

# NEBRASKA BUSINESS

2021



COLLEGE OF BUSINESS

UNIVERSITY of NEBRASKA-LINCOLN



# POINTS OF PRIDE

**895**

BACHELORS GRADUATES

2019-20

**#1**

BEST VALUE IN THE U.S.  
FOR ONLINE MBA

Financial Times 2021

COLLEGE OF BUSINESS  
HOWARD L. HAWES HALL

**#2**

ONLINE MBA  
IN THE BIG TEN

The Princeton Review 2021

**4,353**

STUDENTS

Fall 2021

**#30**

PUBLIC UNDERGRADUATE  
BUSINESS PROGRAMS

U.S. News & World Report 2021

**28%**

SALARY INCREASE  
REPORTED BY MBA ALUMNI  
TO FINANCIAL TIMES

2021

**#4**

CAREER SERVICES  
IN THE WORLD FOR  
ONLINE MBA PROGRAMS

Financial Times 2021

**7**

YEARS NAMED A TOP  
UNIVERSITY FOR  
PROFESSIONAL SALES  
EDUCATION

Sales Education Foundation

**#13**

ONLINE MBA PROGRAM

The Princeton Review 2021

**\$800,000**

IN COLLEGE  
SCHOLARSHIPS OFFERED

In addition to university  
scholarships

**13**

YEARS NAMED CFA  
INSTITUTE UNIVERSITY  
AFFILIATION PROGRAM

Training students to manage  
investments

**1 OF 17**

FOUNDING MEMBERS  
OF AND ACCREDITED IN  
BUSINESS AND ACCOUNTING  
BY AACSB

Association to Advance Collegiate  
Schools of Business

**359**

UNIQUE EMPLOYERS  
HIRED UNDERGRADUATE  
BUSINESS STUDENTS

2019-20

**300+**

TRAINED STUDENT  
STRENGTHS COACHES

as of Fall 2021

**4,800+**

STUDENTS RECEIVED 1-ON-1  
STRENGTHS COACHING

**95%**

OF STUDENTS FELT  
CONFIDENT ABOUT  
THEIR COLLEGE  
EXPERIENCE AND FUTURE  
CAREER SUCCESS

**28**

LINCOLN WORKPLACES  
IMPROVED BY STUDENTS  
CONSULTING

Conducted by Clifton Builders

**2,277**

CAREER COACHING  
SESSIONS

2020-21





## COLLEGE OF BUSINESS

**Chancellor**  
Ronnie Green

**Dean**  
Kathy Farrell

**Associate Deans**  
Rik Barrera  
Aaron Crabtree  
Laurie Miller  
Janet Near

**Assistant Deans**  
Rachel Larson

**Department Chairs**  
Tammy Beck, Accountancy  
David Rosenbaum, Economics  
Richard DeFusco, Finance  
Jonathan O'Brien, Management  
Ravi Sohi, Marketing  
Jennifer Ryan, Supply Chain  
Management and Analytics

**Executive Director for  
Communications, Marketing  
& External Relations/  
Magazine Editor**  
Sheri Irwin-Gish  
sirwin@unl.edu

**Writers**  
Sheri Irwin-Gish  
Kimberly Smith  
Stephanie Smith  
Garrett Stolz

**Photographers**  
Craig Chandler  
Garrett Stolz

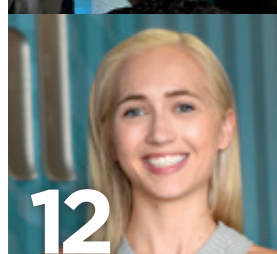
**ON THE COVER**  
Erika Casarin  
Senior Management Major  
Lincoln, Nebraska  
See page 15.

Read and share online at:  
[business.unl.edu/2021mag](https://business.unl.edu/2021mag)

UNIVERSITY of NEBRASKA-LINCOLN

*The University of Nebraska does not discriminate based upon any protected status. Please see [go.unl.edu/nondiscrimination](https://go.unl.edu/nondiscrimination). © 2021. The Board of Regents of the University of Nebraska. All rights reserved.*

# INSIDE THIS ISSUE



Dean's Message .....	2-3
Health Care Efficiencies Lower Costs .....	4
Head Start More Than Pays for Itself .....	5
Hiring Dark Personalities Often Intentional.....	6
Aaron Crabtree Tribute Scholarship Established ....	7
Cohort-Based Nebraska Business Honors Academy .....	8-9
Lockhart Prepared for Harvard Law School.....	9
Diversity and Inclusion Gathering Space Opens...	10
Inclusive Business Leaders Program Created.....	11
Branch Leans Into Strengths.....	11
Rolling Certificate to M.S. Degree Benefits Alum .....	12-13
Johnston Puts Supply Chain Certificate to Work in Air Force .....	13
Center for Entrepreneurship Helps Create the Future of Business.....	14-15
The PALETTE Project Lifts Off.....	15
Nebraska Collaborates on Name, Image and Likeness Program for Student-Athletes.....	16-17
Stretching Strengths at the Clifton Strengths Institute.....	17
Building a Husker Venture Fund.....	18
Hohensee Learns Firsthand .....	19
Developing a Startup Accelerator Program .....	19
Waggoner Partners to Launch Investors with Purpose Program.....	20-21
Accounting Improv Course Bolsters Students' Communication Skills .....	21
Mackey Commits \$1.6 Million to Make College Possible for More.....	22
Connie Rath Awarded Honorary Doctorate .....	23
Shoemaker Gives Back Through Sales Center .....	23
FitzSimmons Supports Student Needs at Nebraska .....	24-25
Donor Appreciation .....	26-32



# DEAN'S MESSAGE

This fall marked our fourth anniversary in Howard L. Hawks Hall. A gift from alumni and friends that keeps on giving, the building not only raised expectations but challenged us to think differently to build a world-class college. Its cutting-edge technology allowed us to serve our students remotely from day one when needed during the beginning of the COVID-19 pandemic, but it also provided a place for us to safely celebrate another in-person Back to School Bash this fall to welcome students and our entire Nebraska Business community back to campus.

We continue to do big things with your support. We transformed a space in Hawks Hall for our new Diversity & Inclusion Gathering Space – DIGS – as it was named by students. It serves as a hub for conversation, inclusive programs and events to help people feel they belong (see page 10). We also launched the inaugural cohort of Inclusive Business Leaders this fall (see page 11). This cohort-based program brings together first-year business students who demonstrate a commitment to making our college and the business world more inclusive for all.

We partnered with Nebraska Athletics to make their #NILbraska program one of the most extensive and beneficial in the country (see pages 16-17). We help student athletes maximize their Name, Image and Likeness potential long-term through our Accelerate program by leveraging our distinctive offerings in the Center for Entrepreneurship and the Clifton Strengths Institute and providing curriculum through cross-campus collaboration.

Our graduate programs continue to provide a high return on investment for our students. We recently added a Master of Science in Supply Chain Management and two new online graduate certificate programs in strategic marketing and marketing analytics. Successfully completing one of our seven certificate programs enables students to smoothly transition

into our online master's programs, where credits earned from the certificate can be applied to the degree (see pages 12-13).

This fall the U.S. News & World Report ranked us #49 in undergraduate business education and #30 among public institutions. We tied with schools like Auburn, Boston, Tennessee and Villanova and we're ahead of Iowa State, Kansas, TCU and Missouri, as well as Creighton and UNO.

Our MBA@Nebraska – ranked #14 worldwide by Financial Times, #13 worldwide by Princeton Review and #17 in the nation by U.S. News & World Report – was recently recognized by the Wall Street Journal for our high return on investment as our graduates recoup the cost of their degree sooner than those in other programs. Our MBA@Nebraska program has the fifth-lowest debt-to-income ratio out of 567 schools. These recognitions help spark enrollment growth.

We've also been using our ingenuity, creativity and work ethic to flexibly respond to national and regional trends of double-digit declining enrollments. This past year, more



*Dr. Marco Barker, vice chancellor for diversity and inclusion, and Dean Farrell celebrate in DIGS.*



in-state, first-generation and underrepresented minority students chose to create their future at Nebraska Business. Expanding access to education is central to our mission as a land-grant institution.

We offered a new entrepreneurship minor, which appeals to students in any major and pairs well with our business minor for non-business majors since it draws from existing coursework. It's exciting to assist students across the university develop their entrepreneurial talent.

Some other successes which work toward our research and discovery goals in our strategic plan include our School of Accountancy faculty being ranked #5 in archival tax and #6 in archival audit worldwide. Our renowned faculty impact our students and community. For example, you can read about the great work our junior faculty are doing, such as Dr. Brenden Timpe whose research on the Head Start program provides impact by influencing public policy (see page 5).

For our learning and transformation goals, we are excited to launch our business and law major for undergraduates in partnership with the College of Law. Taught by law faculty, it serves as a great second major for students in finance, accounting, human resources and more. We began developing the major after our business and law minor became so popular with students across campus.

In addition, we continue to innovate within our long-standing programs. In 2020, Doug Waggoner, '75 and '77, helped us launch the Investors with Purpose program, a new experiential learning course in wealth management (see pages 20-21). Accounting majors also benefit from a new required course merging the worlds of business and theater while preparing future accountants to communicate effectively even during unpredictable situations (see page 21).

The power of our programs, though, comes from our community – and their engagement and connection. For nearly two years, we used creative ways to stay connected. From online webinars on key topics for alumni and virtual global experiences for students who couldn't study abroad to virtual town hall meetings with parents and families answering questions during times of constant change, we utilized adaptability during the pandemic. The innovations helped lead us forward, and our resiliency helped create pandemic-immune momentum. The ingenuity unleashed during this time will continue to empower us to scale to greater heights.

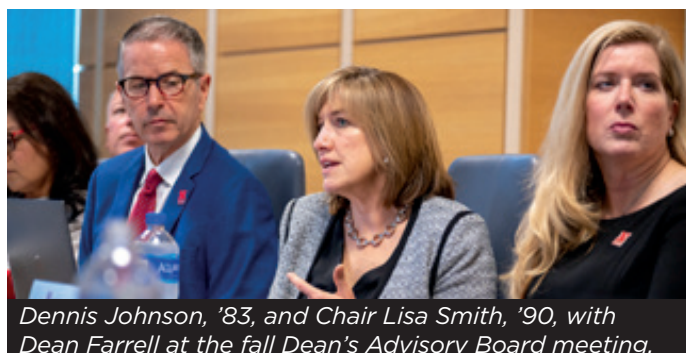
Thank you for your continued support in our mission to develop future business leaders. Together, we do big things. Together, we are Nebraska Business.

Sincerely,

*Kathy Farrell*



*Sophomore Eduardo Sicilia and mother, Adriana Ayala from Cancun, Mexico, visit with Dean Farrell.*



*Dennis Johnson, '83, and Chair Lisa Smith, '90, with Dean Farrell at the fall Dean's Advisory Board meeting.*



*Catherine Wilson, associate professor of law, teaches in the law and business minor.*



*Dean Farrell helps DJ with Edgar Montoya, recruitment coordinator.*



# Health Care Efficiencies Lower Costs

With rising health care costs affecting the lives of many in the U.S., Dr. Yingchao Lan, assistant professor of supply chain management and analytics, researches ways to streamline health care delivery and create a more effective system to help lower costs. Her latest study earned her the Chan Hahn Best Paper Award at the 2021 Academy of Management Conference after being recognized as finalist for the honor twice before.

