year had a more international flavor to them. For example, one of the students was from Pakistan and their stock market is thinly traded and kind of manipulated by a few large investors. He wanted to know how to apply Buffett’s principles in that type of environment,” she said.

Although getting the chance to meet one of the world’s most prominent financiers is certainly a key draw for students to take the elective course, there are other reasons students clamor to get in the class.

“Even if students don’t get to see Buffett, what they really want to know is how Buffett invests, and that is what the class focuses on – the techniques Buffett uses to invest,” Dudney said.

In class, students pick stocks that Buffett has already invested in, and try to figure out what makes those stocks attractive to Buffett. Then they form their own portfolios using Buffett’s methods. By the end of the semester, the class has a total of 20 stocks that have been vetted, researched and analyzed by every student in the class.

“I get very good students because they compete for a spot to go see Buffett, so they are motivated and study hard.”

- Donna Dudney, associate professor
“I keep track of how the various portfolios have done from year to year and they do pretty well,” Dudney said. “Buffett’s methods work. It gives the students a leg up if they want to put their own real money behind it.”

Dudney explained that although many academics tend to dismiss Buffett’s success as just getting lucky, a key component to the course is to juxtapose the modern portfolio theory advocated by many mainstream financial thinkers with Buffett’s approach.

“The class puts students right in the middle of the debate and ultimately, lets them decide how best to invest,” she said.

I was kind of in shock when I found myself one person away from Warren Buffett at lunch. I tried to just soak it all in.

I spoke with Mr. Buffett about Husker football and his support of Tom Osborne’s TeamMates mentorship program. He mentioned the time at a TeamMates event where he dressed in an old-fashioned Husker football uniform. It was ironic because this year’s class gift was a photo of Mr. Buffett in a jersey superimposed in front of Memorial Stadium. One of the picture options for the gift was him in that very outfit he was talking about, and my uncle was the one who took the photo.

Mr. Buffett also talked to me about his relationship with rapper Jay-Z and how they are teaming to help teach young people how to be smart with their finances. I was surprised to learn that Jay-Z had recently visited him.

My impression of Mr. Buffett was that he was a kind-hearted man who was not afraid to laugh at himself. He was incredibly easy to talk to and you could tell he was genuinely interested in all the students. He let each of us have our picture taken with him.

When we were all walking away after that final photo, he told us, ‘Nebraska will always be my favorite school.’
CBA Advisory Board Annual Awards Luncheon Honors Acklie, Martin, Petsick and Tenaska

The 2011 UNL College of Business Administration Advisory Board Annual Awards Luncheon was held April 15. Kirk Kellner, President of the College of Business Administration Advisory Board and Regional President of Wells Fargo Bank, was the emcee for the event and Dr. Donde Ashmos Plowman, James Jr. and Susan Stuart Endowed Dean, presented the awards.

“The three business leaders and the corporation we honored during the awards luncheon are true pillars in the state of Nebraska and the world,” said Plowman.

Those honored included Duane Acklie of Lincoln, JoAnn Martin of Lincoln, Joe Petsick of Omaha and Tenaska of Omaha.

**Duane Acklie**

Duane Acklie, founder and chairman of Crete Carrier Corporation received the Lifetime Achievement Award for his outstanding leadership and time, energy and guidance provided throughout his career. Acklie graduated from UNL with a bachelor of science and law degree. He served in the U.S. Army and practiced law to Lincoln before purchasing a small, struggling motor carrier company. Acklie built Crete Carrier into one of the top three largest privately owned trucking companies in North America and the Acklie Companies employ more than 6,000 people. Acklie is a recipient of the U.S. Department of Defense Service Medal – the highest civilian award for public service given by the Department of Defense. In 2009, he generously contributed to a new addition at the UNL College of Law, named the Duane W. Acklie Classroom Wing.

**JoAnn Martin**

JoAnn Martin received the Business Leadership Award, which recognizes individuals who are outstanding examples of successful leaders in their respective fields. She is president and CEO of Ameritas Life Insurance Corp. She became manager of the audit division at Bankers Life Insurance Company of Nebraska in 1984 and it later became Ameritas Life Insurance Corp. In 2005, Martin was elected president and CEO. Four years later, she also became president and CEO of UNIFI Companies. Martin earned her degree in business administration with an emphasis in accounting at UNL. She was inducted into the UNL School of Accountancy Hall of Fame in 2004 and won the Alumni Achievement Award from the Nebraska Alumni Association in 2002.

Martin also served on the CBA Advisory Board.

JoAnn Martin

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**Duane Acklie and Dean Donde Plowman**

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Tenaska received the Corporate Leadership Award, which recognizes excellence in Nebraska-based companies that are successful, dynamic and have a high level of commitment to their communities, customers and employees. Beginning as a start-up company in 1987 in Omaha, today the privately held company is one of the largest independent energy companies in the U.S. Ranked as high as 16th by Forbes magazine among the largest privately held U.S. companies, Tenaska-affiliated companies manage 37,000 megawatts of generating assets, including 17 power plants in 11 states. Respected in the independent power industry, the company chairman, Howard Hawks, was selected to be the first independent power representative on the Board of the North American Electric Reliability Council. Committed to ethical principles and practices, Tenaska’s owners are consistently recognized for commitment to community service. Tenaska has also awarded more than 500 scholarships to college-bound students.

