

# NEBRASKA BUSINESS

2012



**CBA Entrepreneurs Collaborate to Help Teams Win**



**BIG  
RED**

**BIG  
TEN**

**BIG  
TIME  
BUSINESS  
EDUCATION**

**GO  
BIG  
RED**

**CBA**  
*by the*

**#'s**

**3,514** Students

**34,000+** Alumni

**9** Majors (*Accounting, Actuarial Science, Agribusiness, Business Administration, Economics, Finance, Management, Marketing, Supply Chain Management*)

First-time  
Freshman  
enrollment up **25.4%**

**\$539,975**  
in Scholarships Awarded

**19** Business Student  
Organizations

Overall enrollment up **4.5%**

**338** Internships Reported  
(2010-2011)

**38** High School Seniors Attended  
**DREAM BIG** Academy

**4** New Career Coaches

**5** Study Abroad Programs:  
England, Japan, Italy, China  
and France

**2** Learning Communities:  
Business Learning Community  
(BLC) & CBA Connects

**1913** is the year CBA was  
established

CBA ranked **28th** as a  
"Part-Time MBA School" by  
The *U.S. News and World Report*

**19** members in the Dean's  
President's Council  
representing 19 business student  
organizations

**71** UNL students participated  
in the 2012 "Nebraska  
at Oxford" study abroad program  
and celebrated the program's  
22nd anniversary

A new **\$84 million**  
CBA building is on its way

Ethics are integrated  
into **90%** of the CBA classes





University of Nebraska–Lincoln

**Chancellor**

Harvey Perlman

**Dean**

Donde Ashmos Plowman

**Associate Deans**

Kathleen Farrell

Ravi Sohi

**Assistant Deans**

Ricardo Barrera

D'vee Buss

**Department Chairs**

Paul Shoemaker, Accountancy

Scott Fuess, Economics

Manferd Peterson, Finance

Gwen Combs, Management

Dwayne Ball, Marketing

**Executive Director for  
Communications & Marketing/**

**Magazine Editor**

Sheri Irwin-Gish

**Writers**

Sheri Irwin-Gish

Roger Simonsen

Jake Daberkow, senior

Elaine Ji, senior

**Photographers**

Craig Chandler

Bill Ganzel

Alan Jackson

Greg Nathan

Roger Simonsen

Tom Slocum

**Send news and information to:**

Sheri Irwin-Gish

Executive Director of Communications  
and Marketing

University of Nebraska-Lincoln  
College of Business Administration

1240 R Street

P.O. Box 880405

Lincoln, NE 68588-0405

sirwin@unl.edu



# CONTENTS

Message From the Dean..... 2

Enrollment Up Big at CBA ..... 3

The Oxford Advantage ..... 4

Regents Approve New Building ..... 5



5

German Tennis Players  
Star on Court ..... 6

New Business Minor &  
Entrepreneurship Track ..... 7

CBA Research in the Media.....8-10



6

Organizational Capacity  
for Compassion ..... 9

Dr. Ravi Sohi Honored ..... 10

Developing the First-Ever Fully  
Digital Economics Curriculum ..... 11

Identifying Connections Between  
Founder and Foundation..... 11

Economics: Adam Smith vs. Eve..... 12

Welbourne Receives HR Award ..... 13

CBA Master Shares Experience ..... 13

New Full-Time Faculty..... 16-17

DREAM BIG Academy  
Brings Business to Life..... 18

The Dark Side of Marketing..... 19

Pilot Supplements Leadership Skills ..20

Dual MBA/Juris Doctorate Degree  
Program Benefits Vahedi ..... 20



18

Dean's Advisory Board  
Recognizes Top Leaders ..... 21

Mammel Receives Lifetime  
Achievement Award..... 22

Supply Chain Management  
Provides Competitive Edge ..... 25



22

Gomez Goes to Washington ..... 26

Annual Giving List.....27-33



**ON THE COVER and PAGES 14-15:** David Graff, Brian Kaiser and John Wirtz collaborated in college to find a way to help teams win. What started with a project for the Husker football team turned into a business called Hudl. Recently featured in *Businessweek*, Hudl's clients include more than 11,000 high schools, 2,000 youth teams, 800 colleges, 10 NFL teams, eight NHL teams and one NBA team.

# MESSAGE FROM THE DEAN

## *What an exciting time we are entering as a college of business.*

- We have entered the Big Ten and increased the size of our faculty by hiring outstanding, new faculty who bring an energy that is revitalizing our college. We added 11 faculty this fall and are recruiting an additional eight for next fall.

- The 25 percent increase in freshmen this fall indicates that students are turning to CBA for an academic home in numbers we have never experienced. We also had a nearly 16 percent increase in transfers.
- We will likely celebrate the 100th Birthday of the CBA as we move into a new state-of-the-art building that will allow us to deliver the best business education possible. I have said many times that a building doesn't make a college, but at the same time we cannot be the college we want to be, or that the state of Nebraska deserves, without this new building. And, it is about so much more than just a building. The building reflects our aspirations to build a top ranked program and realize our potential as a college.
- We have launched Career Services at CBA and hired four Career Coaches for CBA students. The Career Services staff will be teaching the new one-hour Professional Enhancement courses we are requiring that students take in each of their four years in college, so they will be ready for the job interview and the world of work.

Our students come to the University with stronger resumes and higher ACT scores than ever before. We are reaching out to serve non-business majors through our new minor in business that we launched this fall. The six new courses that make up this minor will help any non-business student get an advantage in the job market.

Increasing numbers of students are interested in starting their own businesses and we have developed

a new entrepreneurship curriculum delivered by new faculty. Over the years, many graduates of CBA have successfully started their own companies. In this magazine, we feature the founders of Hudl, graduates of the Raikes School and CBA, who have changed the way football coaches use video for training athletes. This incredibly successful company was founded by David Graff, Brian Kaiser and John Wirtz, and was featured recently in *Bloomberg Businessweek*. I encourage you to read about them in this issue of *Nebraska Business*.

I will be spending a lot of time out meeting our alums this year as we are raising money for our building project. I look forward to talking to each one of you about where our college is headed. We appreciate all you have done for us in the past and we need your support like never before.

All the best,

*Donde Plon*

Donde



# ENROLLMENT UP BIG

## AT UNL COLLEGE OF BUSINESS ADMINISTRATION



Dean Donde Plowman announced a 25.4 percent increase in first-time freshmen enrollment in the College of Business Administration (CBA) this fall. The numbers buck the trend across the University of a 1.6 percent decrease in overall enrollment and reverse a 16-year trend.

"These numbers not only show the second largest increase in the last 16 years in CBA, but also reverse a five-year downward trend in new freshmen," Plowman said. "We have 567 first-time freshmen who are pursuing a major in business."

First-time transfer students in CBA also increased 15.8 percent. Plowman said new programs, activities and promotional efforts, including an improved and expanded website, and numerous contacts with students and their families were key to providing new students with not only the information they needed, but also a feeling of being part of a greater community when visiting the college.

"One of our most successful efforts in building community with new freshmen has been our CBA sunglasses, which new students received at New Student Enrollment if they follow me on Twitter and liked CBA on Facebook. Then they post photos in their sunglasses throughout the year. It's a great way for them to start to know each other," Plowman said. "Whether they see each other in the Union or downtown, they know they are from CBA when they see the red and black glasses."

The sunglasses were just one part of the recruitment and marketing plan for new students. Assistant Dean for Undergraduate Programs D'vee Buss and Executive Director of Communications and Marketing Sheri Irwin-Gish worked with their own staffs, admissions, faculty, CBA staff members and even alumni to build on the CBA community idea.

"We are being much more proactive about asking students to come be a part of the CBA experience. D'vee and Sheri and their staffs have worked together to lead this

charge. Faculty, staff and students have also helped by emailing and calling prospective students, and talking to students and their parents when they are in the building. We believe all these efforts help make them want to be a part of CBA," said Plowman.



*Dean Donde Plowman with sophomore Sam Meier of Hartland, Wisc. (left) and senior Elaine Ji of Suzhou, China (right)*



# The Oxford Advantage

By Jake Daberkow of Madison, Neb.,

December 2012 graduate in business administration with marketing minor

When I first considered taking part in the Nebraska at Oxford Study Abroad Program, I asked myself, "Is it worth it?" I needed a loan in order to go and didn't want to burden my parents. After going overseas to study economics for five weeks this summer, I can emphatically answer that it was worth every penny and moment spent due to the once-in-a-lifetime learning and living experiences.



Jake Daberkow

## THE CLASSROOM



Dean Donde Plowman and Jake Daberkow

Our professors, Dr. Holmes and Dr. Horsewood, made the classes very personable, learning our names and making jokes. We all felt comfortable interacting and participating. They didn't use PowerPoint or other technology, but hand wrote all of their notes on a blackboard, and drew examples and diagrams to help us understand the material.

Although economics is not my strong point, both professors made sure we understood the material through real world examples and by finding ways to relate the material that we found interesting, such as sports. I left Oxford feeling as if both professors were my friends.

## THE RELATIONSHIPS

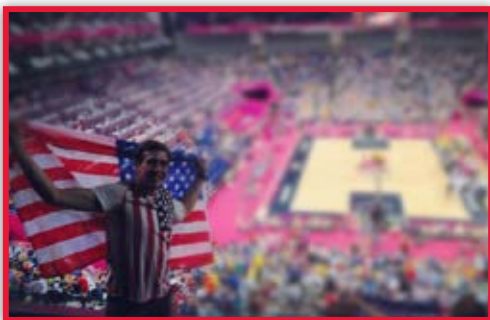
I went on the trip knowing just a few people and returned home considering everyone a close friend. I continue those relationships back at UNL. After I shared so many amazing memories with people, it is nearly impossible not to develop a strong bond with them. I can't speak for everyone, but I know - for me - the relationships I formed while at Oxford were definitely my favorite part of the experience.

## THE OLYMPICS: AN ADDED BENEFIT

We were very fortunate to have the Olympics held in London at the same time we were studying at Oxford. This provided an incredible opportunity to be a part of something that most people never will experience. We got tickets to see a USA basketball game and saw our favorite players live in action. We also watched the marathon and walked through Olympic Village.

## THE EXPERIENCE

I was submersed in different cultures in such a prestigious place and surrounded by a vast array of architecture and history dating back to times before America. It broadened my horizons and opened my eyes to life outside of our borders. Coming from a small town in Nebraska, it made me realize how many opportunities are available outside of the state, the Midwest and the U.S.



Jake Daberkow at the USA basketball game during the Olympics



Chris Ames and Dean Donde Plowman

## Dean, Special Effort Made a Difference in Omaha Student's Decision

Chris Ames was senior class president, National Honor Society president, state speech champion, bass section leader in the choir and golfer on the first team that made it to state in a decade. Many schools wanted the Brownell Talbot High School student from Omaha, Neb., but Ames said the people at the University of Nebraska-Lincoln College of Business Administration made his decision an easy one.

"Dean Donde Plowman was a big influence on my decision. My family and I were extremely impressed with what she wanted to do with CBA, how she wanted to make sure students got the right help and mostly her love of what she does," Ames said.

Ames had an interest in architecture and was confident that would be his major. After attending a UNL Red Letter Day though and listening to the Dean, he realized business was a better fit.

"The first time I met Chris and his parents I just knew the College of Business Administration was the right place for him. We worked hard to recruit him, knowing he had many other attractive offers out of state," Plowman said.

Ames noted the special effort from the Dean, Dr. Gwen Combs, chair of the management department, and others at CBA made a difference.

"They made me feel wanted at Nebraska. This was a big change from what the other universities had done, which was send an acceptance letter and that was the end of it. Nebraska was different and that meant a lot," he said.

In April, he decided to major in management in the leadership track. This fall, besides taking a full class load, he is involved in residence hall student government, plays flag football and started an a cappella singing group. He also works at the help desk in information services.



Architectural rendering of the new CBA building  
on the southeast corner of 14th & Vine



# THE PLACE TO BE

## *Regents Approve New College of Business Administration Building*

The Nebraska Board of Regents approved plans for a new \$84 million College of Business Administration building, making way for one of the most significant events in the history of the college, and largest academic building project in recent history at UNL.

The 240,000 square-foot building will be located at 14th and Vine streets, just north of Kauffman Academic Residential Center. The building will be built through private donations and is scheduled for completion in January 2016.

The Regents approval of the building coincided with a 25.4 percent first-time freshmen enrollment increase and 15.8 percent transfer increase at the college this fall. The increase of students, which reversed a 16-year negative trend,

supports Dean Donde Plowman's vision to build a nationally recognized college of business.

"Building a state-of-the-art facility will help us attract world class faculty and students, and will help us establish a major footprint in the Big Ten, home to some of the best public business schools in the world. To continue to achieve our enrollment goals, we need state-of-the-art facilities and more room to teach more students," Plowman said. "The new building will provide all of the things needed so our students graduate from CBA best prepared for the modern work force."

The building will also help meet the goals set by Chancellor Harvey Perlman to increase enrollment at the university by 5,000 students in the next four to five years.

*"Building a state-of-the-art  
facility will help us attract world  
class faculty and students and  
will help us establish a major  
footprint in the Big Ten."*

*-Dean Donde Plowman*

# GERMAN TENNIS PLAYERS STAR ON COURT AND IN THE CLASSROOM

*Janine Weinreich (left) and Stefanie Weinstein*

Husker athletes Janine Weinreich and Stefanie Weinstein represent two in a long line of international students who came to Nebraska from Germany to compete on the women's tennis team. Both business majors, they were honored at the annual Student-Athlete Recognition Banquet, where the College of Business Administration had 84 honorees with a GPA of 3.5 or more – the most of any UNL college.

Weinreich, who is from Tespe, Germany, near Hamburg, found the move to Nebraska easier than expected.



*Stefanie Weinstein (left) and Janine Weinreich*

"The people here in Nebraska are super nice," Weinreich, an international business and marketing major said. "They showed that they were going to take care of me just as well as my family back home. It was easy to adjust to the new surroundings."

Weinstein, who grew up in Much, Germany near Cologne, also had a smooth transition.

"At first I was thinking about going to America for a year to improve my English and get some experience studying

abroad. Then I heard how much (former Husker tennis star and German native) Madeleine Geibert liked Nebraska. After a few emails, I decided to come here without even visiting," Weinstein said.

Weinstein, who is majoring in business administration with minors in economics and math, pointed out that the academic support and tradition at UNL, have been essential to her success.

"My economics classes provide analytical thinking which will help me in my career in terms of organizing and working with people," Weinstein said. "The business instructors help us too and provide us with the study materials we need when we are traveling for tennis meets."

With the help of Weinreich and Weinstein, the tennis team finished with the one of the strongest teams in Nebraska history last year. Nationally ranked throughout the season, they competed in the NCAA tournament.

Weinreich looks at the dual role of student-athlete with a business-like attitude.

"We study on trips and stay up a little longer because we're on the court a lot most days, but a lot of other students have to work in college. We look at it like tennis is our work," Weinreich explained.

The seniors plan to keep working both on and off the court when tennis starts this spring.





Felicia Ramirez

## Fine Arts Student Adds Business Minor to her Resumé

Felicia Ramirez knew she would need more than artistic talent to stand out as a photographer. After transferring to the University of Nebraska-Lincoln for the graphics program at the College of Fine Arts, she enrolled in new business minor courses at the College of Business Administration.

“Everyone in my field has the creative ability. If you also have business skills, then you have an advantage. A person who understands marketing, accounting and managing a business on a day-to-day basis is a step ahead,” Ramirez, a senior from Kansas City, Mo., said.