“Winning the award in operations and supply chain management is a very impressive accomplishment, since the academy is the leading professional society for scholars who conduct research in all areas of management,” said Dr. Jennifer Ryan, Ron and Carol Cope College Professor and chair of the Department of Supply Chain Management and Analytics.

In her paper, “Ancillary Cost Implication of Multisiting Physicians and Inter-Organizational Collaboration in Health Care Delivery,” Lan and her co-authors explored the use of multisiting physicians who practice at more than one hospital, and their impact in reducing costs, such as lab-based diagnostics, radiology-based imaging procedures and prescriptions. Their findings indicated considerable savings passed onto patients, some as high as \$9,348 per hospital visit.

“Patients treated by multisiting physicians experienced, on average per hospitalization, reduction in laboratory charges by 58.57% and radiology charges by 30.11% – even more so when those physicians have less practice experience. Such cost reduction comes from reducing the total number of procedures or tests ordered. We also show that the lower treatment charges do not compromise the clinical quality of patients treated by multisiting physicians,” said Lan.

To conduct the study, Lan examined a unique dataset of more than 163,000 patients treated by upwards of 4,400 physicians at Florida hospitals between 2014 and 2016 from the Healthcare Cost and Utilization Project (HCUP). Ryan explained how the department supports Lan through purchasing datasets like those from the Center of Medicare and Medicaid Services (CMS).

“Our department is committed to doing everything we can to support Yingchao and ensure she has access to those datasets,” Ryan said. “The investment should lead to multiple unique research publications, as well as practical insights regarding the coordination of care between hospitals and skilled nursing facilities.”

The research team suggested that because multisiting physicians work at several hospitals, they accumulate best practices from each, which in turn can lead to implementation of those practices across multiple sites. Lan hopes this



*Dr. Yingchao Lan, assistant professor of supply chain management and analytics, won the Chan Hahn Best Paper Award at the 2021 Academy of Management Conference.*

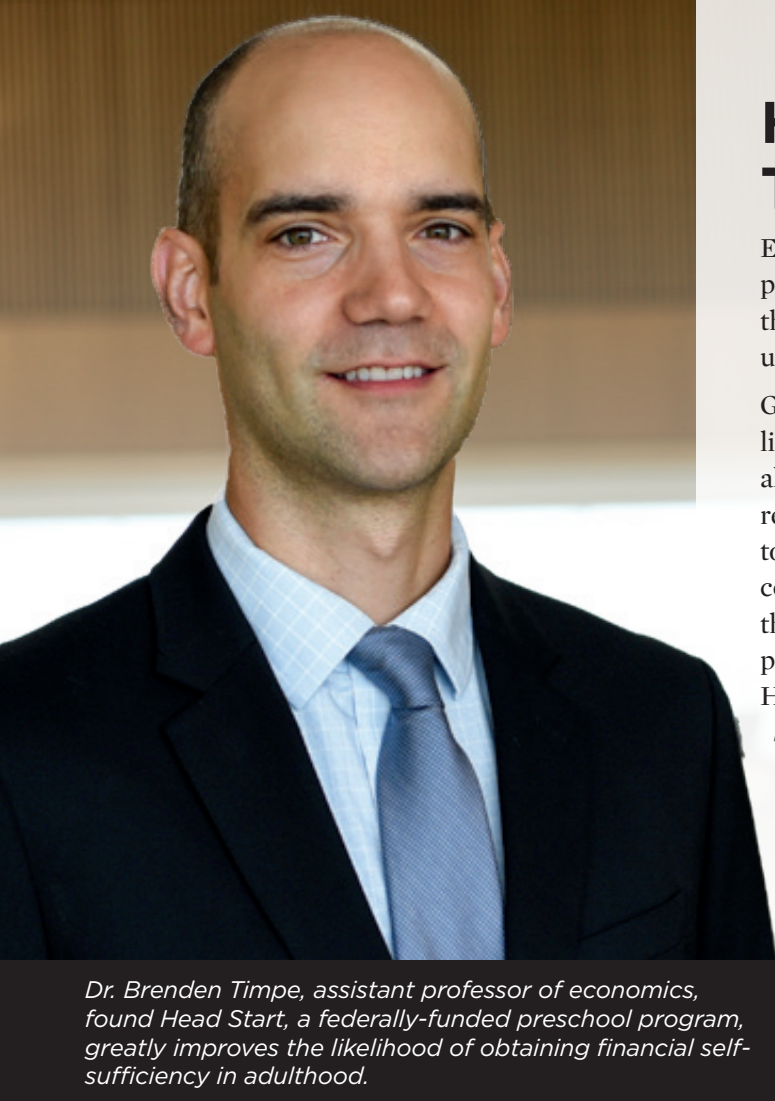
continued focus on higher levels of collaboration within the health care system can help lead to a more value-based approach.

“The current soaring cost and poor quality of health care is largely driven by fragmentation of health care delivery – lack of collaboration and coordination among health care providers along the care continuum. I hope my work experience in the industry, together with this research can offer some insights for both practitioners and policy makers while health care transforms from a volume-based system to a value-based system,” Lan said.

Three weeks after earning the award, Lan’s paper was also accepted into Production and Operations Management after only two revisions in 15 months.

“I will continue to explore how collaboration among health care providers can improve the health care delivery, freeing patients from being the patch sticker themselves while navigating through their treatment journey,” Lan said.





*Dr. Brenden Timpe, assistant professor of economics, found Head Start, a federally-funded preschool program, greatly improves the likelihood of obtaining financial self-sufficiency in adulthood.*

## Head Start More Than Pays for Itself

Early education from Head Start, a federally funded preschool program for disadvantaged kids, greatly improves the likelihood they obtain financial self-sufficiency in adulthood, according to an unusually large study of its long-term effects.

Getting more education means disadvantaged children are less likely to need public assistance like disability payments and food allowances as adults, meaning that funding Head Start generated revenue, rather than costs, for the federal government, according to Brenden Timpe, assistant professor of economics. He and his co-authors earned an Early Career Research Award grant from the Upjohn Institute for Employment Research for their working paper, “Prep School for Poor Kids: The Long-Run Impacts of Head Start on Human Capital and Economic Self-Sufficiency.”

They estimate the government makes 5.4% to 9.1% per year for at least 30 years for every child it put through Head Start, due solely to savings on public assistance and a small increase in tax revenue from higher wages earned by participants.

The study considers education and economic productivity of about 22.5 million 25- to 54-year-olds born between 1950 and 1980. They were eligible for Head Start at age 5 and under when a program was available in their country of birth and graduated from high school and college at higher rates than the ineligible group. College completion rate among the eligible group was about 39%, or 12 percentage points higher than their slightly older peers.

Head Start eligibility raised average annual earnings slightly. But filings for disability claims among men who had been eligible were about 42% lower (4.8 percentage points) than in the ineligible group, the study finds. Among eligible women, poverty rates were 32% (4.4 percentage points) lower. Overall, Head Start eligibility reduced adult poverty by 23% and receipt of public assistance income by 27% among participants.

Launched in 1965 as part of President Lyndon B. Johnson’s War on Poverty, Head Start offers curriculum, health screenings, meals and referrals to social services as needed. By addressing early social and academic skills and health and emotional needs, the founders expected Head Start to better prepare underprivileged students for success in elementary school and beyond.

The researchers take advantage of Head Start’s uneven nationwide rollout between 1965 and 1980 to create a much larger study sample and measure the program’s impacts much later in life — not just on test scores. By matching Census and American Community Survey data to Social Security Administration data on the exact date and place of birth for each subject, they could see which subjects had access to the program.

Evaluating the long-run effects of Head Start can be difficult as eligible children tend to come from low-income families and neighborhoods, so they can’t simply be compared with those ineligible as generally from better-resourced backgrounds. Timpe compared children who filled Head Start classrooms in its first few years with kids just a year or two older, who grew up in the same families and neighborhoods but were born a little too early to benefit directly from the program.

“Head Start in its earliest years was far from a model preschool program. Nevertheless, even the less-than-perfect implementation of Head Start was likely higher quality than the alternatives available to low-income children in the 1960s,” said Timpe, who added that even with similar concerns now, it may still be much better than less formal childcare. “Overall, Head Start appears to have achieved the goals of its early architects, both increasing children’s economic opportunities and reducing poverty.” — Original article from *UCLA Anderson Review*



# Hiring Dark Personalities Often Intentional

Propensity for unethical behavior may be a desirable trait for accounting executives or even the reason the company hired them in the first place. Dr. Ling Harris, assistant professor of accountancy, examined the role dark personality traits play in the accounting executive hiring process.

“This research is about how job candidates with dark personalities are selected for senior accounting manager positions in for-profit companies,” said Harris. “We recruited real-world professional executives and executive recruiters to look at candidate profiles, and for companies with pressure to manage earnings, we found they select job candidates who have dark personalities.”

Published in the *Journal of Business Ethics*, “Recruiting Dark Personalities for Earnings Management” dove into the relationship between hires with dark personality traits and earnings management, which is the manipulation of company earnings to produce overly positive numbers. Harris and co-authors uncovered how the willingness of some candidates to push ethical boundaries to meet financial objectives often helped them be hired.

“The fundamental issue is that in for-profit companies, earnings management is very prevalent despite regulatory efforts for many decades. For dark-personality candidates, their personality signals their propensity to manage earnings, and surprisingly they’re more likely to be hired if the company needs to meet an earnings target. By focusing on employee selection, we identified one answer to this question resides in the types of people recruited, selected and retained by organizations,” she said.

The study asked more than 100 corporate executives to examine two equally-qualified job candidates to assess their fit in the organization. The candidates included one with dark personality traits – such as rationalizing questionable behavior and narcissistic tendencies – and one who possessed fewer such characteristics. The results displayed a striking contrast depending on the scenario.

“If a company has pressure to manage earnings, then about 86% of hiring professionals would pick the candidate with dark personality traits. If that company doesn’t have pressure to manage earnings, then about 88% would pick the candidate without these traits,” explained Harris.

Prior research indicated a prevalence of dark personalities in management positions and pointed to the possibility that those traits are only an unfortunate byproduct of otherwise



*Dr. Ling Harris, assistant professor of accountancy, researched the relationship between dark personality traits and unethical behavior, like earnings management, and the effects on the hiring process.*

strong leaders. However, Harris and her co-authors conclude quite the opposite.

“What we found is that it is not a byproduct, and that dark personalities are intentionally selected into these positions. It is for the sole purpose of pushing the boundary to engage in earnings management,” she said.

Overall, Harris believes the impact of this research not only comes from the effect it may have on the future hiring process, but also the regulatory implication it has. She hopes their findings help further research and help create better regulations.

“We are providing insights to regulators that in order to have better success in curbing earnings management, they should also consider the cultural dimensions within the company,” she explained.



