

NEBRASKA

BUSINESS

UNIVERSITY OF NEBRASKA-LINCOLN | COLLEGE OF BUSINESS

2016

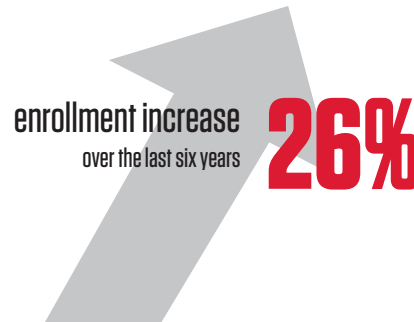
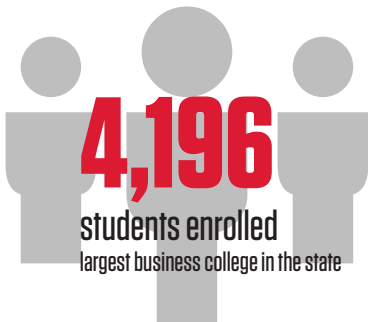


The New Home for Business



COLLEGE OF BUSINESS ADMINISTRATION

BY THE NUMBERS



Undergraduate business program ranked **48** in the *U.S. News & World Report* in 2016

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

3 business minors available for non-business majors

Approximately **\$500,000** awarded in scholarships each year

Unlimited study abroad programs in Brazil, China, England, France, Italy, Japan, Spain, Uganda, and more

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

118 full-time equivalent faculty members

74 new faculty have joined CBA in the last six years

Online MBA ranked **2nd** in the Big Ten for veterans by *U.S. News & World Report* in 2016

School of Accountancy is **one of only 182** accounting programs worldwide accredited by the Association to Advance Collegiate Schools of Business

25+ recognized student organizations offered

CBA Honors Academy students completed **1,468** service hours for **81** different organizations

Online MBA program ranked **12th** in the world by Financial Times, 3rd in the Big Ten by *U.S. News & World Report* in 2016

155 high-achieving students in the CBA Honors Academy

Actuarial science program is **one of 18** Centers of Actuarial Excellence in the nation by the Society of Actuaries

One of **37** University Partners in the U.S. with the Chartered Financial Analyst (CFA) designation by the CFA Institute

63 high school juniors in the 2016 DREAMBIG Academy

80 strengths coaches at the Clifton Strengths Institute at CBA

School of Accountancy faculty ranked **3rd** in publishing from archival tax research by BYU Accounting Research Ranking



COLLEGE OF BUSINESS ADMINISTRATION

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MESSAGE from the DEAN



**Start
Something.**

I continually mention to those who tour our spectacular new CBA building site how the structure itself is a reflection of so much more happening within the college. It reflects our aspirations as a college and represents a commitment of our alumni and business partners to help us flourish.

We are creating numerous programs of distinction in the College of Business that provide a place for students to belong, and an opportunity for rigorous study and experiential learning from day one. Unlike many business programs in the country, students are welcome in CBA the first day they step on campus. Programs – such as our CBA Honors Academy, Clifton Builders in the Strengths Institute, professional sales certificate in the Center for Sales Excellence, actuarial science and much more – provide distinctive opportunities for students to learn and set themselves apart. The diversity of our program growth means students can now tailor their business education to achieve their individual goals.

A student in our CBA Honors Academy could also opt to become a strengths coach in our Clifton Strengths Institute and earn a minor in entrepreneurship. A DREAMBIG Academy high school student who visits us over the summer may be inspired to study abroad while majoring in our new international business program. Each business student at Nebraska travels their own distinctive path.

New graduate offerings at CBA provide flexibility for students after graduation too. Beyond our traditional MBA and Ph.D. degree programs, we now have an accelerated one-year M.A. in business administration program and a two-year master's with a specialization in intercollegiate athletic administration allowing students to fulfill aspirations tailored to their needs and strengths. Our executive education program lets business professionals in Nebraska expand their careers through continuing education courses targeted to modern business practices in leadership, innovation, sales, lean management and other relevant topics.

Throughout this edition of our *Nebraska Business* magazine you will see examples of how our students find their niche through many CBA programs of distinction. Our new 240,000-square-foot building provides these programs with adequate room to grow, while the programs themselves offer unique opportunities for all our students. There has never been a better time to be a part of the CBA Community and it is never too late to Start Something.

Donde Plon



CBA Jumps in Rankings

The College of Business Administration at the University of Nebraska–Lincoln has jumped 13 spots and into the Top 50 of undergraduate business schools in the latest *U.S. News & World Report* rankings. The college checked in at No. 48 in the publication’s annual ranking of business programs, which were released Sept. 13.

CBA ranked No. 61 last year and No. 72 in 2013. Among public business colleges, Nebraska was No. 30.

“We are thrilled to be recognized among this elite set of business schools – both private and public,” Dean Donde Plowman said. “We have had a singular focus to raise the stature and visibility of our college. This ranking, our growing enrollments, our new privately funded building, and our exceptional faculty and staff are indicators that we are making great progress.”

U.S. News’ business school rankings are based on peer assessment surveys conducted in 2015 and 2016. To qualify for the publication’s rankings, the Association to Advance Collegiate Schools of Business must accredit an undergraduate business program.

Chancellor Ronnie Green said, “It’s obvious CBA has been gaining momentum for some time, and so it’s great to see this *U.S. News* ranking confirm what we already know – that the college’s energy and effort are paying off.”



College of Business
Administration Jumps
13 Spots
in Rankings
- *U.S. News & World Report* -

Record Enrollment Growth at UNL

As UNL saw record enrollment growth in 2016, the College of Business Administration was among the campus leaders in adding students. Combining undergraduate and graduate enrollment, 4,196 called CBA home this fall.

The largest incoming freshman class in the history of UNL drove the record enrollment. There were 4,860 first-time freshmen on campus, surpassing the previous record of 4,702 set in 1979. Total UNL enrollment was 25,897, the highest ever.

CBA had the second-largest group of first-time freshmen on campus with 731. The college led the way in new transfers with 167, and also had 3,710 total undergraduate students, which was the second highest on campus. The college added 115 first-time graduate students, raising the total number of graduate students to 486. CBA enrollment is up 28.9 percent since 2012.



Students in Professional Enhancement I Investing in Strengths (BSAD 111)

Clifton Strengths Institute Impacts Campus in First Year

The Clifton Strengths Institute accelerated its mission of identifying and maximizing talent of college students, faculty and staff to guide their personal, professional and leadership development through the use of strengths-based sciences during the past year. The institute, funded through a \$30 million donation by the Clifton Foundation and Gallup in 2015, gives CBA a unique ability to integrate strengths in all areas of the college.

“A lot of colleges do great strengths-based work, but to implement it as fully as we do is unprecedented,” said Mark Pogue, executive director of the Clifton Strengths Institute. “Our BSAD 111 course is required of all freshmen and its primary focus is strengths development. Rarely will you see students take their strengths assessment, and then follow up with an eight-week course intent on helping them understand how strengths have affected their past performance, and how can they apply strengths to be successful in the future. The intensity of the implementation is truly unique.”

Holly Pham, a junior international business major from Lincoln, jumped at the chance to be a strengths coach. She wanted to be of service to her younger classmates.

“The day I decided to be a strengths coach was the day I knew I was going to make a difference in someone’s life,” said Pham. “Nothing is more satisfying than helping a freshman see their potential. After a coaching session, I can immediately tell they feel more confident with themselves in utilizing their strengths to succeed.”