Ramirez plans to own her own photography business after graduation.

“The business minor is tailored to non-business majors, and the professors cater the materials to our specific needs,” Ramirez said.

Ramirez will graduate this spring with a business minor and a full portfolio.

## Business Minor Provides Competitive Advantage

The College of Business Administration offered a new business minor this fall for all UNL non-business students. The minor provides an understanding of the critical areas of business in accounting, business law, economics, finance, marketing and management.

The minor requires 18 hours of course work, and each class is designed specifically for students who are not majoring in business.

Dr. Kathy Farrell, senior associate dean, said, “The minor is designed to complement the work they are doing in

their primary college. Students who take the business minor course in accounting may not be preparing the accounting spreadsheets, but they do need to know how to read them.”

She added, “Students will benefit from an understanding of business in both their personal and professional lives. Having knowledge about core business concepts will help graduates make better and more informed business decisions throughout their life. It will also provide them with the advantage of being more competitive in the job market.”

## Entrepreneurship Track in Management Expands Student Experience

The College of Business Administration introduced a new entrepreneurship track for management majors this fall. The track gives business students a greater opportunity to focus on what it takes to create and run their own business.

Dr. Sam Nelson, associate director of the center for entrepreneurship, said, “Each course now has a competition event associated with it. Students have in-class and out-of-class components for each class, and we are establishing formal mentorship opportunities for each student in the program. The competition and the mentoring will all run parallel to the curriculum.”

Nelson also explained the new focus on creative, as well as critical thinking skills.

“If you’re going to start a business, you have to know how to make a very solid argument to potential investors and customers,” Nelson said. “We teach students how to think and solve problems in the startup environment.”

The program was also bolstered by adding new faculty, including Dr. Varkey Titus, Jr., assistant professor of management, who joined CBA after receiving his Ph.D. from the Kelley School of Business at Big Ten cohort Indiana University.



# CBA RESEARCH IN THE MEDIA

## **SAM ALLGOOD AND WILLIAM WALSTAD**

- **November 30, 2011: *Consumer Affairs***  
Do You Know As Much As You Think About Credit Cards?

Dr. William Walstad, John T. and Mable M. Hay Professor of Economics, and Dr. Sam Allgood, Edwin J. Faulkner Professor of Economics, had their research reported on by *Consumer Affairs*. Their research examined a consumer's knowledge about credit cards and how that knowledge affected their credit situation.

- **November 2, 2012: *Wall Street Journal***  
Tackling Investor Ignorance

Walstad and Allgood were also referenced in an article that examined financial literacy and the difficulties of small investors during the run-up to the financial crisis. They examined the importance that confidence plays when measuring a person's ability to manage finances.

## **JOHN ANDERSON:**

- **May 31, 2012: *Wall Street Journal***  
How to Put a Waitress Out of Work

Dr. John Anderson, Baird Family Professor of Economics, was featured for a paper he published in *Applied Economics Letters*. He worked with Dr. Orn Bodvarsson of St. Cloud University and examined whether government wage mandates for tipped employees, such as waiters and waitresses, resulted in more take home pay for employees.



Sam Allgood



William Walstad



John Anderson



Roger Butters



Carlos Asarta



Donna Dudney



Seth Giertz

## **ROGER BUTTERS AND CARLOS ASARTA:**

- **February 13, 2012: *MarketWatch - The Wall Street Journal***  
McGraw-Hill Higher Education Partners with University of Nebraska-Lincoln

Dr. Roger Butters, professor of economics, and Dr. Carlos Asarta, associate professor of practice of economics, were both featured for their efforts partnering with McGraw-Hill Higher Education to produce the first ever fully-digital curriculum for the economics classroom.

## **DONNA DUDNEY:**

- **November 30, 2011: *The New York Times***  
Buffett to Buy Omaha Newspaper Company
- **December 1, 2011: *The Christian Science Monitor***  
Buffett buys a newspaper. Time to invest in news?

Dr. Donna Dudney, associate professor of finance, was quoted in *The New York Times* for her views on why Warren Buffett chose to purchase the *Omaha World-Herald* at a time when many people look at traditional newspapers as a dying industry. Dudney teaches a class at CBA on the methods that Buffett uses to make investments decisions.

## **SETH GIERTZ:**

- **April 16, 2012: *U.S. News & World Report***  
How the 'Buffett Rule' Has Already Hurt the Economy

Dr. Seth Giertz, assistant professor of economics, was recently quoted about a research article he published in the *Journal of Economic Perspectives*. Giertz and his co-authors, Dr. Emmanuel Saez and Dr. Joel Slemrod, maintain that when people anticipate a tax increase they accelerate their income so that it is taxed at a lower rate.



# CBA RESEARCH IN THE MEDIA

## PETER HARMS:

- **April 3, 2012: *Forbes***  
Love Thyself: Why Narcissists Ace Job Interviews
- **April 10, 2012: MSNBC**  
Narcissists Do Better in Job Interviews.

Dr. Peter Harms was quoted about his research on how narcissists tend to thrive in the context of job interviews.



Peter Harms



Janice Lawrence

## JANICE LAWRENCE:

- **February 2, 2012: *Business News Daily***  
Is It Ethical to Own an iPhone?

Dr. Janice Lawrence, director of the business ethics program, was recently interviewed regarding her views on the ethics of owning an iPhone, in light of recent reported charges of mistreatment of workers who create and manufacture Apple products overseas.



Ann Mari May

## ANN MARI MAY:

- **September 4, 2012: ABC News**  
Is the 'Lipstick Effect' Rooted in Evolutionary Psychology?



Mary McGarvey

Dr. Ann Mari May, professor of economics was featured in an article examining the differences between men and women regarding how they present themselves during difficult economic times. The article presented research to show women spend more than men on beauty products during a recession.

- **October 1, 2012: USA Today**  
He said, she said: Economists' Views Differ by Gender
- **October 3, 2012: NBC News Today**  
Women Think Differently – Even in the 'Dismal Science'

May was quoted regarding her research detailing the gender gap on economic policy among the nation's professional economists.

## ANN MARI MAY AND MARY MCGARVEY:

- **September 21, 2012: *The Wall Street Journal***  
Week In Ideas: Daniel Akst – Economics: Adam Smith vs. Eve

May and Dr. Mary McGarvey, associate professor of economics, were featured regarding their paper "Are Disagreements Among Male and Female Economists Marginal at Best? A Survey of AEA Members and Their Views on Economics and Economic Policy."

## Organizational Capacity for Compassion

Everyone is familiar with someone they know that lacks compassion or displays strong self-centered tendencies. But what happens when these attributes become traits throughout a business or organization?

Dr. Dennis Duchon, E.J. Faulkner Professor of Management at the College of Business Administration, has been researching how organizations can grow stronger or fail based upon how they view themselves and how they allow their employees to spread compassion in the work place.

"The idea is that an organization has an identity just like a person," Duchon said. "There are times when the 'we are' is collectively expressed in a business as a narcissistic self – particularly when it takes on a sense of entitlement, sense of self-aggrandizement and a sense of denial. The company loses touch with its reality because it becomes self-obsessed."

Both Enron and Salomon Brothers are companies that have collapsed in recent years that exhibited narcissistic traits, according to Duchon's research, which was published in *Organizational Dynamics*.

More recently, Duchon has begun to study how business systems can become stronger by fostering compassion among employees. In a recent article in *Academy of Management Review*, Duchon and co-authors present a theory of emergent organizational capacity for compassion.

"We use a new emerging model based on what's called perplexity science that tries to describe the internal workings of large systems. The idea here is that a single act of compassion can spread and grow and become part of the system's identity."

Duchon is now attempting to scientifically identify what circumstances must be in a place for acts of compassion to emerge in an organization.



Dr. Dennis Duchon





Dr. Ravi Sohi

## Dr. Ravi Sohi Honored

The road to recognition in academic research is long. The necessity of time makes it all the more meaningful to Dr. Ravi Sohi, associate dean of graduate programs and research at the College of Business Administration, who was awarded the 2012 Louis W. Stern Award for excellence in marketing research.

“We were more than flattered to receive this award. We were honored,” Sohi said, referring to himself and co-authors Dr. Jean Johnson, a UNL marketing Ph.D. alumnus at Washington State University, and Dr. Rajdeep Grewal, currently at Penn State University Smeal College of Business. “The past winners include some very big names in the field of marketing.”

The Stern Award is bestowed for an outstanding article published in a highly respected refereed journal that has made a significant contribution to the literature on marketing and channels of distribution. Articles are

eligible for consideration between three and eight calendar years after publication. Sohi was awarded for the article, “The Role of Relational Knowledge Stores in Interfirm Partnering,” published in the *Journal of Marketing* in 2004.

The research drew on a concept called organizational learning, the process by which companies collect information and convert it to usable knowledge. Their findings showed that by developing and leveraging knowledge in three core areas: interacting with business partners, management of supply-chain functions and knowledge about the external operating environment – companies can create high quality and effective relationships, especially when they are operating in an uncertain environment.

Sohi and his colleagues received the award at the American Marketing Association National Conference in Chicago in August.

## CBA RESEARCH IN THE MEDIA

### DONDE PLOWMAN:

- **April 3, 2012: *Wall Street Journal***  
Business Skills and Buddhist Mindfulness

Dean Donde Plowman’s research on organizational mindfulness was the focus of a *Wall Street Journal* article. The premise of the study is that when business schools pay close attention to what is happening around them and are ready to correct mistakes, they are less likely to make them. The study was published in the *Academy of Management Learning and Education* in 2011.



Donde Plowman



Eric Thompson

### ERIC THOMPSON:

- **November 21, 2011: *Bloomberg Businessweek***  
Heineman’s Keystone Pipeline Victory Shows His Red State Environmentalism

Dr. Eric Thompson, associate professor of economics and director of the bureau of business research, was interviewed for an article in *Bloomberg Businessweek* to address Nebraska Governor Dave Heineman’s opposition to the Keystone XL pipeline.

### ERIC THOMPSON AND WILLIAM WALSTAD:

- **October 24, 2012: *CNN Money***  
10 Most Inventive States

The State Entrepreneurship Index developed by Thompson and Walstad was referenced in a story examining states with the most patent activity since 2011.



# Developing the First-Ever Fully Digital Economics Curriculum

Dr. Roger Butters, assistant professor of economics and Dr. Carlos Asarta, associate professor of practice in economics, are helping transform how economics courses will be taught. Together, the College of Business Administration economics instructors are developing the first-ever fully digital curriculum.

Offered in English and Spanish by McGraw-Hill Higher Education, the curriculum will feature a range of multimedia components, including engaging videos for each learning objective, online assessments, an interactive digital workbook and a smart device app to deliver the course on mobile devices.

"We have the opportunity to provide students with an extremely engaging introduction to college-level economics," Butters said. "Understanding the basic principles of economics is critical for every student today, regardless of their future plans. This all-digital curriculum will ensure that each student is successfully grounded in those principles."

Butters and Asarta are creating every element of the curriculum by learning objective, grouped by topic areas, which enables instructors to choose when, where and how they will teach each concept. With the all-digital teaching



Dr. Roger Butters (left) and Dr. Carlos Asarta

resources, instructors will have the tools needed to teach in a dynamic, engaging and interactive digital environment. Adaptive assessment technology will be used to monitor student progress toward each learning objective.

"We've expanded the project to include a customizable book available to educators that will build on the content presented in videos and online. It will delve more deeply into the content by covering current news articles and analysis," Butters said.

Filming will be done on the project late in 2012 in New York City, and contents are expected to be available for professional test groups in August of 2013. The anticipated launch date is January 2014.



Dr. Arthur Allen

## Identifying Connections Between Founder and Foundation

Dr. Arthur Allen, associate professor of accountancy, is currently studying the connections between a private foundation and its founder. Is there an integral connection between the name of an organization and the style with which that individual runs the foundation that might be jeopardized when the founder is no longer around?

"When you have founders like Bill and Melinda Gates, who gave a lot of their money to get their foundation started, we would expect them to be particularly passionate on those philanthropic issues," Allen said. "What we want to know is, if the founder has passed on, such as Henry Ford, is that going to make them less efficient? Are they going to start spending more money on administration?"

Allen is also looking at the connections, intelligence and business

acumen that someone like Bill Gates brings to the table, to see if the personal touch of the founder is significant to its originally intended goals.

In a similar study, Allen is taking a closer look at how executives of foundations are compensated, and in turn, how big donors may want to be involved in how their contributions are spent.

"Some founders may believe that they are able to pass on their values, and some of them have decided to spend down their foundational monies in their lifetime. Warren Buffett was concerned enough about that to ask Bill Gates to spend the money he donated as he is giving it."

Allen and his colleagues have presented papers on their work at the American Accounting Association's annual convention.

# Economics: Adam Smith vs. Eve



**E**conomists have surveyed themselves a lot over the years about economic policy. What they had not examined were the differences in the views of male and female economists on policy issues.

Dr. Ann Mari May, professor of economics, and Dr. Mary McGarvey, associate professor of economics at the UNL College of Business Administration, along with their colleague Dr. Robert Whaples of Wake Forest University, thought it would be interesting to find out if there were any differences in the views of economists along the lines of gender. In doing so, they have garnered national attention in the *Wall Street Journal*, *NBC News Today*, and a recent lead article in the *USA Today*.

"It was an interesting question because it hadn't been asked," May said. "You have a profession that is in flux with more women entering the field. We thought it was a good time to take a snapshot and see if their views are the same or if they're different than those of their male colleagues."

Although the economists surveyed had no differences in their core beliefs on economic theory and methodology, they found striking differences in views on economic policy between female and male economists.

"The greatest difference of opinion was in equal opportunity and labor market," McGarvey explained. "Women did not agree with studies that say that the gap between men and women's pay is due to women's choices and their qualifications, whereas men tended to agree with that statement."

The same differences in attitudes between women and men were found when they were

asked about opportunities in the job market. Female economists responded that there was not equal opportunity while men said that there was.

May also pointed out that many opinion poll surveys have already shown clear differences between men and women when it comes to voting preferences and party affiliation.

"We wanted to see if there was also a gender gap in terms of similarly trained professional economists," May said. "Most of the public policy makers are men, and most of the professionals that advise on public policy are men. As women are entering the profession, we wanted to know if they share the same views on economic policy as their male counterparts."

According to their study, female economists were more likely to look favorably upon government playing a stronger role in economic decision making, and male economists were more likely to oppose government playing a more significant role.

The research team, which was made up of women and men, surveyed economists who had received their Ph.D.'s in the U.S. and were all members of the American Economic Association.

The article by Ann Mari May, Mary G. McGarvey, and Robert Whaples entitled, "Are Disagreements Among Male and Female Economists Marginal at Best? A Survey of AEA Members and Their Views on Economics and Economic Policy," is forthcoming in the journal *Contemporary Economic Policy*.



Dr. Ann Mari May



Dr. Mary McGarvey





*Dr. Theresa Welbourne*

## Professor Receives Distinguished HR Award

Dr. Theresa Welbourne, director of the UNL College of Business Administration Center for Entrepreneurship and First Tier Banks Distinguished Professor of Business, received the 2012 Academy of Management Distinguished HR Executive Award earlier this year.

Welbourne, who has over 30 years in human resource management practice and study, became the first woman and first entrepreneur to win the award.

"The prior winners are all from very large, Fortune 100 type firms," Welbourne said. "To win this award the year I went back into academics at the UNL College of Business Administration was very humbling."

The award is for people who make contributions to practice, research and teaching. Welbourne explained

that she tries to make impacts in all three areas in her academic and business work.