# Aaron Crabtree Tribute Scholarship Established

The accounting community united to establish the Dr. Aaron Crabtree Tribute Scholarship for Nebraska accounting students. Crabtree served as director for the School of Accountancy for seven years prior to becoming the associate dean of master's programs and executive development this summer.

"We have contributions from faculty, alumni and accounting professionals," Jill Trucke, assistant professor of practice in accounting, said. "This demonstrates how your impact has gone beyond the walls of the College of Business and how many people appreciate you and the work you have done. Our goal is for this scholarship to be permanently endowed."

Crabtree joined Nebraska in 2004 after completing his Ph.D. at Virginia Tech. He became the director of SOA in 2014 and brought leadership, vision and growth through ideas to benefit students, which indirectly impacted public accounting firms and corporations. These efforts included the split internship program where students work during tax and audit seasons without delaying graduation, Discover Accounting pre-college program, Professional Development Days and the university chapter of National Association of Black Accountants (NABA).

"Dr. Crabtree is a true embodiment of selflessness and



*Dr. Aaron Crabtree, who served as director for the School of Accountancy for seven years, was recently honored with a tribute scholarship at the Celebration of Excellence.*

going the extra mile for those around him without the need for recognition. I'm eternally grateful for the countless times he supported me," said Ahmed Ahmed, a senior accounting major from Khartoum, Sudan.

Trucke shared how she appreciated his patience as "being a professor was quite different from being an auditor." She noted his skills in providing direction and suggestions, yet not micromanaging.

Announced at the fall SOA Celebration of Excellence, the scholarship was a surprise to Crabtree.

"I am truly honored by the scholarship. This is the most meaningful professional honor that I could receive as it will have a positive impact on students even after I am gone. Thanks to those who made it possible," Crabtree said.

To donate to the Crabtree Tribute Scholarship, go to [https://go.unl.edu/crabtree\\_scholarship](https://go.unl.edu/crabtree_scholarship) or contact Justin Swanson, development director (see inside back cover).

## Faculty Research

**School of Accountancy faculty** were ranked No. 1 in Nebraska in the latest BYU Accounting Research Productivity Ranking, placing them in the top 15% for faculty research among over 600 national and international institutions measured. Nebraska earned the recognition of No. 5 in archival tax research worldwide and No. 6 archival audit worldwide based on the total research output of the school's faculty in the top 12 peer-reviewed accounting journals.

**Dr. Jimmy Downes**, associate professor of accountancy, provided better clarity to firms' financial statement adjustments in a recent article published in *Contemporary Accounting Research*.


**Dr. Alok Kumar**, W.W. Marshall College Professor and associate professor of marketing, was recognized for promoting research and discovery in the marketing field. He ranks amongst the 2020 top most productive scholars based on his publications over a 10-year period in the premier publications of the American Marketing Association – the *Journal of Marketing* and *Journal of Marketing Research*.

**Dr. J. Kalu Osiri**, director of the International Business Program and associate professor of practice in management, and co-authors' article, "Thrive and Survive: Assessing Personal Sustainability," was published in the March issue of the *American Psychological Association Consulting Psychology Journal: Practice and Research*.

**Dr. Troy Smith**, assistant professor of management, co-authored a recent study showing that after abusive behavior some managers fake nice rather than make nice with employees as a means of repairing their social image. *Harvard Business Review* published an article on the research.

**Dr. Todd Thornock**, assistant professor of accountancy, co-authored a recent study examining the impact of managers using emotional language in written/electronic performance feedback. *Strategic Finance* published an article on the research.

**Dr. Julie Wu**, assistant professor of finance, and her co-authors received the first prize in the Spängler-IQAM award for the Best Investments Paper in the *Review of Finance*. This award was presented at the European Finance Association meetings in August 2021 for her paper titled "What Do Short Sellers Know?" *Review of Finance* is among the *Financial Times* top 50 journals.



# Cohort-Based Nebraska Business Honors Academy Attracts High-Ability Students

First started in the fall of 2013, the Nebraska Business Honors Academy attracts high-ability students who want to experience a four-year, cohort-based enhanced business education program. On average, 26% of academy graduates attend graduate programs while the others work in selected fields earning \$10,000 more than other graduating seniors.

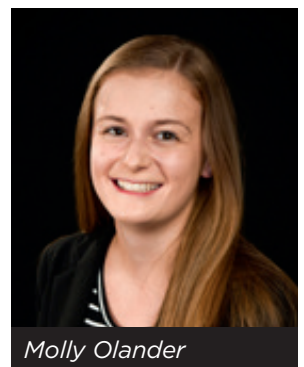
“Our students bring exceptional skills and achievements coupled with the desire to challenge themselves and find ways to positively impact the academy, the College of Business and the university as a whole,” said Erin Burnette, academy director. “Participating in the academy enhances their Nebraska experience and contributes to their academic growth in the classroom, leadership exploration in student organizations and campus activities, and deep individual discovery. Each year, I continue to be pleasantly surprised by our students’ willingness to be inquisitive about both themselves and the world around them. They are eager to learn how they can be the best version of themselves and use those skills to create positive change in the communities they will serve as a person and professional in their future careers.”

The 40-45 students selected into the academy each year come from across the country. They complete most of

their foundation and core business courses together using action-based learning focused on the development of critical thinking, technical and communication skills.

“As an out-of-state student, I was worried about finding my place at Nebraska, but the academy made the university feel much smaller and was my home at Nebraska,” said Molly Olander, a senior honors academy student and actuarial science major from Burnsville, Minnesota. “From day one on campus, I had a group of students who would be beside me for the next four years. Through classes, study sessions, group projects, social events and simply spending time together in the College of Business, we have grown up together.”

The academy courses, taught by top faculty, allow students to discuss and develop solutions for real-world business problems and create the social and intellectual bonds necessary for the ever-changing business world. Outside of the classroom, students create a strong social community,







*On average 26% of academy students attend graduate programs while the others work and earn \$10,000 more than other graduates.*

discuss leadership trends and topics with campus and community partners, and visit with business leaders and corporate executives from across the country.

“From networking with partners and leaders, I have sharpened my communication skills and learned how to better market the programs I am a part of and myself. The power of connections and networking is often underrated, and it is important to give back and take any opportunity you are given,” said Olander.

Through individualized coaching and mentorship from Burnette and Dr. Rebekah Neary-DeLaPorte, assistant director, and non-competitive relationships with their peers, academy students quickly immerse themselves into all that Nebraska offers. They are involved in student organizations and campus activities.

“Experiences like the Leadership Challenge Event placed me on a team to solve an abstract problem by working together to find a creative solution,” Olander said. “At the Travelers Actuarial Case Competition, I got hands-on experience working on a problem I would see as an actuary.”

More than 60% of academy students intern at two or more businesses or nonprofits. After graduation, 62% of academy alumni work outside of Nebraska.

“The business knowledge and skills developed have been helpful in preparing me for life in the workplace after graduation. I gained leadership skills, expanded my worldview, learned to work with teams to reach common goals and became close with an outstanding group of individuals who have pushed me to be my best self every day,” Olander said.

## Lockhart Prepared for Harvard Law School

As a recent Harvard Law graduate, Phoebe Lockhart, '18, reflects on how her time in the Nebraska Business Honors Academy prepared her for life in law school and beyond. The cohort-based program with its enhanced business curriculum readied the Ogallala, Nebraska, native for her time at the Ivy League institution.



*Phoebe Lockhart, '18*

“When I was in college, the Honors Academy challenged me to be the best student I could be. The classes were difficult, and my peers were so smart. In those ways, the academy was great preparation for law school,” said Lockhart, who plans to practice law in Boston.

The daunting experience of moving to a new city and entering law school made for a tough first year, similar to Lockhart's first year in the academy where she faced a tough series of midterms in economics. She embraced the challenge of law school just as she did in economics during her undergraduate years.

“Although I felt defeated at the beginning, I eventually changed my major to economics because I enjoyed Dr. Sam Allgood's courses so much. My transition to Harvard Law was similar. Soon enough, I got to know friends and professors, learned some of the legal lingo and developed my skills through internships and clinics,” she said.

Lockhart noted how case studies and class discussions from the academy curriculum mirrored what she experienced at Harvard Law. She credits Nebraska Business faculty for their expertise and professional advice.

“My last semester of law school, I actually dug up my notes from Dr. Laurie Miller's microeconomics course to help me understand some of the graphs in my antitrust class. Dr. Donna Dudney also offered invaluable advice and encouragement during my law school application process,” she said.

As a member of the second cohort to graduate from the academy, Lockhart has seen the program evolve and traditions form. She also appreciates the long-lasting and impactful relationships forged at Nebraska.

“Now that I'm older, the Honors Academy also means a lot to me as an alum. I am grateful for the network of highly driven, like-minded professionals and the friendships that continue to this day,” Lockhart said.



# Diversity and Inclusion Gathering Space Opens

Huskers came together to celebrate the grand opening of a space dedicated to furthering diversity and inclusivity in the College of Business. The college's Diversity and Inclusion Gathering Space — nicknamed DIGS — serves as a hub for conversation, inclusive programs and gatherings to help all students feel they belong.

“One of our guiding principles established by our 2018 strategic plan is Be Inclusive. We want students, faculty, staff, alumni and business partners to genuinely feel they belong here at the College of Business. This space provides a platform for renewed collaboration where students can co-create the experiences that will help them grow as future business leaders,” said Dean Kathy Farrell.

Under renovation in fall 2020, the DIGS programming began online due to the COVID-19 pandemic. Diversity and inclusion-related student organizations began holding their meetings in DIGS and new furniture arrived. Early adopters of the space included students who served as pilot members of the Inclusive Business Leaders (see page 11).

“We were honored to name the space so that its purpose rooted in inclusive excellence is presented in a more approachable way,” said Ambi Anuh-Ndumu, senior marketing major from Papillion, Nebraska. “By calling it DIGS for short, we’re saying to students it’s yours to come hang out, build connections, have conversations and decompress after classes. It provides a space where you can come as you are as well as build your community here on campus.”

Harrison Lloyd, senior international business and economics major from Pflugerville, Texas, said, “Early on, there seemed to be a lack of representation of the LGBTQIA+ community in the college. I questioned my

place in business and wondered if people would take me seriously in a business setting. I joined efforts to form the Pride in Business student organization last year, and in the process, I felt relief. Having representation and opportunities to find community in inclusive spaces allows students to focus on their academics and hopefully lessens the doubts of whether or not they belong.”

Lloyd, who serves as president of Pride in Business and vice president of the Business International Student Association, encouraged students to be an active part of the community-building process.

“My advice to other Huskers looking to make an impact is to show up and be inclusive. Building the sense of belonging for yourself and others is an active process. Introduce yourself to your classmates, make others feel comfortable and be welcoming to all. Not all impacts have to be large-scale to be meaningful,” he said.

The college expanded its strategic plan in 2020 to focus on diversity, equity and inclusion. To establish goals and priorities, 14 business faculty, staff, students and alumni were named to the Inclusive Excellence Advisory Board. A number of initiatives launched to help realize these goals, including a diversity and inclusion leadership certificate program offered through the college's Center for Executive and Professional Development.