Joe Petsick

The recipient of the Business Excellence Award was Joe Petsick, the co-founder and chief executive officer of Proxibid. This award recognizes those with an entrepreneurial spirit and growing business acumen, who maintain the high values of ethics and community service. These emerging business leaders provide inspiration and insight to the students at the College of Business Administration. As the first company to bring live auctions online, Proxibid has seen more than $2 billion in sales over the last eight years. A UNL graduate with a degree in economics and finance, Petsick oversees Proxibid’s finances and builds better cash flow management practices. He has also been devoted to helping experienced companies expand and building new ideas into successful businesses.

Nine sponsors helped make the awards luncheon possible. They included Ameritas, BKD LLP, Deloitte, Pinnacle Bank, State Farm Insurance, Union Bank, University of Nebraska Foundation, US Bank and Wells Fargo.

The College of Business Administration Advisory Board Awards were first presented in 1984. The list of past recipients includes Howard Hawks, Cliff Hillegas and Warren Buffett.
The Nebraska tradition of producing more Academic All-American athletes than any other institution is well documented. The student-athletes at the College of Business Administration, such as Ben Cotton, continue to achieve excellence on the playing field and in the classroom.

Cotton, a tight end on the Husker football team, is one of the more than 90 Husker athletes at CBA who were honored as medallion recipients this year. They achieved a grade point average between 3.000 and 4.000. Cotton has also been selected as academic all-conference the past two years.

“Balancing academics with athletics is the most difficult part for sure,” Cotton said. “You’re at the stadium lifting weights in the morning, go to classes, eat lunch, go to football meetings, go to practice, go to dinner and by that time it’s 8 p.m., and you have a test to study for the next morning. You study, go to sleep and then wake up and do it all over again.”

Dennis Leblanc, senior associate athletic director of academics, has seen Cotton replicate the success of many student athletes that come to Nebraska.

“Ben has been a role model in carrying on the Nebraska tradition,” Leblanc said. “I admire Ben for maintaining an outstanding GPA while earning a starting position on the football team. Ben was recently rewarded for his efforts being named First Team Academic All-District VII. Because of this selection he is on the Academic All-American ballot and if selected he would add to the University of Nebraska’s nation leading total of 291.”

Cotton will graduate in December, after three-and-a-half years, with a degree in business administration. Then he plans to pursue an MBA at UNL.

“You can never have too many options with the job market these days,” Cotton said.

Cotton’s first priority is to play football for as long as he can, and then perhaps coach alongside his father, Barney Cotton, who is the offensive line coach on the Husker football team. Cotton’s younger brother, Jake, is a redshirt freshman on the football team, and next year his brother, Sam, is planning to compete on the team as well.

To have four members of a family participating on the same Nebraska team at the same time is a rare feat – and it almost never happened.

Cotton graduated from high school in Ames, Iowa, where his dad was coaching at Iowa State University at the time. He was on his way to take an official recruitment visit to another school and got snowed in at the airport. During the long layover at the airport, his dad fielded phone calls from various coaches on the Husker staff, including Athletic Director Tom Osborne.

“By the time we got back home, my dad was offered the offensive line job at Nebraska. A couple hours later, I was offered to play here and it didn’t take more than an hour to make my decision. I grew up wanting to be a Husker because my dad played here and I wanted to be just like him.”

An aspect of Cotton’s story beyond athletics that is not well known is that he has Type 1 diabetes. He spoke at the Juvenile Diabetes Research Foundation Annual Gala in Omaha last winter and enjoys being able to tell his story to other young people who are in a similar position.

“I believe being able to excel in the classroom and on the
“Balancing academics with athletics is the most difficult part for sure.”

field gives me the opportunity to make a difference with young Type 1 diabetics. Doctors never told me that I couldn’t participate in things like football. I just have to monitor my blood sugars. I want to give kids that same message to make sure they know they can do the same type of things I’ve done.”

Cotton has had the rare opportunity to play in two major conferences, the Big 12 and the Big Ten. “Overall the guys on the team have loved competing in the Big Ten, and getting to play in all these other venues against these other great teams. Academically, the Big Ten is a strong conference, and now I can say I’ll be graduating from a Big Ten school and that means a little bit more too.”
Dean Donde Plowman announced the 2011-12 faculty promotions at the College of Business Administration. Dr. Sam Allgood was promoted to professor of economics, Dr. Fiona Nah was promoted to professor of management in information systems and Dr. Geoffrey Friesen was promoted to associate professor of finance.

Allgood originally joined the college in 1996 after receiving his Ph.D. in economics from the University of Georgia. He has expertise in a variety of economics topics including labor economics, managerial economics, public finance and economic education. Allgood received the CBA Research Award in 2008 and has continued to publish articles in a variety of journals including an article titled, “Economic Coursework and Long-Term Behavior and Experiences of College Graduates in Labor Markets and Personal Finance,” which appeared in Economic Inquiry in July. Joining CBA in 1998, Nah has continued to promote innovation in management information systems both in the classroom and her research. Nah received her Ph.D. in management information systems at the University of British Columbia, Canada. Her main areas of expertise are information systems, human-computer interaction, electronic commerce and web 2.0 environments. Her publications have appeared in numerous journals, with the most recent forthcoming in Management Information Systems Quarterly, one of the top journals in her field.

Friesen came to UNL in 2005 after receiving his Ph.D. from one of our new Big Ten partners, the University of Iowa, in 2003. He received his B.S. from UNL in 1995. Besides teaching a variety of undergraduate and graduate courses, Friesen has focused his research on insurance and risk management, behavioral finance, investments and mutual fund performance evaluation. All three faculty members continue to be vital contributors to CBA’s strategic goals to improve upon the undergraduate educational experiences for students while maintaining a high level of excellence in the quality of our research.
Dr. Amit Saini, an associate professor of marketing at the University of Nebraska-Lincoln College of Business Administration, is a self-described technology addict. His research involves examining how current marketing trends blend with technology.