The institute also began the new Clifton Builders Program this year. The program identifies and develops students who want to create new businesses, build teams or build communities through leadership and involvement. It consists of 12 credit hours including nine hours of specific Builders Program courses.

cba.unl.edu/strengths

Carlini Embraces Role as Strengths Coach

Drawing on her experience as a freshman, Angelica Carlini knows the value a strengths coach can provide a freshman student. That’s why the junior marketing major from Grand Island, Nebraska, was eager to assist Professional Enhancement I Investing in Strengths (BSAD 111) students as one of 80 strengths coaches for the 800-person class.

“I wanted to be a mentor because I wish I had my own mentor my first semester of college,” she said. “In helping students gain insights into themselves, I didn’t realize what I would gain myself. My confidence has grown because I can now stand in front of a class of 30 freshmen and discuss strengths. This is one of the most fulfilling experiences I’ve ever had because I’m making a difference in a freshman’s transition to college.”

As a member of the CBA Honors Academy, a worker on the Student Marketing Advisory Resource Team (SMART) in the office of CBA Communications, Marketing and External Relations and a part of the finance committee for Pi Alpha Chi sorority, Carlini has put her strengths to work across her campus experiences.

“My goal is to bring strengths into any position I will have in the future. Strengths are a great way to get insights on people you work with so you can utilize their strengths to everyone’s advantage,” she said. “I hope to not only continue coaching for the rest of my college career but also become a certified strengths coach after graduation.”



\$30 MILLION

landmark donation to UNL CBA
from the Clifton family and
Gallup Inc. to establish the

**CLIFTON STRENGTHS
INSTITUTE,**

the world's largest
strengths lab

*Betsy Grindlay '07 and Mark Pogue, executive
director of the Clifton Strengths Institute*



Angelica Carlini

Nebraska Business 2016

Award-Winning Center Prepares UNL Students for Sales

Continuing its growth while establishing itself as a leader in the field, the Center for Sales Excellence in CBA was named as a 2016 “Top University for Professional Sales Education” by the Sales Education Foundation (SEF). Recognized for preparing students for careers in professional selling and helping to elevate the sales profession, the program teaches students how to sell themselves to employers, pitch their ideas and enhance their communication skills.

The 2016 award marked the second consecutive year the sales center has been recognized by SEF. Made possible by a major gift of \$1.5 million from National Research Corporation in 2014, the center features a sales lab that allows students to practice selling while their pitches are videotaped and replayed to provide feedback.

“This recognition is a tribute to the quality of the program we have been able to build in less than three years with the support from the college, our partner companies and most importantly, students in the program, who are our best ambassadors,” said Dr. Ravi Sohi, professor of marketing, Robert D. Hayes Distinguished Chair of Sales Excellence and executive director of the Center for Sales Excellence.

Open to both business and non-business major students, the program provides students with a certificate in professional selling after completing 13 hours of coursework. They can



Dr. Ravi Sohi and sales students

also earn an advanced certificate by completing an additional three credit hours.

The first group of students enrolled in the sales program during the spring semester in 2014. A small group graduated from the program in May 2015. More than 100 students have enrolled in the program since it began, with 38 thus far having earned their certificates.

“The sales certificate program has been a great way to expand my education,” said Matthew Sleister, who graduated in May 2016 with a degree in management and now works as a sales representative for Sandhills Publishing. “It really focuses on what we are going to do specifically in sales, and it relates a lot more towards what we are going to be doing after graduation.”

cba.unl.edu/salescenter

Katzberg Relishes Sales Center Experience

As she begins to look toward graduation in December, Victoria Katzberg considers her experience with the Center for Sales Excellence as a favorite part of her education at CBA. Katzberg, who is from Doniphan, Nebraska, sees the sales certificate program as a complement to her marketing major.

“I highly recommend students to take advantage of this program,” Katzberg said. “Academically, the Center for Sales Excellence will be my fondest memory from college. I walked away a stronger, more confident woman. I understand how sales work, which will give me an advantage in the real world.”

A member of the inaugural sales center class, Katzberg completed the program in May 2015.

After taking the first class of the program, Sales Communication (MRKT 247), she was hooked.

“I was fascinated by sales after the first class. I wanted to know everything I could about it,” Katzberg said. “The classes I took in this program have been my favorite at the University. They are fun and interesting, and the professors do an incredible job of giving us real-world examples.”

Katzberg said she will enter post-college life with a knowledge base far larger than what she had before participating in the sales program. Learning how to build and maintain relationships, she said, will help her find her full value as an employee.



Victoria Katzberg

KOZAWA DREAMS BIG AT UNL

The CBA DREAMBIG Academy has had its share of success stories, and Krystal Kozawa's is emblematic of what the program wants to accomplish. As the daughter of Japanese and Mexican immigrants and a first-generation native English speaker, Kozawa is the first person from her family to attend college.

That the freshman international business major from Omaha is attending CBA is not only a victory for Kozawa, but also for UNL. Thanks

to being awarded a Gates Millennium Scholarship, Kozawa essentially had her pick of any college in the country.

"Through the DREAMBIG program, I not only realized I wanted to pursue a career in business, but I also heard about the CBA Honors Academy," Kozawa said. "When it came down to deciding which college would be the one, UNL was the only one I felt had a massive support system and would constantly push me to be better."

The Gates Millennium Scholars Program gives students of color an opportunity to complete an undergraduate college education in any discipline. Kozawa's scholarship covers all her college costs based on income, community service, academics and ethnic background. After an application process that included eight essays and two letters of recommendation, Kozawa was one of just six Nebraska students selected for the scholarship.

"It was life-changing," she said. "In that moment, I felt the financial burden of my education lift off my shoulders and was so thankful for everything that had gotten me there."

After college, Kozawa hopes to represent a company in global business transactions. She owes her career choice to the week she spent at DREAMBIG before her senior year of high school.

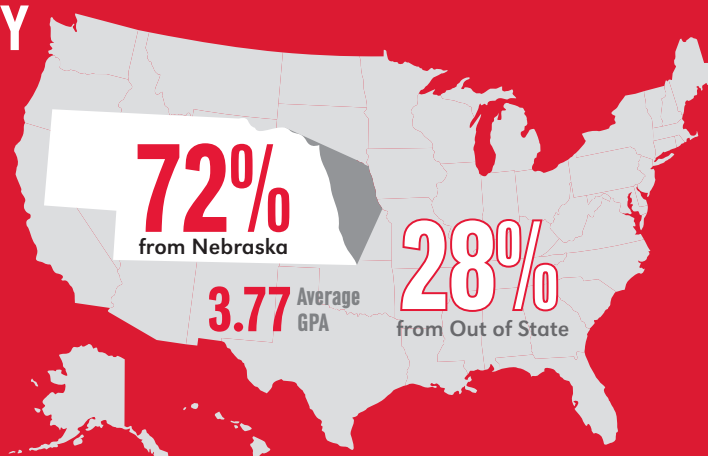
"UNL wasn't even on my radar before I went through the DREAMBIG program," Kozawa said. "But after spending so much time on campus and with administration at CBA, I knew I had to consider UNL."



Krystal Kozawa

CBA HONORS ACADEMY

Founded in 2013, the **CBA Honors Academy** transforms high-ability students with leadership potential into the business leaders of tomorrow. Cohorts of approximately 40 students, representing the top business students at Nebraska, are challenged by an enhanced business curriculum. With an action-based learning style, academy students also develop critical thinking, technical and communication skills through leadership and professional programming. The first cohort will graduate in the spring of 2017.



1,468 service hours completed

81 different organizations/causes

The Big Event, Children's Museum, Boy Scouts of America, Habitat for Humanity, Launch Leadership, YWCA, People's City Mission, Big Brothers Big Sisters, Dance Marathon.

cba.unl.edu/honors



DREAMBIG Transforms High School Students

Sixty-three Nebraska students representing 34 high schools learned about the dynamic world of business at the fifth annual DREAMBIG Academy held July 10-15 at CBA. Sponsored by ConAgra Foods, the academy is designed to teach business, leadership and networking skills to students from across the state, show them future careers and prepare them for the college search.