"We have changed the way people think about employee surveys at my business, eePulse. We deliver real-time data and help leaders and HR executives learn to tell stories with their data that drive dialogue, action and results."

In her academic work, Welbourne has used data to learn how fast-growth companies maintain their entrepreneurial spirit through a high-energy workforce.

"I have been able to use science and rigorous research to create business interventions that help both high-growth and high-change organizations. I really enjoy the space where research and practice come together."

## Hasebroock Named CBA Master

Mark Hasebroock, a 1982 graduate of the College of Business Administration, was named the 2012 CBA Master. While on campus for Alumni Master's Week, November 8-9, he spoke to entrepreneurship classes, student organizations and faculty, and shared his insight on starting and growing companies.

As founder and owner of Dundee Venture Capital, he and his associates invest in growth companies with an ecommerce and web services focus. They believe in mentoring and providing support to budding entrepreneurs, and have worked with companies from Boulder, Colo., to Omaha, Neb., and Austin, Texas to Chicago, Ill.

"We look for people who have started a business before, whether they succeeded or failed, as we know they learned from it. We want people who are passionate about the business, who would run through walls,

because nothing is going to stop them," Hasebroock said.

Though he began his after-college career as a commercial banker, one of his first business adventures happened in college. He and a friend decided to sell footwear to sororities in order to earn money to go to Padre Island for spring break.

"We sold many pairs of moccasins in blue, green and purple, and had a great spring break. When we returned to Lincoln, there was a line of women waiting for us ... their feet had turned blue, green and purple from the shoes. We had to replace them or give their money back, and we had already spent our earnings. It was a valuable lesson on knowing your supplier," Hasebroock said.

This lesson stayed with him as he founded several start-up companies, including giftcertificates.com and Hayneedle.com. He and his wife, Jane, have eight children and live in Omaha, Neb.



*Mark Hasebroock*

# Hudl Founders Collaborate to Help Teams Win

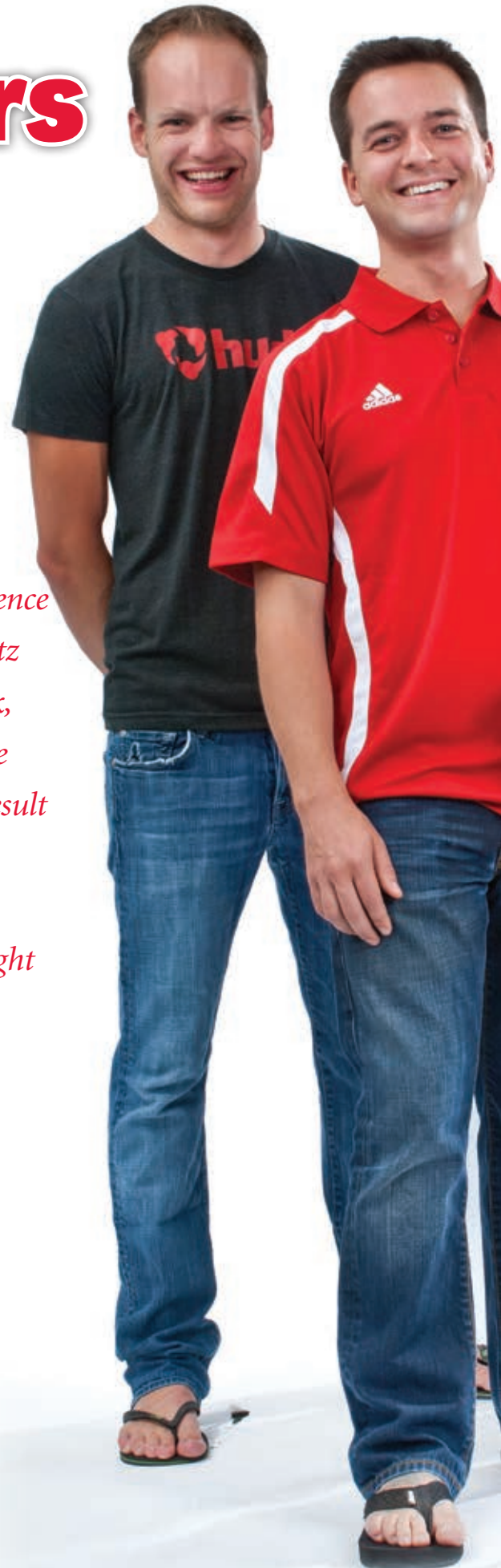
*A unique opportunity to blend business and computer science at the University of Nebraska-Lincoln intrigued John Wirtz from Blue Springs, Mo.; Brian Kaiser from Overland Park, Kan.; and David Graff from Omaha, Neb. When the three students collaborated at the Jeffrey S. Raikes School, the result was Hudl, a company founded to help teams win. Today, more than 11,000 high schools, 2,000 youth teams, 800 colleges (including 80 division I teams), 10 NFL teams, eight NHL teams and one NBA team benefit.*

Hudl CEO David Graff said, “All three of us had an interest in entrepreneurship so we talked to Jeff Raikes (namesake for the Raikes School and CEO of the Bill and Melinda Gates Foundation) about a class project that involved 3D, video game-style simulation for football players.”

Graff worked for the athletic department and was familiar with the football team and their processes. His boss, Bill Callahan, was head coach of the Husker football team at the time.

“We quickly realized that the bigger opportunity existed around developing ways to share the game, practice and opponent scout video. With Brian leading the way from a technical standpoint, we worked together to build a prototype to show Callahan and his staff. The strong initial reactions led us to build a business around the idea,” said Wirtz, chief product officer.

It was February 2006 when Callahan viewed the program, and he wanted it for the spring football season, which was a month away.







*Hudl founders (left to right) David Graff, John Wirtz and Brian Kaiser*

“The prototype was a lot more smoke and mirrors than Coach Callahan realized at the time, but we agreed that if the Nebraska football staff would work with us the next season and give us access to their players and coaches for feedback, we would devote ourselves full time to building a solution for the Huskers once we graduated in May,” said Kaiser, chief technological officer.

They made good on their word and the company, which started with three employees, now has almost 70. They recently acquired two competitors, APEX this summer and Digital Sports Video a year prior. The online video analysis and coaching tools now provide a way for athletes to showcase their accomplishments through highlight tools and profile pages. College tools are also available to help them with the recruiting process.

“We were really lucky that the three of us have skills and interests that complement each other well. Each of us were willing to fill whatever role was needed. We have never had any big conflicts and we have a tight knit team at Hudl,” Kaiser said.

They call their staff Hudlies and offer unique benefits, such as providing each staff member with \$250 to donate to the charity of their choice. They also print pink Hudl shirts each October to support the fight against breast cancer for coaches to purchase and all proceeds go to the Susan G. Komen Foundation.

The founders, who were recently featured in *Businessweek*, all live downtown near each other, but spend their free time in different ways. Graff tracked silverback gorillas in Uganda last spring and has been to five of seven continents. Wirtz enjoys wakeboarding and spending time with his wife, Ella, who started her own software company; and Kaiser, who is married to UNL admissions staff member Tabitha, likes to golf and work on computer coding for side projects.

“I spent a good amount of time at CBA my last two undergraduate years and then for most of my MBA classes,” Graff said.

Wirtz also earned his MBA and said he particularly enjoyed his finance classes.

“Professor Kathy Farrell always stood out as a fantastic professor at CBA. She made finance approachable for the entire class and connected it to the business world every day, so I could see how this was going to impact the way I would run a business and my own personal investments,” Wirtz said.

Graff added that Raikes School Design Studio provided an incredible opportunity to work on a real world project with an actual company.

“It was invaluable going into the startup world with a solid foundation for what makes good companies tick. We were able to bootstrap the company with cash we won from business plan competitions around the U.S. and that was due to our education at the College of Business Administration,” Wirtz said.

# 11 NEW FULL-TIME FACULTY OF BUSINESS ADMINISTRATION



**Dr. Jenna Pieper – Assistant Professor of Management (Human Resources)**

Pieper received her Ph.D. from the University of Wisconsin-Madison. Her research interests include strategic human resource management and workplace diversity. She received the Ralph Alexander Best Dissertation Award in 2011, awarded by the Academy of Management for her dissertation titled, "Consider the Source: A Study of Referrer Characteristics in the Referral Hiring Phenomenon." She has published in the *Journal of Occupational and Organizational Psychology*, *Human Resource Management* and *Best Paper Proceedings of the Seventieth Annual Meeting of the Academy of Management*.



**Dr. Scott Murray – Assistant Professor of Finance**

Dr. Scott Murray received his Ph.D. in finance from the Zicklin School of Business at Baruch College in 2012. Murray, whose dissertation was titled, "Essays on the Options Market," previously received his M.A. in statistics from Columbia University. His research interests are in empirical asset pricing, investments, market efficiency, pricing of risk, options market and derivatives. Murray's article, "Does Risk-Neutral Skewness Predict the Cross-Section of Equity Option Portfolio Returns?" is forthcoming in the *Journal of Financial and Quantitative Analysis*.



**Dr. Varkey Titus – Assistant Professor of Management (Entrepreneurship/Strategy)**

Dr. Varkey Titus received his Ph.D. in management from the Kelley School of Business at the University of Indiana earlier this year. His research interests are in entrepreneurship and strategic management. His published research articles include, "Pioneering Orientation and Firm Growth: Knowing When and to What Degree Pioneering Makes Sense," in the *Journal of Management* and "Aligning Strategic Processes in Pursuit of Firm Growth," in the *Journal of Business Research*.



**Dr. Christopher Tuggle – Assistant Professor of Management (Strategy)**

Dr. Christopher Tuggle received his Ph.D. in business administration with emphases in strategic management and entrepreneurship in 2004 from Texas A&M University. His research interests include examining CEO and corporate board composition and effectiveness. His research has been published in the *Strategic Management Journal*, *Academy of Management Journal*, *Journal of Management Inquiry* and *Harvard Business Review*. Tuggle was awarded the Richard G. Miller Summer Scholar Award for the summers of 2010-2014.



**Dr. Jifeng Yu – Assistant Professor of Management**

Dr. Jifeng Yu earned his Ph.D. in management from Georgia State University in 2006. Yu's research focus is on strategic management. His published articles include, "Pricing Mortality Securities With Correlated Morality Indices," in the *Journal of Risk and Insurance*; "The Payback of Innovation: Empirical Evidence From Firms That Have Won Innovation Awards," in *Production and Operations Management*; "Effects of Alliances, Time and Network Cohesion on the Initiation of Foreign Sales By New Ventures," in the *Strategic Management Journal* and "Modeling Annuity Lapse Rates," in the *Journal of Insurance and Risk Management*.



**Dr. Xin Zhao – Assistant Professor of Marketing**

Dr. Xin Zhao received his Ph.D. in business administration (marketing) from the David Eccles School of Business at the University of Utah. His expertise is in consumer culture theory, market development in emerging economies and cultural aspects of consumption and branding. Zhao's published research includes, "Politicizing Consumer Culture: Advertising's Appropriation of Political Ideology in China's Social Transition," in the *Journal of Consumer Research*; forthcoming "We Buy Together: Consumer Empowerment in China," in the *Journal of Consumer Research*; forthcoming "Regulating Political Symbols: China's Advertising Law and Politicized Advertising," in the *Journal of Advertising Research*; and "Advertising Consumer Culture in 1930s' Shanghai: Globalization and Localization in Yue Fen Pai," in the *Journal of Advertising*.



**Dr. Elina Ibrayeva – Assistant Professor of Practice in Management**

Dr. Elina Ibrayeva received her Ph.D. in management from the University of Nebraska-Lincoln and also earned a Ph.D. in political economy from the Kazakh National State University. She has expertise examining developing country economies, looking at environmental and political challenges, and emerging entrepreneurship in those countries. Ibrayeva's publications include, "Entrepreneurial Self-Efficacy in Central Asian Transition Economies: Quantitative and Qualitative Analysis," in the *Journal of International Business Studies* and "Environmental and Psychological Challenges Facing Entrepreneurial Development in Transitional Economies," in the *Journal of World Business*.

Like the College of Business



**UNL - College of Business**

Watch our videos at our YouTube Channel



# JOIN THE COLLEGE ATION THIS FALL



**Dr. Laurie Miller – Assistant Professor of Practice in Economics**

Dr. Laurie Miller graduated with a Ph.D. in economics from the University of Wisconsin-Milwaukee. Her primary area of focus is in labor economics. Miller's dissertation, "Teams, Wages and Wage Dispersion," was published in the *International Journal of Manpower*. Her paper, "Caregivers, Firm Policies and Gender Discrimination Claims," was also accepted for publication forthcoming in *Review of Economics of the Household*. She received the Perlman Prize for Outstanding Paper in Labor Economics in 2011.



**Jean Riley-Schultz – Assistant Professor of Practice in Accounting**

Jean Riley-Schultz received her MPA from the University of Nebraska-Lincoln. Her primary area of focus is in financial accounting. Riley-Schultz has over 25 years of experience in the field of accountancy, including becoming a certified public accountant in 1991. Working at Deloitte & Touche, she participated in audits and specialized in financial institution and corporate tax solutions. She later worked as assistant vice president at Wells Fargo with compliance issues from the Securities and Exchange Commission, the Federal Reserve Bank and other key financial legislation in the state of Nebraska.



**Steve Welton – Assistant Professor of Practice in Marketing**

Steve Welton received his MBA from Rockhurst University. His primary area of focus is in general marketing and strategic marketing for financial services firms. Welton has 30 years of professional experience working in the marketing field for the financial and insurance industries. He served as vice president, strategic marketing at Ameritas Life Insurance, Corp., leading a staff of eight people and having responsibility for a \$1 million marketing budget.



**Dr. Glenn Williams – Assistant Professor of Practice in Finance**

Dr. Glenn Williams received his Ph.D. from the University of Florida. He has expertise in corporate finance, executive compensation and fixed income markets. His research article, "Drexel Burnham Lambert's Bankruptcy and the Decline in Underwriter Fees in the 1990s," has been published in the *Journal of Financial Economics*. Williams has professional experience in the energy industry and worked as a consultant for the petroleum industry while in Egypt, developing and teaching multiple financial management seminars for managers.

## Faculty Promotions

The following UNL College of Business Administration faculty were promoted prior to the 2012 fall semester.



Dr. Emre Unlu was promoted from assistant professor to associate professor. Unlu, who joined the finance department in 2007, has expertise in corporate finance and won the college MBA Distance Teaching award earlier this spring.



Dr. Carlos Asarta was promoted from assistant professor of practice to associate professor of practice. Asarta joined the department of economics in 2007 and won his fourth certificate of recognition for contributions to students from the UNL Teaching Council and UNL Parent Association earlier this year.



Debra Cosgrove was promoted from assistant professor of practice to associate professor of practice. Cosgrove originally joined the School of Accountancy in 2001 and was awarded her fifth certificate of recognition for contributions to students from the UNL Teaching Council and UNL Parent Association earlier this year.



Susan Vagts was promoted from assistant professor of practice to associate professor of practice. Vagts is a professor in the actuarial science program and has teaching interests in principles of insurance and theory of interest.



Rob Simon was promoted from assistant professor of practice to associate professor of practice. Simon joined the marketing department in 2001 and has expertise in retail management.

Follow the Dean



#DeanPlowmanCBA



[go.unl.edu/cbavideo](http://go.unl.edu/cbavideo)



# DREAMBIG!

*Develop, Risk, Empower, Achieve, Maximize, Build, Innovate, Grow*

## Academy Brings Business to Life for Nebraska High School Students

The College of Business Administration hosted the inaugural DREAM BIG Academy, July 8-11, which brought 38 high school seniors from across the state to Lincoln to explore college life and business concepts first hand. The academy emphasized diversity by showing students how their unique qualities benefit them in a positive way. DREAM BIG is an acronym for many of those strengths: Develop, Risk, Empower, Achieve, Maximize, Build, Innovate and Grow.