“I’m primarily interested in examining the management of marketing technologies and market-facing technologies, such as customer relationship management (CRM), business-to-business (B2B) electronic markets or business-to-consumer (B2C) e-commerce,” Saini said. “I am fascinated with how technology shapes, creates and modifies consumption and markets.”

CRM is a strategy for managing a company’s interactions with current and prospective customers. B2B electronic markets involve the buying and selling of goods electronically between businesses. B2C e-commerce involves the electronic sale of a finished product to a consumer.

Saini’s papers have been published in journals, such as the Journal of Marketing, Marketing Letters and the Journal of the Academy of Marketing Science. He recently received CBA’s Best Paper Award and was a 2010 finalist for the prestigious Harold H. Maynard award for his paper, “Governance Mechanisms in Business-to-Business Electronic Markets,” co-authored by Rajdeep Grewal and Anindita Chakravarty and published in the Journal of Marketing.

“The paper breaks new ground by focusing on the context of information technology-mediated electronic markets that have hitherto gone unacknowledged by empirical research in marketing. B2B electronic markets are the new frontier in e-commerce, and in volume terms have grown far beyond business-to-consumer electronic commerce,” Saini said. The paper focuses on three mechanisms firms use to manage business-to-business electronic markets: monitoring, community building and self-participation. Monitoring involves observing buyers and sellers that participate in the market. Community building instills mutual respect and trust among market participants. Through self-participation the firm can increase knowledge about how the electronic market works. The influence of these mechanisms on the success of the electronic market depends on different aspects such as the reputation of the firm running the market, demand uncertainty and static or dynamic pricing.

“Dr. Saini’s work on the interface between marketing and technology is cutting edge. His research has important implications for both academics and practitioners,” said Dr. Les Carlson, interim chair of the marketing department. Originally from India, Saini earned his Ph.D in marketing from Washington State University before joining CBA in August of 2003. His educational background is in engineering and market research.
Sixty-eight University of Nebraska-Lincoln students participated in the 22nd annual Nebraska at Oxford Program at England’s University of Oxford, the oldest university in the English-speaking world. Sponsored by the UNL College of Business Administration, the four-week program began July 17 and concluded Aug. 13.

The Nebraska at Oxford Program is UNL’s most popular study abroad program. Open to students of all academic majors, the program gives students the opportunity to experience learning in a new environment and participate in activities specific to the British culture. Junior Marty Cunningham, Omaha, Neb., is a business administration major who went to Oxford last summer. He is also the student coordinator for the Oxford program and participated in the program this past summer.

“Three activities that students experience through the program are rounders, punting and High Tea at the Old Parsonage Hotel. Rounders is the British cousin to baseball, and punting consists of standing on the end of a narrow boat and using a large pole to maneuver the boat through the park. It is comparable to the gondolas in Venice,” Cunningham said. “High Tea was a great opportunity to be very British for an afternoon, eating finger
Oxford

sandwiches, scones and drinking tea.”

While in Oxford, students take six hours of UNL credit through two lecture-tutorial courses on British political and international economic policy.

“A typical day at Oxford started with breakfast at 8:30 a.m. and the Political Economy of Britain since 1945 taught by Dr. Martin Holmes started at 9:00 a.m. With Dr. Holmes’ knowledge and exuberance, I can say that is one of the most thought-provoking history classes I have ever taken,” Cunningham said.

The Oxford program also includes a number of excursions. These include the birthplaces of Winston Churchill and William Shakespeare, Blenheim Palace, Sandown Park and many others. There is also an extended three-day weekend built into the program during which students are encouraged to travel to Ireland, Italy, Germany, Spain, Amsterdam or Scotland.

Cunningham enjoyed many aspects of his trip, but the people he met and got to know while in Oxford made the most impact.

“I went on the trip with an open mind and did my best to get to know everyone. I was able to experience everything

Japan Exchange Program Provides New Perspective

The Senshu University Business, Culture and Language (BCL) Study Abroad Program at the University of Nebraska-Lincoln has been around for 20 years and is a true exchange program. UNL students trade places with students from Senshu University, a private institution located in Tokyo, Japan. A 12-week program, it begins in September and concludes in December.

Junior Ben Norton is an international business major with a minor in Japanese at the UNL College of Business Administration. Norton, who is from Lincoln, Neb., is currently studying in Japan.

“I was fortunate enough to start learning Japanese at an early age. The Senshu program was optimal for my major as it provides courses aimed at teaching the Japanese side of business. Senshu was a perfect choice for me,” Norton said.

The Senshu program includes a course that explores Japanese business concepts and methods of operation. The class also includes field trips to multinational corporations like Sony, Nissan and Suntory.

Dr. Scott Fuess, chair of the economics department at CBA, has accompanied ten different student groups to Senshu. He also taught classes and worked on various research projects there. Having studied abroad in Japan as a high school exchange student, Fuess recognizes the importance of the experience.

“A study abroad experience has lifelong value. It forces someone to think creatively and strategically. Learning to thrive in new surroundings, in a different language, following different customs is excellent preparation for life after college. For some, it is even the pathway to a particular career,” Fuess said.

A nine-day fall break is built into the program, allowing students to visit other locations around Japan.

“Even if you don’t know the language, traveling to another place much different than your own will give a renewed admiration for how vast our planet is,” Norton said.
One of the best kept secrets at the UNL College of Business Administration is no longer keeping a low profile. Under the leadership of Dr. Eric Thompson, the Bureau of Business Research (BBR) produces a broad range of economic research that has been recognized professionally and through local and national media. Thompson follows a formula for success that makes the BBR distinctively unique.

