

UNIVERSITY OF NEBRASKA-LINCOLN COLLEGE OF BUSINESS

2014 NEBRASKA BUSINESS



BUILDING A COLLEGE



College of Business Administration
BY THE NUMBERS

3,899 students

66% freshmen enrollment
increase over last four years

34,000 alumni

36 new faculty in the last
four years

10 undergraduate majors:
*accounting, actuarial
science, agribusiness,
business administration,
economics, finance,
international business,
management, marketing,
supply chain management*

82 high-achieving
students in the
CBA Honors Academy

The MBA program
celebrated its

50th
anniversary

1 business minor available
for non-business majors

24 recognized
organizations for
business students

Approximately
\$500,000
awarded in scholarships
each year

6 study abroad programs:
Brazil, China, England,
France, Italy and Japan

6 career coaches to help
students write résumés, get
internships and more

28 soon-to-be high school
seniors attended the 2014
DREAM BIG Academy to
learn about business

The undergraduate
BUSINESS PROGRAM

JUMPED

21

spots to

51ST

out of more than 400
programs in the
*U.S. News & World
Report* ranking

ONLINE MBA PROGRAM
ranked

6TH

in the nation by
*U.S. News & World
Report* in 2014

1ST

in the Big Ten by
Affordable Colleges
Online in 2013

**CBA IS THE
ONLY**

PH.D. GRANTING

business college

IN NEBRASKA



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MESSAGE *from the* DEAN

Being the dean at the University of Nebraska–Lincoln College of Business Administration has been an amazing journey the past four-and-a-half years. It is a privilege to be leading such outstanding faculty and staff as we are on the verge of creating a new building that will become a central hub of business education for this campus and for the Nebraska business community.

The new \$84 million, 240,000-square-foot facility will allow our students, faculty and alumni the opportunity to grow in ways that otherwise could not happen. The state-of-the-art classrooms will enable interactive learning. We will have space for our students, alumni and business partners to connect and engage with each other like never before. This building is being funded by private donations from our alumni for future alumni. They are literally paying it forward, and I could not be more awed by their generosity.

The new structure on 14th and Vine will be stunning. Yet it is what we are taking with us into the new building that excites me most. We have continued to grow our enrollments of first-time freshmen each of my years at Nebraska, and our business minor program for non-business majors has exploded to nearly 1,300 students in just two years. To account for these increases, we added 36 new faculty in the last four years and are recruiting another 20 this year.

With all this positive growth, I'm even more proud of our growing stature and visibility as a college. Some highlights include:

- We jumped 21 spots in the latest *U.S. News & World Report* rankings and are now at number 51 nationally out of 426 undergraduate business programs.
- The MBA program is ranked 2nd among part-time on-campus programs in the Big Ten by *Bloomberg Businessweek*, 6th in the nation among online programs and 2nd in the nation for veterans by *U.S. News & World Report*, and 1st in the Big Ten by Affordable Colleges Online (*see pages 4-6*).
- The first two cohorts of the Honors Academy include 82 high achieving students (*see page 23*). The first cohort in the new master of arts in intercollegiate athletic administration, a joint program with Husker Athletics, started this fall and a new 11-month master of arts in business administration will be starting soon (*see page 7*).
- Our new undergraduate certificate program in sales excellence was made possible by a \$1.5 million donation from the National Research Corporation. Students who complete the program will be prepared for outstanding professional sales positions (*see page 11*).

For more than a year now, we have been telling each of our students to Start Something. As you read the stories in this year's edition of our *Nebraska Business* magazine, you will see many examples of how our students are doing exactly that and how our alumni impact Nebraska, the country and the world. We have Started Something really big and really important.



Donde Plowman
James Jr. and Susan Stuart Endowed Dean





ALUMNI CELEBRATE AT CBA TAILGATE

More than 225 advisory board members, alumni and their guests attended a tailgate prior to the Nebraska vs. Miami football game Sept. 20. The tailgate was held at the site of the new CBA building at 14th and Vine streets, just north of the Kauffman Academic Residential Center.

PARTNERSHIP SUMMIT WELCOMES NEARLY 200 ADVISORY BOARD MEMBERS

Nearly 200 advisory board members met Sept. 19 for the 2014 Partnership Summit and Advisory Board meetings. The day started with the State of the College Address presented by Dean Donde Plowman at the Grand Manse in downtown Lincoln. She emphasized the positive trajectories happening at CBA including business major enrollments approaching 3,900, business minors totaling about 1,300 and the hiring of 36 new faculty in the last four years.

She also talked about the increasing academic stature of the college including the jump of 21 spots to number 51 in the *U.S. News & World Report* ranking of 426 undergraduate business programs.

"The world is starting to notice what we are doing. Beyond the rankings, we are gaining recognition with the quality of our faculty and what our students are achieving," said Plowman.



Jim Kroeker and Dean Donde Plowman

After the address, she presented Jim Kroeker with the Business Leadership Award, which recognizes individuals who are outstanding examples of successful leaders in their respective

fields, including business ethics, community service and overall business excellence. Kroeker is a CBA alumnus and vice chair of the Financial Accounting Standards Board.

Plowman shared a video about the new CBA building project, and introduced keynote speaker and men's head basketball coach Tim Miles who entertained the crowd over lunch.



Men's Head Basketball Coach Tim Miles

"At Nebraska, you don't have to peel back the onion very far to see all the layers of success. From the College of Business Administration to athletics, we are in great shape," he said.

A total of 13 boards met at CBA during the day including the dean's advisory board, dean's young alumni advisory board, actuarial science, school of accountancy, junior school of accountancy, finance, marketing, management, MBA, supply chain management, center for entrepreneurship, bureau of business research and economic education.

"We are so thankful that this group is willing to share both time and talents with us. Many of our new initiatives and programs have their roots in these meetings," Plowman said.



Current students and recent alumni welcome guests

"I cannot be more excited to be the dean right now. From our great faculty hires to our jump in recent rankings, it is truly an exciting time for our college. It is also absolutely amazing that this new CBA Building is being built by alumni for future alumni, and we are building great programs to go inside it," Plowman said.



Gerard Keating '87 and Dean Plowman

Plowman also talked about the students who go out and Start Something. She introduced Grant Stahla, a senior management major from Grand Island, Nebraska, to recognize him as an entrepreneur and owner of Stahla Services (*see his story on page 20*).

The event was the last CBA tailgate to be held on the site of the new building as groundbreaking for the project will start this winter.

MBA PROGRAM CELEBR

HISTORY

This year marks the 50th anniversary of the UNL MBA program. Throughout the years, the program evolved to offer courses online as well as on campus, and both programs are highly ranked in the nation.

The on-campus program first emerged in the years following World War II, as there was a growing demand for managerial personnel. Under the direction of Dean Charles S. Miller with funding from the Cooper Foundation, the College of Business Administration received permission to establish an MBA program directed at those with undergraduate degrees other than business in 1964. Soon after, the program expanded to meet the needs of business graduates as well.

Key changes to the MBA program happened due to a relationship with military personnel at Offutt Air Force Base in Omaha, Nebraska. Dr. Gordie Karels, professor emeritus and past associate dean of research and graduate programs, served

Part-time MBA Program	
2nd in Big Ten, 18th overall	<i>Bloomberg Businessweek</i>
34th overall	<i>U.S. News & World Report</i>
Online MBA Program	
2nd in Big Ten, 6th overall	<i>U.S. News & World Report</i>
1st in Big Ten for veterans, 2nd overall	<i>U.S. News & World Report</i>
1st in Big Ten	Affordable Colleges Online

Student Receives First UNL-MBA Degree via Satellite

Jack Copsey, owner of Valley Oil Company of Scottsbluff, walked on the UNL campus for the first time on Saturday, May 6, to receive his diploma. Copsey was the first student to graduate from the UNL-MBA Program after taking all of his courses by satellite television in Scottsbluff.

The satellite MBA program was a result of a community survey done by the Clarus Corporation in 1990 on lifelong learning opportunities in western Nebraska. The study pointed to a need for more high level business training. The University of Nebraska-Lincoln came on line with the distance education MBA program in the fall of 1992 after the Nebraska Legislature provided funding to begin the program. Two courses have been offered each semester since that time, all by two-way satellite delivery. Copsey admitted that it

was a challenge to balance running his own business and keeping up with his course work. "Getting an MBA has



Dr. Gordon Karels (left), Associate Dean and MBA Program Director, presents Jack Copsey (right) with his diploma at a reception honoring this year's MBA grads.

been a lifetime dream of mine," said Copsey. "I couldn't pass up the opportunity when the program started here in

Scottsbluff." Copsey said that he has enjoyed the intellectual stimulation of the courses. "The course material has been very helpful to me and I have used a lot of it in my business."