The students lived in the residence halls and completed hands-on assignments by visiting businesses, working on group projects, listening to CBA alumni relate their career experiences and learning from UNL professors.

Dean Donde Plowman said, "We have been planning and dreaming this for a long time, and it's totally exceeded any of our expectations for what we thought could happen this first time out."

For a team project, students interviewed owners and staff of local stores to get new insights into businesses.

"We looked at what their mission is, what they are selling, what they need to improve and what they had done well," said Jessica Stednitz from Bellevue West High School in Omaha, Neb.

Students also attended college preview courses taught by CBA faculty in the disciplines of accountancy, finance, economics, marketing and management.

Jocelyn Jacora Eusery from Millard West High School in Omaha, Neb., said, "After learning about supply chain management, I will likely pursue that in college."

Current UNL students served as mentors for the academy participants.

The Second Annual DREAM BIG Academy will be held in the summer of 2013. For more information and to see videos, go to:

**[cba.unl.edu/dreambig](http://cba.unl.edu/dreambig)**





# Rapp Researches the DARK SIDE of Marketing



**J**ustine Rapp planned to accomplish two goals when she came to the College of Business Administration to earn her Ph.D. She wanted to research how marketing affects consumers with compulsive and addictive behaviors, and she wanted to graduate in three years.

“Justine was indeed a unique student. Her study of impulsive/compulsive consumption was ground breaking, but earlier work enabled her to argue that this is social marketing and not sociology,” said her advisor, Dr. Jim Gentry, graduate chair and Maurice J. and Alice Hollman College Professor at CBA.

Rapp, who grew up in a suburb of Philadelphia, Pa. and earned her undergraduate and MBA degrees at Villanova University, had already done research in social marketing. Though it did not address addictions specifically, her previous work included disadvantaged consumers.

“Impulsive behavior is where you see a pack of gum at the checkout counter and you pick it up and buy it. Compulsive is more of a repetitive chronic behavior that is associated with some kind of harm,” she explained.

Rapp focuses on many areas of compulsivity in her research. She wrote a paper on the effects of marketing on people addicted to tanning, which received the Best Student Paper Award at the 2012 Marketing and Public Policy Conference in Atlanta, Ga., last summer. She was also CBA Graduate Student Research Award recipient and published three articles, two in the *Journal of Advertising* and one in the *Journal of Business Ethics*.

Rapp sees the addictive process playing out in compulsive shopping, plastic surgery, tattooing, workaholism and a

variety of other behaviors. She believes that marketing can play a role in enabling the addictions.

She knows that not all marketers agree that her work is within the bounds of normal marketing research, but she believes her research will help change people’s attitudes and make for a healthier society in the long run.

“You have to consider the dark side of marketing. People who buy a lot may have a positive impact on the economy, but you have to be aware that it might create other issues. Someone who is a workaholic may be productive in their job, but it also could be ruining the family structure,” she explained.

*“Impulsive behavior is where you see a pack of gum at the checkout counter and you pick it up and buy it. Compulsive is more of a repetitive chronic behavior that is associated with some kind of harm.”*

*- Dr. Justine Rapp*

Rapp received her Ph.D. in the summer of 2012 and is currently an assistant professor of marketing at the University of San Diego School of Business Administration. She continues to expand the work from her dissertation, pursuing measurement assessment and the link between consumer identity and addiction.



Amanda Holmes

## Helicopter Pilot Supplements Leadership Skills in Guard

**A**lthough leadership is essential for any business to flourish, nowhere is that more evident than in the U.S. Military. For Amanda Holmes, supplementing the leadership qualities she learned in the National Guard means continuing her education in the UNL College of Business Administration MBA program.

Holmes, originally from Lincoln, Neb., received her undergraduate degree in aeronautical science from Embry-Riddle Aeronautical University in Daytona Beach, Fla. She quickly rose through the ranks to become a first lieutenant. She also logged over 50 hours in the helicopter she flies for the guard and serves as platoon leader.

"I wanted to pursue an MBA for several reasons," Holmes said. "I'm a relatively new

officer in the National Guard, but I know that if I want to advance the ranks, a master's degree will help me become a better leader and make me more competitive. I'm also unsure about what I want to do for a civilian career, so I wanted something that would be valuable and versatile."

She believes an MBA will give her the practical education experiences that will position her for many jobs in the future.

Just a year ago, Holmes attended a UNL MBA information session and enrolled soon after.

"Seeing everything related in a business sense helped me view the issues I was dealing with in the National Guard from a new perspective," Holmes said. "This program has already exposed me to a number of concepts that are helping me as a pilot and platoon leader."

## Dual MBA/Juris Doctorate Degree Program Benefits Vahedi

**M**ihdi Vahedi decided to pursue a dual MBA and juris doctorate degree through the UNL College of Business Administration and the College of Law, because the unique program allowed him to study both tax law and human rights.

Originally born in New Delhi, India, Vahedi's parents were forced to flee Iran during the 1979 revolution. The tumultuous events scattered his family members throughout the world and led him to focus on ways he could make a difference.

He moved to the U.S. with his sister and earned an undergraduate degree in computer engineering at the Illinois Institute of Technology. While working at Allstate Insurance, he became interested in tax policy.

"Allstate had to keep three sets of books and one had to do with taxes. I saw how complicated tax issues have become. It's like studying history when you look at how tax law evolved," he said.

This interest led him to search for graduate schools.

"I visited the people at the University of Nebraska and spent a few months thinking about it. I knew if I didn't come to Nebraska, I would regret it," he said.

In the classroom, Vahedi has already had his expectations confirmed.

"In the business college, there is so much focus on students collaborating with each other. Some of the best experiences I've had so far have been working with other students," Vahedi said.

Fellow students in the graduate program also introduced him to new areas of interest.

"Before I came to Nebraska, I wasn't interested in agriculture at all," Vahedi said. "Now that I'm more aware of how tax policy can strengthen industries like agriculture, I'm envisioning how I might make a difference by creating opportunities between India and the United States."



Mihdi Vahedi





# Dean's Advisory Board Recognizes Top Business Leaders at Luncheon

Three business leaders and one corporation were recognized for their outstanding accomplishments at the Dean's Advisory Board Annual Awards Luncheon. The event was held at the Champions Club at the University of Nebraska-Lincoln in the spring.

Kirk Kellner, regional president of Wells Fargo Bank and then president of the College of Business Administration Advisory Board, was the emcee for the event. Dean Donde

Plowman presented the awards to the recipients.

The 2012 honorees included Richard Varner of Los Angeles, Calif.; James "Pitt" Pittenger of Lincoln, Neb.; Smith Hayes Companies of Lincoln, Neb.; and Carl Mammel of Omaha, Neb.

Mammel received the Lifetime Achievement Award at the CBA Partnership Summit Luncheon on September 28 (see story on page 22).

**Richard Varner, CEO,  
Navitas Utilities**

**BUSINESS EXCELLENCE AWARD**



Richard Varner

Varner led the domestic crude oil division at Coastal Corporation, and served as president and CEO of Coastal's West Coast Refining and

Marketing Group. When the China National Chemical Import Export Corporation (Sinochem) purchased half interest in the division, Varner chaired the organization. He later formed his own company, Newport Petroleum, Inc., which was engaged in the marine transportation and terminalling of petroleum products along the West Coast of the U.S., Canada, Mexico and Hawaii. His company grew to include nine ocean-tug and barge units.

After selling Newport Petroleum in 2003, Varner has been involved in the acquisitions of LDC and pipeline assets in the natural gas industry through Navitas Utilities, LLC and Warrior Petroleum, LLC.

Varner is a 1976 graduate of the University of Nebraska-Lincoln College of Business Administration and received his MBA from the University of Kansas in 1978.

**Jim "Pitt" Pittenger, President,  
Pittenger & Anderson, Inc.**

**BUSINESS LEADERSHIP AWARD**



Jim Pittenger

Pittenger started his financial career at First National Bank of Lincoln in the investment division. He opened the Dean Witter office in Lincoln and later served as branch manager.

Pittenger has served as president of the Nebraska Securities Industry Association and is currently a financial industry regulatory authority arbitrator. He serves on a number of local philanthropies.

Pittenger graduated from the University of Nebraska-Lincoln in 1970 and later attended the Dean Witter/Wharton Graduate School at the University of Pennsylvania.

**Smith Hayes Companies**

**CORPORATE LEADERSHIP AWARD**



Tom Hayes

Established in 1985 by Thomas C. Smith and Thomas D. Hayes, Smith Hayes Companies started with three employees and has grown exponentially through the years.

Smith Hayes Financial Services Corporation, a securities broker dealer, opened as a subsidiary to Smith Hayes Companies. Licensed in all 50 states, there are affiliated registered representatives throughout the Midwest. Smith Hayes Companies also formed Smith Hayes Advisers, Inc., a registered investment adviser and Smith Hayes Management Company.



Richard Varner, Jim Pittenger and Tom Hayes received their awards from Dean Donde Plowman.



# Mammel Receives Lifetime Achievement Award; National Business Leaders Attend Partnership Summit

Carl Mammel, Silverstone

## *Lifetime Achievement Award*



Carl Mammel

Carl Mammel founded Mammel, Schropp, Swartzbaugh, Engler and Jones, Inc., a consulting firm providing services in executive benefits, employee benefits planning and wealth transfer planning. The firm merged with the Redland Group in 1991 and is now SilverStone Group. He still sits on the board at SilverStone and remains very active in the community.

He is a member of the Salvation Army Advisory Board, Children's Hospital Advisory Board, the Omaha Performing Arts Society Board and the University of Nebraska Foundation Board. He is a retired member of M Financial Holdings.

Mammel graduated from the University of Nebraska-Lincoln College of Business Administration in 1955 and was affiliated with Beta Theta Pi. After receiving his award, he was given a standing ovation.

"The presentation to Carl Mammel was very befitting for the contributions he has made to people across the country and beyond. He is a great inspiration to all Nebraskans and particularly those who have a dream of building a business that is valued by everyone it touches," Paul Hogan of Omaha, Neb., and member of the Center for Entrepreneurship Advisory Board.

*More than 150 alumni and business professionals attended the College of Business Administration Partnership Summit and Advisory Board meetings, September 28. Dean Plowman delivered the State of the College Address, followed by a luncheon honoring Carl Mammel '55 with the CBA Advisory Board Lifetime Achievement Award.*

After the luncheon, the 12 CBA Advisory Boards met. They include the overall Dean's CBA Board, which met in the morning, as well Actuarial Science, School of Accountancy, Finance, Marketing, Management, MBA, Supply Chain Management, Center for Entrepreneurship, Bureau of Business Research and Young Alumni Advisory Boards and the Nebraska Center for Economic Education Executive Committee. The day concluded with an all advisory board reception in CBA.



Dean Donde Plowman, Carl Mammel and Angie Muhleisen, president of the CBA Dean's Advisory Board



**CBA Dean's Advisory Board** (left to right) front row: CBA Dean Donde Plowman, Sheri Andrews, Dennis Kern, Aaron Hilkemann, Teresa Poggenpohl, Angie Muhleisen (president of the board); second row: Dean Van Loon, Doug Lienemann, Kirk Kellner, Don Ham and Cecil Bykerk



**Young Alumni Board** (left to right) front row: Shawntell Kroese, Chase Meyer, Kassy Knudson, Katie Weichman Zulkoski, CBA Dean Donde Plowman; second row: John Wirtz, Angie Klein, Nickie Hanson, Steve Korell; third row: Mark Korell, Jack O'Holleran, Paul Schreier, Tom Heacock, Betsy Branscombe; back row: Tyson Stevenson, Chad Mariska, Ryan Mendlik and Eric Dinger





**School of Accountancy Advisory Board** (left to right) front row: Richard Petersen, Janet Labenz, Kirk Hovendick, Carrie Weber, Mike Boeka; middle row: Paul Shoemaker, Ronald Nebbia, Tony Urban, Michele Walker, Amy Ryan, Amy Johnson; back row: Robert Kehm, Sue Wilkinson, Ralph Castner, Paul Pettinger and John Uhrich



**Nebraska Council on Economic Education Executive Committee** (left to right) front row: Harlan Falk, Mark Winkler, Joni Sundquist, Stuart Bartruff; middle row: George Beattie, Scott Fuess, Jennifer Davidson; back row: Kurt Yost, Jason Henderson, Roger Butters and Bill Janssen.



**Actuarial Science Advisory Board** (left to right) front row: Roxann Brennförder, Denise Olson; second row: Dave Swanson, James Blackledge and Cecil Bykerk



**Center for Entrepreneurship Advisory Board** (left to right) front row: Marc LeBaron, Denny Walker, Center Director Theresa Welbourne; second row: Joe Petsick, Paul Hogan; back row: Brian Stanley



**Bureau of Business Research Advisory Board** (left to right) front row: Wendy Birdsall, Catherine Lang, Robin Eschliman; second row: John McCollister and Eric Thompson



**Finance Advisory Board** (left to right) front row: Lee Stuart, Timothy Neumann; middle row: Thomas Pflug, Gordon Karels, John Conley; back row: Karen Plessinger, Douglas Waggoner, Kirk Kellner and Manfred Peterson.



**Management Department Advisory Board** (left to right) front row: Jacqueline White; second row: Marsha Lommel, Gwendolyn Combs; third row: Richard Cantril, Angela Jones, Sara Andres; fourth row: Brad Black and Chuck Lewis



**MBA Advisory Board** (left to right) front row: Dick Frizzell, Stacy Cox, Larissa Johnson, Brad Focht; back row: Ravi Sohi, Scott Fullerton and Blaine Spady



**Marketing Department Advisory Board** (left to right) front row: Shawntell Kroese, Debbie Johnson; middle row: Dr. Dwayne Ball, John Moorhead, John Brasch, Lindsey Eastwood; back row: Ravi Sohi, Eric Gillis, Andy Romjue and Scott Carlson



**Supply Chain Management Department Advisory Board** (left to right) front row: David Olson, Andy Schroder, Ronald Robinson; second row: Yadi Kamelian, Neil Hartzell, Robert Winans and Raymond Turek

## CBA Bureau Forecasts Economic Growth

The Bureau of Business Research (BBR) at the College of Business Administration has created a new monthly Leading Economic Indicator for Nebraska (LEI-N). The LEI-N is a highly needed service to Nebraskans developed by Dr. Eric Thompson and Dr. William Walstad of the BBR to help forecast the economic outlook in the state.

Thompson sees the LEI-N as an important new resource to communicate with Nebraska residents and business leaders during uncertain economic times.

"We initiated the Leading Economic Indicator for Nebraska in order to provide the business community and the public with

current information about the short-term outlook for the Nebraska economy. CBA undergraduate and MBA students help develop the monthly index, which captures the latest outlook information about the Nebraska economy," said Thompson.

The Leading Economic Indicator for Nebraska is a composite of six components that predict future economic growth: single-family housing starts, airline passengers, initial unemployment claims, manufacturing hours, the value of the U.S. dollar and business expectations gathered from the Survey of Nebraska Business.

Thompson and Walstad work with the

CBA student researchers to compile the reports, which are then disseminated to media sources throughout the state on the third Friday of each month.

In 2012, most of the reports have shown moderate growth expectations for the state and at least some encouraging signs compared to the national economy.