“Success in our journey requires commitment and action from all of us. This is an endeavor where we have to be intentional, commit every day to be and do better, and lead by example. It’s imperative to our mission,” said Rik Barrera, the college's associate dean of student services, inclusion and chief operating officer.



# Scholarship Program Prepares Inclusive Business Leaders

First-year students started learning how to champion diversity and inclusion in a new program called Inclusive Business Leaders (IBL) at the College of Business this fall. The program assists with attracting more diverse students and helps them thrive academically and socially while supporting their career goals to cultivate a more inclusive environment.

IBL students receive a freshman scholarship, mentors and exclusive networking opportunities. The cohort also benefits from resources such as free tutoring and career coaching.

“They’ll understand ways in which they can grow from the Intercultural Development Inventory, an assessment used to build intercultural competence to achieve diversity and inclusion goals and outcomes. We will reflect and share over the course of the program and work on a capstone project that addresses an inequitable business practice,” said coordinator of the IBL program, Dr. Kasey Linde.

Students partner with professional mentors during the capstone project to help them develop potential solutions. Their year-long experience culminates by presenting their findings.

From the program’s initial pitch, it was fast tracked to become a new offering at the college. Leadership and alumni want the IBL program to help with financial and access barriers for underrepresented students while further building their leadership skills.

“We are grateful to John (’86) and Mary (’86) Schuele for the initial lead gift to run a pilot program while we recruited students. It sparked an urgency and excitement for this program and support from other generous donors followed. It’s a testament to how much people want to see continued improvement of equity and inclusion in the field of business and beyond,” Linde said.

Encouraged by the positive impact the freshmen cohort is already making, Linde looks forward to watching them make a difference in their communities and careers in the future.

“You can feel the momentum building behind this program and it all stems from the shared desire to see the college, workplace and world become a more inclusive place,” she said.



*Troy, '93 & '97, Derek, Kya and Julie, '94, '00 & '09, Branch*

## Branch Leans Into Strengths

Freshman Derek Branch, a member of the Osage Nation, business administration major and Husker Football player from Lincoln, Nebraska, is working hard so he can accomplish a lifetime goal—building a business that leaves a lasting impact on his community. He found inspiration to study business while in the Future Builders Challenge, a pre-college program that surrounded him with like-minded entrepreneurial students.

### **Tell me about the Future Builders Challenge.**

I learned so much about my strengths and also firsthand what it takes to organize and run a successful business. We worked as a true team, every group relying on each other to do their job correctly for the betterment of the team.

### **What has motivated you as a walk on?**

Ever since I was little, it was my dream to play college football. I love everything about the game and being with my teammates. When workouts get hard, I think about the feeling of playing in front of 90,000 people in my hometown.

### **Who inspires you?**

My dad inspires me (former Husker Troy Branch, '93 & '97, from Camden, New Jersey). Getting to see where he grew up was shocking. Hearing the stories about him growing up with just his mom, not having heat in his house sometimes was extremely humbling. Knowing the struggle, he went through over the course of his life and seeing where he is now makes me believe anything is possible. It is also a great reminder how humble he stays after coming so far.

*The inaugural cohort of Inclusive Business Leaders*





# Rolling Certificate to M.S. Degree Benefits Alum

After graduating with a degree in mathematics from Nebraska, Casey Christensen, '17 & '21, wanted to expand her analytical skills and advance her career. Four promotions later, she knew she made the right decision to earn a business analytics graduate certificate and roll it into an M.S. in Business Analytics degree from her alma mater.

"I started with the certificate program because it only included four courses and was not as extensive of a time commitment as a full master's degree. I knew I could roll all of the courses into a full master's program later if I desired to continue," said Christensen, a Lincoln, Nebraska, native. "At the same time, I knew the certificate alone would be a great addition to my working portfolio and help me advance in my career."

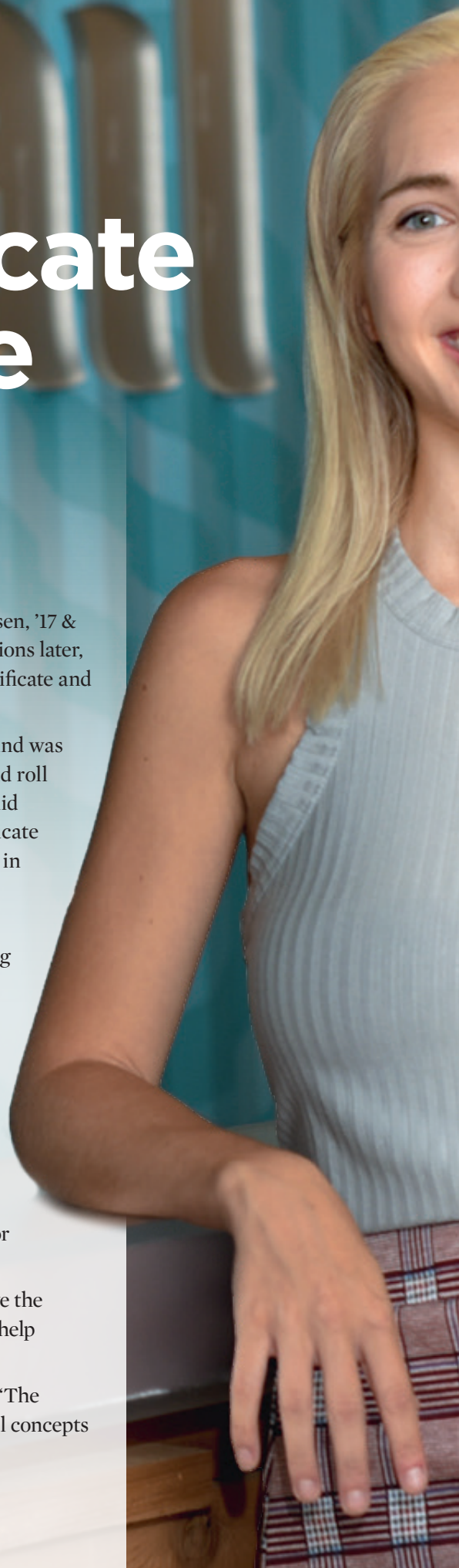
Christensen saw opportunities to apply what she learned in class directly to her work at Spreetail. The online format allowed her to work full-time while earning her certificate.

"A great benefit of taking the program online while working was being able to immediately apply and try out models, processes and concepts learned in class at work," she said. "I work in a few cities and like to travel, so I was taking class from Texas, Florida, Colorado and even on a cruise."

Courses such as Risk and Simulation Modeling (SCMA 837) helped strengthen Christensen's analytics skills. Dr. David Olson, James & H.K. Stuart Chancellors Distinguished Chair and professor of supply chain management and analytics, teaches the course, which helps prepare students for practical application to real-life work in supply chain.

"Organizations are realizing that measuring and modeling risks help them survive the challenges life and the economy throw their way. We cover several tools that can help students contribute to their organizations' risk management," Olson said.

Christensen, who continued into the M.S. in Business Analytics program, said, "The graduate programs equipped me with the knowledge to generate new analytical concepts and processes within the company."







*Casey Christensen, '17 & '21, advanced her talents through the online business analytics graduate certificate program before transitioning into the M.S. in Business Analytics at Nebraska.*

# Johnston Puts Supply Chain Certificate to Work in Air Force

As an aircrew equipment flight chief in the United States Air Force, Master Sgt. Joshua Johnston ensures airmen have the supplies they need for any situation. To contribute to the efficiency of logistics operations in the military, he wanted to earn a supply chain management graduate certificate from Nebraska.



*Joshua Johnston*

"The supply chain management certificate program provided a great foundation and introduction into the realm of continuous process improvement and supply chain management. I chose it because it is one of the best in the nation, and I also wanted to use it as a stepping stone to continue with the Master of Science in Supply Chain Management at Nebraska," said Johnston.

Originally from Chadron, Nebraska, he headed to college after high school. After one semester, a greater purpose called.

"I joined the Air Force in May 2007 because I felt the need to serve my country as I wasn't doing enough to help people," he said. "Both my grandfathers served in World War II in the Army Air Corps."

Johnston later earned his bachelor's degree but decided to continue his education to fuel his career in the Air Force.

He utilized the online platform, Canvas, to earn his certificate while residing in Tucson, Arizona.

"I knew I could benefit from the knowledge in the supply chain management certificate program at work in the Air Force," said Johnston. "The program was very accessible through the online format. Everything flowed smoothly and worked well with basic home internet and my laptop. Canvas is very user friendly, and my professors were very responsive," he said.

Working full-time, Johnston appreciated the opportunity to apply the concepts and tools learned in his courses in real time. The information acquired also helped improve processes for his team.

"I took my new knowledge and experience to review and change processes and make them more efficient. We re-organized our parachute shop and saved valuable man-hours by cutting down unnecessary steps," he said.

After earning his certificate, Johnston rolled his course credits into the M.S. of Science in Supply Chain Management at Nebraska, stating, "I always wanted to graduate as a Husker."

**Nebraska Business offers additional graduate certificates in business analytics, financial communications, human resource management, marketing analytics, strategic marketing and supply chain analytics.**

A large photograph at the top of the page shows a group of students and a faculty member gathered around a laptop, looking at the screen with interest. The students are diverse in age and ethnicity. The faculty member, a man with a beard, is pointing at the screen. The background is slightly blurred, showing an indoor setting with other people.

# Center for Entrepreneurship Helps Create the Future of Business

The Center for Entrepreneurship provides students from across the university with the tools to take their future into their own hands while also assisting businesses in the community. With more than 1,100 students enrolled in entrepreneurial courses at the College of Business and many more participating in events and workshops every year, the center helps develop the skills to start, operate and grow a business.

“We are here to meet students wherever they may be in their entrepreneurial journey, whether it’s working through an idea or strategizing how to raise capital. Even if a student doesn’t end up starting a business, they gain a much greater sense of business and how the startup community operates,” said Dr. Sam Nelson, ’11, director of the center and associate professor of practice in management. “We also serve as a hub for connections and resources for the business community.”

Led by management faculty with research expertise and real-world experience with starting and growing businesses, the center also helps provide students with experience in theory and practice in and out of the classroom. Their research background also helps existing business owners with solutions to real problems.

“Students are eager to hear and learn from our faculty members because what is being talked about in classes is extremely applicable to situations in the real world,” Nelson said. “They also wanted to be connected to entrepreneurs in the community.”

The center also hosts business leaders, founders and investors who pass on their experience and advice. Students

often discover more opportunities through the center’s strong connections throughout the entrepreneurship ecosystem.

“We utilize our wide network of community partners and former students in class or over lunch to talk about how they got to where they are now. The students learn from someone who was in their shoes and found a way to succeed,” Nelson said. “We’re always looking to grow our network of partners and business leaders to help cultivate the next generation of entrepreneurs.”

Competitions are also held for students in and out of the university, as well as high school students, to enhance their entrepreneurial talents. Their four signature events include the Innovation Challenge, 3-2-1 Quick Pitch, the 48-Hour Challenge and the New Venture Competition.

While competing to earn \$80,000 in cash prizes throughout the year, students collaborate with peers and expand their network while also developing the skills





necessary to start and operate a business.