“The DREAMBIG Academy empowers these high school seniors to envision how they can use business to achieve their goals,” said Dr. D’veen Buss, assistant dean for undergraduate programs.

While living in a UNL residence hall, students met with professors, explored different majors and discovered their strengths through hands-on projects. At a networking reception, they met more than 50 professionals who shared insight and advice. They also attended site visits at ConAgra, Firespring, Hudl, Target and Total Image, and volunteered with the People’s City Mission.

Milton Castanon of Grand Island, Nebraska, said the sense of community around the college played a large role in making his experience beneficial.

“DREAMBIG is an once-in-a-lifetime opportunity. The mentors, staff and faculty want us to succeed,” he said. “I learned so much and realized how business is a part of everything.”

The academy concluded with a graduation celebration attended by more than 150 family members and guests. Students shared how business is interwoven in many aspects of their lives.

Elaundra Nichols from Omaha, Nebraska, said, “Studying business can help me fulfill my dream of running a non-profit. You need to know accounting to keep the books and marketing to connect with people.”

“UNL wasn’t even on my radar before I went through the DREAMBIG program.”

– Krystal Kozawa

cba.unl.edu/dreambig



FORMER ALL-AMERICAN TAYLOR SANDERSON JOINS THIRD MAIAA COHORT

Taylor Sanderson, a student in the third cohort of the master of arts in business with a specialization in intercollegiate athletics administration (MAIAA) program at UNL, is no stranger to multi-tasking. In high school, he played football, baseball, basketball and ran track. He spent the last five years mastering several events to become one of the nation's best in the 10-event grind known as the decathlon.

Arguably the most physically demanding event an athlete can participate in, the decathlon pushes every boundary in horizontal and vertical jumps, sprints, hurdles, distance races and throwing events. Sanderson took on the challenge at Iowa State University where he became a two-time All-American, Academic All-Big 12 four years in a row. He received the Senior Male Athlete All-Around Award in 2016, given to one outstanding senior male athlete annually.

That drive led Sanderson to prepare for a career in collegiate athletics administration. Because the MAIAA program was uniquely designed to allow students to earn a competitive Big Ten business degree while simultaneously gaining experience in the Nebraska Department of Athletics, he knew it was the right fit.

“When I learned about the MAIAA program, it was where I wanted to be,” said Sanderson. “This program is exactly what I was hoping for in graduate school and everything fell into place.”

cba.unl.edu/maiaa

“When I learned about the MAIAA program, it was exactly what I was hoping for in graduate school and everything fell into place.”

– *Taylor Sanderson*

The unique graduate degree is the brainchild of Dean Plowman and Director of Nebraska Athletics Shawn Eichorst. Up to 12 students are admitted annually to the exclusive MAIAA program, which serves as the only hybrid business and sport-specific program in the country offering a competitive graduate assistantship to all admitted students.

“This program is a gateway to my future. If I work hard over the next two years and take advantage of the generous opportunities given to me at Nebraska, I will be able to have a successful career following graduation,” Sanderson said.

In two years, Sanderson will be competing for another title – his first job in intercollegiate athletics administration.



James Hajek and Lorie Garnett

MAIAA Students Garnett, Hajek Sweep CoSIDA Postgraduate Scholarships

Two students in the MAIAA program at CBA made history by sweeping this year’s College Sports Information Directors of America (CoSIDA) postgraduate scholarships.

James Hajek from Omaha, Nebraska, received the \$7,500 Wylie Smith Postgraduate Scholarship, given to a graduate in a media relations/sports information office who has expressed an interest in collegiate athletics communications. Lorie Garnett from Manteca, California, received the \$7,500 Langston Rogers Postgraduate Scholarship, given annually to a rising minority or female student working in athletic communications/sports information who is interested in pursuing a career in intercollegiate athletic communications.

It is the first time two students attending the same institution swept the awards since 1997, when CoSIDA began offering two postgraduate scholarships. In addition, Erica Nett, a UNL MBA student, was the runner-up for the Langston Rogers scholarship.

Garnett earned a bachelor’s degree in communications from Brigham Young University before also working in the BYU media relations office in 2013-14. She worked as an assistant sports information director at Utah Valley University prior to coming to UNL and currently works in the CBA Communications, Marketing and External Relations Office.

Hajek is in his second year of the program which includes a year-long, paid graduate assistantship with Nebraska Athletics. He currently serves as the women’s gymnastics and women’s bowling contact. He came to UNL after earning his undergraduate degree in business administration from Weber State University in Utah, where he also played basketball.

“Each year we receive numerous applications from a very talented and qualified applicant pool from across the country, so to see James and Lorie win national awards at a very early stage in our program’s development is tremendous. They demonstrate the caliber of student we admit into our program,” said Brandon Urry, program coordinator for MAIAA.

SOHI LEAPS AHEAD WITH UNL MBA

As she hurled herself out of an airplane toward the desert below, odds are Simran Sohi wasn't thinking about the master of business administration degree she earned from CBA. But having the chance to live and work in Qatar, and by extension go skydiving while traveling in Dubai, likely would not have been possible without her education.

Despite not having a background in business – she earned a bachelor of science and bachelor of arts in pre-health with a major in psychology and a minor in history – Sohi understood the advantages of obtaining an MBA. From collaborative learning with peers to working with world-renowned professors committed to her success, Sohi said the 50-year-old customizable program exceeded her expectations.

“I wanted a degree that was applicable across a number of different fields,” Sohi said. “My MBA helped me learn to work in group settings to achieve a common goal. The emphasis on project-based assignments meant no two class experiences were the same. We collaborated on real issues facing companies, and presented our findings and strategies. Working through these types of tasks was great practice for developing the skills valued in today's workforce.”

After graduating in May 2015, Sohi went to work for Cerner Corporation based in Kansas City, the world's largest publicly-traded health information technology company. Sohi works as a consultant and travels to healthcare facilities throughout the world to provide training and support to doctors, nurses and staff as they document patients' electronic records.

While she grew up in Lincoln and moved just a couple hours down the road to begin her career, Sohi's position allows her to see the world. She travels “100 percent of the time” from Phoenix to New Orleans and lived for three months in Doha, Qatar. She crossed many things off her bucket list while overseas, including floating in the Dead Sea, exploring the lost city of Petra in Jordan, visiting the Grand Mosque in Oman and, of course, sky diving over the Palm Jumeirah in Dubai.

“At one point, I was more familiar with the airport in Qatar than in Kansas City,” Sohi said. “Nearly everywhere I've traveled, there was always someone from or who had family in Nebraska. It was quite the experience to introduce myself in the Middle East and have them reply ‘Go Big Red!’”

mba.unl.edu



“At one point, I was more familiar with the airport in Qatar than in Kansas City.”

– *Simran Sohi*



Simran Sohi '15 skydiving



MBA online student Mark Snyder with a lion in South Africa and above at the Black & Veatch construction site.

SRAM Program Transitions to CBA

The Survey Research and Methodology (SRAM) program at UNL trains students on innovative practices in the collection of regional, national and international survey data. Through an ongoing partnership with the Clifton Foundation and Gallup, SRAM transitioned to CBA this year providing a world-class interdisciplinary program graduating students who make an impact in both the public and private sectors.

SRAM offers degrees at the master's, Ph.D. and certificate level, as well as a Ph.D. minor. It encompasses a wide possibility of studies including social, behavioral, health, marketing and statistical sciences. The SRAM faculty consists of members from the Departments of Management, Marketing, Psychology, Educational Psychology, Sociology and Computer Science.