“We have not gone out and hired many staff. Instead, we’ve worked with other faculty members taking the lead on projects, and we typically employ anywhere between six and ten graduate students from CBA to work with us,” Thompson said.

The graduate students form the core component of the research teams and the dynamic has a reciprocal nature that benefits the BBR, faculty, students and the state. Not only does the structure lead to more research being produced, it simultaneously puts students in key roles that help them learn the essentials of conducting research.
“It’s a really great experience because you get guidance on how to complete a research project. You learn how to do a project from start to finish,” Hanna Hartman, economics Ph.D. student, said. She now has a portfolio of different articles on projects that she has been involved with and writing samples she can submit to potential employers.

Hartman, who grew up near Belle Plaine, Minn., has been with the BBR for over two years. She has worked both directly as part of the internship program, and indirectly while working for the Nebraska Department of Labor, who contracted with the BBR to perform an extensive study of employment trends in the green job sector of the economy. The Green Jobs report that came out of that study was a prominent research project that involved multiple states and demonstrated the overall impact that the BBR can make on the general public.

“Our green study work is a great example of the value we offer. Not only did we develop a well-received project report, but we’re also writing journal articles from that research. Our primary goal is to conduct economic research on the Nebraska, Midwest and national economies. Our secondary goal is to provide research and publication opportunities for UNL faculty, graduate and undergraduate students,” Thompson explained.

They recently completed work on the contributions of forestry services to the state economies of Nebraska, Kansas, South Dakota and North Dakota. They also developed an entrepreneurship index, which ranks states using the number of businesses that open and close. This index was referenced in an article that appeared in Bloomberg Businessweek earlier this year.

Economics Ph.D. student, Jared McEntaffer, recently traveled nationally to share his work. He presented research from the green jobs study at both the Mid-Continent Regional Science Association Conference in Detroit and the Auber Business and Economic Research Conference in Indianapolis.

“We looked at what industries people were in who lost their jobs between 2007 and 2009, and whether or not green jobs would be likely places for them to transition. We estimated a transition model and presented our results. I saw work that younger researchers are doing and got feedback. More established researchers also provided feedback.”

McEntaffer, who is originally from Pierre, S.D., thought it was particularly appropriate that he was able to present aspects of the green jobs study in Detroit. There unemployment has had a major impact because of difficulties of transitioning people who have lost their jobs in the auto industry. It was yet another example of how research that comes out of the BBR has significance beyond Nebraska.

“The most unique factor about the BBR is how much we’re contributing to graduate and undergraduate education in research. That is a unique feature of our bureau and it sets us apart,” Thompson said.
When Paul Tanyi came to the U. S. seven years ago from Cameroon, he planned to get his MBA and return home to run his family business. His passion for teaching deviated him from that plan and he is now assistant professor in the School of Accountancy at the UNL College of Business Administration. “I have always had a knack for numbers and I think in terms of numbers. I worked in public accounting for a year and taught as a graduate student. The professor I worked for encouraged me to get my Ph.D. and become a teacher,” he said.

While an MBA student at the University of Illinois, he took an accounting class and found his calling. Though his MBA concentration was in finance, he decided to get a master’s degree in accounting also. “I told my parents about not returning to the family business right after I completed the master’s program. They were receptive to the idea, because I wanted to pursue a Ph.D. I am the first person in my family to attain that level of education,” Tanyi said.

He earned his Ph.D. from Florida International University. He decided to go there, as it was one of the top schools in auditing research. Education was always a priority in his family. At age 19, Tanyi attended the University of Buea in Cameroon. Since it was the only university in Cameroon where classes are taught in English, it was very competitive. He earned a degree in banking and finance.

“Dr. Tanyi brings a unique international perspective to the School of Accountancy. This is a critical component for accounting education with the pending implementation of the International Financial Reporting Standards (IFRS) in the U.S.” said Paul Shoemaker, director of the School of Accountancy.

His current paper under review by The Accounting Review examines U.S. investors’ reaction to the potential adoption of IFRS in the U.S. “About 120 countries around the world allow or require their companies to use this standard. Currently, the U.S. is one of the few countries in the world that requires its companies to report their financial statements using only the U.S. General Accepted Accounting Standards (GAAP). The Securities and Exchange Commission (SEC) and Financial Accounting Standards Board (FASB) are considering the adoption of IFRS as an accounting standard.

“Critics of the potential adoption of IFRS argue it will negatively affect the quality of financial statements in the U.S. However, proponents of the adoption of IFRS argue that this adoption will benefit U.S. investors as the financial statements of the U.S. companies will be more comparable to those of their foreign competitors and this will facilitate their investment decisions,” Tanyi explained.

Tanyi and his co-author Steve Lin at Florida International University identified announcements made by the SEC and FASB related to the potential adoption of IFRS and measured the market reaction. They presented their research at the American Accounting Association meeting in San Francisco in 2010.

At UNL, he is currently examining how the Sarbanes-Oxley Act of 2002 influenced the effect of audit committees on financial reporting quality.
Six Retiring Faculty Honored

Retirees included: Tom Zorn, George B. Cook/Ameritas College Professor of Finance, department of finance; Kung Chen, Steinhart Foundation Professor, school of accountancy; Sandy Grossbart, W.W. Marshall Professor of Marketing, department of marketing; Ron Hampton, associate professor of marketing, department of marketing; Sang Lee, University Eminent Scholar FirsTier Bank and Regents Distinguished Professor, department of management; and Les Digman, Harold J. Laipply College Professor of Management, department of management.