“Thanks to the generosity of our partners, we’re not only able to strengthen the entrepreneurial talents of students, but we’re also able to help them realize their business goals through cash prizes,” said Nelson.

The center also provides a space for students to connect and engage with each other. Nelson stated how students can often be found in the space discussing ideas and helping each other.

“The center serves as a safe and welcome environment to come and hang out. We take great pride in so many students and business partners connecting with one another in the center because we know the discussions happening in those moments are going to someday change the future of business,” he said.

## The PALETTE Project Lifts Off

Students from across campus came together to paint a mural and leave their mark at Nebraska in September. Commissioned by the Center for Entrepreneurship (C4E) at the College of Business, the mural became the first venture for a new startup called The PALETTE Project, spearheaded by founder, CEO and senior management major Erika Casarin from Lincoln, Nebraska.

“Not only does the experience break barriers and bring individuals together, but The PALETTE Project also beautifies the communities where we reside,” Casarin said. “I wanted to create an experience for students, allowing them to connect in a meaningful way. This event provided a place for them to mingle and make great memories while also creating unique art.”

Designed like a big paint-by-number activity, the mural was installed in the C4E – the same place Casarin’s idea developed through teamwork.

“I had no idea where to start, so I scheduled a consultation appointment with the Center for Entrepreneurship. I met with staff who took the time to listen to my idea and asked me questions. We found the holes in the model and strategized on how to compensate for them. They guided me through the early business stages,” Casarin said.

Competing in the C4E’s New Venture Competition with her business plan, Casarin also talked to members of the Startups UNL student organization. Then she pitched PALETTE’s first project idea to Dean Kathy Farrell and Dr. Sam Nelson, director of the C4E.

“She communicated how this mural was a way for us to share the story of entrepreneurship at Nebraska and its endless possibilities. It seemed only fitting that the first student-designed venture for the PALETTE Project would be installed in the Center for Entrepreneurship,” he said.

Javier Rivera, senior art major from Omaha, Nebraska, designed the art, “Lift Off” (shown below), and Avry Victor, junior art major from Lincoln, created the graphic design.

“The design exhibits six space people assembling a rocket mid-flight and represent the core values of Startups UNL,” Casarin said. “Through these, we build stronger bonds and achieve individual and group success. Entrepreneurship is fast-paced and invigorating, thus the inclusion of the rocket helps to convey a sky’s-the-limit mentality, and each individual has a role in completing the rocket, highlighting the importance of collaboration and teamwork.”



Erika Casarin

University students collaborating to paint a mural for the Center for Entrepreneurship.





# Nebraska Collaborates on Name, Image and Likeness Program for Student-Athletes

When Nebraska Athletics introduced #NILbraska to prepare student-athletes to maximize the Name, Image and Likeness (NIL) legislation, they did so by utilizing teamwork. Recruited to provide Accelerate, the College of Business developed the program to assist more than 650 student-athletes identify, strengthen and activate their NIL potential.

“Nebraska is leading the way in NIL, and Accelerate helps prepare students by sharing our business, entrepreneurial and strengths-based education. We are leveraging our distinctive offerings at the Center for Entrepreneurship and the Clifton Strengths Institute, as well as interdisciplinary curriculum created through campus partnerships while also working on new efforts to benefit students long term,” said Dean Kathy Farrell. “In addition, Accelerate showcases Nebraska as the place where strengths first started and our college as the central hub for entrepreneurship.”

Joe Petsick, '95, executive in residence and assistant

professor of practice in management, served as the NIL liaison for Nebraska Business for Accelerate. An entrepreneur who co-founded Proxibid, Inc., in 2001, Petsick shared the goal of creating a program which not only focuses on how to help student-athletes make money but also teaches them how to build a business around themselves.

“The College of Business is building the core curriculum to benefit not just student-athletes, but all students on campus who may be interested in leveraging their personal brands. In addition, we provide student advisors to help with aspects of the program to ensure each student-athlete can maximize their potential,” Petsick said.

Joining Nebraska Business in 2019, Petsick recognized student-athletes have a proclivity toward entrepreneurship and knew the College of Business could help them realize their potential. He reached out to colleagues to develop Accelerate for student-athletes.





*The College of Business collaborated to offer Accelerate, one part of #NILbraska, for student-athletes.*

The College of Law's Weibling Entrepreneurship Clinic offers services from representation for legal needs such as entity formation, intellectual property protection and contract review to educational opportunities and brief consultations. Since 2013, law students at the clinic have worked with clients on a variety of early-stage legal matters under the direct supervision of faculty.

The College of Journalism and Mass Communications provides a course called Branding Yourself in Today's Market. Students learn how to formulate their own value proposition and convey their knowledge, skills and abilities to prospective employees.

"Due to these offerings, Nebraska's student-athletes have a distinct advantage due to the collaboration with faculty, staff and students across the university," Farrell said.

## Stretching Strengths at the Clifton Strengths Institute

Student-athletes utilize scientifically developed assessments from Gallup that identify their top natural talents and their entrepreneurial attributes in Accelerate. The Clifton Strengths Institute (CSI), a national model for strengths-based education, is housed in Hawks Hall. CSI staff provide workshops and one-on-one coaching for student-athletes as well as share ways to best maximize strengths for success.

"The first step in personal branding is discovering who you are and what your natural talents are," said Dr. Tim Hodges, '00, '01 & '10, executive director of the CSI and assistant professor of practice in management. "That's why we use the CliftonStrengths® and Builder Profile 10 assessments to determine factors that, when leveraged, lead to personal success."

Through coaching with trained student strengths coaches on an ongoing basis, Husker student-athletes learn to focus on doing more of what they naturally do best. Entrepreneurs and business innovators also assist the student-athletes in their growth as brand builders.

Hodges and team began supporting Nebraska Athletics with assessments and workshops as new student-athletes arrived for summer classes. Hodges also added that Nebraska Athletics and strengths share history as Dr. Tom Osborne, former Husker football coach and athletic director, studied with Dr. Don O. Clifton, '48, '49, '59 & '90, known as the father of strengths, many years ago and often shared how he applied what he learned throughout his coaching and leadership.

"Nebraska Athletics has been a recognized leader for providing student-athletes with academic support and life skills for many years," Hodges said. "This renewed focus on strengths-based development and coaching supplements the current programming to ensure that Huskers are ready for success in the classroom and beyond, today and into the future."



*The Clifton Strengths Institute serves as a national model for strengths-based education, where College of Business faculty, students and staff like Dr. Tim Hodges, '00, '01 & '10, help students learn more about their strengths.*



*Seniors Adam Folsom and Emily Kist helped create and lead the Husker Venture Fund.*

# Building a Husker Venture Fund

Working with senior finance major Emily Kist from Pierre, South Dakota, and the University of Nebraska Foundation, Joe Petsick, '95, executive in residence, helped create the Husker Venture Fund (HVF), a student-led venture capital fund for early-stage startups. Built on a partnership between the College of Business and Invest Nebraska, the fund continues to grow due to the generous support of donors and help from the College of Business Development team.

“The Husker Venture Fund is essential to fill a gap in the funding cycle for early-stage startups, because there are few institutional options available in Nebraska,” Petsick said. “Additionally, there was a lack of internships and professional opportunities for any student interested in a potential career in venture capital or startup investing. Creating a student-led fund exposes dozens of students to the type of hands-on learning that would allow them to become fluent in startup investing.”

Open to any industry, all Nebraska-owned early-stage startups can apply for funds with priority going to student-led businesses first. Faculty and alumni businesses, UNL intellectual property and those with other connections to the university follow.

“Though open to any industry, the businesses must have scalable and innovative technology or software. We plan to deploy annual awards for up to four startups. Returns from successful businesses will replenish the funds somewhat, but donor support is a crucial part of the success of the Husker Venture Fund,” Petsick said.

The HVF provides funding for traditional businesses. Though students promoting themselves as a business would not be eligible, Petsick believes there will be students coming to Nebraska who own an existing business who could benefit from the fund.

“It’s not uncommon for students or student-athletes to run startups, small businesses and side hustles while in college. This is why it was important that the Husker Venture Fund support all students across the university, including student-athletes as part of what we are offering with Accelerate,” Petsick said.

Kist along with Adam Folsom, a senior finance and management major from Omaha, Nebraska, helped fundraise, research and prepare for the fund to go online. Operating as a student organization around the fund, members apply to get hands-on investment experience, foster relationships in the startup community and fund homegrown innovative ideas and solutions. Petsick credits them for making the fund a reality (see page 19).

“I’ve gained unparalleled experience working with talented students, supportive faculty, gracious donors and professionals to ‘Start Something’ at the College of Business. I wanted to provide a unique, hands-on learning experience for students interested in startup financing, while also providing necessary funding to early-stage companies,” Kist said. “It is essential to continue providing resources and building connections between our campus and the startup community.”





*Dr. Herita Akamah, '17, assistant professor of accountancy, and senior Ben Hohensee discuss strengths.*

## Hohensee Learns Firsthand

Selected for the first cohort of the new Husker Venture Fund (HVF), Ben Hohensee gets to learn firsthand how to foster relationships in the startup community and help fund homegrown innovative ideas and solutions. Collaborating with like-minded students and investors, he uses his mathematical and statistical skills in a practical way.

"Entrepreneurship has always excited me, so getting involved allows me to learn the ins and outs of business operations, as well as banking, financial markets and economics," said the finance major. "Raising capital is vital to any startup's success, so I wanted to learn more about the process behind it. We get to make a difference and put our knowledge to work by investing real money in startups from funds our managing directors raised."

The 28-member cohort prepared for real-world investing in a student-led bootcamp. They read and reviewed material from the book "Venture Deals" to learn about general venture capital concepts, term sheets, crowdfunding and more. They also attended a networking event in Omaha.

"Nebraska has challenged me to step outside of my comfort zone. I formed close relationships with other students in the group because of the trip to Omaha. Those early interactions enhanced my social skills and helped me build relationships. Their advice helps me determine what my best steps are after graduation," the Lincoln, Nebraska, native said.

The cohort also worked together in teams to create fundraising strategies and term sheets, a nonbinding agreement that shows the basic terms and conditions of an investment. Hohensee plans to gain experience in any way possible to ensure his future success.

"The conversations I've had outside of class have been beneficial in my learning experience, but more so the discussions we have in HVF," Hohensee said. "The information we've learned about investing and venture capital has already given me a head start for life after college."

[business.unl.edu/huskerventure](https://business.unl.edu/huskerventure)

## Developing a Startup Accelerator Program

From his background as an entrepreneur, Joe Petsick, '95, executive in residence and assistant professor of practice in management, knew startup accelerators help businesses



*Joe Petsick, '95*

attain success. He also recognized Nebraska startups, as well as student-athletes, would benefit from mentorship, advice, curriculum and resources provided within a startup accelerator.

"There are incredible assets within the College of Business that many companies would likely find useful in helping strengthen their internal managers and leaders. Ultimately, while I could see how these internal resources could certainly help any established business, I believed they would have a profound effect on a startup business," Petsick said. "After discussing many ways to deploy the potential content, curriculum and programming, the idea of creating our own accelerator program seemed the most appropriate."

Petsick shared how the Startup Accelerator Program's focus would be on the "very early stages" of established startups. He plans to include programming and access to leadership teams who can help "dramatically ramp up" growth.