The University of Nebraska-Lincoln currently has seven other people enrolled in the Scottsbluff MBA program, but new changes to the program slated for Fall 1995 should open the door for an increased number of students. Dr. Garth Taylor, a faculty member of the UNL College of Business located in Scottsbluff, says that UNL is going to an executive MBA program this fall. Taylor said, "The old program basically targeted UNL business undergraduates; anyone else was faced with up to two years of taking undergrad requirements." He said the new program now targets more non-traditional students, the working person.

as the MBA faculty director when the decision was made to change the course schedule and the delivery method.

"After 9/11, when our military students were deployed and couldn't tell us where they were going, the decision was made to follow them by offering online courses. We were one of the first online programs. The program is primarily civilian, but its roots were in serving the military," Karels said.

Today, the MBA program is a leader in providing students with flexible options to complete their degree.

"The recognition of our MBA programs is significant and it's been fantastic to watch our programs be consistently ranked among the best. Both our MBA online and on-campus students are part of the same quality program, taught by the same world-renowned professors," said Dean Donde Plowman.

STEVEN RILEY: ONLINE MBA

As a C-130 pilot in the United States Air Force stationed in Little Rock, Arkansas, Captain Steven Riley knows how far an MBA from a Big Ten university will take him. Being able to take courses online from the University of Nebraska-Lincoln offered him both flexibility and a quality education which will advance his career in the military as well as once he is a civilian.

"You are expected to work towards a master's degree in the Air Force in order to advance beyond captain," he said. "There are several distance learning options out there but few offer the benefits UNL provides. I chose the online MBA program at Nebraska, because I wanted a master's degree that would have value on the outside beyond my military career."

The UNL MBA program is open to all branches of the military, as well as veterans. CBA accepts the College Level Examination Program (CLEP) testing and offers flexibility for deployment. Veterans and active duty military personnel also receive a 15 percent tuition discount for the online MBA eight-week courses.

"I chose UNL, because the course offerings are diverse and the schedule makes it easy to complete your degree on your own schedule," Riley said. "The faculty are accessible, the online interface works well and my classmates are motivated and knowledgeable. I knew I wanted a quality program with a good reputation. An MBA from Nebraska offers both of those things."



ATES 50 YEARS



Current MBA students

TAILGATE CELEBRATION

More than 170 alumni and guests celebrated 50 years of the UNL MBA program at a tailgate, Nov. 1 prior to the Nebraska vs. Purdue football game. Dr. Gordie Karels, professor emeritus and past associate dean of research and graduate programs, and current and past faculty also attended.

Karels, who retired last year and now resides in South Dakota, welcomed guests and former students, and spoke about his passion for the program.

"It's great to be a part of something with such national and international recognition. With the program's great academic reputation and the new CBA building we're building to house it, the future of the UNL MBA is so bright," he said.

David Krecek '65, graduated with the first MBA class. A consultant with Predictive Index in Omaha, Nebraska, he shared stories of being a part of the program's first graduating class.

"The education I received at CBA enabled me to get offers from every Fortune 500 company I interviewed with upon

graduation," he said. "One of my favorite professors was Doc Elliott. He had a way of creating a story around hypothetical situations that were not only hilarious but effective in learning the material. I also enjoyed my organizational behavior classes as I've used what I learned then as a basis for my entire career."

Alumni interested in receiving communication should contact Laura Niles, external relations director, at lniles2@unl.edu or 402-472-9580.



David Krecek '65 and Dean Donde Plowman

DANIELLE KINSER: ON-CAMPUS MBA

Earning an MBA was always a part of Danielle Kinser's career plan. A 2013 CBA graduate, she graduated in three years with a double major in business administration and management, and she plans to earn her MBA before she enters the workforce in May.

"Having an MBA from the University of Nebraska-Lincoln on my résumé will give me a competitive edge when I enter the finance job market," Kinser said. "When UNL became part of the Big Ten Conference, it was a game changer for the university and CBA, because we are on the radar of the top companies when they are hiring. To me, that is very important."

The on-campus MBA program was the ideal option for Kinser, because she likes the structure of a traditional classroom environment. It also allowed her to directly interact with faculty and other students.

Kinser applied what she learned in the program at two internships in Lincoln. She was an operations intern with the digital signage firm Nanonation and a financial analyst with Nebraska Book Company.

"I made the right choice getting my MBA at Nebraska. It validates all the theories you are taught as an undergraduate, because you are able to apply it to a real-life situation," she explained. "I would highly recommend investing in yourself and pursuing an MBA, as the experience is so valuable."



Danielle Kinser

MBA PROGRAM CELEBRATES 50 YEARS



“One of the best parts about the MBA program is the coursework and team projects do not tell you exactly what to do. Instead they teach you how to think and find solutions when faced with unfamiliar situations. Coming from a non-business background (science), I found that to be an extremely valuable skill set I will use when I enter the workforce.”

—Simran Sohi, Lincoln, Nebraska, MBA '15

“I am very proud to have graduated from the highly-ranked MBA program at UNL. My father earned his master of arts in business administration at UNL as well. Getting our master's degrees at UNL is a legacy we share and one that has greatly impacted our lives, both personally and professionally.”

—Lindsey Eastwood Spehn
Omaha, Nebraska, MBA '04



“I am grateful to be part of such a successful academic MBA program. It is very special that my son, Josh (Hoefler '11, '13, *left in photo*) followed in my footsteps. His decision may have had something to do with being born during finals week the last semester of my MBA program. We also shared some of the same professors like Dr. Gordie Karels (*middle*).”

—Mike Hoefler, Firth, Nebraska, '87, MBA '88



“The MBA program gave me a completely fresh perspective about professional goals. I started my career in technology transfer, because of the business knowledge acquired from the program and my technology background from UNL. The MBA differentiated me from 95% of the other people in the field of chemistry and opened up doors that would not have been open to me otherwise.”

—Dipanjan Nag, Princeton, New Jersey, MBA '05



“I earned my UNL MBA when I was a relatively new officer in the National Guard. I knew to advance the ranks, a master's degree would help me become a better leader and make me more competitive.”

—Amanda Homes, Lincoln, Nebraska, MBA '14





UNIQUE INTERCOLLEGIATE ATHLETICS ADMINISTRATION PROGRAM PARTNERS HUSKER ATHLETICS WITH CBA

The College of Business Administration and Husker Athletics partnered to launch a new master's degree in intercollegiate athletics administration at UNL. The first cohort of students began the immersive experience, which blends classroom instruction and relevant, real-world experience through a guaranteed internship with Husker Athletics, this fall.

University of Nebraska Director of Athletics Shawn Eichorst said, "Collaborating with one of the finest business colleges in the Big Ten and helping prepare the next wave of intercollegiate athletic administrators is central to our mission in Husker Athletics. The program curriculum and talented professors at CBA coupled with a one-year internship in Husker Athletics will uniquely prepare graduates for a successful career in intercollegiate athletics."

The two-year on-campus program requires 36 credit hours in addition to the internship. Students examine case studies, and prepare written and oral group presentations and projects. They learn first-hand how an athletic department functions through facility tours and presentations by current Husker Athletics administrators.

Dean Donde Plowman said, "This program is unique because of the strong partnership between CBA and Husker Athletics. Our graduates will have the business knowledge to succeed in the competitive, ever-evolving field of intercollegiate athletics administration."

The students learn professional development and networking skills in order to appropriately market themselves for a successful career.

"Students will be extremely marketable upon graduation as they are gaining a practical hands-on learning experience so they can understand how a top-tier Division I athletic department functions," said Brandon Urry, program coordinator.

Admission into the program is competitive with only 10 students admitted each year.

For more information, visit: cba.unl.edu/maiaa



Alex Duff from Lincoln, Nebraska and Shawn Eichorst, University of Nebraska Director of Athletics

New Graduate Programs

These programs are designed to meet current and emerging business demands in the global marketplace. For more information, contact CBA Graduate Programs at 402-472-2338 or visit: cba.unl.edu/gradprograms.



Master of Arts in Business Administration (MABA)

The MABA is an 11-month, accelerated program. It is designed to offer students the rigorous study of all functional areas of business with a focus on the strategic business framework, and communication and teamwork skills necessary to achieve success. First cohort begins in the fall of 2015.



Business Analytics Certificate

The business analytics program prepares leaders to solve specific business problems by analyzing big data. The program, which began last spring, requires four online courses and is ideal for business professionals who want to be able to make better business decisions based on understanding the data available to them.



Supply Chain Certificate

The supply chain management program was designed to empower professionals to sharpen analytical skills and learn to leverage relevant technology to make supply chains faster and more efficient. The program requires four courses and is ideal for working professionals who want to gain additional skills.



UNIVERSITY OF NEBRASKA-LINCOLN
**COLLEGE OF BUSINESS
ADMINISTRATION**

NEW FACULTY 2014



JAMES DOWNES Assistant Professor of Accountancy

Dr. James Downes received his Ph.D. in accounting from the Spears School of Business at Oklahoma State University in 2014. His research interests include cash holdings, management and valuation, accounting for derivatives and international accounting.