Tom Zorn
Zorn was in the UNL Finance Department for 30 years. He taught the required large-lecture finance course almost every semester since joining the faculty. He served as the Ph.D. coordinator for most of that time and also on the Interdepartmental Graduate Business Committee. He has also served as the college representative to the University Graduate Committee and has contributed many years of service on the Faculty Senate. He continues to be an active researcher working with both graduate students and faculty colleagues. It is estimated that he has impacted the lives of more than 11,000 students while at UNL.

Kung Chen
Chen came to UNL in 1973 after completing his Ph.D. degree at the University of Texas – Austin. His entire career was devoted to UNL where he has been active in research and graduate education. He chaired or served on numerous doctoral committees and he was the Ph.D. Director for 15-plus years. Even with retirement looming, he remained research-active, publishing recently in top journals including The Accounting Review, Journal of Accounting and Public Policy, and Review of Quantitative Finance and Accounting. Chen also coauthored an accounting textbook titled Cost Management, A Strategic Emphasis, now in its fifth edition.

Sandy Grossbart
Grossbart joined the marketing department in January 1972, as an assistant professor soon after receiving his Ph.D. from the University of Florida. He was at UNL for 39 years and during that time, influenced the lives of many undergraduate and graduate students. Many of his former doctoral students have gone on to become recognized leaders in their fields. For more than 18 years, he provided leadership to the marketing department as the department chair. He also served for some time as the director of the agribusiness program. He is an internationally recognized macromarketing scholar and a former editor of the Journal of Macromarketing.

Ron Hampton
Associate Professor Ron Hampton joined the marketing department in August 1984 as an assistant professor after receiving his Ph.D. from the University of Arkansas. In the 27 years that he has been at UNL, he has influenced the lives of many students from around the world. He served as associate dean for nine years and...
marketing department chair for five years. During his tenure in CBA, he has won numerous awards, including CBA Advisory Board Award for Faculty of the Year, Phi Beta Delta International Faculty Award of the Year, Contributions to Students Award from the UNL Parents Association and CBA Distinguished Teaching Award.

**Sang Lee**

Lee served as chair of the management department for 35 years. His scholarly interests were broad and he published widely, including authoring or co-authoring 57 books, more than 260 journal articles and 750 original papers. He has presented over 2,000 speeches and visited more than 160 universities around the globe as a distinguished visiting scholar.

He received numerous honors for his professional work including NU’s Outstanding Research and Creativity Activity Award, and Distinguished Teaching Awards at both Virginia Polytechnic Institute and the University of Nebraska. He also has four honorary doctorates.

**Les Digman**

With specialties in strategic management, strategic decision making, international management and management of technology, Digman wrote 14 books, made contributions to 13 others, and published 34 articles in journals such as the *Harvard Business Review* and *Operations Research*.

A Fellow of the Decision Sciences Institute, he has also been a long-time and wonderful contributor to the instructional programs of the management department, enriching the department’s graduate students with his challenging, patient and caring attention to his students.

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**2011 Faculty Awards**

Six faculty and two graduates students were presented awards for teaching, research and service in April. They include:

- **Distinguished Teaching Award**
  - (Tenure Track/Tenured Faculty)
  - **Aaron Crabtree**
  - associate professor, school of accountancy

- **Distinguished Teaching Award**
  - (Non Tenure Track)
  - **Warren Luckner**
  - David P. Hayes Memorial Chair in Actuarial Science

- **Distance MBA Teaching Award**
  - **Emre Unlu**
  - assistant professor, finance

- **Graduate Student Teaching Award**
  - **Shannon Cummins**
  - graduate student, marketing

- **Graduate Student Research Award**
  - **DonHee Lee**
  - graduate student, management

- **Distinguished Research Award**
  - **Peter Harms**
  - assistant professor, management

- **Best Paper Award**
  - **Amit Saini**
  - associate professor, marketing

- **Emre Unlu**
  - assistant professor, finance

- **CBA Faculty Service Award**
  - **Donna Dudney**
  - associate professor of finance, department of finance

- **Distinguished Teaching, Research and Service Award**
  - **Tom Zorn**
  - George B. Cook/Ameritas College Professor of Finance

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*Dean Donde Plowman and CBA Distinguished Teaching, Research and Service Award recipient, Tom Zorn*
Hometown:

Aurora, NE - town of 4,000
100 students in high school class

Raymond, NE - town of 300
64 students in high school class

Major:

Marketing

Minor:

Management

Communications studies with an emphasis in advertising

High School Leadership Roles:

State President and State Reporter for Future Business Leaders of America

Student Council, Vice President of the drama team, speech team and Future Business Leaders of America officer.

Reason for Choosing UNL:

Wanted to stay in state for college financially, but also wanted a big school with lots of opportunity

Had strong ties at UNL and felt a strong sense of community when visited

Study Abroad:

Sydney, Australia

Oxford, England

Sorority:

Gamma Phi Beta

Alpha Omicron Pi

Association of Students at the University of Nebraska (ASUN) Position:

External Vice President

Chair of Diversity Strategic Development Committee

Business Experience:

Interned for Nebraska State Senator Annette Dubas, the Lincoln Saltdogs and National Research Corporation

Worked in the Undergraduate Advising Office and is currently a UCARE student for the Food Processing Center on East Campus researching social media platforms

Jamie Dick, who lives in Milpitas, Calif., is in a sales leadership development program with LifeScan, a Johnson & Johnson company. She is a resource to healthcare providers including physicians, endocrinologists, nurses, diabetes educators and pharmacies in rural parts of Arizona, Nevada and California.