The entire list of reports can be found on the BBR website, along with the most recent audio clip for the current month's forecast.

For more information visit:

**[www.bbr.unl.edu](http://www.bbr.unl.edu)**



# New Major in Supply Chain Management Offered

UNL College of Business Administration introduced supply chain management as a new major for business students beginning the fall 2012 semester. Supply chain management involves managing a network of interconnected businesses involved in a particular product or service. The supply chain track will give

students at CBA better opportunities to compete for jobs in the modern work force.

Dr. David Olson, James and H.K. Stuart Chancellors Distinguished Chair, has talked to industry leaders over the past several years that emphasize the employment opportunities for students who are versed in an understanding of

supply chain management processes.

"When students graduate from our program they will have specialized skills to evaluating system solutions, and apply the quantitative analysis and computer tools necessary to provide value to supply chain organizations," Olson said.



Melissa Dragoo

## Supply Chain Management Provides Competitive Edge

"That's Logistics" was an advertisement campaign that UPS featured a few years ago that caught the attention of Melissa Dragoo, a sophomore at the College of Business Administration from Scottsdale, Ariz. It featured packages being delivered to exotic locations all over the world and also helped inspire Dragoo to become one of the first business students at CBA to enroll in the new supply chain management courses.

"UPS used the song 'That's Amore,' but their commercial changed the words to That's Logistics," Dragoo said. "I didn't know what it was all about, but I asked my parents and they told me that's how companies get items from one place to another. That sounded really interesting. I wanted to know how they could get a box of Kleenex from the manufacturer to your desk. I wanted to see how efficient supply chain management could give companies a competitive advantage."

Dragoo originally heard about the new major in a meeting of Delta Sigma Pi, a business fraternity at the college.

"They were talking about the new major and I got super excited about supply chain management, because I knew I wanted to do logistics," Dragoo said. "I ran up to Dr. David Olson's office to see if I was on track for the major."

Olson is the James and H.K. Stuart Chancellors Distinguished Chair and is leading the charge behind the new supply chain management major.

"The new supply chain program has attracted a highly interested core of students," Olson said. "They appear to be highly motivated and competent, with great promise to contribute to the work force. Industry leaders have told us the need and opportunities in the field of solving logistics problems of moving products and materials around the emerging global economy. That's why this major is so important to the college."

Dragoo, came to Nebraska after being recruited to compete on the track and field team in the heptathlon and the pentathlon.

"I plan on going wherever the job market takes me. The idea of getting a thousand pounds of noodles from Chicago to Afghanistan interests me. How do you do that?" Dragoo said.

*"Industry leaders have told us the need and opportunities in the field of solving logistics problems of moving products and materials around the emerging global economy."*

*– Dr. David Olson*

# Mr. Gomez goes to Washington

## *Francisco Gomez Interns in Washington, D.C.*

Francisco Gomez from Omaha, Neb., competed against more than 800 applicants to become one of 40 students working at Capitol Hill this summer in Washington, D.C. A finance and international business senior at the College of Business Administration, he received an eight-week internship offered by the Congressional Hispanic Caucus Institute.

Gomez worked in Michigan Congressman Sandy Levin's office assisting with office work and learning about constituent services and the legislative process. He attended briefings on the semi-annual monetary policy report and the hearings about Obamacare, as well as district-wide events.

He met many of the U.S. Congressional Delegation, including Nebraska officials Sen. Mike Johanns, Rep. Jeff Fortenberry and Rep. Adrian Smith.

For Gomez, the internship had been a long-time goal. He first learned about the program when he was researching scholarship opportunities in high school.

"I wanted to be a part of the program and devoted myself to preparing for it. People my age often procrastinate, so in a sense, starting early was one of my advantages," Gomez said.

He enrolled in business law classes at Omaha Burke High School and got involved in organizations like the Mexican American Student Association at UNL. He then completed a rigorous application process and was interviewed by members of the U.S. Congress.

"I competed against students from Harvard, Yale and many other prestigious universities before getting the internship," said Gomez. "Having studied internationally through the Nebraska at Oxford Program in 2011 helped me to stand out."

Having successfully met his goal as an intern in D.C., Gomez is now working toward his next achievement.

"I want to go to law school at UNL after I graduate to learn more about corporate law. With my law degree, I would like to practice in the field for five or more years, and then I'll go into politics," he said.



*CBA student Francisco Gomez (right) worked directly with Rep. Sander Levin of Michigan (left) this summer in Washington D.C.*

*Junior international business and finance major Francisco Gomez (right) and senior business administration major Edward Hanline (left) standing in front of the U.S. Capitol*



# ANNUAL GIVING LIST



*Rohan Sohi,  
Lincoln, Neb.*

*Emily Phillips,  
Overland Park, Kan.*

*Peter Sam,  
Gothenburg, Neb.*

*Bailey Ryan,  
Lincoln, Neb.*

*Nate Smith,  
Lincoln, Neb.*

*Shannon McClure,  
Omaha, Neb.*

*Dean Donde  
Plowman*

## LIFETIME SUPPORT

### \$1,000,000+

Mr. Edwin J. Faulkner  
Dr. Vinod Gupta  
Mrs. Eleanor S. Ogle  
Tonn M. & Holly A. Ostergard  
Vinod Gupta Charitable  
Foundation

### \$500,000 - \$999,999

Henry & Julianne Bauermeister  
Donald O. Clifton, Ph.D.  
Clifford & Meredith Hayes  
Mrs. Irma E. Kistiakowsky  
Mrs. Josephine E. Koudele

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 L. Beckley  
Thomas J. Biagini  
Patricia N. Bingham  
Charles J. & Marita F. Burmeister  
C. G. Carpenter  
Mrs. Evelyn R. Casey  
Mark & Jane M. Chronister  
Cigna Foundation  
Jeffrey & Margaret Curtiss  
Farmers Mutual Insurance Company of  
Nebraska

Foundation of the Nebraska Society  
of CPAs

Alice M. Dittman  
Miss Belle L. Graves  
Mr. Emmett M. Hanson  
Dr. Lewis E. Harris  
Joey L. Hesselgesser  
Lawrence G. & Cathryn A. Hupka  
Gayle Jones  
KPMG LLP Foundation  
Mrs. Janet Kroeller  
Mrs. Mary E. Kufahl  
Lienemann Charitable Foundation Inc.  
Miss Marguerite E. Marshall  
Campbell R. McConnell, Ph.D.  
McGraw-Hill Foundation Inc.  
National Bank of Commerce  
Peter Kiewit Foundation  
Dr. Raymond O. Peterson  
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 Florales Trust

The Gallup Organization  
Union Pacific Foundation  
Woodmen Accident & Life Co.  
Geneva Worley

## NEW MEMBERS OF THE BURNETT SOCIETY

Merle D. & Miriam C. Bauer  
Robert N. & Jo Anne Bettenhausen  
Dennis & Nancy Stara

## ANNUAL GIFTS IN 2011-2012

### \$100,000+

Henry & Julianne Bauermeister  
Tonn M. & Holly A. Ostergard  
Lienemann Charitable Foundation Inc.

### \$50,000 - \$99,999

Mr. and Mrs. William S. Eastwood  
Daniel L. & Sue A. Anderson  
Mr. & Mrs. Thomas H. Olson  
Mrs. Donita Rotherham

### \$25,000 - \$49,999

Sam & Joyce Baird  
BKD Foundation



*Dean Donde Plowman, Alice Dittman, Phyllis Acklie and Dean of the UNL Law  
College Susan Poser at the annual foundation regional event in Naples Fla.*



Ethel S Abbott Charitable Fdn. Inc.  
Mr. & Mrs. Fred A. Guggenmos III  
Lawrence G. & Cathryn A. Hupka  
Mutual of Omaha  
Alan R. Porter

#### **\$10,000 - \$24,999**

Ameritas Charitable Foundation  
Mark & Jane M. Chronister  
Cornhusker Bank  
Farmers Mutual Insurance Company  
of Nebraska  
Mrs. Harriet Fort  
Don R. Freeman  
Mr. & Mrs. Larry B. Hagan  
Howard L. & Rhonda A. Hawks  
Mrs. Flora S. Hyde  
Dr. and Mrs. Hans V. Johnson  
Mr. and Mrs. Kurtis S. Krentz  
Lincoln Financial Group  
Mr. & Mrs. Paul M. Mendlik  
National Research Corp.  
Omaha Community Foundation  
Mr. and Mrs. Roland G. Ortgies  
Mr. Roger L. Petersen and Ms. Louisa  
J. Hayward  
Paul J. Pettinger  
Mr. and Mrs. Peter M. Sommerhauser  
State Farm Mutual Automobile  
Insurance Company  
The Minneapolis Foundation  
Mark & Christian Whitehead

#### **\$5,000 - \$9,999**

Mr. and Mrs. Paul A. Becker  
Mrs. Lois L. Bettis  
Mr. Robert M. Beuerlein  
Mr. Cecil D. & Dr. Loree L. Bykerk  
Julie J. Gebauer  
Mr. and Mrs. Donald K. Ham  
Dr. & Mrs. James W. Hanson  
Mr. and Mrs. Norman R. Hedgecock  
Mr. William D. Jackman  
Mr. and Mrs. Kirk L. Kellner  
Mr. E. Lyle Kinley Jr.  
Mr. & Mrs. Allan G. Lozier  
Mr. Phillip J. Myhra  
Mrs. Norma J. Nelson  
Mr. and Mrs. Timothy N. Neumann  
Mr. and Mrs. Jeffrey P. Phipps, Sr.  
Ms. Karen J. Plessinger  
Mr. Richard E. Qualsett  
Robert N. & Florence Slinger  
Foundation  
Schwab Charitable Fund  
Silicon Valley Community Foundation  
Sommerhauser Foundation Inc.  
Mr. and Mrs. Thad M. Standley  
Mr. & Mrs. Brian C. Stanley  
The Lozier Foundation  
Vanguard Charitable Endowment  
Program  
Mr. Darryl G. Wagner  
Wm. A. & Norma Nelson Foundation  
Mrs. Geneva B. Worley

#### **\$2,500 - \$4999**

Mr. and Mrs. Dennis R. Ahlman

Mr. and Mrs. Robert D. Hesselgesser  
Mr. and Mrs. Burton E. Holthus  
John & Susan Hoppe  
Mr. and Mrs. Chris W. Johnson  
Mr. Richard L. Jungck  
Mr. and Mrs. Edward E. Kirklin  
KPMG LLP Foundation  
Lincoln Benefit Life Company  
Mr. and Mrs. Michael P. McGinley  
Mr. and Mrs. Robert J. Mitchell  
Northwestern Mutual Foundation  
Michael and Amy Ryan  
Mr. & Mrs. David R. Sheeran  
Dr. Stephen Steiner & Ms. Teresa  
Poggenpohl  
The Foundation Of The Nebr. Societies  
Of CPAS Inc.  
Mr. and Mrs. Roger J. Watton  
Mr. and Mrs. Jason R. Wyman

#### **\$1,000 - \$2,499**

Mr. & Mrs. Alden A. Abraham  
Allstate Life Insurance Company  
Dr. and Mrs. Steven G. Anderman,  
Ph.D.  
Mr. and Mrs. James M. Anderson  
Mr. & Mrs. George E. Andrews II  
Dr. Eric J. Arnould  
Mr. and Mrs. Merle D. Bauer  
Mr. & Mrs. Andrew R. Berger  
Mr. and Mrs. Virgil E. Berney, Jr.  
BKD LLP  
Mr. and Mrs. Robert J. Boomer  
Mrs. Kathy A. Broderick  
Mrs. Linda S. Carpenter  
Chief Industries Inc.  
Mr. and Mrs. H. Craig Christiansen, III  
Community Foundation Of Greater  
Greensboro  
Mr. & Mrs. Laurence B. Compton  
Cornerstone Bank, N.A.  
Mr. J. Patrick Curry  
Mr. and Mrs. Anthony J. Curtiss  
Mr. and Mrs. Dan Delisi  
Mr. and Mrs. Dave Delisi  
Mr. and Mrs. Mark Delisi  
Mr. and Mrs. Mike Delisi  
Mr. Steve Delisi  
Mr. Paul Dzavik  
Mr. Mark D. J. Evans  
First National Bank Omaha  
Frontier Capital Management  
Company LLC  
Mr. & Mrs. Marvin J. Gilman  
Mr. Jon F. Goebel  
Gothenburg State Bank & Trust  
Mr. & Mrs. John Himle  
Dr. & Mrs. Richard L. Hodges  
Mr. Jeffrey D. Hoffman, CPA  
Mr. William R. Houston  
Mr. Ronald J. Howard  
Dr. & Mrs. Robert E. Hoyt  
Mr. & Mrs. Jeremy S. Johnson  
Mr. David B. Johnston  
Mr. & Mrs. Robert C. Kehm  
Mr. & Mrs. Jason D. Kennedy  
Mr. & Mrs. Michael R. Klintworth



*Alyssa Pavlik of Crofton, Neb.; Jessica Stobbe of Omaha, Neb.; Deb Cosgrove, associate professor of practice; Dean Donde Plowman; Casey Magnus of Eagen, Minn., and D'vee Buss, CBA Assistant Dean for undergraduate programs*

Mr. and Mrs. Mark E. Konen  
Mr. and Mrs. John L. Kopecky  
Richard J. & Janet M. Labenz  
Robert B. & Janice E. Lau  
Mr. & Mrs. Douglas E. Lienemann  
Mr. and Mrs. Mark Lindblad  
Mr. and Mrs. Warren R. Luckner  
Dr. and Mrs. Derrel L. Martin  
Mr. & Mrs. David N. McCammon  
Mr. Patrick R. & Dr. Courtney R.  
McCashland  
Ms. Jennifer M. McDaniel  
Mr. and Mrs. Bruce L. Meister  
Estate of Daniel H. Morin  
Mr. and Mrs. Jason P. Morrissey  
Nebraska Alumni Association  
Mr. and Mrs. Paul D. Ochsner  
Mr. John W. Oestreich  
Mr. and Mrs. Rick R. Petersen  
Mr. and Mrs. William R. Pohlman  
Principal Financial Group  
Mr. John M. Revier  
Mr. and Mrs. Michael D. Roe  
Mr. Alan M. Rosen  
Mr. and Mrs. James F. Rouch  
Mr. Thomas A. Rubin  
Mr. and Mrs. Roger D. Ryon  
Dr. & Mrs. Marc Schniederjans  
Mr. Milton W. Shuey  
Sheryl & Larry Snyder  
Lt. Col. & Mrs. James S. Taylor, Retd.  
Mr. & Mrs. Gaylen L. Tenhulzen  
The Greater Cincinnati Foundation  
Mr. and Mrs. Randy F. Throener  
Mr. Richard A. Toftness  
Mr. Mark A. Turner  
Union Bank & Trust Company  
United Way of Delaware Tocqueville  
Society  
United Way of Lincoln & Lancaster  
County  
Wells Fargo Bank, N.A.