JIN YEUB KIM Assistant Professor of Economics

Dr. Jin Yeub Kim earned her Ph.D. in economics from the University of Chicago in 2014. Her research interests include microeconomic theory, game theory, mechanism design, political economy and international relations.



TAMMY BECK Associate Dean of Academic Programs and Associate Professor of Management

Dr. Tammy Beck comes to CBA from the University of North Carolina at Charlotte where she was

an assistant professor of management and organization science. She received her Ph.D. at the University of Texas at San Antonio. Her research interests include macro-level strategic management, inter-organizational collaboration and organizational resilience.

Beck's research has been published in top journals including "Experiencing Rare and Unusual Events Richly: The Role of Middle Managers in Animating and Guiding Organizational Interpretation" and the forthcoming article "Temporary, Emergent Interorganizational Collaboration in Unexpected Circumstances: A Study of the Columbia Space Shuttle Response Effort," both in *Organization Science*.

She has previously held management positions in publicly traded firms in roles related to strategic financial and tax planning. Beck also has more than 20 years of professional experience as a CPA.



JING WANG Assistant Professor of Finance

Dr. Jing Wang earned her Ph.D. in finance from the Krannert School of Management at Purdue University. She was a visiting assistant professor of finance at the Fisher College of Business at The Ohio State University last year. Her research interests include empirical corporate finance, financial contracting and creditor control rights.

Learn more about CBA at:
cba.unl.edu





HEATHER CLEMENS

Assistant Professor of Practice in Actuarial Science

Heather Clemens received her bachelor of science in actuarial science from the University of Nebraska–Lincoln. She comes to CBA with over 18 years

experience in the field and has a master of arts in leadership from Bellevue University.

She has been a consulting actuary for Compass Health Analytics, Inc., in Portland, Maine, since 2011 where she assisted nonprofit managed care organizations with claim liability analysis, rate development, budget development and financial monitoring.



JENNIFER DAVIDSON

Assistant Professor of Practice in Economics and President of Nebraska Council on Economic Education

Jennifer Davidson received her master's in education with a focus in

economics from the University of Nebraska–Lincoln. Her areas of focus include macroeconomics, microeconomics and economics for teachers.

Davidson is the president of the Nebraska Council on Economic Education which supports five Centers for Economic Education throughout the state. The centers work closely and partner with educators in their regions to provide world-class economic and financial literacy education programs to K-12 students in Nebraska.



IMRAN KHAN

Assistant Professor of Practice in Marketing

Dr. Imran Khan received his doctorate of business administration from the Coles College of Business at Kennesaw State University in 2014. He was an

assistant professor of marketing at the Arthur J. Bauernfeind College of Business at Murray State University last year. His research interests include marketing management strategy, business to business marketing and services marketing.

Martin Named CBA Master



JoAnn Martin '75, president and CEO of Ameritas Mutual Holding Company and chair, president and CEO of Ameritas Life in Lincoln, was named the 2014 College of Business Administration Master.

Martin shared her insight from managing a major insurance

and financial services company with CBA students and faculty, the CBA Honors Academy and student organizations during the 50th Annual Alumni Masters Week, Nov. 19-21.

Martin joined Ameritas as a manager in the audit division in 1984 and rose through the ranks. In 2008, she assumed her present position with Ameritas Life Insurance Corp. and, in 2009, her current position with Ameritas Mutual Holding Company. Martin serves on the boards of the National Research Corp., the University of Nebraska Foundation and the Nebraska Innovation Campus Development Corp.

Alumni Masters Week is sponsored by the Nebraska Alumni Association, Scarlet Guard student organization and the UNL Chancellor's Office. Martin was one of nine outstanding alumni featured during the week throughout the university.

As part of the 50th Anniversary celebration, Dean Donde Plowman hosted a breakfast for past CBA Masters and the CBA management team. The group discussed creating and motivating change in organizations. Past CBA Masters who attended were Bradley Belt '80, Washington, D.C.; Sharon Brown '69 of Columbus, Nebraska; Marilyn Burrows '77, Parker, Colorado; Alice Dittman '52, Lincoln, Nebraska; and Eldon Park '54, Decatur, Georgia.



Past and Present CBA Masters: Eldon Park '54, JoAnn Martin '75, Alice Dittman '52, Brad Belt '80, Marilyn Burrows '77 and Sharon Brown '69 with Dean Donde Plowman



CHAD MARDESEN

Assistant Professor of Practice in Marketing

Chad Mardesen earned a bachelor of arts in journalism and mass communications from Iowa State University. He has over 20 years marketing and event management experience and earned his MBA from Bellevue University. His expertise is in marketing, customer service, event planning, direct response

marketing, ecommerce marketing, sales and advertising.

Most recently Mardesen was a sales representative for Nike Golf responsible for building Nike into the premier golf brand in the territory.



JINA MORRIS

Assistant Professor of Practice in Accountancy

Jina Morris earned her MPA from the University of Nebraska–Lincoln. She is the MPA coordinator for the School of Accountancy.

Morris has over 15 years experience in the field of accountancy, including becoming a certified public accountant in 2000. She joined PricewaterhouseCoopers, LLP as a senior associate in the audit department where she was exposed to clients' yearly reporting and operating activities. She later served as controller for the Nebraska Community Foundation, Inc., and director of administration for the Nebraska State Bar Association.



BRYAN SLONE

Executive in Residence in Accountancy

Bryan Slone received his JD from the University of Nebraska College of Law. He joins the School of Accountancy as the executive in residence.

Slone has over 30 years of tax consultation and tax legislation experience. He served as Ways & Means tax counsel to Congressman Hal Daub and assistant to the commissioner of the Internal Revenue Service during the Reagan administration. He was a partner at Wilmer, Cutler & Pickering, a prominent Washington, D.C., law firm. Slone later joined Deloitte in Omaha, Nebraska, as a managing partner and was a national resource for the firm in tax dispute resolution and tax risk management.

He was a candidate for Governor of Nebraska in 2014.



T. SHAWN STROTHER

Assistant Professor of Practice in Finance

Dr. T. Shawn Strother earned his Ph.D. in finance from the University of Tennessee. He comes to CBA from the American University in Dubai where he was associate professor in finance. His research focus is in financial markets, commercial banking and capital markets.

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**FULL-TIME
EQUIVALENT FACULTY**

36

*faculty members
have joined CBA in
the last four years*

CBA is the

ONLY

PH.D. GRANTING
business college in Nebraska

*CBA is currently
searching for*

20

*more faculty
positions to be
filled in 2015*



CENTER FOR SALES EXCELLENCE HELPS STUDENTS SHARPEN SKILLS

CBA students meet in the sales center focus group room.

Students at the College of Business Administration have a new opportunity to master the art of selling through pitching ideas and sharpening their communication skills with the opening of the Center for Sales Excellence at CBA. The center was made possible by a major gift of \$1.5 million from National Research Corporation (NRC) which also established a distinguished chair to provide permanent support for the program.

Dr. Ravi Sohi, executive director of the Center for Sales Excellence, knows regardless of their career path students need a focused understanding of sales skills in today's business environment.

"There is some form of selling in every aspect of daily life."

-Dr. Ravi Sohi

"There is some form of selling in every aspect of daily life. Sales is more than just selling a product, it's selling an idea or achieving buy-in from people," Sohi said. "The sales center teaches students to look at things in a broader perspective and to communicate their ideas to people. Whether they want to be a partner in an accounting firm or run a successful business as a musician, students see the value of learning the different facets of sales and putting the theory they learn in class into practice in the new sales center."

The sales program is open to both business and non-business major students. Students earn a certificate in professional selling by completing 13 credit hours of required coursework. An advanced certificate can be earned by completing an additional three credit hours.

Sean Endersbe, a senior business administration major from Eagan, Minnesota, is one of the first students at CBA to pursue the certificate.

"The first sales course I took last year had me on the edge of my seat the whole time," Endersbe said. "I like the personal relationship side of things so when I heard they were doing this program I was enthused to try it. I've already learned a lot about sales and it's definitely the route I want to take."

He has also taken advantage of the new facilities which allow students to videotape themselves doing their sales role playing assignments.

"The new technology is fantastic. It's nice to watch yourself on video later and see little things like hand gestures or voice inflections you could do better the next time," he said.



Benny Parker, a junior business administration major from Kansas City, and April Zhang, a senior marketing, advertising and public relations major from Shenyang, China, with Chad Mardesen, assistant professor of practice in marketing

PREP PROGRAM PREPARES STUDENTS FOR SUCCESS

The College of Business Administration has intensified the career preparation required for students by creating a unique Professional Enhancement Program (PrEP). The program enhances the professional development of all CBA students through four one-credit hour pass/no pass courses. Fully integrated in the four-year CBA curriculum, PrEP was designed after thorough research and benchmarking by a committee of CBA faculty and career development experts.

“We are the first school with an undergraduate business student population of this size to require four-year career and professional development courses that are integrated into the curricula,” said Dr. Rachel Larson, associate director of career and professional development. “This is significant because it ensures every CBA student graduates with the tools and professional qualities they need for lifelong success.”