She met Lifescan recruiters in Atlanta, Ga., during her senior year at UNL. While competing in the NSCS Sales Competition, she attended a career fair. She interviewed on a Saturday and the following Monday, she was invited to fly out to California for final interviews.

“CBA prepared me for my role with J&J by teaching me how to think at a more strategic level across a global market. My study abroad experience helped with my transition to California, as it taught me how to be independent and branch out of my comfort zone.”
Everyone

The word entrepreneurship brings up images of one person starting a company. While that picture of the lone entrepreneur with a magical idea remains a part of what entrepreneurship is, there is much more to it. In today’s hyper-competitive economy, big firms, as well as small and medium-size organizations, are all trying to reclaim their entrepreneurial roots.

“Innovation is critical for any firm to succeed, and entrepreneurs are the best employees for innovating and moving things forward. Organization structures are changing to help employees be more innovative and able to take calculated risks,” said Paul Hogan, co-founder and chairman of Home Instead Senior Care headquartered in Omaha, Neb.

Today, large organizations talk about intrapreneurship, while smaller organizations want to hire people who are innovative and able to develop their ideas. This means students of entrepreneurship can start their own businesses or take their skills to the established businesses striving to grow quickly and compete in new ways.

“We have a development program for entrepreneurs. We throw them into the fire, and it works out great. We call what we do intrapreneurship,” Joe Petsick, co-founder and CEO of Proxibid in Omaha, Neb., said.

The courses students take at the UNL College of Business Administration teach students to recognize opportunities, take action with their ideas and use disciplined process to execute and deliver. Entrepreneurship classes foster experiential exercises, designed on the ways adults learn. Students passionate about starting their own businesses can see results in a short time based on the mentoring and learning they get in the classroom.
Research from the CBA Center for Entrepreneurship shows that positive and strong relationships are a key part of success. Students at the UNL College of Business Administration not only study this aspect of entrepreneurship, but they also practice it.

In October, over 150 students participated in the mentorship roundtables event at the UNL Champions Club. The event is designed to allow students to network with business owners and respected leaders in our local business community with the intent that some students will establish a meaningful long-term mentoring relationship.

“The night left me with an excitement about the business world, specifically entrepreneurship that I haven’t really felt before. I haven’t had the opportunity to talk to entrepreneurs like this and the passion they have for their work was contagious,” said senior Patrick Lebsack, a marketing major and Spanish minor.

The entrepreneurship courses at CBA also provide students the chance to listen and interact with guest speakers who have extensive experience creating, owning and growing their own business.

“Business owners provide the students a great opportunity to hear first-hand experiences regarding entrepreneurship and the various experiences that entrepreneurs have encountered,” said Theresa Welbourne, director of the CBA Center for Entrepreneurship.

“Innovation is critical for any firm to succeed, and entrepreneurs are the best employees for innovating and moving things forward.”

-Paul Hogan

10-year career at Intel in positions in operations, engineering and human resources.” Dr. Sam Nelson, management lecturer at CBA, said.

He added that students in his entrepreneurship class identified areas of opportunity for CBA as the college transitions to the Big Ten Conference. Students were challenged to research how CBA compares to other Big Ten business schools and recommend solutions. They focused on execution by analyzing feasibility in terms of budget, location and facilities.

The Center for Entrepreneurship is developing new knowledge to help firms not only start up, but to grow. The team’s research continues to show that leadership and human capital management, overall, are key factors in predicting successful growth.

“Some of our best employees are entrepreneurs. It is hard to start a business, but it’s even more difficult to grow it,” said Bill Champion, president of Orthopaedic Marketing Group in Omaha, Neb.

Welbourne is building a research stream to understand what it takes to grow quickly and improve longer-term performance.

“If we can help businesses avoid the pitfalls of growth, it means more jobs, more wealth creation and overall, more success” Welbourne said. “The lessons learned will be integrated into our teaching, used for executive education and distributed via publications that can be available to a broader community.”
More than 140 people attended the UNL College of Business Administration Partnership Summit and Advisory Board Meetings in October. Dr. Donde Ashmos Plowman, James Jr. and Susan Stuart Endowed Dean, invited all members of the ten CBA advisory boards and special guests to hear the State of the College Address, “Our First Year in the Big Ten”. The event was followed by a luncheon and individual board meetings.

The advisory boards for CBA include: the overall College of Business Administration Advisory Board, Actuarial Science Advisory Board, Bureau of Business Research Advisory Board, Finance Advisory Board, Marketing Department Advisory Board, NE Council on Economic Education Executive Committee and School of Accountancy Advisory Board. Three newly formed boards also met and include: the Center for Entrepreneurship Board, the MBA Advisory Board and the Young Professional Advisory Board.

The dean’s address was followed by a luncheon and advisory board photos. Student ambassadors provided tours before taking each group to their board meetings. The day concluded with a tailgate at the Country Club of Lincoln.

More than 140 Business Leaders
Attend CBA Partnership Summit & Advisory Board Meetings
School of Accountancy Advisory Board (left to right) front row: Richard Petersen, Mike Boeke, Tony Urban, Carrie Weber, Janet Labenz; middle row: Kirk Hovendick, Ronald Nebbia, Paul Shoemaker, Amy Ryan, Michele Walker, Sue Wilkinson; back row: Robert Kehm, Ralph Castner and Paul Pettinger

Marketing Department Advisory Board (left to right) front row: Rich Claussen, Eric Gillis, Roger Thiede, back row: Andy Romjue, Les Carlson and Matt Nyberg

Nebraska Center for Economic Education Executive Committee (left to right) front row: Joni Sundquist, Jennifer Davidson, Mark Winkler, Stuart Bartruff; back row: Scott Fuess, Steve Martin, Roger Breed, Roger Butters and Harlan Falk