Ms. Audrey L. Went  
Mr. & Mrs. Douglas D. Wismer  
Woodmen of the World Life Ins.  
Society

#### **\$500 - \$999**

Ameriprise Financial PAC Match  
Program  
Mr. & Mrs. Todd A. Baird  
Mr. Blaine A. and Dr. Stacey Menzel  
Baker  
Mr. and Mrs. Michael J. Balters  
Bank of Doniphan  
Mr. & Mrs. Edmund J. Baumgarten Jr.  
Mrs. Rebecca J. Bidwell  
Mr. & Mrs. Dana R. Bond  
Mr. & Mrs. Leroy A. Brennfoerder  
Bridges Investment Counsel, Inc.  
Mr. & Mrs. David D. Brunz  
Mr. & Mrs. Lester F. Buckley  
Mr. and Mrs. William S. Bullock  
Mr. and Mrs. David L. Carland  
Mr. and Mrs. Kevin M. Carlson  
Dana F. Cole & Company, LLP  
Mr. Michael J. Duesman  
Mr. & Mrs. Douglas K. Dunning  
Mr. and Mrs. Aaron L. Gard  
Dr. & Mrs. James W. Gentry  
Mr. & Mrs. James M. Gould  
Drs. Marko H. Grunhagen & Melody  
L. Wollan  
Dr. & Mrs. Ronald D. Hampton  
Mr. and Mrs. Terry Healey  
Mr. & Mrs. Wayne A. Hester  
Mr. & Mrs. Bradley P. Hinton  
Mrs. Jennifer Hixson-Carney  
Mr. & Mrs. Harold E. Hoff  
Mr. & Mrs. Eugene L. Hohensee  
Mr. Eric M. Johnson  
Mr. and Mrs. Richard A. Johnson  
Dr. & Mrs. Gordon V. Karels  
Mr. & Mrs. Dwight N. Keith  
Mr. and Mrs. Robert L. Keller



Mr. & Mrs. Norman D. Kovanda  
 Mr. & Mrs. Mark D. Kratina  
 Mr. & Mrs. David R. Ley  
 Dr. & Mrs. Roland L. Madison  
 Mr. & Mrs. David K. Madsen  
 Ms. Mary Ellen McArdle  
 Mr. O. J. McGinley Jr.  
 Mr. and Mrs. Rick A. Montague  
 Mr. Benjamin R. Neumann  
 Mr. and Mrs. Garry L. O'Neill  
 Mr. and Mrs. Wendell G. Peters  
 Mr. John P. Pickering  
 Mr. and Mrs. Bryan J. Pleskac, CPA  
 Mr. Robert R. Reichenbach  
 Mrs. Marcia J. Ryan  
 S.W.N. A Nebr. Genrl Partnership  
 Mr. Lee H. Sapp, Sr.  
 Mr. & Mrs. William D. Sapp  
 Mr. Christopher J. Scarpa  
 Mr. & Mrs. Guy L. Schottler  
 Mr. & Mrs. Ronald C. Shortridge  
 Mr. Kaj T. Stauffer  
 Mr. and Mrs. Joel J. Thomsen  
 Mr. and Mrs. Steve L. Toomey  
 Ms. Janet Turner  
 UNF Charitable Gift Fund  
 Mr. Richard W. & Dr. Eileen C. Vautravers  
 Mr. and Mrs. Scott A. Walker  
 Dr. Thomas S. Zorn

**\$250 - \$499**  
 Mr. John R. Baas  
 Mr. Scott Berney  
 Mr. & Mrs. Brian A. Berris  
 Mr. and Mrs. George P. Berry  
 Mr. Matthew G. Bode  
 Ms. Rebecca M. Bode and Mr. Matthew Bode  
 Mr. Eugene T. Brennan  
 Mr. and Mrs. Edson L. Bridges, II  
 Mr. and Mrs. Robert L. Bryant, II  
 Mr. & Mrs. Frederick G. Chittenden  
 Dr. & Mrs. Dale E. Clement  
 Mr. & Mrs. Adam R. Dingwall  
 Mr. Wayne W. Dreier  
 Mr. Douglas D. & Dr. Donna M. Dudney  
 Mr. and Mrs. David B. Duzik  
 Mr. and Mrs. Steven M. Eicher  
 Mr. David L. Field  
 Mr. and Mrs. Timothy P. Francis  
 Mr. and Mrs. Geoffrey C. Friesen  
 Mr. and Mrs. Glen C. Gahan  
 Mr. Trevor S. Gottula  
 Ms. Debra G. Haar  
 Mr. Noel H. Harewood and  
 Mrs. Amber R. Libolt Harewood  
 Mr. Larry D. Hartwig  
 Mr. Ken L. Hiatt  
 Mr. and Mrs. Larry P. Jacobson  
 Mr. Dennis R. Johnson  
 Mr. & Mrs. Richard A. Johnson  
 Mr. John C. Kerwin  
 Ms. Celeste K. Knapper  
 Mr. Christopher R. Kopiasz  
 Ms. Stephanie A. Krob  
 Mr. David A. Kuester and Ms. Lorraine

Kuester  
 Mr. & Mrs. Paul T. Kuhlman  
 Mr. Albert S. Labuda  
 James E. Larsen, Ph.D.  
 Mr. and Mrs. Bruce W. Larson  
 Mr. Michael S. Mallory  
 Mr. & Mrs. Scott J. Manning  
 Mr. Edwin A. Martin  
 Mr. & Mrs. Robert E. Meyer  
 Mr. & Mrs. Galen J. Meysenburg  
 Dennis E. Mitchem, CPA  
 Mr. Robert W. and Dr. Sara L. Morrow  
 Mr. and Mrs. Donald E. Mueller  
 Mr. John R. Musgrave  
 Mr. Michael J. Kotrick and Ms. Rita K. Neill  
 Dr. & Mrs. Manfred O. Peterson  
 Mr. & Mrs. Loren G. Peterson  
 Mrs. Deborah S. Peyton  
 Mr. & Mrs. Gordon K. Quitmeyer  
 Mr. Michael P. Ripp & Dr. Beth A. Hoegemeyer  
 Mr. and Mrs. Joseph A. Rivkin  
 Mr. John S. Roberts  
 Mr. Gerald L. Schapmann  
 Mr. and Mrs. George W. Schroeder  
 Mr. Bruce A. Schuett  
 Mr. Collin R. Sell  
 Mr. and Mrs. Nicholas J. Shada  
 Mr. Wesley H. Siebrass  
 Mr. & Mrs. Brett R. Smith  
 Mr. Bruce S. Smith and Mrs. Nancy M. Smith  
 Mr. and Mrs. Dwaine H. Sohnholz  
 Lynn M. Stephens, Ph.D.  
 Mr. Tyson R. Stevenson and  
 Dr. Kimi Ueda Stevenson  
 Ms. Maureen R. Svagera  
 Mr. and Mrs. David L. Swindell  
 Rod and Sally Thompson  
 Mr. Daniel J. Jaksich and Ms. Jayne L. Timmerman  
 Mr. and Mrs. Del L. Toebben  
 Mr. Haibiao Gong and Ms. Li Tong  
 Mr. Thomas J. Trausch  
 Emre Unlu, Ph.D.  
 Mr. and Mrs. Donald J. Vrana  
 Mr. and Mrs. Kenneth L. Walker  
 Mr. & Mrs. Robert E. Wallace  
 Mr. and Mrs. Gary D. Wasserman  
 Mr. Richard L. Welsh  
 Mr. and Mrs. Samuel D. Whiteman, Jr.  
 Mr. and Mrs. Alexander J. Wolf  
 Capt. & Mrs. Walter F. Wright III

**\$100 - \$249**  
 Mr. & Mrs. Paul D. Adams  
 Mrs. Patricia A. Andel  
 Mr. & Mrs. Rodney J. Anderson  
 Mr. Ron F. Anderson  
 Mrs. Julie A. Andrews  
 Mr. & Mrs. Ernest S. Arrigo  
 Mr. & Mrs. Richard E. Asche  
 Mr. Steven Baker & Mrs. Christine Hess-Baker  
 Mr. & Mrs. Gregory L. Bakewell  
 Mr. Ronald J. Berggren

Mr. & Mrs. Harold E. Bernstein  
 Mr. and Mrs. Richard L. Besse, Jr.  
 Mr. Ronald L. Betters  
 Mr. John T. Beyers  
 Mr. & Mrs. James W. Bitner  
 Mr. Kent S. Bliss  
 Mr. Michael P. Boeka  
 Mr. Michael B. Boesen  
 Mr. and Mrs. Jon H. Bohlke  
 Mr. and Mrs. Mark W. Bostock  
 Mr. Theodore E. Boyer  
 Dr. and Mrs. Bryce T. Bradley  
 Mr. & Mrs. Marvin W. Bridges Jr.  
 Mr. Harlan E. Broekemeier  
 Mr. Mark Storch and Ms. Mary Broesch  
 Mr. and Mrs. Robert A. Brown  
 Mr. Michael R. Bruce  
 Mr. & Mrs. Roger D. Buchholz  
 Mr. & Mrs. Kenneth B. Buckius  
 Mr. & Mrs. Mark L. Buckley  
 Mr. & Mrs. Roger P. Bullington  
 Mr. and Mrs. Robert E. Burns, Jr.  
 Mr. and Mrs. William L. Busler  
 Miss Brenda S. Butler  
 Mr. and Mrs. Richard J. Butler  
 Mr. Steve E. Konnath and Ms. Jane E. Campbell-Konnath  
 Loren E. Casement, Ph.D.  
 Mr. Donald A. Cass  
 Mr. Larry D. Castle  
 Mr. Kenneth J. Champoux  
 Mr. and Mrs. Rodney J. Chandler  
 Mr. and Mrs. Bruce L. Chapman  
 Mr. & Mrs. Kenneth L. Cheloha  
 Mr. and Mrs. Daniel L. Chernaault  
 Mr. and Mrs. Kenneth R. Christoffersen  
 Mr. and Mrs. Alan D. Chunka  
 Dr. & Mrs. Michael J. Cleary  
 Lt. Col. & Mrs. Wilbur R. Clopton  
 Mr. Eugene A. Conley  
 Mr. & Mrs. Bruce W. Cook  
 Mr. and Mrs. Joe D. Cook

Col. and Mrs. Roger D. Cook, Retd.  
 Mr. & Mrs. Steven R. Corder  
 Mr. & Mrs. Jeffrey M. Cosgrove  
 Mr. Patrick F. Costello  
 Mr. & Mrs. Brad Crain  
 Dr. & Mrs. William D. Crist  
 Mr. and Mrs. Stephen L. Culhane  
 Mr. & Mrs. Scott L. Cyboron  
 Drs. Hans J. and Natalia V. Czup  
 Mr. and Mrs. Delain G. Danehey  
 Mr. Douglas C. DeCamp  
 Mr. Philip G. Dehn  
 Mr. & Mrs. M. Douglas Deitchler  
 Mrs. Lois J. Deneke  
 Mr. and Mrs. Ervin A. Dennis  
 Dr. and Mrs. Kevin M. Devine  
 Mr. and Mrs. Harold T. Dibelka  
 Mr. & Mrs. Donald D. Dischner  
 Mr. & Mrs. Jarrod L. Dorathy  
 Miss Elizabeth A. Dudzik  
 Dr. Patrick H. Dussault  
 Mr. William V. Dwyer  
 Dr. and Mrs. Randy L. Dyer  
 Mr. & Mrs. Thomas F. Eason  
 Mr. Ned B. Eastlack, Jr.  
 Mr. and Mrs. Lawrence D. Ebner  
 Mr. & Mrs. Eugene G. Edwards  
 Mr. & Mrs. Arnold M. Ehlers Jr.  
 Mr. Michael L. Elam  
 Mr. & Mrs. Donald L. Ellison  
 Engelbart Seed  
 Mr. and Mrs. Richard L. Engler  
 Mrs. Maxine M. Ervin  
 Mr. and Mrs. David J. Evans  
 Mr. & Mrs. Keith E. Fickenscher  
 Walter Figel Jr., Ph.D.  
 Mr. and Mrs. James P. Foran  
 Mr. and Mrs. Grant A. Forsberg  
 Mr. and Mrs. Neil A. Fortkamp  
 Mr. & Mrs. Clarence N. Foxworthy  
 Mr. & Mrs. Robert C. Fricke  
 Mr. and Mrs. Don L. Fritson



*Julie '61 and Barney '62 Bauermeister with Dean Donde Plowman at the Yacht Club in Naples, Fla.*



Miss Jennie S. Gard  
Mr. and Mrs. Kevin Garrison  
Mr. and Mrs. Arthur C. Garwood, Jr.  
Mr. Edward L. Gauchat  
Mr. & Mrs. Jack H. Geist  
Dr. and Mrs. Neil D. Gilchrist  
Mr. & Mrs. Thomas M. Glenn  
Mr. Kevin J. Goldstein  
Mr. & Mrs. Michael D. Gorka  
Mr. & Mrs. James W. Grant III  
Mr. and Mrs. Lowell E. Grummert  
Mr. James E. Haas  
Mr. John F. Hamann  
Mr. Alan L. Haney  
Rick and Debra Hansen  
Mr. & Mrs. Stanley J. Harms  
Mr. Timothy A. Henderson  
Mr. Van L. Hesselgesser  
Mr. & Mrs. Alan T. Hill  
Mr. Robert L. Hinman, Jr.  
Mr. Michael J. Hodges  
Mrs. Doris V. Hoff  
Mr. and Mrs. David E. Hollman

Mr. & Mrs. Robert L. Kellner  
Mr. & Mrs. Homer B. Kenison  
Mr. & Mrs. Jason A. Kidd  
Il-Woon Kim, Ph.D.  
Mr. & Mrs. Paul A. King  
Mr. & Mrs. Michael L. Kline  
Mr. & Mrs. William D. Knapper  
Mr. and Mrs. Steven J. Koepke  
Mr. Kenneth W. Koop, Jr.  
Mr. David A. Kraus  
Ms. Dina C. Krofta  
Mr. and Mrs. Donald D. Krohn  
Mr. and Mrs. Bruce A. Krueger  
Mr. & Mrs. Harland J. Kuhlmann  
Mr. and Mrs. Steven Szafman  
Mr. Richard A. Lahr  
Mr. and Mrs. Carl C. Larson  
Mr. and Mrs. Bruce B. Larson  
Dr. & Mrs. Gary A. Latanich  
Mrs. Karyl J. Leach  
Mr. Bruce A. Leslie  
Dr. and Mrs. William C. Letzkus  
Mr. Robert Z. Lewis

McKee  
Mr. W. Timothy McKinley  
Mr. & Mrs. Keith A. McMurtry  
Mr. & Mrs. Greg G. Meier  
Mr. Patrick J. Mejstrik  
Mr. and Mrs. Matthew R. Mercer  
Mr. & Mrs. Richard A. Meredith  
Daniel J. & Nancy A. Kuhl  
Mr. & Mrs. Douglas E. Merz  
Mr. & Mrs. Scott F. Messinger  
Mr. and Mrs. Mark D. Meyer  
Maj. & Mrs. Raphael J. Micek  
Mr. John V. Montgomery  
Mr. & Mrs. James H. Moore, Jr.  
Mr. David L. Morgan  
Mr. and Mrs. Daniel J. Morris  
Hon. Daniel A. and Dr. Rebecca J. Morris  
Alisa L. Mosley, Ph.D.  
Mr. and Mrs. Larry A. Mowrer  
Mr. David M. Muehling  
Mr. and Mrs. Suresh K. Namala  
Mr. and Mrs. Robert C. Navratil  
Lynn A. Nejezchleb, Ph.D.  
Mr. Delwin L. Nelson  
Mr. & Mrs. Mark O. Neumeister  
Mr. and Mrs. Christopher P. O'Connell  
Mrs. Jenny L. Oelke  
Dr. and Mr. Marilyn J. Okleshen  
Mr. and Mrs. Thomas H. Olson, Jr.  
Mr. & Mrs. John S. Olsson  
Ms. Kristen M. Otterson  
Sen. and Mrs. David C. Pankonin  
Mr. & Mrs. Scott J. Pavel  
Mr. and Mrs. James R. Perry  
Mr. Derek S. Peterson  
Pinnacle Bank  
Mr. Craig H. Plaster  
Lt. Col. Leeland R. Prawitz  
Mr. Travis W. Pritchett  
Mr. & Mrs. Richard D. Pullen  
Mr. Thomas D. Pullen  
Ramsay Financial LLC  
Mr. and Mrs. Garth C. Ramsay, Jr.  
Mr. & Mrs. Virgil R. Rank  
Robert H. Raymond, Ph.D.  
Mr. and Mrs. John A. Rebrovic  
Mr. and Mrs. William C. Reitan  
Mr. and Mrs. Frederick R. Rickers  
Mr. James K. Rieker  
Mr. & Mrs. Eldon E. Ritterbush  
Mr. and Mrs. Clark A. Rosenlof  
Miss Susan J. Roubal  
William H. Sackley, Ph.D.  
Dr. and Mrs. Lloyd G. Sage  
Mr. Eric J. Sasek  
Mr. Ryan L. Sattler  
Mr. Kent A. Schneider  
Mr. & Mrs. Robert E. Schneider  
Mr. and Mrs. Jack W. Schultz, Jr.  
Mr. & Mrs. William E. Schwalm  
Mrs. Janice L. Scott  
Mr. Daniel R. Senft  
Mr. and Mrs. James L. Seydel  
Mr. and Mrs. Bradley R. Shafer  
Mr. & Mrs. Randy P. Shelden  
Mr. & Mrs. Morris L. Sinor