The courses include an exploration of skills utilizing Gallup’s Clifton StrengthsFinder® assessment and introduction to business for first-time students, career planning for sophomores, internship and job searching for juniors, and professionalism and life skills for seniors.



Daniel Rousseau, sophomore accounting major from Hastings, Nebraska, and Mildred Namulindwa, an accounting major from Kampala, Uganda

The PrEP courses help students develop and practice skills identified as necessary by employers (NACE, 2013) and the college’s employer partners. Students also meet professionals through résumé critiques, practice interviews, career fairs, networking events and informational interviews.

“The PrEP curriculum builds skills employers are seeking,” said Larson. “Our employer partners are excited to share their expertise and take an active part in the business education their potential employees receive.”



Sarah Barg (middle back) and CRC program students

CAREER READINESS PROGRAM ASSISTS INTERNATIONAL STUDENTS

With international students comprising more than 15 percent of the undergraduate student body, Career Services at CBA created the International Student Career Readiness Certificate (CRC) to help international students prepare for their job search.

“The CRC gives international students seeking a career in the U.S. a huge advantage. They are not only able to learn the basics of what it technically takes to get a job like crafting a résumé or cover letter, but they are able to ask important questions and establish relationships,” said Sarah Barg, career coach at CBA.

Students develop the skills necessary for the college-to-job transition from the college’s career coaches and guest speakers. The program also offers students the opportunity to learn about immigration rules and regulations, connect with successful alumni and get more involved on campus.

The 10-week intensive career preparation program was piloted in spring 2014 with six participants. Due to the positive response, the CRC will be offered again this spring.

“The pilot was well-received by students, because it helped them feel more confident in obtaining a job in the U.S.,” Barg said. “Two students are participating in a national internship program, one student is pursuing a graduate degree, and another works at a non-profit.”

The program inspired Meng Yuan, a junior accounting major from Urumqi, China, to develop the college’s newest student organization called Business International Student Association (BISA). This organization will continue to promote career development among international students.

“The program taught us how to succeed in the U.S. job market. We are applying the content from CRC workshops into practice and connecting with companies who recruit international talent,” Yuan said.

DICK HANZEL GIVES BACK

Dick Hanzel, a '59 graduate of the College of Business Administration, has learned the value of giving back through a lifetime of both good and difficult experiences. He recently made giving back to his alma mater a priority by creating the Hanzel Scholarship – a full-ride scholarship for finance and accounting majors. He believes the scholarship will help young people like himself who have to work outside the box to succeed.

“In the business world you don’t want to fit in,” Hanzel said. “You don’t want to follow the crowd.”

He has mentored many young people over the years and feels a kinship with those who made a difference in business.

“They were willing not to fit in. They were willing to risk their own money upfront and they stayed hungry,” he said.

He attributes his work ethic to growing up the youngest of seven children on a family farm outside of Dodge, Nebraska. The land had been homesteaded by his grandparents who had emigrated from Czechoslovakia, and like Hanzel, his grandfather gave back to the community by donating an acre of land to build a country schoolhouse – the same schoolhouse Hanzel attended.

“Money itself is not an ideal goal. You also have to give back. You have to give back to the people and places that helped you along the path.”

– Dick Hanzel '59

Although his family was not poor, as he grew up he took note of how his dad kept a log of every penny he made and spent. He saw the importance of accounting skills, and he saved every penny he made working in the family-run movie theater to help pay his way through college.

After graduating from UNL, he served in the military during the Vietnam War – another life-changing experience which took him 10 years to recover from the stress of battle. The experience was excruciating but also helped him become more humble and appreciate life.

One of his next milestones came from a mentor he met in Indianapolis who helped give him his first break in business after receiving his MBA from Indiana University’s Kelley School of Business.



Dick Hanzel '59

“He would say, ‘Pull the cotton out of your ears, and put it in your mouth. Let other people speak. Then you’ll know what you know, and you’ll also know what they know.’”

He had a good job with his mentor’s company but due to an unfortunate accident, others in the family business who did not get along with Hanzel took over the operations and fired him on the spot. The incident happened on a Thursday, and Hanzel opened his own company, Top Value Fabrics, the following Monday.

He started at the bottom with just two chairs, a card table and a phone. After years of hard work, he turned the business into an extremely profitable company – but that is not where Hanzel sees his greatest success.

“Money itself is not an ideal goal. You also have to give back. You have to give back to the people and places that helped you along the path,” he said.

Recently, he received a thank you letter from Jared Maguire of Norfolk, Nebraska – the first recipient of the Hanzel Scholarship.

In the letter, Maguire outlined many of the things he appreciated about the scholarship such as generosity, investment in the future, value of an education and the ability to fully participate in everything college has to offer.

As Hanzel read the letter in his Indianapolis home, he smiled and thought about his home state.

“That’s the nature of Nebraska,” he said. “People forego their own comfort to make sure the next generation succeeds.”

Read the full story at cba.unl.edu.

ROLE OF RISK MANAGEMENT NETWORKS ANALYZED IN REINSURANCE DECISIONS

College of Business Administration researchers Dr. Yijia Lin, associate professor of finance, Dr. Jifeng Yu, assistant professor of management, and Dr. Manfred Peterson, professor emeritus of finance, investigated the role of risk management networks as protection in investment decisions. They used network theory to develop a framework that delineates how the pattern of risk management linkages determines costs and characterizes a firm's optimal network structure.

"The magnitude of the network effect on the hedging decision is statistically and economically significant," said Lin. "We show that in the U.S. property and casualty insurance markets, transferring risk to one more reinsurer increases an insurer's risk ceding level by 2.2 percent. For an average firm, one standard deviation increase in network cohesion is associated with a 22.9 percent increase in risk transfer if all else is equal."



Yijia Lin



Manfred Peterson



Jifeng Yu

Their article, "Reinsurance Networks and Their Impact on Reinsurance Decisions: Theory and Empirical Evidence," appeared in the March 2014 edition of the *Journal of Risk and Insurance*. The article was initially presented in August 2013 at the American Risk and Insurance Association Annual Meeting in Washington, D.C.

The results of their study shed new light on the role of network positions in risk management decisions. A linked network may be optimal *ex ante* even though linkages among reinsurers may spread significant economic changes, supporting their prediction regarding social capital benefits associated with network cohesion.

"Our analysis provides a deeper understanding of benefits and costs from increasing risk management ties," Lin explained. "Furthermore, our research has implications for other networks including the loan sale market and over-the-counter dealer networks."



Meike Eilert

THE IMPACT OF PRODUCT RECALLS EXAMINED IN THE AUTOMOBILE INDUSTRY

While product recalls are frequent in the automobile industry, some firms have questioned their merits. To assess the value of product recalls, Dr. Meike Eilert, assistant professor of marketing

in the College of Business Administration, and colleagues examined the role of product recalls as a catalyst to stimulate organizational learning. The authors also studied whether and when product recalls resulted in a reduction of future accidents and recalls to evaluate the value of product recalls.

"Although the goal of a product recall program is to enhance safety, little is known about whether firms learn from product recalls," Eilert said. "This study tests the direct effect of product recalls on future accidents and future recall frequency and their indirect effect through future product reliability in the automobile industry."

Eilert and her colleagues analyzed 459 make/year observations involving 27 automobile makers between 1995 and 2011. The authors found product recalls can indeed impact organizational

learning and lead to improvements in product reliability which reduces the number of accidents and recalls in the future.

However, not all firms learn equally well from product recalls.

"The findings suggest that increases in recall magnitude lead to decreases in future number of injuries and recalls," she explained. "This effect, in turn, is partially mediated by future changes in product reliability. Interestingly, this study also finds learning is more likely to occur for brands of lower quality than higher quality."

This research enhances the understanding of the value that product recalls provide to firms and public safety in general. The value of product recalls lie in curbing a company's desire to grow at the expense of quality as growth and product quality are rarely lock-in-step.

"The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the Automobile Industry" was published in the *Journal of Marketing* in 2013. Coauthors of this study include Kartik Kalaighnam of the University of South Carolina and Tarun Kushwaha of the University of North Carolina.

BUREAU OF BUSINESS RESEARCH REPORTS ECONOMIC FORECASTS TO NEBRASKANS

The economy is one of the most important issues people face when planning finances, shopping or visiting the voting booth. The Bureau of Business Research (BBR) wants Nebraskans to know exactly what to expect from the economy by releasing a series of economic reports geared at making research understandable and relevant to families and businesses throughout the state.

Through a series of outreach efforts, Dr. Eric Thompson, director of the BBR, is providing the public with current and frequently updated information about the state and the outlook for key sectors of the Nebraska economy.

“The economy changes so quickly and information is available so often we want to provide monthly indicators so people will know what’s happening right away,” Thompson said. “We release the information via press releases, social media, our website and emails to Nebraska businesses. We’ve been doing long range forecasts for over 20 years, but the key advantage now is we’re letting the community know immediately about important changes in the economy.”