Dr. Larry Williams, Donald and Shirley Clifton Chair of Survey Science and professor of management, joined CBA in 2016 and leads the SRAM program. His foundational knowledge in statistical analysis spans the globe through his work as the director of the Consortium for the Advancement of Research Methods and Analysis (CARMA), which he has led since founding it in 1997.

"I've known of Larry my whole career, as he is an international rock star in management," said Dean Plowman. "Every university we want to be like is a member of CARMA and now we have the founder of it here."



cba.unl.edu/sram

Challenges Inspire MBA Student in South Africa

Working in South Africa as a construction manager on a coal power plant which is the largest construction project in the southern hemisphere for Black & Veatch (B&V), it is clear Mark Snyder enjoys challenges. Last year he embraced another one by enrolling in the UNL MBA program.

"I'm always up for an adventure and look to step outside the norm," said Snyder, who grew up in Kansas City. "When I accepted this position, I knew it would expand my horizons."

While in South Africa, Snyder began to look more seriously at MBA programs. Though he researched dozens of schools across the globe, he kept coming back to Nebraska's highly ranked online MBA program.

"I contemplated getting an MBA for years but my workload and family life warranted me to wait," he said. "I had three criteria when choosing a program. It had to be completely online, be a reputable school and have an international focus to support my goals. Nebraska offered all that, including the flexibility to complete

assignments and exams around my work and family commitments."

Snyder found the fully online UNL MBA program ranked No. 1 in the U.S. for value and No. 12 in the world by Financial Times to be not only reputable, but affordable. The program is also ranked No. 15 in the nation by *U.S. News and World Report*.

Employing more than 20,000 workers, Snyder manages the bulk material handling and oversees a team of professionals from five consultant companies. His responsibilities include engineering, construction, contract management and commissioning, and his MBA experiences integrate with his current demands at work.

"In my MBA program, I work with students from across the world in different industries and different levels of responsibility. This provides me with many experiences to draw from when working with international teams at B&V," said Snyder.

Snyder and his wife have three children, two of which were born in South Africa. He plans to graduate in May 2017.

McDermott Stays Busy in Juris Doctor/MBA Program



Conor McDermott

Because he would rather be busy than bored, Conor McDermott kept a hectic schedule the last eight years. A former Husker football player with a double major in finance and economics and a minor in history, he will earn his joint Juris Doctor/MBA from the UNL in December.

While studying at the College of Law, McDermott created his own concentrated course of study called national and international business transactions. He is also working toward the more traditional concentration in tax law.

“I want to help people strategize and fix problems. Using both degrees, I will be able to connect with people and bridge the gap between law and business,” McDermott said. “Hopefully I can add a different perspective that is valuable. In business, it is valuable to minimize risk since it is impossible to allay all of it. Maybe I can add value by thinking about potential issues and planning for events.”

While dually enrolled, he worked as an investment research intern for RiskX Investments, a media intern for the World Series of Poker and a law clerk at the firm of Berkshire & Burmeister in Omaha.

McDermott is also senior certified through the Entrepreneurship Legal Clinic. He works as a transactional attorney for startups.

“It provides a one-of-a-kind opportunity to blend the real world into a learning environment,” he said. “Working and taking multiple eight-week courses, I knew life would be hectic. The MBA program adds a different component to the traditional law path. UNL has become home and no other university could have provided the wealth of experiences and opportunities.”

cba.unl.edu/jdmba

First 11-Month MABA Program Cohort Starts Courses

The first cohort of master of arts in business administration (MABA) students began classes this fall at CBA. The MABA program – geared to students who didn’t major in business – is an 11-month, on-campus graduate program with a curriculum similar to the nationally-ranked MBA program.

Students in this cohort program start and continue taking courses together through graduation. This allows them to form lasting personal and professional relationships with their peers.

“I am excited to offer this master’s program and to welcome the first cohort,” said Dean Plowman. “The MABA is an accelerated approach to traditional graduate business education especially designed for students who did not major in business. It meets the needs of those who want to start their next chapter prepared for today’s business challenges.”

Students rigorously study all functional areas of business with a focus on strategic business framework. MABA students take

classes on campus from August to May. They work at their guaranteed three-credit-hour internship, take one online class in the summer term and graduate the following August.

“The MABA cohort represents a wide array of undergraduate disciplines. With backgrounds ranging from an opera singer to a biochemist, this group’s diversity will bring unique perspectives to the classroom,” said Nichole MacDonald, managing director of graduate programs.



MABA students Ashley Humm from Lincoln, Nebraska and Tate Rittenberger from Gretna, Nebraska

cba.unl.edu/maba

Supply Chain Management and Analytics Becomes Newest Department

The Department of Supply Chain Management and Analytics started as the newest department at CBA this fall. The NU Board of Regents approved the department to meet educational demands.

“Our enrollments in the supply chain management major are growing,” said Department Chair Dr. Jennifer Ryan, Ron and Carol Cope Professor of Supply Chain Management and Analytics. “Being an official department helps us recruit students and gives them a better understanding of who we are. Supply chain management is critical to the state of Nebraska in terms of workforce development, and the major provides students with critical skills they need in today’s workplace.”

In addition to offering the supply chain management major, the department also offers a business analytics minor for any UNL student to enhance skills in using big data to make modern business decisions. There are also two graduate certificates in supply chain management and business analytics, which consist of four online courses, for working professionals and MBA or other UNL graduate students.

“We provide students with coursework designed to develop their quantitative skills, data analysis capabilities and decision-making skills. They are learning the skills here that will help them become successful managers,” Ryan said. “Students enrolled in many different programs across CBA can use this minor and the certificate programs to make them more effective in their specific field and more marketable regardless where they choose to work.”



Adam Schroeder '14 from Lincoln, Nebraska, and Sarah Tucker '13 from Nashville, Tennessee

cba.unl.edu/supplychain

School of Accountancy Inducts Mendlik into Hall of Fame

Paul Mendlik '75, former chief financial officer of West Corporation, was inducted into the University of Nebraska–Lincoln School of Accountancy Hall of Fame at the inaugural Celebration of Excellence. After earning his bachelor’s degree in accounting from UNL, Mendlik spent 27 years at Deloitte & Touche, the last 18 of those years as an audit partner. He started a new career at West Corporation in 2002 and retired in April 2015.



Dr. Aaron Crabtree, director of the School of Accountancy, and Paul Mendlik

Bryan Slone, executive in residence and assistant professor of practice in accountancy, presented Mendlik with the award and said, “Paul graduated from Nebraska and began his career at Deloitte & Touche where he advanced to a partner within nine years. He served private and public companies as an audit partner, and is known as an exceptional technician and team builder. Then he started a second career at West Corporation.”

Mendlik served on the Board of Trustees of the Omaha Archdiocese Education Foundation and the Omaha Archdiocese Parish Foundation. He also was president of the Board of Directors of Happy Hollow Country Club and chair of the CBA Dean’s Advisory Board, and is a member of the FBI Citizens Academy.

cba.unl.edu/accounting

Rolle Discovers Nebraska Advantage

In high school, CBA senior actuarial science major Keric Rolle knew he was interested in becoming an actuary. A native of Nassau, Bahamas, he sought a university with an international reputation of providing a solid business education.

“I researched schools where I could get the best possible education and found Nebraska was a Center for Actuarial Excellence (CAE) as well as affordable,” he said. “Having the CAE designation means the Society of Actuaries has vetted the program as one of the best.”

Programs designated as a CAE by the Society of Actuaries must meet eight specific requirements related to degree, curriculum, graduate count, faculty composition, graduate quality, appropriate integration, connection to industry and research/scholarship. The UNL actuarial science program first received this designation in 2009.