"If a student or student-athlete has already started a business, they could qualify for the Startup Accelerator Program. Also, when the Husker Venture Fund provides investment to a startup, it is likely we'll include access to our accelerator program as well," he said.

Petsick continues to build new partnerships to help expand offerings and strengthen programs.

"The Startup Accelerator will help fill an existing gap in the state's startup ecosystem by leveraging existing programming within the college. This programming is focused on helping startup founders and leaders unlock the growth potential within their business," said Petsick.



# Waggoner Partners to Launch Investors with Purpose Program

Launched in 2020, a new program in wealth management brings together high-achieving students with global investment professionals for a one-of-a-kind learning experience at the College of Business. Doug Waggoner, '75 and '77, envisioned the Investors with Purpose program and pitched the idea to the College of Business, based on trying new things during his own successful career in finance and investment management.

Waggoner's desire to impact the future of his field inspired him to join forces with his alma mater, where he served in various capacities, including as a member of the Department of Finance Advisory Board at the college. He also helped make the new program possible through funding on behalf of the Douglas and Karin Waggoner Family Foundation.

"Our goal is to provide students with the skills and knowledge of asset management with real-world experiences. Industry leaders are excited to be a part of this program, and the students, the College of Business and the future of asset management will all benefit," said Waggoner, who worked for Ford Motor Company, Rockwell International and several asset management firms, including 25 years as a senior leader and managing director at BlackRock.

While many business schools host guest speakers, the Investors with Purpose program brings business leaders into the classroom, as well as develops community between professionals and students through a mentorship component. Waggoner believes these connections formed through the program will help students develop a great career.

"I understand how hard it might be for students to break into this industry," he said. "I didn't have that kind of mentor growing up, but I made it by working hard and not being afraid of taking a risk. Diligence and perseverance are traits Nebraska students have. This program and its mentors can help build their confidence in taking risks and putting yourself out there."

For the course, industry leaders travel to campus to discuss topics, such as FinTech, financial asset alternatives like hedge funds and regulatory issues. After class, they join students at dinner to continue their discussions.



*Doug Waggoner, '75 and '77, pitched and funded a new program called Investors with Purpose.*



*Tina Udell, '97, vice president and managing director of corporate credit at Ameritas Investment Partners, presents to students.*

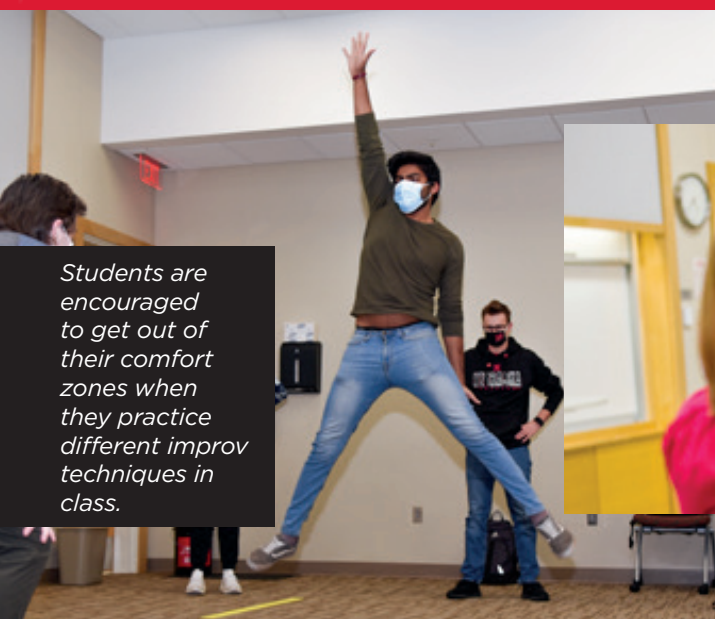




*Students attend dinner with speakers, like Waggoner, after class.*

Another benefit of the course includes paid investment internships with the University of Nebraska Foundation or the Nebraska Investment Council. Nick Callahan, senior finance, accounting and economics major from Shawnee, Kansas, completed the first internship connected with the course.

“This program positions us to help launch the career of the next Warren Buffett by letting students understand what it means to take risks and not be afraid to fail,” said Dr. Richard DeFusco, professor and chair of the Department of Finance. “Financial investment is more than just classroom theories, it’s the day-to-day connections you make working with others in the profession. That’s an enormous game changer we’re introducing for our finance students.”



*Students are encouraged to get out of their comfort zones when they practice different improv techniques in class.*



*Julie Uribe, '84, teaches improv to accounting students.*

## Accounting Improv Course Bolsters Students' Communication Skills

Research and Communication in Accounting (ACCT 455) merges the worlds of business and theater with the goal of preparing future accountants to adapt to an ever-changing industry. Ultimately, it prepares students to communicate effectively in the workplace during even the most unpredictable situations.

Dr. Amanda Gonzales, '03, associate professor of practice in accountancy, and Julie Uribe, '84, lecturer at the Johnny Carson School of Theater and Film, both developed the course and teach it through two separate five-week sessions.

Gonzales focuses on strengthening students' written communication while Uribe uses her improv training from the Groundlings School in Los Angeles, with notable alumni like Will Ferrell and Melissa McCarthy, and more than 25 years of experience in the television industry to expand verbal communication.

While students might feel familiar with the traditional setting of Gonzales' classroom, Uribe takes students outside of their comfort zone through improv exercises and principles. Drew Minard, '21, accounting graduate and current MPA student, may have felt uncomfortable at times, but he never felt unsupported.

“We were all in it together, and it helped knowing I was in a supportive environment. These principles encouraged me to take risks and push myself,” said the Bartley, Nebraska, native.

The tools Minard and other students learn help set them apart from peers as they transition into the workplace. Minard is already seeing the benefits from this experience in his current internship.

“I have such a wide variety of tasks that I show up to work every day not sure what to expect, so I often find myself engaging in the improv principle, ‘Yes, and,’” he said.

With plans to work in public accounting, Minard feels better prepared due to the communication tools he learned.

“I anticipate using these skills in every aspect of my career. Communication skills can be the difference between an applicant who gets hired and one that doesn't, or acquiring and retaining a client or not,” he said.





# Mackey Commits \$1.6 Million to Make College Possible for More

Bruce E. Mackey, '55, of Tampa, Florida, announced a \$1.6 million estate gift to support students through scholarships and academic programs. His gift will especially help first-generation students, students from low-income families and others with barriers to college.

His gift creates four endowed funds at the University of Nebraska Foundation, with three funds supporting students enrolled in the College of Business. Another endowment will provide financial aid to students who complete the Nebraska College Preparatory Academy, a college access program, who then study at Nebraska.

The funds will be named for Mackey and his late wife, Loyce Mackey, in recognition of their philanthropic legacy.

Students who complete the DREAMBIG Academy, a pre-college program to introduce high school juniors to college and business careers, will benefit from scholarship assistance. The academy is designed for first-generation students and low-income families and others.

Two other funds will support student scholarships and programs within the college's Center for Entrepreneurship and the Center for Sales Excellence.

"The generous planned gift from Bruce and Loyce Mackey will have a significant impact on our students for generations," said Dean Kathy Farrell. "With tuition assistance and the support for our programs, students will have opportunities to co-create their learning experiences and set themselves apart in their careers. We are humbled and honored to help the Mackeys create a legacy that will empower Nebraska Business students to lead the future of business."

About his support, Mackey said, "I just hope students can look back when they're older and say, 'I've lived the dream. I had the opportunity. I stood up to it and made it work. But I had some very important support along the way.'"

A Nebraska native, Mackey served in the U.S. Army after graduating from the university. He devoted his career to the insurance industry, retiring as a senior vice president of a Fortune 200 company.





*Dean Kathy Farrell and  
Dr. Connie Rath, '70 & '71.*

## Connie Rath Awarded Honorary Doctorate

Building a career around studying the success of individuals, Dr. Connie Rath, '70 & '71, received an honorary Doctor of Commerce from Nebraska at Commencement in May. As president of the Clifton Foundation, she helped establish and build the Clifton Strengths Institute at the College of Business.

"It's a Start Something college," Rath said. "We want the institute to be a hub, lab and model for students to map their futures."

Rath earned a bachelor's degree in elementary education and master's degree in educational psychology at Nebraska. While doing so, she used her talents as a residence hall counselor and math teacher. She also helped migrant workers earning their GEDs find jobs and go to college.

"Every student needs to know the qualities that help them achieve – their strengths. This is a starting point to plan their career and life," she said.

After graduation, she worked as a high school counselor in Omaha, and then at SRI and Gallup. She earned her doctorate in education, following in her father's footsteps – Dr. Don O. Clifton, '48, '49, '59 & '90, a former Nebraska professor. Deemed the father of strengths-based psychology, Clifton became known as the grandfather of positive psychology.

Rath grew up in Lincoln with her three siblings – Jim Clifton, Jane Miller, '84, and Mary Reckmeyer, '77, '78 & '90. She now resides in Washington, D.C., though often visits Nebraska to coach and guide students.

## Shoemaker Gives Back Through Sales Scholarship

Ryan Shoemaker, '17, utilizes the work ethic honed at Nebraska to achieve success as a sales development representative at Perceptyx. Now he hopes to motivate students to do the same by establishing the Center for Sales Excellence High Achievers Scholarship.



*Ryan Shoemaker, '17*

"Many experiences I had in college helped me get where I am in my career today. I want to give back to the university and center in a way that would impact students who work hard and become overachievers," said Shoemaker, a native of Lincoln, Nebraska, who majored in management.

To be eligible for the new scholarship, students must enroll in the Advanced Professional Selling (MRKT 357) course offered through the Center for Sales Excellence housed in Hawks Hall. The course provides students with a competitive edge and helps them gain real-world sales experience by selling sponsorships for the annual Center for Sales Excellence Golf Tournament.

"Selling actual sponsorships teaches students how to prospect for new customers, approach a potential customer, ask questions and explain a sponsorship's benefits and often, deal with failure, quota pressure and success," said Chad Mardesen, associate professor of practice in marketing, who teaches the course.

Mardesen set the platinum sponsorship at \$5,000, which provided the incentive Shoemaker needed to meet with the leaders of Nelnet.

"I pitched why the sponsorship would be a good idea for them. When I made the ask, they were on board and later became a three-year partner of the sales center," he said. "That opportunity helped shape the way I do my job today."

Awarded to one student who sells \$5,000 or more in sponsorships in MRKT 357 annually, the High Achievers Scholarship will provide students with added incentive to go the extra mile while they gain sales experience.

# FitzSimmons Supports Student Needs at Nebraska Business

When Bob FitzSimmons decided to support the Teaching and Learning Center at the College of Business, he wanted to ensure business students needing assistance received free personalized tutoring services. In addition, the innovative way Nebraska planned to grow and expand the services appealed to his entrepreneurial side.

“The impression of most colleges is that students either sink or swim, and they don’t get a lot of help. At the College of Business though, it wasn’t just ‘we’ll find you a tutor.’ It was much more to help individuals be successful. It was different, and I wanted to be a part of it,” said FitzSimmons.