Research is shared through the monthly Leading Economic Indicator-Nebraska report, which projects how the economy is likely to function in the next six months based on six components to predict economic growth. A monthly Survey



Eric Thompson

of Nebraska Business, soliciting 500 randomly selected businesses about important issues such as taxes, labor force, healthcare costs, customer demand and other key indexes is also provided. A business outlook is generated encompassing sales and employment prospects, and the Quarterly Business Indicators report includes research conducted for the Lincoln Partnership for Economic Development focusing exclusively on the Lincoln economy.

The next BBR initiative will be a monthly Housing Affordability Index that will focus on the real estate sector for cities throughout the state.

To review the research or contact the BBR to receive reports via email or request a presentation for a Nebraska business meeting, go to: bbr.unl.edu.

RESEARCHERS STUDY SUPPLY CHAIN EFFECTS ON INDUSTRY PERFORMANCE

Millions of U.S. firms are involved in business-to-business (B2B) transactions with a host of external suppliers. Dr. Alok Kumar, assistant professor of marketing at the College of Business Administration, and colleagues analyzed certain practical ways manufacturing firms can manage their external suppliers efficiently to reap superior performance.

“Our study is particularly useful to industry majors such as Nissan and Toyota, which have invested heavily in efforts aimed at crafting high-performance supply chains but have been hampered by recurrent supply chain failures,” he said. “If a manufacturing firm is able to harness an efficient supply chain, they can be competitive at a cost advantage.”

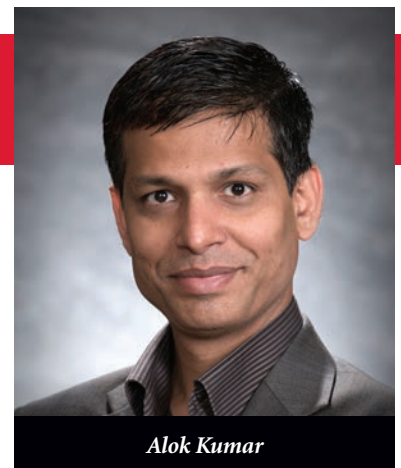
Kumar and his colleagues outline the specific conditions where firms can benefit from monitoring or supervising their suppliers versus building a close, informal relationship with them. Both strategies are time consuming and costly but deploying the right relationship management tool for the firm can power a manufacturer’s performance.

“Our study suggests that monitoring a supplier can support manufacturer performance when the firm also has in-house

manufacturing,” he explained. “Manufacturers who lack in-house capacity can benefit more by relying on informal relationships to manage their supplier.”

Ultimately, the consumer benefits from an efficient supply chain. Products will be available at a cheaper cost because the product will be supplied on-time to the right specification because specific issues like stock-outs and incorrect shipments will be reduced when the manufacturer is able to manage its suppliers better.

“Concurrent Sourcing, Governance Mechanisms, and Performance Outcomes in Industrial Value Chains” was published in the *Strategic Management Journal* in 2014. His co-authors were Jan B. Heide of the University of Wisconsin-Madison and Kenneth H. Wathne of the University of Stavanger Business School in Stavanger, Norway.



Alok Kumar



BUILDING A COLL

GROWING CBA COMMUNITY SUPPORTS NEED FOR CONSTRUCTING NEW BUILDING

Continued enrollment growth at the College of Business Administration combined with an increase of 36 new faculty hired in the last four years has heightened the urgency for a new CBA building. Record enrollments at CBA approached 3,900 students this fall with an additional 1,300 students enrolled in the popular business minor program for non-business majors.

“Our community is growing so fast it makes the need for our new building greater than ever,” said Dean Donde Plowman. “I’m proud to say we have commitments for more than 75 percent of our financial goal. Soon we’ll be letting people know the plans for completing our campaign and how everyone can be part of it.”

The new \$84 million, 240,000-square-foot building will be located at 14th and Vine Streets. It will become the east bookend for Memorial Mall looking west toward Memorial Stadium and serve as a central gathering place for the CBA community. It will offer interactive learning in state-of-the-art classrooms, one-stop student support services, cutting-edge technology and space to host events.

Architects for the project are Robert A.M. Stern Architects of New York and Alley Poyner Macchietto Architecture of Omaha. Groundbreaking will commence this winter and the building is scheduled for completion in 2017.

The student growth at CBA now follows a five-year trend in increased student credit hours and a 66 percent increase in first-time freshmen in four years. This fall, the number of first-time freshmen rose to 751.

Beyond the impressive enrollment numbers the college also conferred 905 degrees between July 1, 2013 and June 30, 2014. Additionally, CBA climbed 21 spots to No. 51 in the nation in the latest *U.S. News & World Report* rankings of 426 undergraduate business programs – confirming the growth in community has been matched by ever-increasing academic success.

Plowman cited the college faculty as a major factor for the current academic success and is undertaking another faculty hiring initiative this year to meet student demand.

For more information about the building, go to cba.unl.edu/building.



Freshman enrollment has increased 66 percent in the last four years.



Tim Neumann '86, Ben Neumann '03 and Larry Hupka '72 with Dean Donde Plowman

ALUMNI GATHER IN NEW YORK CITY

Architect Robert A.M. Stern presented the new College of Business Administration building to alumni in the New York area in June. Hosts for the event, held at Stern's office on West 24th Street in New York, included Chancellor Harvey Perlman, Dean Donde Plowman and Vice President of the NU Foundation Joe Selig.

Stern presented the designs and showcased many of the features to be included in the new building. Other architects working on the project attended and provided additional information.

"This was a great opportunity for alumni and friends of the college to hear about the new state-of-the-art building directly from the architects whom designed it. Robert Stern's presentation about the vision and concept behind the design was both informative and captivating," said Rik Barrera, assistant dean for business and chief operating officer at the College of Business Administration.

Following the presentation, the architects took guests to their main work room to view the large model of the new building.

They shared insight behind creating the design, including ideas for the new building that were later discarded.

The Stern firm and Alley Poyner Macchietto Architecture in Omaha worked together on the design for the new CBA building. The two firms previously worked together at UNL when designing the International Quilt Study Center and Museum, also called the Quilt House, on East Campus.



Chancellor Harvey Perlman visits with guests



Robert A.M. Stern

THE IMPACT OF THE



RECRUITING STUDENTS AND FACULTY

“The new building is a great opportunity to create a 21st Century learning environment that will help us attract the best and the brightest, but the building itself is not the most important thing. It is all about having premier programs and faculty to lead and attract the best students. The building is very important, but it doesn’t overshadow what goes on inside that building.”

—Tonn Ostergard '81, president and CEO, Crete Carrier Corp., Lincoln, Nebraska

INNOVATIVE TEACHING AND ENGAGEMENT

“The cutting-edge technology will allow us to better implement and experiment with innovative teaching practices and engage with our students. The flexible classrooms will also facilitate engagement. The break-out rooms can be used for small group work, case study rooms, trading rooms and more. The new building will also allow all faculty to teach in this one building rather than various buildings across campus.”

—Dr. Laurie Miller, assistant professor of practice in economics



WHERE YOU WANT TO BE

“The new business college looks very modern, very professional. It looks like a place that you really want to go to just be there and be a part of it.”

—Angela Cuadros, sophomore marketing major, Glenwood, Iowa

INNOVATION

“This building represents innovation. With our entrepreneurial program, we are teaching young innovators and entrepreneurs how to create the new great businesses for this state. I see excellence and the great thing about excellence is it is an ever moving target. You can keep improving all the time.”

—Brad Knuth '84, senior vice president, Smith Hayes Financial, Lincoln, Nebraska

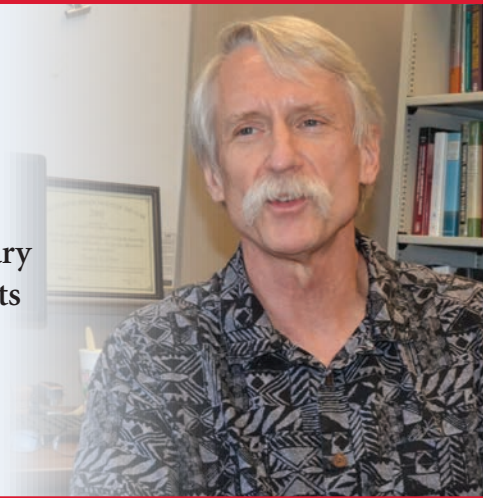


NEW BUILDING ON...

RESEARCH

“The arrangements of faculty and Ph.D. student offices are conducive to greater Ph.D. student/faculty interaction and it produces greater research activity for the school as a whole. A new facility shows the commitment to become a research active community. It will not only attract faculty necessary to accomplish that goal but is likely to attract better Ph.D. student applicants who are vital to increasing the research presence of the school. It’s a small world and good impressions travel quickly.”