Rolle expected a high-quality program, but he appreciates the feeling of community he found amongst the college’s students.

“At Nebraska, I picked the brains of more experienced actuarial science majors and learned how to be a high achiever and avoid mistakes. Then I became a mentor for other students,” he said.

He also found that sense of community when utilizing college’s resources, such as academic advising.

“I always sought out academic advising, because you have to pay special attention to which classes to take and their prerequisites. Ashley Wegener was the best academic advisor as she gave me the necessary tools to succeed.”

Rolle, who passed four of the preliminary actuarial exams, plans to take his last exam after graduating in December. He believes taking these exams in college assures an accelerated career.

“I have high expectations for myself and CBA has prepared me to become a successful business person.”

– Keric Rolle



Alex Johnson

From Blair to The Fed, CBA Gives Alex Johnson a Step Up

Alex Johnson, a senior from Blair, Nebraska, majoring in economics and mathematics, used skills learned at CBA to secure a highly sought-after position at the Federal Reserve – an internship in the Research and Statistics division at the central banking system of the U.S.

“It was a truly phenomenal experience. We were given our own research project to work on and a large amount of autonomy to do so,” Johnson said. “Applying for the internship was a long shot as it was highly competitive.”

During his internship, Johnson worked on a research project where some of the details remain classified. The two-part project focused on ways to measure inflation. They first researched inflation measurements in the U.S. and other countries, and then translated a theoretical model into computer code to see if it was superior to current methods.

Johnson’s academic prowess opened several doors when it was time to choose a university. But the quality of education he knew he would receive at UNL combined with the value, made his choice easy.

“While I was accepted to Ivy League universities, the cost to attend was 10-15 times higher with scholarships taken into account,” he said. “While the other schools carry a certain ‘brand recognition’, UNL is a great school if you take advantage of the resources it offers, and it is a fraction of the cost of a private college.”

cba.unl.edu/actuarialscience

cba.unl.edu/economics

Junior Agribusiness Student Earns a Farm Credit Scholarship

Though Wilson Hupp did not live on a farm, he grew up in O'Neill, Nebraska and worked on a ranch. This spurred his desire to pursue a degree in agribusiness at CBA to gain the business skills necessary for a successful career in the large industry of agriculture.

Awarded the Farm Credit Services of America Scholarship as a junior, he credits his Professional Enhancement II Career Development & Planning (BSAD 222) course for helping him perfect his résumé to apply for the scholarship. A competitive award, juniors or seniors from Nebraska, Iowa, South Dakota or Wyoming who focus on agribusiness or economics apply annually.

"The scholarship has gotten me one step closer to my career goals," Hupp said. "I wouldn't have had this opportunity without all the skills I've gotten through my classes in CBA."

This scholarship will help cover the cost of his undergraduate degree while he starts saving for his future. Hupp hopes to attend law school after graduation, then return to his hometown to work as an attorney.

The CBA agribusiness program expanded his horizons by allowing him to take courses in marketing, economics, accounting and business law, rather than focusing solely on agriculture. With new knowledge on these subjects, he will be better prepared not only to understand how the agricultural industry in his hometown works, but also how he can help improve it.

"My time in CBA has provided invaluable experience that will help me succeed in the future," Hupp said. "I have been able to perfect my résumé, learn about business etiquette and other important aspects of modern business. With my degree, I will be prepared to pursue the career of my dreams."



Wilson Hupp



"I had collegiate offers everywhere, but what brought me to Nebraska was the culture."

- Hollie Blanske

Motorcycle Lifestyle Lets Blanske Shine in Gymnastics and Business

Hollie Blanske, a senior management and marketing major, traveled nearly 500 miles from her home in Oak Grove, Minnesota, to attend school at CBA and compete for the Husker gymnastics team. Nebraska helped inspire her passions in athletics, business and even motorcycles.

"I had collegiate offers everywhere, but what brought me to Nebraska was the culture," said Blanske. "On my first visit, I loved everything about my teammates, coaches and the amazing academic opportunities. There's a high standard for student athletes at Nebraska. It's the best home away from home."

Blanske led the Huskers to national finals competitions multiple times, including placing in the Super Six Finals her sophomore season. She was a first team All-American in balance beam, vault and floor exercise during her career.

"I'm a little different than most gymnasts. I used classic rock and roll music because I grew up around it. My parents ride Harley-Davidson motorcycles, so the classic rock floor routine fit perfectly with the motorcycle lifestyle. It was special to do that for my parents and it helped me stand out. It's easier to compete when you love what you're doing," she said.

Her athletic career concluded in the spring and Blanske will graduate in December. In the meantime, she found a job that brings together her love for motorcycles and business interests at Frontier Harley-Davidson in Lincoln.

"It's like working with a familiar family. I enjoy talking to customers and working with something I love, Harley-Davidsons. Being at Nebraska is a dream come true and has opened so many doors. It's provided memories I'll cherish," she said.

Experiential Learning to Capture the Imagination of Students in New Building

Dean Plowman describes the investment of \$84 million in the new 240,000-square-foot CBA building as a game changer for the college. Set to open in August of 2017, the experiential learning spaces and high-tech classrooms increase opportunities for students, faculty and alumni to maximize teaching and learning.

cba.unl.edu/building



Cafe



Lobby and Trade



Student Lounge



“To be competitive in the Big Ten our facilities needed a major upgrade,” said Dean Plowman. “Our new building is being funded entirely by donations from our alumni for future alumni. This is a transformational project, and is an extension of everyone who contributes to our college.”

The new 1,689-square-foot Husker Lab gives Nebraska students a one-of-a-kind, hands-on learning environment. Rik Barrera, assistant dean and chief operating officer, believes the lab is a great example of how the new building will impact student learning.

“We couldn’t find other schools doing anything like what will be happening in the Husker Lab,” said Barrera. “In a partnership with the Nebraska Department of Athletics and their merchandiser, Fanatics, our students will sell Husker gear at CBA. They will also manage the store on a day-to-day basis, and Fanatics oversees the operation. There is zero financial risk on our part but great reward with student involvement.”

Beyond running the retail shop, the lab gets access to Fanatics sales data. Rob Simon, associate professor of practice of marketing, is already working with students to ramp up the business. He explained how the integration of Fanatics data into college curriculum gives CBA students direct insight into a real business.

“This is the perfect environment to learn about real business challenges,” said Simon. “Real-time Fanatics sales data will be shared across the college for use in projects for all majors. Management students can look at personnel and governance issues, finance students can study the financial statements and certainly there will be supply chain issues. This is something our students can use on their résumés to differentiate themselves when looking for jobs. We also want to engage with alumni and parents as we integrate this new business with Husker merchandising.”

The Trade Room is another new high-tech space for students. Dr. Donna Dudney, associate dean for undergraduate programs and student engagement, sees it as a gateway for students to experience what it is like to work in the finance industry.

“It is set up as a hypothetical stock trading room,” said Dudney. “Our students trade stocks of about

\$100,000 as part of a simulated computerized platform. In addition to having the stock ticker going around the classroom, we will have 12 Bloomberg terminals for students to analyze stock data. Most big brokerage houses and investment banks use these terminals, and the Trade Room design is more conducive to getting students up to speed.”

Finance students on the Chartered Financial Analyst (CFA) track also benefit from using the Trade Room for a two semester practicum in which they manage the Cornhusker Fund. Gifted to the college in the mid-80s, the fund allows students to learn the intricacies of managing a portfolio.

“We couldn’t find other schools doing anything like what will be happening in the Husker Lab.”

– Rik Barrera

“The ability for students to interact will be a lot better,” said Dr. Richard DeFusco, professor of finance. “We are cramped in our current space, and the arrangement of the room makes group work complicated. Students will be better able to work with each other in the Trade Room and the distribution of Bloomberg terminals around group tables will improve teamwork and communication.”