Mr. and Mrs. Robert Slezak  
Mr. & Mrs. Glenn W. Smith  
SP Group, P.C.  
Mrs. Linda D. Sparks  
Mr. & Mrs. J. Richard Spellman  
Max & Suzanne Holmquist Sperry  
St. Croix Valley Community  
Foundation  
Lt. Col. & Mrs. Robb Steinheider, Retd.  
Mr. David L. Stevens  
Mr. and Mrs. Bradley J. Stockwell  
Mr. Daniel K. Swan  
Mr. and Mrs. David E. Swan, CPA  
Mr. David L. Swanson  
Dr. & Mrs. Roger Y. Tang  
Mr. Robert A. Tegt  
Mr. and Mrs. Roger H. Thiede  
Wade L. Thomas, Ph.D.  
Mr. and Mrs. Tommie D. Thompson  
Mr. James C. Trumbull  
Mr. and Mrs. Gregory G. Vasek  
Mr. John T. Valentine  
Mr. & Mrs. Donald E. Wall  
Dr. & Mrs. Dan P. Warlick  
Mr. and Mrs. Blake D. Warneke  
Mr. Michael W. Wassinger  
Col. and Mrs. Richard E. Watkins  
Mr. and Mrs. Dean M. Way  
Mr. and Mrs. Eric Weber  
Mr. Alan E. Weedon  
Mr. and Mrs. Jon B. Weinberg  
Mr. & Mrs. William M. Wells  
Mr. & Mrs. Richard A. Whitcomb  
Mr. and Mrs. Kenneth J. Whitcomb  
Mr. and Mrs. Harold K. Wiebusch  
Mr. and Mrs. Loren J. Wiedel  
Mr. William L. Wilke  
Mr. & Mrs. Todd A. Wilson  
Mr. and Mrs. Andrew R. Wineland  
Cecelia M. Wittmayer, Ph.D.  
Mr. Tyler D. Wolford  
Ms. Jennifer A. Wooster  
Jeremy S. Wortman, Ph.D.  
Mr. & Mrs. Brian L. Wulf  
Mr. Wayne M. Yamada  
Mr. Richard A. DeFusco & Ms. Margo Young  
Mr. and Mrs. Jason J. Zabloudil

#### **\$50 - \$99**

Mr. and Mrs. Ronald J. Amen  
Mr. & Mrs. Steven R. Anderson  
Mr. & Mrs. Carl C. Applegate  
Mr. & Mrs. Hans E. Arps  
Mr. & Mrs. Alan O. Austin  
Mr. and Mrs. Glen D. Avery  
Mr. & Mrs. Douglas W. Avery  
Mr. & Mrs. Neil E. Balfour  
Mrs. Sara D. Ballou  
Mrs. Sally J. Bane  
Mr. & Mrs. Michael J. Bart  
Mr. and Mrs. Larry G. Bass  
Mr. & Mrs. Philip F. Beckenhauer  
Mr. & Mrs. Lynn P. Berner  
Mr. and Mrs. George C. Blundell  
Mr. Paul E. Bogle  
Mr. Gregory P. Boson



*Elizabeth '70 and Al '63 Abraham of Minneapolis, Minn., at lunch with Dean Donde Plowman at La Playa in Naples.*

Mr. and Mrs. Donald A. Holmberg, CPA  
Mr. & Mrs. Scott J. Howerter  
Mr. and Mrs. Andy E. Hunzeker  
Mr. & Mrs. Donald E. Iburg  
ING  
Maj. and Mrs. James M. Jenkins, Retd.  
Mr. and Mrs. Jeffrey L. Jobes  
Mr. and Mrs. Gerald E. John  
Mr. and Mrs. Rodney A. Johnsen  
Mr. and Mrs. Ian C. Johnson  
Mr. and Mrs. Michael D. Johnson  
Mr. Kay D. Jones  
Mr. and Mrs. Randall R. Kampfe  
Mr. and Mrs. Matthew L. Karl  
Lt. Col. & Mrs. Brian J. Kaufman  
Mrs. Julie J. Keegan  
Mr. & Mrs. Scott D. Keene  
Mr. & Mrs. Christopher R. Kelley  
Mr. and Mrs. Stephen G. Kellison

Mr. & Mrs. Philip M. Lewis Jr.  
Mr. & Mrs. Michael P. Limas  
Yijia Lin, Ph.D.  
Mr. and Mrs. Eldon L. Linder  
Ms. Marian Lockett-Egan  
Mr. & Mrs. Wallace W. Loerch  
Mr. David B. Long  
Mr. and Mrs. Robert L. Lovitt  
Mr. James A. Ludwig  
Mr. and Mrs. Camron T. Ludwig  
Mr. and Mrs. R. Robert MacDonald  
Mr. and Mrs. Rodney K. Madsen  
Christine A. McClatchey, Ph.D.  
Mr. David C. McGowan  
Mr. Andrew D. Jader and Mrs. Nancy J. McGregor-Jader  
Mr. & Mrs. Allen S. McInerney  
Mr. & Mrs. Homer E. McIntire  
Mr. Morris R. and Dr. Roberta K.



Mr. & Mrs. Robert L. Boumann  
 Mr. and Mrs. Jack R. Brickson  
 Mr. Adam T. Brieese  
 Mr. and Mrs. Mark A. Brown  
 CDR Steven P. Browne  
 Mr. and Mrs. Homer M. Buell  
 Mr. and Mrs. Dion Buhl  
 Mr. and Mrs. David C. Bunkers  
 Mrs. Laura D. Burr  
 Mr. and Mrs. Harold R. Burton  
 Mr. and Mrs. Duane J. Cakl  
 Mr. and Mrs. Robert O. Callahan  
 Mr. and Mrs. Ernest J. Carlson  
 Mr. and Mrs. Jeffrey D. Carlson  
 Mrs. Jessica M. Carlson  
 Mr. & Mrs. Paul R. Carlson  
 Complete Business Services  
 Mr. William E. Conaway  
 Edmond G. and Jan M. Connolly  
 Mrs. Tracy J. Corr  
 Mr. Matthew S. Dantzler  
 Mr. Edward P. and Mrs. Sarah Davie  
 Riehl  
 Mr. and Mrs. David B. DeBoer  
 Mr. & Mrs. Jon P. Denkert  
 Mr. & Mrs. Miles M. Dewhirst  
 Mr. Marcus H. Dietz  
 Mr. and Mrs. Jon D. Dittenber  
 Mr. Robert L. Dodendorf  
 Mr. Robert A. Dougherty  
 Mr. Dennis D. Dowd  
 Mr. Kirk T. and Mrs. Marcia A. Dye  
 Mr. & Mrs. Dawson C. Easter  
 Mr. and Mrs. Mark E. Ediger  
 Mr. Albert S. Edwards  
 Mr. & Mrs. Timothy L. Else  
 Dr. & Mrs. Kenneth O. Elvik  
 Mr. & Mrs. Joel S. Engelbart  
 Mr. Larry L. Ernst  
 Mr. John P. Falk  
 Mr. and Mrs. LeRoy R. Farmer  
 Mr. & Mrs. Mark W. Fesler  
 Mr. Jeffery J. Fink  
 Mrs. Michelle L. Fischbach  
 Mr. Bruce M. Fleisher  
 Mr. & Mrs. Charles R. Foster  
 Mr. Gerald L. Foy  
 Dr. and Mrs. Stuart D. Frank  
 Mr. Richard S. Frizzell  
 Mr. & Mrs. Daniel E. Frost  
 Mr. Travis R. Fry  
 Mr. Richard G. Geier  
 Mr. and Mrs. Bud L. Gerhart, Jr.  
 Mr. J. William Gibson  
 Mr. and Mrs. William S. Glover, Sr.  
 Mrs. Amy R. Goeschel  
 Mrs. Brenda Gohl Khoury  
 Mr. and Mrs. Merlin J. Green  
 Mr. Thomas J. Grubaugh  
 Mr. & Mrs. William R. Hansen  
 Miss Margaret P. Harris  
 Mr. and Mrs. Ronald L. Harris  
 Mr. Matthew R. Heemstra & Ms. Alyssa  
 M. Utecht  
 Mr. Charles J. Hemmingsen  
 Mr. & Mrs. Lloyd D. Hinkley  
 Dr. and Mrs. Joshua A. Hite

Mr. and Mrs. Kerry L. Hochstein  
 Mrs. Margaret A. Hodge  
 Mr. & Mrs. Jerold L. Hoffman  
 Mr. and Mrs. Larry F. Hogenmiller  
 Mr. and Mrs. Daniel H. Hoiem, Jr.  
 Mr. & Mrs. Bradley D. Holbrook  
 Mr. & Mrs. Morgan F. Holmes  
 Mr. and Mrs. Chris Hove  
 Mr. and Mrs. Thomas L. Howard  
 Mrs. Veronica D. Jakub  
 Mr. and Mrs. Douglas J. Jelinek  
 Mr. Dale J. Jindra  
 Mr. & Dr. Justin D. Johnson  
 Mr. Ronald L. Johnson  
 Mr. and Mrs. Robert D. Jones  
 Miss Kristi K. Jung  
 Mr. and Mrs. Norman R. Kalvoda  
 Mr. Myron J. Kaplan  
 Mr. Allyn R. Karle  
 Mr. and Mrs. Kevin A. Kassebaum  
 Mr. & Mrs. Scott V. Kaup  
 Mr. Lynn R. Kellner  
 Mr. Robert W. Kelly  
 Mr. and Mrs. James R. Kenner, Jr.  
 Ms. Lacey M. Koch  
 Mr. and Mrs. William G. Kochanowicz  
 Mr. & Mrs. Charles H. Koopmann  
 Mr. and Mrs. William E. Kramer  
 Mr. Greg E. Kraynak  
 Mr. Jesse S. and Dr. Megan L. Kreycik  
 Miss Kelly A. Khronek  
 Mr. and Mrs. Wayne W. Kubert  
 Mr. and Mrs. Richard M. Kuper  
 Mr. & Mrs. Ross C. Lance  
 Mr. Joshua A. Larrabee  
 Lawrence D. Lewis, Ph.D.  
 Mr. and Mrs. Stephen A. Lindgren  
 Mr. and Mrs. Denny E. Lockmon  
 Mr. & Mrs. Raymond Lonowski  
 Mr. and Mrs. Harold R. Mack, II  
 Mr. James D. Meline  
 Col. and Mrs. James P. Mannix  
 Mostafa Mashayekhi  
 Mr. and Mrs. Douglas D. McCoy  
 Mr. & Mrs. Michael J. McNair  
 Mr. & Mrs. William A. Melville  
 Mr. and Mrs. Robert W. Mentzel  
 Michael V. Schaefer CPA, Professional LLC  
 Mr. & Mrs. Charles R. Miller  
 Mr. and Mrs. John Miller  
 Mr. Robert B. Miller  
 Mr. Stanley H. Miller  
 Mr. & Mrs. Thomas L. Miller  
 Mr. Todd C. Miller  
 Mr. and Mrs. Lewis E. Million  
 Mr. & Mrs. Leland E. Myhre  
 Mr. and Mrs. Thomas J. Nealon  
 Ms. Melanie M. Nebesniak and Mr.  
 Chris Nebesniak  
 Mr. & Mrs. Marshall R. Nelson  
 Mr. and Mrs. Donald D. Neujahr  
 Mr. James A. Nicas  
 Mr. and Mrs. Ronald H. Niederhaus  
 Mr. Douglas A. Obermier  
 Ms. Julie A. O'Brien  
 Mr. Phillip L. O'Donnell  
 Mr. and Mrs. Steven D. Olsen

Dr. & Mrs. Charles E. Olson  
 Mrs. Kim E. Overton  
 Mr. David L. Patrick  
 Dennis M. Patten, Ph.D.  
 Mr. Troy A. Paulsen  
 Mr. and Mrs. Allen C. Pawling  
 Mr. & Mrs. Ronald D. Peterson  
 Mr. & Mrs. James E. Peterson  
 Mr. and Mrs. Donald R. Pittam  
 Mr. Kenneth A. Putzier  
 Mr. & Mrs. Luke P. Ranck II  
 Ms. Kathy J. Reedy  
 Mr. Jeffrey W. Burianek and Dr. Jill S.  
 Reel  
 Mr. and Mrs. Theodor W. Rehmann, III  
 Mr. Harvey K. Reyner  
 Mr. and Mrs. K. Bruce Riddell  
 Mr. & Mrs. Aloysius P. Rieman  
 Mr. Jerry N. Rounsavell  
 Mr. & Mrs. James P. Ryan  
 Mr. Michael V. Schaefer  
 Mr. and Mrs. Clinton N. Schafer  
 Capt. Ruben W. Schaffer

Miss Lydia R. Stranglen  
 Mr. and Mrs. James B. Strasheim  
 Mr. Dan G. Switzer  
 Mr. Brent J. Taylor and Dr. Jamie L.  
 Thurman-Taylor  
 Mr. and Mrs. Karl R. Tews  
 Mr. Andrew J. Uithoven  
 Mr. & Mrs. Dale R. Vagts  
 Jay A. and Amy L. Vankat  
 Mr. and Mrs. James M. Voorhees  
 Dr. Richard Nolte & Mrs. Vicki A.  
 Vopalensky  
 Maj. and Mrs. Gary F. Wagner  
 Dr. & Mrs. Ivan L. Ward  
 Mr. Matthew T. Warren  
 Mr. Mark J. Watt  
 Mr. & Mrs. Steven R. Wellman  
 Dr. Juline L. Wenig  
 Mr. and Mrs. Robert L. Wetzel  
 Mrs. Tracy L. Williams  
 Mr. Juan M. Yee-Fong  
 Mr. and Mrs. Andrew S. Young  
 Mr. and Mrs. Walker L. Zulkoski



*Tyson Stevenson '00, Dean Donde Plowman and  
 Jack O'Holleron '05 at E&O Asian Kitchen in San Francisco, Calif.*