—Dr. Tom Omer, professor and Delmar Lienemann Sr. Chair of Accounting



ALUMNI

“As you start seeing the University of Nebraska go more global, you see it building a stronger brand. When the business program expands, so does your résumé. That résumé with the degree you earned becomes more and more powerful.”

—Tyrone Fahie '09 and '11, enterprise project manager, TD Ameritrade, Omaha, Nebraska



THE UNIVERSITY

“We’re very excited about the prospect of a new CBA building. It’s not only critical for the college, but it’s critical to the university. We have very ambitious enrollment growth goals and we understand a very significant part of that growth is going to be in the business school. Secondly, we’ve had a master plan developed for the campus and it, in terms of implementation, focuses around the business school. It’s our highest priority.”

—Chancellor Harvey Perlman



MY EDUCATION

“I’m excited to be in the first class to take advantage of the new building. It is centrally located on campus and will have so many resources to accommodate students. The new classrooms are set up so we can listen to professors and collaborate with other classmates. There will be a trading room, a new sales center and space. I cannot wait to explore the building and learn more about it.”

—Angelica Carlini, freshman marketing major, Grand Island, Nebraska



STAHLA FLUSHES COMPETITION

In the entrepreneurial spirit, Grant Stahla literally flushed out the competition. The College of Business Administration senior management major from Grand Island, Nebraska, pitched his business model for Stahla Services, a luxury portable restroom trailer, at the 17th UNL New Venture Competition in March. He won the grand prize of \$50,000 which helped fund his business.

“After winning the grand prize I was super busy last summer traveling the state with my business,” said Stahla. “I know I am in the right business for me because my company provides a service that enhances an event. Whether it is a county fair, rodeo, tailgate party or wedding, Stahla Services wants to make sure your overall experience at the event is a great one.”

Stahla’s family is in the recreational vehicle business in Grand Island, and the idea for the upscale portable restroom came from his uncle. He renovated his first trailer in 2013, and recently added 25 porta potties to his fleet.

Stahla booked several events including the Cattleman’s Ball in Harrison, Nebraska, the Nebraska State Fair in Grand Island and the Born and Raced in Nebraska running series. You can also spot his porta potties at several Husker tailgate locations and his luxury trailer was at the CBA tailgate prior to the Miami game on Sept. 20.



Grant Stahla (in black shirt) meets the donors of his grand prize, Barney '62 and Julie '71 Bauermeister (left), with Dean Donde Plowman

“At first I wanted to stay away from the porta potty side of the business, but potential customers kept requesting them. I listened to my customers, and it was a smart business move. Porta potties now make up 60 percent of my business,” he said.

Stahla, who will graduate from CBA in December, said, “As a business owner, it is important that I will graduate from the university. I feel fortunate I was able to practice in real-time what I was learning in my management classes while starting Stahla Services.”



Nikki Novak

AGRIBUSINESS MAJOR INTERNS FOR KENTUCKY RACEHORSE INDUSTRY

Novak was selected with 30 others from the U.S., Australia and Canada for the program. As an intern, she worked at Stonestreet Farm and engaged in hands-on learning experiences to better understand Kentucky’s thoroughbred racehorse industry. She learned everything from managing horses to real-world business marketing practices.

She also participated in the marketing aspects and learned ways to market online, use social media, maintain the website and network to promote business relationships.

“This internship was very helpful, because I was able to learn about different jobs in the agribusiness industry. I also met great people I will stay connected with in the future,” she said.

The interns also attended the University of Kentucky Equine Showcase and Breeders Short Course Lectures, along with monthly meetings at the Thoroughbred Farm Managers Club and an agribusiness career fair. These events provided Novak with the opportunity to practice her networking skills.

Novak will graduate in May 2015. She plans to stay connected with the Kentucky racehorse industry, and keep horses in her life and her career.

A love of horses helped Nikki Novak from Elmwood, Nebraska, choose an agribusiness major at the College of Business Administration. The major allows her to pursue a career in the industry which comprises 25 percent of jobs in Nebraska.

“I’ve been riding horses since I was four-years-old and showing them since I was five. Horses have always been a part of my life,” she said.

Novak joined the UNL Equestrian Team her freshman year and learned about the Kentucky Equine Management Internship (KEMI) from her teammates. The KEMI program coordinates with businesses and farms to provide students with a once-in-a-lifetime learning opportunity.

PH.D. STUDENT REPRESENTS CBA AT PROMINENT MARKETING CONFERENCES

Jenifer Skiba, a marketing Ph.D. student from Bridgman, Michigan, represented the College of Business Administration at two events that bring outstanding marketing doctoral students together to advance their academic careers. They included the 49th Annual American Marketing Association (AMA)-Sheth Foundation Doctoral Consortium at Northwestern University in Evanston, Indiana and the 6th Annual Institute for the Study of Business Marketing (ISBM) Ph.D. Student Camp for Research at San Francisco State University in California.

“Both opportunities were rewarding experiences that helped doctoral students meet their academic career goals by improving their research and teaching skills,” said Skiba.

At the events, she participated in discussion groups and presented her research ideas to several scholars.

“My current research relates to the cost side of marketing, focusing on where marketing and accounting issues interface. I recently collected data in sales on how a manager’s focus on cost can impact



*Jenifer Skiba and Vincent Kouakou,
senior marketing and political science
major from Lincoln, Nebraska*

different marketing outcomes,” she said. “I presented preliminary results and received positive feedback.”

Skiba recently finished her second summer and fourth semester teaching in the college and understands the need for a well-balanced academic career in both research and teaching.

“I often bring my research into the classroom. It’s rewarding to talk about real-world application of research,” she said.

Skiba, who plans to graduate in 2016, decided to pursue her Ph.D. after 14 years in corporate accounting before completing her MBA at Western Michigan. While pursuing her MBA, she discovered marketing and her love of research. It was the culture of collaboration within the marketing department that attracted her to Nebraska.



Adam Zahradnik

Adam Zahradnik left the Czech Republic in 2012 to study at the College of Business Administration on a Paul Robitschek Scholarship. Through connections he made at the college, he returned home in January with an internship at Hewlett Packard.

Through Dr. Demet Batur, assistant professor of supply chain management, he was introduced to Rob Winans at a CBA advisory board meeting. Winans, a 1997 marketing graduate and director of enterprise group and global chain transformation at Hewlett Packard, was impressed by him.

“During the advisory board meeting, Adam asked excellent questions and was very knowledgeable,” Winans said. “He had a natural curiosity and drive that made him stand out. After

ALUMNI CONNECTION LEADS TO INTERNATIONAL INTERNSHIP

talking more with him and learning he wanted to go back home, HP seemed like a great fit.”

The opportunity helped Zahradnik build upon a career goal to work internationally while pursuing a master’s degree in international business at the University of Economics in Prague.

“Through Rob’s recommendations and his international network, the HP manager in Prague contacted me about the open position,” Zahradnik said. “We agreed on terms and I started as a business system expert for Europe, the Middle East and Africa.”

The connection between Zahradnik and Winans demonstrates both how UNL alumni impact student lives, and how the growth and reputation of the emerging supply chain management program at CBA have taken root.

Winans, who also holds an executive certificate from Massachusetts Institute of Technology, supports HP’s core business units with teams in the United States and Europe supported by operational centers in India, China, Mexico, Poland and Romania.

The Paul Robitschek Scholarship provides travel, tuition, room and board, books and fees for students from the Czech Republic to study at UNL for two academic semesters.

GIVENS PRICE: MAKING THE MOST OF HIS OPPORTUNITIES

The road from Texas which led Givens Price to the College of Business Administration was neither direct nor typical. With two stints in Nigeria already under his belt, he was introduced to the game of football as a 12-year-old freshman at Alief Taylor High School in Houston. As one of the youngest signees ever for Nebraska, he was a freshman offensive lineman for the Huskers by the age of 16.

Once on campus, Price eventually landed at CBA as a double major in accounting and management. He owes much of his success on and off the field to the challenges he faced growing up in both Houston and Nigeria.

“It wasn’t always the easiest experience, but I learned a lot of life lessons in terms of maturing at a young age, discipline and hard work, and by struggling to earn what I received,” Price said. “Though I sometimes regretted going back to Nigeria, I’m also grateful.”

“Succeeding academically is important to me. Anything else is not an option for my family or me. We strive for the best.”

— Givens Price

Price lived in Nigeria with his aunt and uncle on two separate occasions, and because the school years did not mesh with those in the U.S., he tested out of fourth grade and skipped half of seventh.

“I knew nothing about football, but I took P.E. and one of the coaches said I was too big for that. He told me to come to football practice,” said the 310-pound, 6-foot-4-inch Price. “I mainly watched my freshman year and then they put me on defense when I was a sophomore. My junior year they moved me to offense, so I had to start learning all over again.”

Attending a football camp prior to his senior year helped catch the attention of local scouts, and ultimately Nebraska. He received scholarship offers from many schools including Baylor, Rice and Missouri, but a recruiting visit to Lincoln left him impressed with the Husker fan base and the fact the team beat Missouri that weekend.