The new building also provides state-of-the-art cluster classrooms designed for students to comfortably transition between lecture style presentations and small group projects.

“The cluster classrooms are a new design for us,” said Dudney. “One room holds 50 people and another 80. The risers between rows are wide enough for tables holding four to six students. Students have plenty of room to face the instructor and then swivel around for learning activities. Whiteboards are also accessible.”

A new 800-square-foot café will offer a bigger variety of food than currently offered at CBA. It will be open year round and adjacent to a

Continued on page 18

Construction Milestones Continue

This spring and summer many milestones were reached in the construction of the new CBA building at 14th and Vine streets. The \$84 million, 240,000-square-foot structure is the largest academic building project in recent history at UNL.

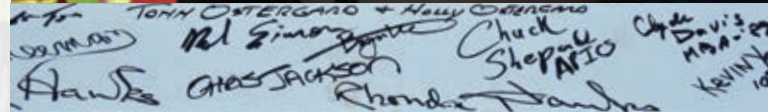
“This clearly will impact the physical look on our campus, but it represents so much more than that,” said former UNL Chancellor Harvey Perlman. “It’s about building a college of business administration that can excel, can compete with our Big Ten colleagues and raise the profile of the business community in Nebraska.”

Perlman spoke in April at the Topping Off Steel Ceremony, which celebrated the lifting of the final steel beam being placed atop the building. The event featured remarks from Perlman, Dean Plowman, Regent Howard Hawks and Alexander Lahargoue, a marketing major from Olathe, Kansas. CBA dignitaries, faculty, staff and friends signed the beam prior to the ceremony.

CBA celebrated 400 days of construction on May 6. Faculty and staff celebrated the halfway point of construction with a picnic on the East Memorial Stadium Plaza. Attendees could look across Memorial Mall and watch as the 220-foot tower crane lifted dark blue panes of glass into the building’s cube-shaped structure and limestone pre-cast rock onto the exterior walls of the building.

In August, CBA hosted the last Back to School Bash held at the current building. More than 500 CBA students, parents, faculty, staff, alumni and business partners attended the celebration, which coincided with the 500th day of construction.

Shortly after, contractors removed the crane that lifted many of the key pieces of the building into place. The project reaches 600 days of construction shortly after Thanksgiving 2016 and 700 days in early March 2017.



Video at cba.unl.edu/building



NU Regent Howard Hawks

Experiential Learning to Capture the Imagination of Students *continued from page 17*

catering kitchen able to facilitate large gatherings. The new 4,262-square-foot atrium space will host events formerly too big for CBA to hold.

“On a day-to-day basis, there will be some seating with tables and chairs in the atrium where students can study and relax,” said Barrera. “Then we will be able to change the configuration of the room and put round tables for big dinner events for up to 300 people. We can hold career fairs and other events that directly impact our students without having to leave our building.”

Barrera also emphasized the ability to better partner with businesses in the new building.

“We will have 16 conference rooms, whereas we currently have three. There will be greater capacity to have ongoing collaboration between students and businesses. The new



Architect's rendering of trading room

building is so essential, because it is creating a business environment where we can embody the spirit of our Start Something slogan in ways that were not possible until now,” he said.



McKinsey Leaf

Fashion Design Student Leverages Business Skills

McKinsey Leaf designs and produces custom jewelry to sell at craft fairs, farmers markets and boutiques in Lincoln and surrounding areas. Kinsey's Kraft Korner is just the first step along the sophomore fashion design major's path to work under a designer and eventually run her own company. Because her major focuses primarily on the creative side of fashion, Leaf chose to add a business minor to help prepare her to reach her goals.

"Taking business classes will help me understand how the business side of fashion works," she said. "I want to legitimize my business and learn to make better, more informed business decisions."

Leaf already used some of the marketing and negotiating skills acquired through her business classes to improve the sales of her jewelry. She makes hand-stamped charms for necklaces, bracelets and key chains. Customers can purchase pre-made jewelry or request custom designs that Leaf makes on the spot.

She also joined the Undergraduate Women in Business student organization to help build her personal network. The group serves to elevate students' potential and encourage them to succeed in the professional world.

Through her involvement in CBA and her business classes, Leaf is building the skills she needs to start something in the world of fashion.

cba.unl.edu/businessminor

Business Analytics & Entrepreneurship Minors Offered

Undergraduate students at UNL can enhance their degrees with two new minors offered by CBA. The business analytics and entrepreneurship minors became available to undergraduate students beginning fall 2016.

The business analytics minor, which includes 12 credit hours, helps students build a solid technical foundation in data analysis and model-driven management decision making skills. They also learn to leverage the power of big data to develop solutions to specific business problems. The minor allows them to meet high demands for the skills needed in multiple industries nationwide.

"The new minors were created to better serve all students at the University.

The business analytics minor is ideal for students who want to be able to make better business decisions based on understanding the data available to them," said Dean Plowman.

The entrepreneurship minor teaches students how to create successful businesses based on the expertise developed in their majors. Two tracks of the entrepreneurship minor are offered, one with a business emphasis and another with an interdisciplinary focus on communication, geopolitical and cultural diversity and personal development. Non-business majors will take 18 credit hours to complete the entrepreneurship minor while business majors can complete the minor with 12.

"Students in these programs will have a competitive edge," Plowman said. "I am excited about these new additions to our undergraduate programs. Both are examples of how we try to creatively respond to the changing needs for undergraduate education."

These minors are offered in addition to the general business minor, designed to complement any non-business major. Students enroll in six designated business classes in the areas of accounting, business law, economics, finance, marketing and management for 18 credits. Courses are offered on-campus and online during the fall, spring and summer.



Warren Buffett Meets CBA Students

Students in the Finance 463 course, Security Analysis and Warren Buffett Business Valuation Techniques, complete projects attempting to simulate Buffett's valuation techniques. A few in the undergraduate and graduate classes are selected by merit to get to meet and eat lunch in Omaha, Nebraska, with the most famous CBA alumnus – the Oracle of Omaha, Warren Buffett '51.

van Waes Helps Create Economic Opportunity at WMI in Uganda

Ashley van Waes '13, an international business graduate with minors in economics and Spanish, started her career from a passion to help others. She spent the past year in Uganda, working with the Women's Microfinance Initiative (WMI), an organization dedicated to providing capital, training and support services to rural women.

"I am fascinated by the pace and unpredictability of development work," said van Waes, who grew up in Blair, Nebraska. "I enjoy on-the-ground work and wanted to apply it to a low-resource area. Going to Uganda affirmed my love for this work."

van Waes assisted by offering oversight

and projection for loan hub finances. The loan program charges a small interest rate and membership fees that allow the program to be self-sufficient. Profits go back into the community through development projects.

"The community projects are diverse. I worked on solar power initiatives, family planning outreach, financial and computer literacy courses, organizing health program for cancer and HIV screenings and engaging schoolchildren to learn entrepreneurial skills," said van Waes.

van Waes credits both CBA and her work as a research assistant for the International Association for Feminist



van Waes (center) with co-workers from Women's Microfinance Initiative

Economics (IAFFE) as inspiring her to push her boundaries. The classes she took had a direct application to her work in Uganda.

"Courses such as gender economics and social provisioning, development economics and a multidisciplinary focus on international politics and current events through my involvement in E.N. Thompson Community of International Scholars prepared me for success in Uganda," said van Waes.



CBA students in Husker Race

International Business, Study Abroad Programs Broaden

The CBA international business and study abroad program expanded throughout the year under the leadership of Dr. J.K. Osiri, associate professor of practice and the director of the international business program. A pair of study abroad programs in Uganda, and Spain and France provided participants new ways to apply what they learn in the classroom.