Drs. Kevin S. & Heidi J. Schieuer  
 Dennis R. Schmidt, Ph.D.  
 Mr. & Mrs. Lowell Schroeder  
 Miss Janel L. Schuch  
 Mr. & Mrs. Robert O. Schultz  
 Mr. and Mrs. W. D. Sedden  
 Mr. and Mrs. John L. Selzer  
 Mr. Paul M. Shada  
 Mrs. Eleanor P. Shaner  
 Dr. and Mrs. Thomas A. Shimerda,  
 Ph.D.  
 Mr. Randy Halder & Ms. Lori Shriner  
 Mr. & Mrs. Delbert E. Snoberger  
 Mr. Douglas F. Sorensen  
 Mr. Frank R. Soukup  
 Mr. Spencer P. Spires  
 Mr. Mark R. Spurgin  
 Mr. Steven G. Stark  
 Mr. Morton A. Stelling

#### **\$1 - \$49**

Mrs. Teresa A. Allen  
 Mr. and Mrs. Gary G. Anderson  
 Mrs. Mary K. Anderson  
 Mr. Reed L. Anderson  
 Mr. Harold E. Andrew  
 Mr. Brendan J. Arnold  
 Mr. Eric J. Arthaud  
 Mr. Robert G. Avey  
 Ms. Kim D. Bainbridge  
 Mr. and Mrs. Duane J. Batenhorst  
 Mr. & Mrs. Mark W. Bathel  
 Mr. Robert J. Beckwith  
 Mrs. Sally L. Belcher  
 Dr. and Mrs. Joseph A. Bellizzi  
 Mr. Ilmars Bergmanis  
 Mr. & Mrs. Robert D. Berguin  
 Mr. Robert Bingham  
 Mr. and Mrs. Larry D. Bird





*Bob and Jan Seidell with Dean Donde Plowman  
at the Yacht Club in Naples, Fla.*

Mr. & Mrs. Ronald Birnie  
Mrs. Debra A. Bitzer  
Ms. Lyndee J. Black  
Mr. Norman A. Blome  
Mr. Randall J. Boba and Ms. Sonia  
Duncan-Boba  
Mrs. Debra J. Boehm  
Mr. & Mrs. Larry C. Boeshart  
Mr. and Mrs. Jay W. R. Bohlken  
Mr. Harold L. Bohner  
Mr. Marc T. Bowman  
Mr. and Mrs. Philip H. Breslin  
Mr. and Mrs. Cyril F. Brown, Jr.  
Mrs. Jill M. Burns  
Mr. Craig A. and Dr. D'vée Buss  
Mr. & Mrs. Dennis E. Buss  
Mr. & Mrs. Steven Byrne  
Mr. Gregory B. Carlberg  
Miss Kelly J. Chermok  
Mr. & Mrs. Dustin R. Clevenger  
Mr. and Mrs. Robert L. Cockson  
Mr. Kimberly W. Colburn  
Mr. Troy Collins  
Mr. William B. Collins  
Mr. & Mrs. Chad A. Colvert  
Mr. & Mrs. John T. Connor III  
Mr. and Mrs. Brent A. Curry  
Curtiss Law Office PC  
Mr. and Mrs. Bruce D. Curtiss  
Mr. and Mrs. Christopher J. Daly, III  
Mr. Michael T. Dein  
Dr. & Mrs. Lester A. Digman  
Mr. J. Robert Dinneen Jr.  
Mr. and Mrs. Patrick D. Dodson  
Mr. Garwood L. Donnelson  
Mr. and Mrs. Daniel J. Doyle  
Mr. Dustin A. Drake  
Mr. & Mrs. Gregory A. Dynek  
Mr. & Mrs. John B. Eberly  
Mrs. Karla L. Egger  
Mr. Larry D. Eickhoff  
Mr. and Mrs. Jeff J. Elbracht  
Mr. Richard B. Ellsberry

Ms. Sara D. Elrod  
Mr. Alan J. Evelyn  
Mr. Casey J. Fahrnbruch  
Mr. Robert H. Failing  
Mr. & Mrs. Lauren G. Faist  
Mr. Alan D. Farmer  
Mr. Michael C. Fiene  
Mr. and Mrs. Verle D. Finke  
Mr. James M. Fischer  
Drs. William Walstad & Tammie  
Fischer  
Mr. Gary C. Flack  
Mr. Richard R. Flanery Jr.  
Mr. and Mrs. William T. Fleming  
Mrs. Elizabeth L. Forbes  
CDR Frederick P. Freeland Jr.  
Mr. and Mrs. Raymond J. Friesen  
Mr. & Mrs. James T. Fuelberth  
Mr. Carl A. Gallagher  
Mr. Roger W. Gardner  
Mrs. Michele E. Gerkman  
Mrs. Joyce L. Gettman  
Mr. & Mrs. Kevin J. Gilg  
Ms. Melissa M. Girdlestone and Mr.  
Shane Girdlestone  
Ms. Sandra M. Gleason  
Mr. Lloyd E. Goodson  
CAPT Dale R. Govan  
Mr. & Mrs. Barton H. Greenberg  
Mr. & Mrs. Eric M. Gregory  
Mr. Michael D. Gross  
Konrad E. Gunderson, Ph.D.  
Mr. & Mrs. Jay Haase  
Ms. Raneë M. Hall  
Ms. Jenny L. Hansen  
Mr. and Mrs. Kenneth W. Hartman  
Mr. and Mrs. Scott Heinemann  
Mr. & Mrs. Gary R. Helman  
Mr. David M. Hergott  
Mr. and Mrs. Henry S. Hilles, III  
Mr. Christopher J. Hoke  
Mr. & Mrs. Timothy L. Holbrook  
Mr. & Mrs. William F. Holloran

Mr. & Mrs. John R. Holmes  
Mr. & Mrs. Mark D. Holt  
Ms. Sandra M. Horn-Goul  
Mr. Stephen C. Houtsma  
Dr. and Mrs. Loren K. Hubbell  
Mr. and Mrs. Mark E. Hudnall  
Mr. & Mrs. David E. Hughes  
Mrs. Shari L. Huisman  
Mr. and Mrs. Don D. Hutchens  
Mr. Vernon D. Jackson  
Mr. & Mrs. Michael K. Jank  
Mr. & Mrs. Leslie D. Jenkins  
Mr. and Mrs. Kenneth G. Johnson  
Mr. & Mrs. Roger L. Jones  
Mr. Bruce H. Kaiman  
Mr. & Mrs. Mark G. Kampschneider  
Mr. and Mrs. Glen R. Kampschneider  
Corinne M. Karuppan, Ph.D.  
Mr. Nicholas W. Kauffman  
Mrs. Cindy S. Kehling  
Mr. Timothy M. Kehr  
Mr. William C. Keller  
Mr. Christopher N. Kerr  
Mrs. Lynda R. Kester  
Mr. and Mrs. Clinton H. King, CPA  
Mr. & Mrs. Logan C. Kinnison  
Mr. and Mrs. James W. Klimes  
Mr. and Mrs. Lloyd W. Knapp  
Mr. Kirk D. Knapp  
Mr. Patrick T. Knolla  
Mr. and Mrs. Kollin R. Kostboth  
Mr. Todd F. and Dr. Lynette D. Kramer  
Mr. Chad P. Krause  
Mr. Laverne M. Krueger  
Mr. & Mrs. David L. Krumm  
Mr. and Mrs. Richard J. Kucera  
Mr. and Mrs. Ted Laible  
Ms. Ashley A. Lantz  
Mr. Michael C. Larsen  
Mr. Elton A. Larson  
Mrs. Becky A. Laska  
Mr. & Mrs. Douglas J. Law  
Mr. & Mrs. Michael D. Lawrence  
Mr. & Mrs. Brendan A. Lee  
Mr. & Mrs. James O. Leslie  
Mr. & Mrs. Steven C. Lewis  
Mr. and Mrs. Stephen W. Lewis  
2nd Lt. Ferris L. Linn  
G. Brandon Lockhart, Ph.D.  
Mr. & Mrs. Richard T. Lowery  
Ms. Colleen R. Lund  
Mr. and Mrs. Mark W. Lyon  
Mr. Thomas G. Margheim  
Mr. Steven A. Maronde  
Mr. and Mrs. John C. Maruska  
Mr. Randall D. Mauler  
Mrs. Constance B. May  
Mrs. Lori A. McCullough  
Mr. Shaun M. McDonald  
Mr. John W. McGargill  
Mr. and Mrs. Scott D. McGill  
Mrs. Megan L. McWilliams  
Col. Richard G. Meck  
Mr. Ryan P. Mendlik  
Mr. Loren E. Meyer  
Dr. and Mrs. William C. Meyer  
Mr. and Mrs. Andrew T. Miller

Mr. and Mrs. Jeffrey D. Miller  
Mr. L. Eldon Miller  
Ms. Sara E. Minnick  
Mr. Brett W. Mitchell  
Mr. Richard C. Moderow  
Mr. and Mrs. Randall D. Mohr  
Mr. & Mrs. Jeffrey S. Monzu  
Nelson Enterprises Inc. Nelson's  
Ezdocks  
Mr. Bruce C. Nelson  
Mr. Jack C. Nelson  
Mr. Steven M. Nelson  
Mr. Paul R. Newcombe  
Mr. & Mrs. Eric C. Obert  
Ms. Jennifer A. Ortmeier  
Mr. Steven L. Paus  
Mr. Theodore C. Payne  
Mr. Gerardo Pedraza Castillo  
Mr. Matthew G. Peters  
Mr. Timothy G. Petersen  
Mr. and Mrs. Leon D. Phillips  
Mr. & Mrs. Brian P. Pinkstaff  
Mr. and Mrs. Gary R. Pohlmann  
Mr. & Mrs. Donald L. Polly  
Mr. Leroy G. Poppe  
Mr. Gus Poulos  
Mr. & Mrs. Bruce D. Pudvah  
Mr. Dan D. Quine  
Mr. & Mrs. Patrick S. Rasmussen  
Mr. and Mrs. Aaron C. Raymond  
Mr. and Mrs. Robert C. Rediger  
Mr. & Mrs. George W. Regan  
Mrs. Nancy M. Rein  
Mr. and Mrs. Craig J. Reiser  
Mr. & Mrs. David E. Ringler  
Mr. & Mrs. Carl W. Ritchie  
Dr. and Mrs. James A. Roberts  
Ms. Kristen R. Rock  
Ms. Lois D. Rohla  
Mr. Michael J. Romanek  
Mr. & Mrs. Wayne A. Rothmeyer  
Mr. James A. Rotter  
Mr. & Mrs. Paul M. Salber  
Mr. and Mrs. Thomas J. Samek  
Mr. David Sanchez Aparicio  
Mr. and Mrs. Lionel E. Sanchez  
Mr. James R. Sargent  
Mr. and Mrs. Daniel J. Schaecher  
Mr. David J. Scheer  
Mr. Jonathan R. Scheve  
Mr. and Mrs. George D. Schluter  
Mr. & Mrs. Ronald W. Schultz  
Mr. James D. Schulz Jr.  
Mr. and Mrs. Benjamin Schwartz  
Ms. Sarah A. Scott  
Christopher C. Shaw Jr., Ph.D.  
Mr. Scott E. Shaw  
Mr. Brock L. Shelton  
Mr. & Mrs. Harold R. Shores  
Mrs. Patricia J. Sinkey  
Mr. Tedd J. Slagle  
Mr. Kendall G. Smith  
Mr. Michael J. Stafford  
Mr. and Mrs. Ronald J. Starzec  
Mr. & Mrs. Bill P. Straub  
Mr. & Mrs. Joseph M. Summers  
Mr. & Mrs. Jac L. Thiessen



# College of Business Administration Tailgate, Sept. 29, 2012

Ms. Heather R. Thompson  
Mr. & Mrs. Steven J. Thompson  
Dr. & Mrs. E. Thomas Thurber  
Ms. Kathryn A. Tillwick  
Mr. & Mrs. Steven J. Troutt  
Mrs. Margaret D. Turner  
Ruby & Ray Urban Jr.  
Mr. and Mrs. John E. Van Horne, Jr.  
Michael B. Vaughan, Ph.D.  
Mr. & Mrs. Gary D. Venhaus  
Mr. Clarence F. Vlasak  
Mr. Harold E. Volkar  
Mrs. Amanda M. Volz  
Mr. and Mrs. J. Ronald Voss  
Mr. and Mrs. George W. Wagaman  
Mr. Jay L. Wahlund

Mr. & Mrs. James S. Walker  
Col. William A. Wells  
Mr. Bruce E. Whitacre  
Mr. & Mrs. Wilborn S. Whitehead  
Mr. John W. Whitehill  
Mr. Charles B. Whitney  
Mr. Gregory D. Wiest  
Mr. and Mrs. Clark A. Wilcox  
Mr. and Mrs. Bruce P. Wilcox  
Mr. & Mrs. Jack B. Williams  
Mr. & Mrs. Mark A. Woita  
Mr. Bryan K. Wolfe  
Mr. & Mrs. John J. Woodmancy  
Mr. Dale W. Wright  
Mr. Simon Y. Yoo  
Mr. Philip W. Zegers



Finance students from the College of Business Administration visited famous alumnus Warren Buffett '59 in November. Meeting the famous alumnus is a highlight of the finance course called Security Analysis and Warren Buffett Business Valuation Techniques, which is taught by Dr. Donna Dudney, associate professor of finance and Dr. Glenn Williams, assistant professor of practice in finance. Students attend lunch and pose for photographs with Buffett. They also present him with a class gift.



*The nesting dolls presented to Warren Buffett included from right: Warren Buffett, Charlie Munger, Benjamin Graham, Philip Fisher, and Herbie Husker.*



*Holly '80 and Tonn '81 Ostergard*



*Jeannette and Don '74 Ham*



*Tony Wiedenski and Heather Stutzman '06*



*Kathleen Farrell, senior associate dean and Sam Allgood, economics*



*Virginia and Kelly Holthus*



*Nate and Laurie Miller, economics*



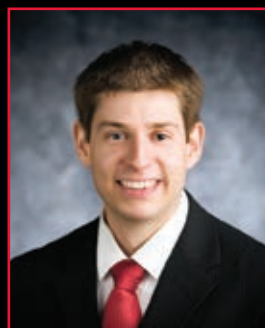
*Michele '97 and Scott Walker*



*Rita and James '60 Kowalski*

Thank you to all our generous donors. If you would like to support the University of Nebraska-Lincoln College of Business Administration, contact:

**Nebraska**  
Lincoln COLLEGE OF  
BUSINESS ADMINISTRATION



**Matt Boyd**  
Director of Development  
(402) 458-1189  
[mboyd@nufoundation.org](mailto:mboyd@nufoundation.org)



**Sandi Hansen**  
Development Officer  
(402) 458-1238  
[shansen@nufoundation.org](mailto:shansen@nufoundation.org)



**Laine Norton**  
Development Officer  
(402) 458-1201  
[lnorton@nufoundation.org](mailto:lnorton@nufoundation.org)



**Amanda Holmes**  
*MBA student*  
*National Guard Platoon Leader*

“I knew that **University of Nebraska–Lincoln** would have a competitive MBA program, and that a degree from the school would be respected by successful organizations. I’ve already applied concepts I’ve learned in my MBA classes to my role as a platoon leader in the National Guard.”

Find out more at:

**[www.mba.unl.edu](http://www.mba.unl.edu)**

**Need help** recruiting students?

Contact CBA Career Coaches or Career Services at CBA **Today**.

**402-472-7272 • [cbacareerservices@unl.edu](mailto:cbacareerservices@unl.edu)**

**[cba.unl.edu/careers](http://cba.unl.edu/careers)**



Internships  
Co-ops  
Full-time Jobs