“I graduated with a 3.8 GPA and my goal was to get an academic scholarship. Though I’ve always been my mom’s baby, I didn’t realize that going to college at 15 wasn’t normal,” said Price who still calls his mother twice a day. “The Husker staff told me I was big and smart enough to handle being younger.”

Dennis Leblanc, senior associate athletic director of academics at UNL, sees Price as an inspiration to others on the field and in the classroom.

“Givens was extremely resilient, resourceful and mature for his age when he arrived on campus,” Leblanc said. “He knew the moment he got here he had a wonderful opportunity to get a great education to go along with his student-athlete experience. Although he’s known more for being a member of the football team, he is more proud of graduating in four years with a double major.”

Price has excelled in school every step of the way including being named to the academic all-Big Ten conference football team the last two years.

“Succeeding academically is important to me. Anything else is not an option for my family or me. We strive for the best,” he said.

Although he originally intended to go into pre-med, he quickly discovered he had a greater interest in business.

“A friend was working on her accounting homework. It looked interesting and that’s when I realized I love numbers,” Price said. “I knew I wanted to get into upper level management someday, so combining those two majors will allow me to use my accounting background to run my own business.”

Although athletically Price is a junior, he will graduate this May and plans to earn his MPA degree during his senior season of football next year.

“I decided to get the most of my scholarship,” Price said. “My plan now is to study for my GMAT and my CPA license.”





Sophomore Honors Academy students

ACADEMY SOPHOMORES INTERN, MENTOR NEW COHORT

Several students from the first cohort of the College of Business Administration Honors Academy interned at companies such as Merrill Lynch, Hudl, Home Instead, Power DMS and AARP this summer.

“This summer I worked as the public relations intern for AARP in the Missouri state office located in Kansas City,” said Alex Lahargoue, a sophomore marketing major from Olathe, Kansas. “Having the Honors Academy on my résumé put me ahead of other candidates. The class rigor and intensity of the academy prepared me for the interview process and the requirements of the job.”

Students in the academy complete most of their foundation and core business courses together as a cohort using an action-based learning style focused on the development of critical thinking, technical and communication skills. These classes present real-world problems which require a solution capable of being used in the ever-changing business world.

“One of my favorite aspects of the academy is taking classes with my cohort,” explained Stetson Heirigs, a sophomore marketing major from Aberdeen, South Dakota. “Being surrounded by other motivated business students has helped me learn more about myself. The academy has taught me much more outside of the academic realm than I anticipated.”

The second Honors Academy cohort, which started this fall, includes 39 high-ability freshmen from eight states. To make their transition into the academy and college easier, the sophomore academy students formed the Peer Academy Liaison (PAL) program to provide support through peer-to-peer mentoring.

“We wanted to make sure that our PALs were not only a resource for information, but a recognizable face and friend on campus. The meetings are informal and relaxed,” said Daniel Woodworth, sophomore economics major from Papillion, Nebraska.



Honors Academy students and Michael Lawrence from Big Brothers Big Sisters of Greater Kansas City

COLLEGE OF BUSINESS

UPCOMING EVENTS

- **GMAT Strategy Webinars**, 8-9:15 p.m. central, \$50 each or \$125 for all three sessions. Visit mba.unl.edu/gmat for more information.
 - January 13 – Overview and Sample Study Plan
 - January 20 – Quantitative Section
 - January 27 – Verbal Section
- **Reverse Career Fair**, January 29, 2015, 4-6 p.m., Nebraska Union. For more information contact Molly Wilensky at cba-mwilensky@unl.edu or 402-472-7272.
- **Mittelstaedt Symposium**, April 2-4, 2015, Courtyard by Marriott, Lincoln. For more information contact Michelle Jacobs at michelle@unl.edu or 402-472-2316.
- **EntrepreneurDays@UNL**, April 7-9, 2015, Embassy Suites, Lincoln. For more information, contact Center for Entrepreneurship at 402-472-3353.
- **Employer Partners Day**, May 19, Innovation Campus, Lincoln. For more information contact Jeannine Berge at jberge2@unl.edu or 402-472-7272.

2014 Events at CBA

EntrepreneurDays@UNL, March 18-20

Grant Stahla, senior management major from Grand Island, Nebraska, won the overall undergraduate student prize at EntrepreneurDays@UNL hosted by the UNL Center for Entrepreneurship. The three-day event includes the UNL New Venture Competition, where students pitch their business plan, as well as attend panel presentations and networking opportunities with local entrepreneurs.

Seven entrepreneurs were also honored for their innovation, success and entrepreneurial spirit at the Distinguished Entrepreneur Awards Dinner. Honorees included David Graff, founder and chief executive officer, Brian Kaiser, founder and chief technology officer, and John Wirtz, founder and chief product officer, Hudl, Nebraska Distinguished Entrepreneur Award; Julie Mahloch, founder and chief executive officer of Bloom.com, and Paul Jarrett, chief executive officer, and Stephanie Jarrett, chief marketing officer, Bulu Box, New Company Entrepreneur Awards; and Joe Petsick, vice president of business development, Proxibid, Start-up Executive Award.

Bitcoin Lecture, March 31

Lincoln native Greg Simon, founding member of the Bitcoin Financial Association and alumnus of the School of Accountancy, and business partner David Mondrus spoke at CBA to nearly 150 students, faculty and business partners about bitcoin, the new virtual currency (known as crypto-currency) that has people rethinking their ideas about money and its possibilities of being a compassionate currency. The full lecture can be viewed online at go.unl.edu/atx0.

Mittelstaedt Symposium, April 3-4

The 23rd annual Robert Mittelstaedt Doctoral Symposium was hosted by the CBA Department of Marketing. Joseph Matthes, who received his doctoral degree in marketing in August 2014, led with the first of 13 presentations with his dissertation research entitled, "A Conceptualization and Empirical Examination of the Effects of Marketing Alignment on Franchising Relationships." Students from several universities including Big Ten members University of Illinois at Urbana-Champaign, University of Iowa, The Ohio State University and University of Wisconsin-Madison also presented at the symposium.

"The reason we don't think of money as an economic good is because we have only had one choice based on the monetary monopoly of governments. What crypto-currency and bitcoin gives us is a free market in the money industry. We've never had that before."

- Greg Simon '96, founding member of the Bitcoin Financial Association



EVENTS



Nebraska ACG Cup Case Competition, April 3

As reigning champions, CBA hosted the annual Nebraska ACG Cup Case competition in the Memorial Stadium Club Level Suites. Competing teams represented Bellevue University, Creighton University, University of Nebraska at Omaha and University of Nebraska-Lincoln.

professor of finance, Best Paper Award; and Dr. Christopher Tuggle, assistant professor of management, Distinguished Teaching,

Research and Service Award.

Five retiring faculty members were also honored. They included: Dr. Gordon Karels, associate dean of research and graduate programs and Nebraska Bankers Association College Professor of Banking; Dr. Janice Lawrence, associate professor of accounting; Warren Luckner, David P. Hayes Memorial Chair in Actuarial Science and professor of practice; Dr. Manfred Peterson, Interim Department Chair of Finance, W.W. Marshall College Professor of Banking and V.J. Skutt Professor of Insurance; and Dr. Terry Sebor, associate professor of management.



Advisory Board Award Recipients: Barb Schaefer, Carrie Tolstedt '82, John Wirtz '05 and '06, Brian Kaiser '05, David Graff '05 and '06, and Jeff Noordhoek with Dean Donde Plowman

CBA Advisory Board Annual Awards Luncheon, April 4

The 2014 annual awards luncheon recognized the outstanding accomplishments of business leaders and corporations in Nebraska and the nation. Honorees included: David Graff, chief executive officer, Brian Kaiser, chief technology officer, and John Wirtz, chief product officer, Hudl, Young Alumni Award; Barb Schaefer, senior vice president, human resources and corporate secretary (retired), Union Pacific, Business Leadership Award; Nelnet, Corporate Leadership Award; and Carrie Tolstedt, senior executive vice president, community banking, Wells Fargo, Lifetime Achievement Award.

Faculty and Staff Awards Reception, May 1

Ten awards were presented to CBA faculty and staff recognizing excellence in the college. Honorees included: Pavel Jeutang, Ph.D. student in finance, Graduate Student Teaching Award; Jessica Mikeska, Ph.D. student in marketing, Graduate Student Research Award; Erin Burnette, assistant director of the CBA Honors Academy, Distinguished Service Award; Suzanne Reinke, administrative coordinator for the Department of Economics, Distinguished Service Award; Sue Vagts, interim director of the Actuarial Science Program and Ameritas Faculty Fellow, Excellence in Teaching Award (Non-Tenure Track); Dr. Emre Unlu, associate professor of finance, MBA Distance Teaching Award; Dr. Scott Friend, assistant professor of marketing, Distinguished Teaching Award; Dr. Terrence Sebor, associate professor of management, Faculty Service Award; Dr. Alok Kumar, assistant professor of marketing, Distinguished Research Award; Dr. Stanislava Nikolova, assistant

Employer Partners Day, May 20

Nearly 100 employer partners representing 67 companies attended Employer Partners Day to learn about new initiatives at CBA, including the Center for Sales Excellence and the CBA Honors Academy. The staff at Career Services at CBA also received feedback from employers about recent graduates' job performance and the qualities they look for in students.