MBA Advisory Board (left to right) front row: Amy Nachman, CBA junior Anh Ha; middle row: Joseph Knecht, Larissa Johnson, Blaine Spady; back row: Ravi Sohi, Scott Fullerton and Zach Griffin

Finance Advisory Board (left to right) front row: Karen Plessinger, Brad Focht, Gordie Karels, John Decker, Lee Stuart; back row: Tim Neumann, Gary Raetz, Kirk Kellner, John Conley and Tom Pflug

Actuarial Science Advisory Board (left to right) front row: Denise Olson, Sue Vagts, Roxann Brennhofer, Warren Luckner; back row: Dave Swanson, James Blackledge and Steve Kellison
At age 91, the oldest active certified public accountant in Nebraska, knows the power of numbers. Delmar “Del” Lienemann Sr., also knows the power in them and believes it is impossible to know too many people.

“You never know when somebody you meet might be the person who leads you into something very important in life. That has happened to me all my life,” Lienemann said.

For example, consider the series of people he met in route to finding his wife. When he visited UNL to find a place to live, the Lutheran student minister suggested he visit the Beta Sigma Psi fraternity.

“I knocked on the door of the fraternity house and Harry Kammerlohr ’42 (from Dade’s City, Fla.) answered the door. I had met him at the World’s Fair in Chicago, because he and my brothers were the youngest people on the tour. That’s how I got into the fraternity,” Del explained.

Later, he went on a double date with another fraternity brother. The women they were dating were from the Alpha Psi Delta sorority.

“I asked my friend if he was going to call his date, Charlotte, back. He wasn’t sure, so I told him I would give him a week and then I would call her,” Del said. The fraternity brother never called her and Del married Charlotte in 1944.

Thus, they began their life adventure, which included raising seven children. They include: Dan, Denise, Diane, Dorothy, Doug, Del Jr., and David, who died at age 15 from a brain tumor in 1968. All are UNL alumni and the three sons are also CBA graduates.

“Growing up in a large family was a lot of fun. We have a very strong faith. Our desire to participate and support various community projects and organizations was learned through my parents,” Denise Lienemann Scholz said.

After graduating from UNL in 1941 and working a few years, Del, Sr., bought his own accounting office in 1945 in downtown Lincoln. Less than a year later, he purchased a gift shop for Charlotte to manage after she graduated from nursing school at UNO. The two Lienemann businesses were integral in how he met his biggest client and good friend, Ethel Abbott.

“One of my tax clients needed the financial documents from Prairie Airways and they had no books. He wanted me to visit the manager out there and offer my help,” Del said. Del went to Prairie Airways, which was owned by Chris and Ethel Abbott. He looked at their documents, “told them what they needed to do,” and a few days later, a woman came to visit him at his office. It was Ethel. They visited and when she left, he had the job of a lifetime.

“Chris’ office was above the gift shop. Every Saturday at noon, he would come down and visit with me about business in the world. I learned a lot from that. Ethel told me he liked to get a younger person’s philosophy of life,” Del said.
His work for the Abbott’s expanded to include Rocket Air Services in Omaha, a radio station in Shenandoah, Iowa to eventually managing all of Ethel’s accounts.

Del also became the president and CEO of the Ethel S. Abbott Charitable Foundation, which was created to provide grants that benefit the Lincoln, Omaha and Western Nebraska areas. When Ethel died in 1992, her $22 million estate was left to the foundation.

The Abbott Foundation has made contributions to organizations like the Red Cross, Folsom Children’s Zoo, Lincoln Public Schools, the University of Nebraska Foundation and many others. One of the most prominent gifts was $2.6 million for the development of the Abbott Sports Complex in northeast Lincoln.

Other members of the Lienemann family are also members of the Abbott Foundation Board. Son Doug, who is the chief financial officer at Midwest Steel Works, Inc., in Lincoln, also serves on the College of Business Advisory Board.

“Dad has always been very charity-oriented and taught us that. Over the years, he has encouraged many of his clients to also adopt a charitable focus in their lives. He has helped clients develop a number of other private foundations similar to the Abbott Foundation,” Del Jr. said.

Del Sr., continues to work out of the D.A. Lienemann CPA firm in Lincoln. An active volunteer throughout his career, he is chair of the Lincoln Symphony Foundation Board. He has been recognized nationally as the International Sertoman of the Year and the national fraternity of Beta Sigma Psi named its highest award after him, the Lienemann Achievement Award.

Also listed in Who’s Who in the Midwest, America and the World, one of the latest honors for Del is his family’s decision to endow a faculty chair in the School of Accountancy at CBA in his name.

“The gift from the Lienemann family will impact the School of Accountancy by helping us build a world class faculty and deliver a first class accounting education to our students. Del told me that his education enabled him to manage numbers well, which equipped him to help others in this community and this state. This gift will be an example so that others can do the same,” said Dr. Donde Ashmos Plowman, James Jr. and Susan Stuart Endowed Dean.

“You never know when somebody you meet might be the person who leads you into something very important in life.”