Established with the opening of Hawks Hall in 2017, the Teaching and Learning Center provided a place for students to study, ask for help and find tutors. FitzSimmons’ support helped take the center to the next level.

“The success and expansion of the Teaching and Learning Center is largely credited to the generosity of Bob FitzSimmons. Due to him jumping on board with our vision to help business students in a more personalized way, the tutoring staff has nearly tripled, and they have held more than 9,000 tutoring visits since fall 2018,” said Dr. Kasey Linde, associate director of the center. “In addition, the TLC now trains and certifies every tutor using the International Center for Supplemental Instruction’s curriculum. We also pilot and adopt new programs like review sessions and the teaching assistant program.”

Originally from St. Joseph, Missouri, FitzSimmons graduated from the University of Kansas in 1962 as a distinguished ROTC student with a business degree. He turned down a commission because he wanted to earn his MBA at Northwestern University.

“I served three years in the Air Force stationed at Ellsworth Air Force Base. My wife, Jan, was in nursing school nearby, and we met on a blind date. Fortunately, she could see I was a conscientious guy who wanted to succeed,” Bob said.

The couple wed in December 1963. Three years later he earned his MBA and got his big start working as an assistant product manager for Aunt Jemima Pancake Mix (now known as Pearl Milling Company) on Quaker Street in Chicago. He was then promoted to product manager with “a new sweet cereal” called Cap’n Crunch

before deciding to go into pharmaceutical product management in Elkhart, Indiana, overseeing the marketing of Flintstones™, Bugs Bunny and One A Day® vitamins.

Seven years later, the FitzSimmons’ family moved to Lincoln, Nebraska, where Bob’s new product was a cough and cold syrup called Triaminic. Until then, it had only been promoted to pharmacists and physicians, but Bob’s job was to get it on grocery and drug store shelves. Jan was also in the first wave of rehabilitation nurses starting at Madonna Rehabilitation Hospitals.

*“Due to him jumping on board to help business students in a more personalized way, we’ve held more than 9,000 tutoring visits since fall 2018.”*

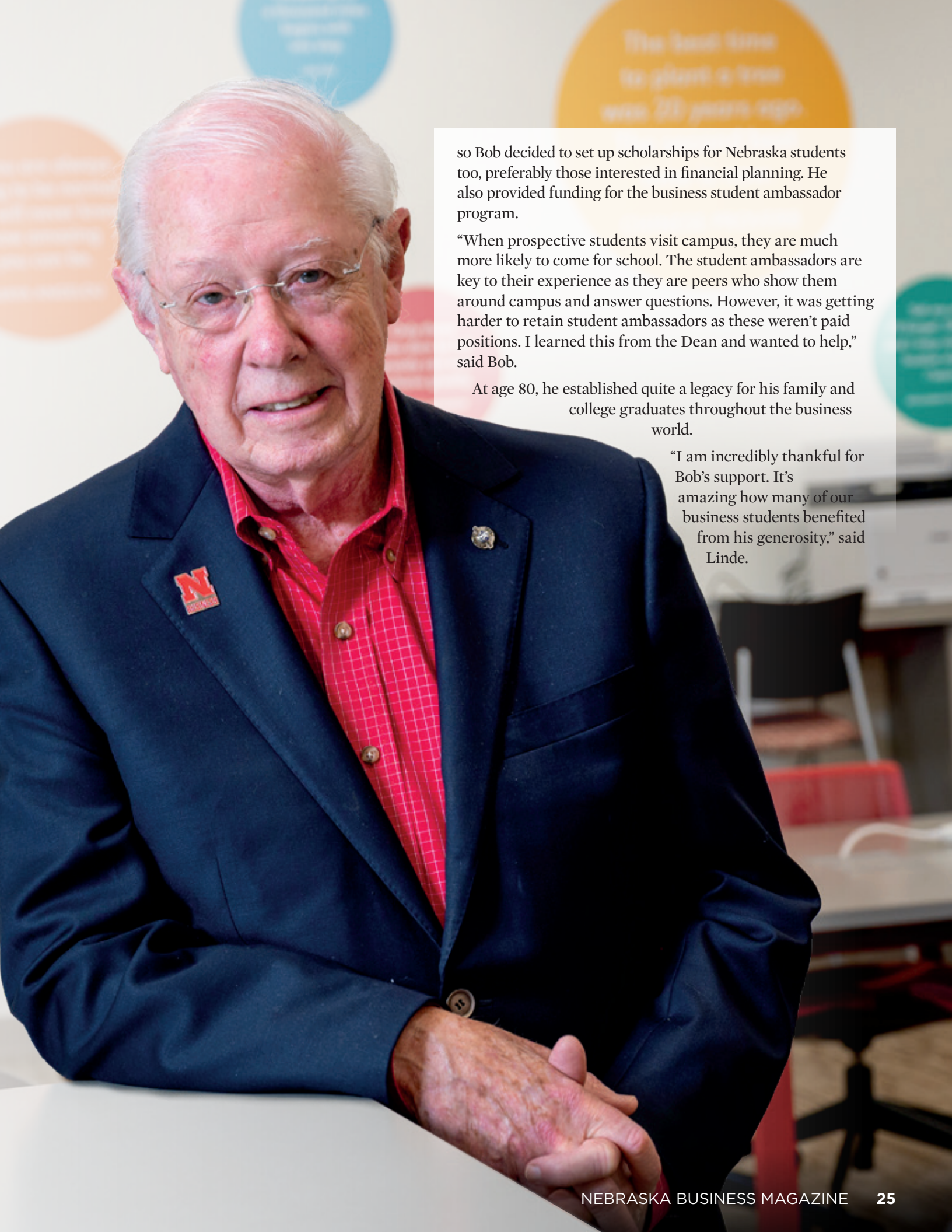
*– Dr. Kasey Linde*

“After 11 years, I could retire, so I started my own business as a Certified Financial Planner® Professional with no clients and it was hard,” said Bob, who found success using innovative ideas, building relationships in his community and helping others help give back. In his new career, he also found many people did not plan for the cost of college, so students were deciding not to attend or graduating with huge debt.

“I convinced my high school classmates to help spearhead a scholarship in St. Joseph. We raised \$50,000 from 1958 graduates, and now we award \$2,000 a year. I also am the president of my church foundation and in five years, we provided \$300,000 in seminary scholarships to 20 recipients,” he said. He also established scholarships at his parents’ alma mater and at KU where his sons, Curtis, an infectious disease doctor (deceased), and Clark, a geologist, also earned their degrees.

His first introduction to the University of Nebraska–Lincoln came when clients called about internships for their children. Many of those interns attended Nebraska,





so Bob decided to set up scholarships for Nebraska students too, preferably those interested in financial planning. He also provided funding for the business student ambassador program.

“When prospective students visit campus, they are much more likely to come for school. The student ambassadors are key to their experience as they are peers who show them around campus and answer questions. However, it was getting harder to retain student ambassadors as these weren’t paid positions. I learned this from the Dean and wanted to help,” said Bob.

At age 80, he established quite a legacy for his family and college graduates throughout the business world.

“I am incredibly thankful for Bob’s support. It’s amazing how many of our business students benefited from his generosity,” said Linde.

# THANKS DONORS!

## LIFETIME SUPPORT

### \$1,000,000+

Jim & Mary Abel  
The Abel Foundation  
Phyl Acklie  
Duane & Phyl Acklie  
Acklie Charitable  
Foundation  
Ameritas Charitable  
Foundation  
Ameritrade Holding Corp.  
dba TD Ameritrade, Inc.  
Assurity Life Insurance  
Company  
Merle D. & Miriam C. Bauer  
Henry & Julianne  
Bauermeister  
Mrs. Clark G. Carpenter  
C. G. Carpenter  
Clifton Foundation  
Jeffrey & Margaret Curtiss  
Deloitte Foundation  
Sid & Dawn Dinsdale  
Michael & Terri Dunlap  
Edwin J. Faulkner  
Gallup  
Vinod Gupta  
Richard D. Hanzel  
Howard L. & Rhonda A.  
Hawks  
The Hawks Foundation  
Michael D. Hays  
Kelly & Virginia Holthus  
Flora F. Hyde  
A. Leicester Hyde  
Richard L. Jungck  
Glenn H. Korff  
Donald & Joyce Krael  
Marc & Kathryn LeBaron  
Delmar A. Lienemann Sr.  
Lienemann Charitable  
Foundation Inc.  
Doug & Mary Lindgren  
James L. & Susan Mullins  
Mutual of Omaha  
NEBCO Inc.  
Nelnet Foundation  
Allan S. Noddle  
Eleanor S. Ogle

Tonn M. & Holly A.  
Ostergard  
Peter & Nancy Salter Family  
Foundation Inc  
Peter Kiewit Foundation  
Wendell & Connie Peters  
Paul J. Pettinger  
Jean Pfeiderer  
Pinnacle Bancorp Inc  
Alan R. Porter  
Peter & Nancy Salter  
John & Mary Schuele  
Robert G. & Kelly A. Stuckey  
Georgia & Jim Thompson  
Union Bank & Trust  
Joyanne Gass Van Bloom  
J. E. Van Horne Jr.  
Vinod Gupta Charitable  
Foundation  
Douglas & Karin Waggoner

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

Ameritas Life Insurance  
Corp.  
Robert N. & Jo Anne  
Bettenhausen  
Thomas J. Biagini  
Evelyn S. Brewster  
Margaret A. Capko  
Ralph & Kimberly Castner  
Donald O. Clifton  
Conagra Foods Inc.  
Carol Cope  
Cornhusker Bank  
Stephen & Jennifer David  
Virginia J. Dolan  
Ethel S. Abbott Charitable  
Foundation  
Glaideh Frank  
Clifford S. Hayes  
Clifford & Meredith Hayes  
Paul & Lori Hogan  
Irma E. Kistiakowsky  
Josephine E. Koudele  
Bruce E. Mackey  
Matilda S. McIntire  
Paul & Patty Mendlik  
Robert & Cynthia Milligan  
National Research Corp.  
Mr. & Mrs. J. H. Rester Jr.