In spring 2016, CBA students partnered with the UNL College of Engineering in delivering and implementing a new piece of technology designed to speed production timelines for African entrepreneurs in Uganda. The engineering students built a machine which flattens used drinking straws mechanically, streamlining a process formerly done by hand. Workers at Kinawatake Women Initiatives (KWI) weave the flattened straws into bags, mats, jewelry and other items. The business students formulated a comprehensive business plan for KWI.

In July and August, 30 students raced across Spain and France in a program called the Husker Race of Spain and France. Based on the television show “The Amazing Race” students asked local people for assistance, made detours to purchase certain items in basic Spanish or French and captured the experiences on their smart phones.

The new programs complement the robust offerings at CBA, which include the Nebraska at Oxford program, the Consortium of Universities for International Studies (CIMBA) program in Italy, and the partnerships with Zhejiannng University City College in China and Senshu University in Japan. In addition, trips to Panama, Chile and Italy are scheduled, with the faculty-led expedition to Panama taking place over winter break.

cba.unl.edu/ib

Maddie Stuart: Oxford Study Abroad

Maddie Stuart is a junior advertising and public relations major and business minor from Lincoln, Nebraska. She is one of 71 students who participated in the 28th annual Nebraska at Oxford Program held July 17-August 13 at the University of Oxford in England.

Thursday, June 30

As I looked around my room to check one last time, it was hard to believe I was about to embark on a six-week journey to Europe. I grew up hearing tales of my dad’s adventures studying at Oxford. I am so grateful for the opportunity to study at the oldest university in the English-speaking world.

Thursday, July 21

After five days at Oxford, I feel like a local. I have seen three Shakespeare plays in outdoor performance spaces, went to high tea and saw a local improvisational music group. I’ve read, seen and performed in a few Shakespeare plays before, but it has been nice to have Dr. Katherine Turner’s help to interpret the meaning of the plays. Only five students are in the literature course, so it’s run a bit differently than Dr. Martin Holmes’ economics course where 71 students are enrolled. After only four days, I feel like I know so much more about the history, economics and theatre in England.

Thursday, July 28

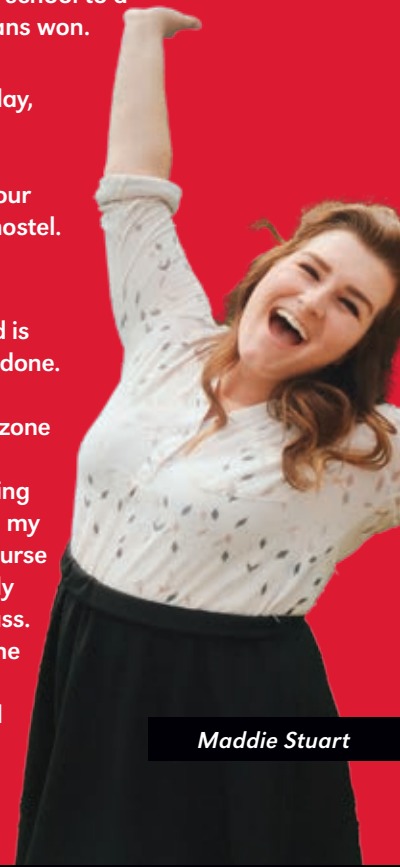
One of the most exciting things I got to try was punting. Four of us got in a gondola-like boat, and one person stood on the back, pushing us with a pole. We had our annual football (soccer) tournament. Fun fact: my dad and his friends apparently started this tradition, when they challenged another American school to a game of soccer. The Nebraskans won.

Sunday, July 31

Classes were cancelled on Friday, so I used the free day to take a weekend holiday to Dublin. I believe 28 of us chose that as our destination, and I stayed in a hostel.

Saturday, August 13

And just like that, it’s over. The time I spent studying at Oxford is incomparable to anything I’ve done. I learned so much, made new friends, got out of my comfort zone and took classes at the oldest university in the English-speaking world. I spent the week writing my final essay for the literature course and finding new places to study for the exam in Dr. Holmes’ class. Thankfully, I made it through the exam, got my paper turned in on time, and made it to Oxford University Parks to celebrate with my classmates.



Maddie Stuart

cba.unl.edu/studyabroad

CBA Treks Provide Experience Beyond Lincoln, Nebraska

CBA students don't just learn in Lincoln, Nebraska. Visits to national businesses through CBA treks provide insight and experience beyond the classroom.

Career expeditions, led by Career Services at CBA, give students the opportunity to tour companies, meet alumni, and discuss strategies for finding employment after graduation. They traveled to Washington D.C. and toured the pharmaceutical startup Kit Check, Women for Women International, Orchard Global Asset Management and Gallup, Inc. They also visited the U.S. Capitol, Smithsonian Institute and national memorials and monuments.

"These career expeditions are opportunities to build relationships with employers," said Jeannine Berge, associate director of employer experience and outreach at Career

Services at CBA. "We want to connect students who have aspirations to move after graduation with our supportive alumni network."

Finance students who join the Big Red Investment Club participate in the a three-day forum in New York City which allows students to interact with major investment firms on Wall Street and discuss career opportunities at the highest level of business finance.

"In these sessions, discussions focus on how to build your career. Industry leaders advise how to interview and prepare for the future," said Dr. Glenn Williams, assistant professor of practice in finance and BRIC advisor.

Freshmen who live in the business learning communities on campus travel to Chicago and Kansas City to experience behind-the-scenes business tours, networking opportunities and



CBA students at Capitol Building

explore the local cultural scene. In Chicago, they toured Deloitte, Wells Fargo and Matter Chicago. They also visited the Navy Pier, Museum of Science and Industry, and attended a show at The Second City Theater.

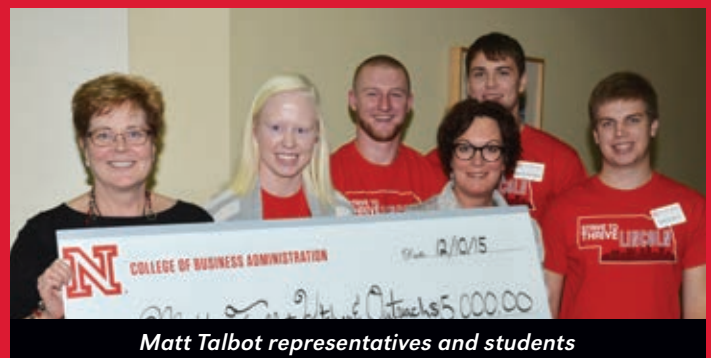
"I wanted to meet new people, and thought the activities were enticing," Luke Cutler, a sophomore business administration major from Omaha, Nebraska. "The trips are extremely important for your personal assessment and understanding of the real world."

Strive to Thrive Lincoln Funds Local Non-Profit Efforts

Strive to Thrive Lincoln, a grant project aimed at local non-profits and initiated by students in the Leading People and Project Management (MNGT 411) course, awarded \$10,000 in December 2015 to Matt Talbot Kitchen and Outreach, Court Appointed Special Advocates and Lincoln Literacy. Funds are made available through the Learning by Giving Foundation which partners with colleges and universities around the United States to distribute the grants. Doris Buffett founded the philanthropic venture.

Drew Oliver from Omaha, Nebraska, participated in the class project. He said statistical information from a study called Lincoln Vital Signs helped guide the students' decisions to fund organizations focused on helping the homeless.

"Helping children and homelessness were at the top of the needs list for Lincoln," said Oliver. "As we went through the evaluation process, we looked at what organizations we could select that would make the greatest impact. The Lincoln Vital Signs information, which stressed poverty and its impact on children, kept coming back to us."