The Lienemann family with their University of Nebraska diplomas (left to right): Denise, Dorothy, Diane, Charlotte, Del Sr., Del Jr., Dan and Doug.
LIFETIME SUPPORT
$2,000,000+
Mrs. Eleanor S. Ogle

$1,000,000+
Anonymous
Mr. Edwin J. Faulkner
Dr. Vinod Gupta
Jim & HK Stuart

$500,000 - $999,999
Henry & Juliannne Bauermeister
Donald O. Clifton, Ph.D.
Clifford & Meredith Hayes
Mrs. Irma E. Kistiakowsky
Mrs. Josephine E. Kourdele
Dr. Matilda S. McIntire
Howard L. & Rhonda A. Hawks
James & Rhonda Seacrest
Scott & Jane Stuart

$250,000 - $499,999
Ameritas Charitable Foundation
Ameritas Life Insurance Corp.
BKD LLP
Sam & Joyce Baird
Michael & Terri Dunlap
Firstier Financial Inc.
Dr. James W. & Mrs. Helen A. Hanson
Mr. John T. Hay
Mutual of Omaha
Mr. & Mrs. James Stuart, Jr.
Mrs. Genevieve Sack Phillips
TO Haas Tire Co. Inc.
Mrs. Janet A. Thelander

$100,000 - 249,999
Ethel S. Abbott Charitable Foundation
Harold & Marian Andersen
Miss Josephine E. Beckley
Thomas J. Biagini
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Charles J. & Marita E. Bauermeister
C. G. Carpenter
Mrs. Evelyn R. Casey
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Cigna Foundation
Jeffrey & Margaret Curtiss
Farmers Mutual Insurance Company of Nebraska
Foundation of the Nebraska Society of CPAs
Alice M. Dittman
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Lawrence G. & Cathryn A. Hopka
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Campbell R. McConnell, Ph.D.
McGraw Hill Foundation Inc.
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Peter Kiewit Foundation
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Paul J. Pettinger
Mrs. Ellen A. Qualsett
Mrs. Kathryn S. Reed
Robert E. and Lorane T. Phillips Foundation
Allene D. Skalla
Roger & Jeri Smith
Mr. Thomas C. & Lisa M. Smith
Mr. & Mrs. Peter M. Sommerhauser
State Farm Companies Foundation
The Floradas Trust
The Gallup Organization
Union Pacific Foundation
Woodmen Accident & Life Co.
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NEW MEMBERS OF THE BURNETT SOCIETY
David D. Brunz
George & Gretchen Hirschbach
Frederick & Margaret Rickers

ANNUAL GIFTS
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Dr. & Mrs. Stanley L. Brue
Mr. Don R. Freeman
Mr. and Mrs. Brian C. Hamilton
Mr. and Mrs. Richard W. Kelley

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BKD Foundation
Mutual of Omaha Foundation
Mr. Alan R. Porter

$10,000 - $24,999
Mr. James T. Blackledge
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Mr. and Mrs. Kurtis S. Krentz
Mr. and Mrs. Craig R. Larmon
Mrs. Marion L. Larmon
Lincoln Financial Group
Charles and Martha Myers
Mr. Michael E. Mueller
Omaha Community Foundation
Mr. Roger L. Petersen and Ms. Louisa J. Hayward

$5,000 - $9,999
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Mr. & Mrs. Billy D. Bednar
Ms. Julie A. Bednar
Mr. & Mrs. Laurence B. Compton
Ms. Karen D. Dunning
Mr. & Mrs. Matthew G. Epp
Fidelity Charitable Gift Fund
Mr. & Mrs. Norman R. Hedgecock
Mr. Dennis L. Kern
Mr. E. Lyle Kinley Jr.
Medico Life Ins.
Milliman Inc
Mrs. Norma J. Nelson
Mr. & Mrs. Roland G. Ortgies
Ms Karen J. Plessinger

Principal Financial Group
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Mr. & Mrs. Brian C. Stanley
Mr. Darryl G. Wagner
William A. & Norma Nelson Foundation

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Mr. Cecil D. & Dr. Loren L. Bykerr
Mr. Brian S. Coordsen
Mr. Patrick Curry
Mr. & Mrs. Arthur J. Denney
Deter Motor Co.
Mr. & Mrs. Donald Deter
Mr. and Mrs. William S. Eastwood
Mr. & Mrs. Nicolas J. Fanning
Gannett Foundation
Mr. & Mrs. Donald K. Ham
Dr. James W. & Mrs. Helen A. Hanson
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Mr. and Mrs. Burton E. Holthus
Mr. William D. Jackman
Mr. Richard L. Jungk
Lincoln Benefit Life Company
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Mr. and Mrs. Timothy Neumann
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Mr. & Mrs. David R. Sheeran
United Way of Central & Northeastern Connecticut
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Mr. & Mrs. Roger J. Watton
Mr. and Mrs. William J. Wochner
Mr. & Mrs. Jason R. Wyman

$2,000 - $2,499
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Dr. and Mrs. Steven G. Anderman, Ph.D.
Mr. and Mrs. Steven C. Bates, Jr.
Mr. & Mrs. Andrew R. Berger
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BKD LLP
Bridges Investment Counsel, Inc.
Mrs. Kathy A. Broderick
Mr. James R. Brubaker
Leslie C. Carlson, Ph.D.
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First National Bank Omaha
Gothenburg State Bank & Trust
Dr. & Mrs. Richard L. Hodges
Mr. Jeffrey D. Hoffman
Mr. & Mrs. John L. Hoppe Jr.
Mr. Ronald J. Howard
Mrs. Alice P. Irvin
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**$500 - $999**

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<td>Mr. &amp; Mrs. Kenneth L. Cheloha</td>
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Jane Chronister, wife of CBA alumnus Mark Chronister ‘73, and Dean Donde Plowman at an alumni event at the Minneapolis Club.
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“The UNL MBA Program was perfect for me as I could take classes both online and on campus. The best thing that prepared me was my internship, as it applied my classroom knowledge to the real world.”

Tyrone Fahie
2011 MBA graduate and Nebraska Cornhusker football player, TD Ameritrade, Omaha, Nebraska

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