DREAM BIG Academy, June 1-5

The third annual DREAM BIG Academy provided 28 Nebraska high school juniors with a glimpse into college life. They learned about business, leadership, careers in business and networking. The students also interacted with businesses in Lincoln and Omaha, and spent the final day at ConAgra Foods in Omaha to present what they learned at the DREAM BIG Academy to their families and guests at a graduation ceremony. For more information, go to: cba.unl.edu/dreambig.



Retiring Faculty (left to right): Dr. Gordie Karels, Dr. Terry Sebor, Dr. Manfred Peterson and Warren Luckner with Dean Donde Plowman (Dr. Janice Lawrence not pictured)

COLLEGE OF BUSINESS EVENTS

Back to School Bash, August 22

The second annual Back to School Bash, sponsored by Sandhills Publishing, welcomed more than 600 new and returning students, parents, alumni, business partners, faculty, staff and administrators. Attendees networked with the rest of the CBA community, enjoyed Valentino's pizza and Pepsi products and danced to the band Lemon Fresh Day. Experience the bash through video at: go.unl.edu/bash.

Oxford High Tea, September 25

More than 50 students celebrated the Nebraska at Oxford program while enjoying the English tradition of tea and scones. Benita Tibb, program administrator of the Nebraska at Oxford program in England, was the special guest. Three students were awarded cash awards for outstanding achievement while in Oxford this summer. They included: Megan Rudolph, senior accounting major from Lincoln, Nebraska; Brianne Steffensmeier, senior marketing and business administration major from Bellevue, Nebraska; and Brian Klintworth, senior accounting major from Seward, Nebraska.

Stewardship Luncheon, September 26

Dean Plowman and the University of Nebraska Foundation hosted a stewardship luncheon to bring together donors and students who directly benefit from their support. Ali Britzman, senior finance major from Brandon, South Dakota, and Kevin Thor, senior management and communication studies major from Stanton, Nebraska, spoke at this event.

Football Friday in The Railyard, September 26

Dean Donde Plowman debuted the college's new building video on the Cube in downtown Lincoln's Railyard as a part of the Nebraska Alumni Association Football Friday Celebration for the Homecoming football game with Illinois. The video entitled "A New Home for Nebraska's College of Business Administration" can be viewed online at: go.unl.edu/2m9c.



Stewardship Luncheon: Larry Hupka, Loveland, Colorado, representative of the Hupka Family Student Support Fund and student recipient, Berenise Flores, a junior accounting major from Omaha, Nebraska



Women's Breakfast Panelists: Diane Mendenhall, Christie Hinrichs and Angie Muhleisen with Dean Donde Plowman

Women in Business Breakfast, October 7

More than 120 women attended the college's Women in Business Breakfast to discuss "Competence vs. Compassion: Is There a Trade Off for Women?" Moderated by Dean Donde Plowman, the breakfast panelists included Christie Hinrichs, president and CEO of Tabitha; Diane Mendenhall, associate athletic director for development and ticket operations for the University of Nebraska Athletic Department; and Angie Muhleisen, president and CEO of Union Bank & Trust Company.

Career Information Day, October 23

More than 600 students attended the second annual CBA Career Information Day featuring a series of eight panels of CBA graduates considered dynamic business professionals in their respective fields. Panelists explained how they learned about their profession, how they got to their current position and gave advice to current students on how to navigate the job market.

State Farm Ethics Lecture, November 4

Col. Arthur J. Athens, retired U.S. Marine Corps, presented the State Farm Ethics Lecture "The Power of Integrity" to hundreds of business students at the Lied Center for Performing Arts. Col. Athens, who has had over 30 years of combined active duty and reserve service with the U.S. Marine Corps, is the director of the U.S. Naval Academy's Stockdale Center for Ethical Leadership in Annapolis, Maryland.

3-2-1 Quick Pitch, November 6

The Center for Entrepreneurship held its sixth annual 3-2-1 Quick Pitch Competition in the Memorial Stadium Club Level Suites. More than 70 students had the opportunity to showcase their entrepreneurial, communication and presentation skills through a short "quick pitch" proposal to a panel of entrepreneurial experts from Nebraska in a competitive format. Seven \$1,000 cash prizes were awarded across two competition divisions: high school and four-year colleges. The competition also included People's Choice Awards in which participants voted for their favorite pitches.

Executive Power Events

The Executive Power Events introduce professionals to hot topics in a best practices format. Since January, 14 breakfasts or lunches have been held in Lincoln and Omaha with more on the way. For more information, go to: cba.unl.edu/execed.



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— Shawntell Kroese '96,
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"I give back to the university, because it's given a lot to me. It's the gem of our city, the flagship university. If there's any way I can help enhance that, I want to do so."

— Will Scott '87, founder,
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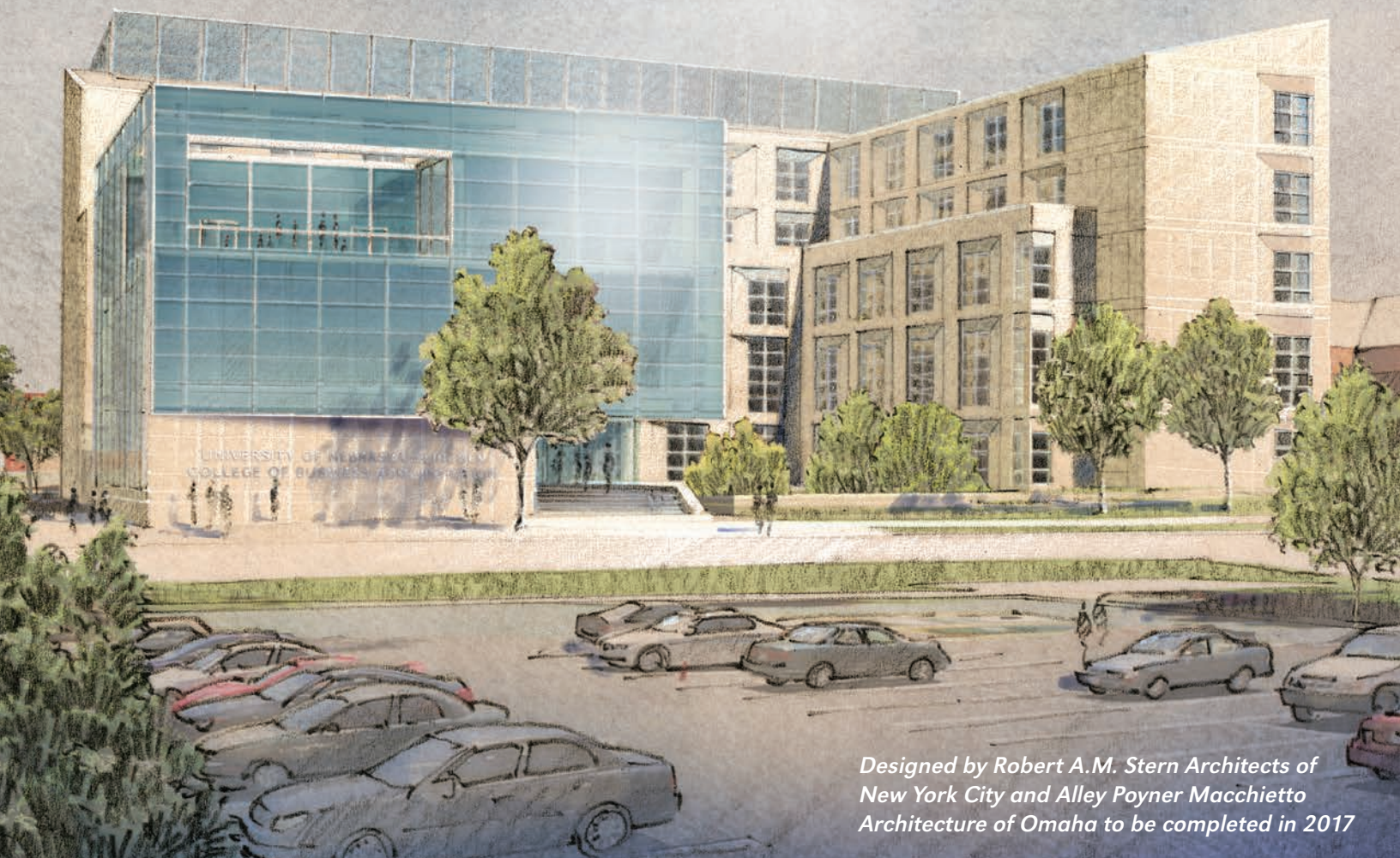
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