Matt Talbot representatives and students

The fall 2016 MGNT 411 class decided to put an even greater emphasis on seeking non-profits which directly impact the lives of children in Lincoln and Lancaster County. Amber Messersmith, lecturer of management, teaches the class.

"Students learn a great deal about the community and real issues faced on a daily basis," Messersmith said. "They become more aware of the needs around them, regardless of where they live. The process changes perspectives and makes us grateful for opportunities and resources available."



KRAJICEK TAKES FLIGHT WITH THUNDERBIRDS

Most CBA graduates do not end up piloting an Air Force F-16 Fighting Falcon at more than 600 miles per hour while performing complex aerial maneuvers. But for Major Nick Krajicek '00, the job of a lifetime presented itself due to hard work and lessons learned while attending the University of Nebraska–Lincoln.

“I remember being pushed to be more confident when talking in front of my peers and I learned many leadership lessons,” said the West Point, Nebraska, native. “I became a much more confident public speaker, a tool I rely on daily as a representative of the U.S. Air Force.”

The desire to serve his country pulled Krajicek, business administration graduate, away from a career in business. He enlisted as an infantryman in the U.S. Army shortly after high school. After CBA, he attended Warrant Officer Candidacy School and began flying Army helicopters.

Eventually, he made the transition to the Air Force and began flying F-16s, serving tours in Italy and South Korea, taking part in airstrikes in Libya and deploying to Afghanistan. While in Italy, he became familiar with the Thunderbirds, and in 2015, he tried out and made the team.

“Being a Thunderbird is one of the most amazing jobs in the world. To be a part of this team is a humbling experience as we have the opportunity to represent the U.S. Air Force in a new location every week,” he said.

Krajicek pilots Thunderbird No. 4 and in the diamond formation, he tucks his F-16 directly behind the group’s lead jet. More than 280 million people in all 50 states and 57 countries watch their more than 3,500 performances annually.

While he left CBA long before “Start Something” became the official slogan of the college, Krajicek echoes the mantra to find success.

“Being a leader and a follower are essential to success in any organization. Teamwork is so important in a functional team solving a marketing rollout or a team like the Thunderbirds,” he said. “You have to be able to get along with everyone, participate and bring talents to the table to make the team prosper. In business and in the military, there are fewer spots the higher you go. Teamwork is essential to getting there.”

“Being a Thunderbird is one of the most amazing jobs in the world.”

– Maj. Nick Krajicek

See video at go.unl.edu/pilot

Lin Receives Scholarly Achievement Award

Dr. Yijia Lin, associate professor of finance at CBA, received the Early Career Scholarly Achievement Award from the American Risk and Insurance Association (ARIA) in Boston in August. The award recognizes distinguished achievement of a risk management and insurance scholar who is within 10 years of receiving their Ph.D.

In the past three years alone, Lin authored five articles published in the *Journal of Risk and Insurance*, one article published in *Insurance: Mathematics and Economics* and another article published in the *North American Actuarial Journal*.

"All of the journals are on the actuarial science journal quality lists," said Dr. Kathleen Farrell, chair of the Department of Finance and State Farm Professor of Finance. "In addition, the *Journal of Risk and Insurance* is considered the top risk management and insurance journal. According to an external reviewer in her tenure year, even among scholars who have published in the *Journal of Risk and Insurance*, less than two percent have published five or more articles in that journal in a six-year time span. Yijia has five in three years."

Lin, whose primary area of research is in risk management, contributes significantly in the emerging field of enterprise risk management. She believes her contributions help play a practical role in how firms look at risk management compared to ten years ago.

"Enterprise risk management is a new development in risk management research," she said. "Traditional risk insurance measures would manage risk individually by getting fire insurance for fire risk or financial derivatives for price risk – so different risks are managed differently. In enterprise risk management, we don't see that as the best way to manage risk. We integrate different risks and manage them holistically. My research looks at how to model risk and pool different risks together by considering their intercorrelations."



cba.unl.edu/finance

Start Expanding Your Ideas: Christina Carnes

One of the top journals in the field of management featured a study in the summer of 2016 by Dr. Christina Carnes, assistant professor of management. The article, published in *Strategic Management Journal*, outlined Carnes' work on the topic of the antecedents and outcomes of complex competitive repertoires.

In sports, trick plays can result in successful results for a team even when they are not fielding the best athletes. Carnes' research demonstrates those who compete in the marketplace can garner similar results through unpredictability. Although short-term costs of implementing this strategy may harm performance, it ultimately can pay off, according to the article titled "Competitive repertoire complexity: Governance antecedents and performance outcomes".

Using data on 1,168 firms in 204 industries, Carnes, along with Dr. Brian Connelly and Dr. David Ketchen of Auburn University, Dr. Lazlo Tihanyi of Texas A&M University and Dr. Walter Ferrier of the University of Kentucky, discovered implementing diverse and dynamic arrays of actions is beneficial to company performance.

"Using agency theory, we looked at institutional investors over time. We found dedicated institutional investors who don't trade as frequently encourages firms to undertake this complexity. Alternatively, institutional investors who are short-term focused and tend to trade frequently don't like the short-term cost of implementing complex strategies," explained Carnes.

The research also found a positive relationship between levels of pay. As top managers become more competitive, they consider the controlling forces acting on them and respond to incentives.



cba.unl.edu/management

New Promotions Recognize Excellence of Faculty

Three business faculty from CBA received promotions to the rank of full professor as of July 1, 2016. Dr. Jonathan O'Brien of the Department of Management, Dr. Jennifer Ryan of the Department of Supply Chain Management and Analytics and Dr. Marjorie Shelley of the School of Accountancy received the promotions.



Dr. Jonathan O'Brien

O'Brien joined CBA in 2015 from the Lally School of Management at Rensselaer Polytechnic Institute (RPI) in Troy, New York. His research is widely published, including in the *Strategic Management Journal*, and *Academy of Management Journal*. His research focuses on governance of strategic assets and other topics such as real options, capital structure, the institutional environment, emerging economies and behavioral influences on corporate governance.



Dr. Jennifer Ryan

Ryan joined CBA in 2015 from RPI. Her research interests are in inventory and supply chain management with a focus on coping with uncertainty and the role of information and information sharing in supply chains. Her research appeared in many publications including *Management Science*, *Operations Research* and *Production and Operations Management*. Ryan chairs the new Department of Supply Chain Management and Analytics.



Dr. Marjorie Shelley

Joining the School of Accountancy in 2013, Shelley previously was an associate professor at the Mays Business School at Texas A&M University. Shelley is a leader in the accounting doctoral program and has also helped in recruiting several new faculty to the college. Her research interests include factors affecting audit quality, the role of board of director audit committees, the effects of earnings predictability/ambiguity on investors' responses to accounting.

RILEY-SCHULTZ RETIRES

Jean Riley-Schultz, assistant professor of practice in accounting, retired from CBA at the end of the spring 2016 semester. She started teaching at UNL in 2002 as a lecturer and became an assistant professor of practice in 2012. Utilizing her professional background in accounting, she used examples from her time as a senior tax consultant at Deloitte & Touche to give real-world advice to students.

"After taking her ACCT 201 class, I fell in love with accounting and later became peer mentor for her class. Because of her caring support and encouragement, I was able to find my path in accounting. She is an amazing person," said Casey Giesekeing '16, from Columbus, Nebraska.

Best known for creating unique extra credit opportunities, Riley-Schultz assigned a Random Act of Kindness (RAK) in her classes. Through this assignment, she encouraged students to perform a RAK in the hopes of building and strengthening the community.

"CBA encourages students to go above and beyond. My students have always taken the Random Acts of Kindness challenge and accomplished great things to impact people in their communities," Riley-Schultz said.





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