Rhonda Seacrest  
James & Rhonda Seacrest  
Thomas C. & Lisa M. Smith  
Sheryl & Larry L. Snyder  
Richard A. Varner

### \$250,000-\$499,999

Daniel L. & Sue A. Anderson  
Joyce Baird  
Sam & Joyce Baird  
Richard A. Becher  
Sandra J. Benson  
Cecil D. Bykerk  
Mr. & Mrs. John T. Connor II  
John & Susan Dittman  
William & Rosemary Eastwood  
Farmers Mutual Of Nebraska  
Firstier Financial Inc.  
Robert & Janice FitzSimmons  
Gupta-Grow Charitable  
Foundation  
Emmett M. Hanson  
Helen A. Hanson  
James W. & Helen A. Hanson  
Beverly Hanson  
John T. Hay  
Mable M. Hay  
Richard L. Hofmann  
John & Susan Hoppe  
Lawrence G. &  
Cathryn A. Hupka  
Dody H. Jernstedt  
Hans V. Johnson  
Richard W. & Helen H. Kelley  
Richard W. Kelley  
Dennis L. Kern  
Kenneth P. Korff  
James C. Leslie  
Lincoln Industries  
Roger L. Petersen &  
Louisa J. Hayward  
Resolution Life  
Thomas A. Rubin  
Mr. & Mrs. Paul C. Schorr III  
Tom & Shelli Schueth  
Bruce A. Schuett  
Mr. & Mrs. James Stuart Jr.  
Susan I. Stuart  
Janet A. Thelander  
U.S. Bank

### \$100,000-\$249,999

Abbott Foundation  
Dennis R. & Barbara J. Ahlman  
Harold & Marian Andersen  
Stacy & Hubert Ban  
Paul A. & Julie K. Becker  
Josephine L. Beckley  
Patricia N. Bingham  
Sandra E. Biskup  
BKD Foundation  
BKD LLP  
James & Paula Blackledge  
Dr. & Mrs. Stanley L. Brue  
Charles J. &  
Marita F. Burmeister  
Linda Burt Rebrovic &  
John Rebrovic  
Cecil & Loree Bykerk  
JeanAnn W. Carhart  
Evelyn R. Casey  
Richard & Jacqueline Chapin  
Richard W. Chapin  
Charitable Gift Fund  
Mark & Jane M. Chronister  
Cigna Foundation  
Conagra Brands  
Conagra Foods Foundation  
Thomas C. Cook  
D.A. Davidson Companies  
Alice M. Dittman  
Howard P. & ArVella F. Doerr  
ArVella F. Doerr  
Ernst & Young Foundation  
Exxon Education Foundation  
ExxonMobil Foundation  
Fidelity Charitable Gift Fund  
Duane & Pamela Fischer  
Brenda K. Fleck  
The Foundation of the  
Nebraska Societies of  
CPAs Inc.  
Charles W. Fowler  
Don R. Freeman  
David & Kristine Gale  
General Electric Foundation  
Timothy Hager  
Donald K. & Jeannette E. Ham  
Brian & Carey Hamilton  
Lewis E. Harris  
Joey L. Hesselgesser  
Robert E. Hoyt



InfoUSA, Inc.  
 Alice P. Irvin  
 Dennis & Margaret Johnson  
 Robert V. Jones  
 Gayle Jones  
 Gerard J. Keating  
 Janet L. Keating  
 Keating Resources, LLC  
 J. Dan & Sandra Keenan  
 E. Lyle Kinley Jr.  
 Sharon & Howard Kooper  
 KPMG LLP Foundation  
 Janet Kroeller  
 Mary E. Kufahl  
 Richard A. Lahr  
 Lincoln Benefit Life Company  
 Lutz & Company, P.C.  
 Chad & Amy Mariska  
 Marguerite E. Marshall  
 Derrel & JoAnn Martin  
 Campbell R. McConnell  
 Campbell R. &  
 Marilyn McConnell  
 McGraw-Hill Foundation Inc.  
 Glenn W. Mooberry  
 Mutual of Omaha Foundation  
 National Bank of Commerce  
 Timothy & Martha Neumann  
 The Northwestern Mutual  
 Life Foundation  
 Roland Ortgies & Carmela  
 Anderson-Ortgies  
 Lester E. Pankonin  
 Maxine M. Pankonin  
 Mr. & Mrs. James S. Pittenger  
 Karen J. Plessinger  
 Procter & Gamble Fund  
 Ellen A. Qualsett  
 Kathryn M. Reed  
 Robert E. & Lorane T. Phillips  
 Foundation  
 Mrs. Ronald J. Rotherham  
 James F. & Donna R. Rouch  
 Jeffrey L. Schumacher &  
 Laura A. Acklie  
 Allene D. Skalla  
 Roger & Jeri Smith  
 Smith Hayes Financial  
 Services Corp.  
 Mr. & Mrs. Peter M.  
 Sommerhauser  
 Sommerhauser Foundation Inc.  
 St. Anthony Foundation  
 Brian & Gail Stanley  
 State Farm Insurance  
 Companies  
 State Farm Mutual  
 Automobile Insurance  
 Company  
 Lynn M. Stephens  
 T.O. Haas Tire Co. Inc.  
 Fredrick & Julie Thatcher  
 TierOne Bank  
 James & Margaret Timmerman

Union Pacific Foundation  
 Valmont Industries Inc.  
 Kevin & Jolene Vermeer  
 Winston & Linda Wade  
 The Walt Disney Company  
 Foundation  
 Alan E. Weedon  
 West Gate Bank  
 Larry & Sue Wood  
 Woodmen Accident & Life Co.  
 Geneva Worley  
 Gordon R. Worley

## ANNUAL GIVING

July 1, 2020-June 30, 2021

3M Foundation Inc.  
 Jim & Mary Abel  
 The Abel Foundation  
 Dean A. & Nicole L. Acheson  
 DeMoine R. & Fara M. Adams  
 Titus W. & Maranda R. Adams  
 Aakriti Agrawal  
 Mr. & Mrs. Matthew Aguiar  
 Dennis R. & Barbara J. Ahlman  
 Stephen M. Alexander  
 Patrick K. Allen  
 Eastin W. Allgood  
 Sam A. Allgood &  
 Kathleen A. Farrell  
 Allstate The Giving Campaign  
 Ronald J. & Gretchen A. Amen  
 Mary K. Amend  
 Ameritas Charitable  
 Foundation  
 Ameritas Life Insurance Corp.  
 Ameritrade Holding Corp.  
 dba TD Ameritrade, Inc.  
 Blake A. & Emmy L. Anderson  
 Bradley R. Anderson  
 James M. & Amy S. Anderson  
 Mr. & Mrs. Jeffery Anderson  
 Nancy J. Anderson  
 Steven L. & Molly A. Anderson  
 Steven R. & Barbara G. Anderson  
 Jennifer M. Anglin  
 Lucy M. Ankenbauer  
 Dennis J. Anstine  
 AON Foundation  
 APICS Great Plains Chapter  
 Mr. & Mrs. Benjamin A.  
 Armstrong  
 Brendan J. Arnold  
 Gloria J. Aron  
 Ernest S. & Mary E. Arrigo  
 Richard E. Asche  
 Assurity Life Insurance  
 Company  
 John & Debra Bacon  
 Lynn Badura  
 Mr. & Mrs. Alan Bailey

Joyce Baird  
 Todd A. & Dorota Baird  
 Jeffrey J. Ballew  
 Michael J. & Monica M. Balters  
 Stacy & Hubert Ban  
 Bank of America Foundation  
 Bank of America Matching Gifts  
 Mr. & Mrs. Marvin Bankson  
 Susan A. & Gregory K.  
 Barnason  
 Michael F. & Deborah L. Barr  
 Mark T. Barrera  
 Ricardo S. & LuAnn Barrera  
 Michael J. & Constance S. Bart  
 Jeffrey J. Bartak  
 Richard A. & Glenda M.  
 Bartholomew  
 Stephen & Rita Bartlett  
 Duane J. & Mary L. Batenhorst  
 Mark W. & Christyne E. Bathel  
 Merle D. & Miriam C. Bauer  
 Mr. & Mrs. Edmund J.  
 Baumgarten Jr.  
 Stephen M. & Trudy Beachler  
 Tammy E. Beck  
 Philip F. & Elvira A.  
 Beckenhauer  
 Paul A. & Julie K. Becker  
 Mr. & Mrs. Anthony Beeson  
 Yee F. Beh  
 Richard D. & Amy Behnke  
 Michael S. &  
 Stephanie Behrens  
 Mr. & Mrs. James R. Belcher  
 James R. Bell  
 Katrina J. & Ryan J. W. Bell  
 Dr. & Mrs. Joseph J. Belonax Jr.  
 Joyce A. Benedict  
 Jeffrey L. & Fran E. Benne  
 Scott J. & Tara D. Benson  
 Ronald J. Berggren  
 John H. & Kristin A. Bergmeyer  
 John M. & Cheryl Bergwell  
 Mr. & Mrs. Richard L.  
 Berkheimer Jr.  
 Dan Berlin  
 Lynn P. & Luise E. Berner  
 Virgil & Linda Berney  
 Ryan G. Betka  
 Robert N. & Jo Anne  
 Bettenhausen  
 Bettenhausen Family  
 Foundation  
 Bob & Sue Beuerlein  
 John T. Beyers  
 Thomas J. Biagini  
 Bruce L. & Stacey A. Bienhoff  
 Larry D. & Linda R. Bird  
 Jeffrey J. & Jaime A. Bizal  
 BKD CPAs & Advisors  
 Lyndee J. Black  
 Perry J. Blake  
 Burton L. Blasingame

Steven D. & Deborah E. Blum  
 Randy J. & Sonia Boba  
 John B. & Janet Boehler  
 Michael P. & Sarah J. Boeka  
 Tim A. & Jill L. Bohaty  
 Jay W. R. & Abbie J. Bohlken  
 Jason W. Bombeck  
 Robert & Marilyn Boomer  
 Mr. & Mrs. Richard D. Boring  
 David L. & Patricia A. Bornholdt  
 Olinda S. Boslau  
 Gregory P. & Teresa J. Bosn  
 Boston 128 Companies, Inc.  
 John M. & Allison C. Boulay  
 Robert L. & Meg M. Boumann  
 Shane Bowyer  
 Troy D. & Julie A. Branch  
 Gary S. & Rebecca Brantz  
 Mary Anne Bray  
 John Brennan  
 Mr. & Mrs. Leroy A.  
 Brennfoerder  
 Diane Bridges  
 Marvin W. Bridges Jr.  
 Betty J. Brittenham  
 Kevin D. & Karen S.  
 Brockman  
 Louis W. & Gretchen A.  
 Brockman  
 Brett R. Brockmann  
 Mr. & Mrs. John F. Broderick  
 Harlan E. Broekemeier  
 Nathan J. Bronson  
 James R. & Donna Brown  
 Mr. & Mrs. Robert A. Brown  
 Stephen L. Bruneau  
 Mark & Marie Buckley  
 Homer & Darla Buell  
 David & Colleen Bunkers  
 Sandi Burgess  
 Nicholas M. Burkhardt &  
 Mattie L. Fowler  
 Monica M. Burmeister  
 Linda Burt Rebrovic & John  
 Rebrovic  
 Paulette & Craig A. Buss  
 Michael G. Busse  
 Richard J. & Dee Butler  
 Mr. & Mrs. William G. Butters  
 Cecil D. Bykerk  
 Dianne R. & Keith N. Bystrom  
 Tiffany Cacciatore  
 Steven J. & Shellee Callahan  
 Justin M. & Emily R. Calvert  
 JeanAnn W. Carhart  
 Dave L. & Kay J. Carland  
 Bradley P. & Caroline S. Carlin  
 Kevin L. & Marianne B. Carlson  
 Leslie C. & Linda W. Carlson  
 Jennifer Carney  
 Clark G. Carpenter  
 Carson Group Holdings LLC  
 Michael & Carol Cast

Sarah K. Cast  
 Larry D. Castle  
 Ralph & Kimberly Castner  
 Jose A. Castro  
 Casualty Actuarial Society  
 Scott H. Cederburg  
 CFO Omaha, Inc.  
 Steven R. & Janet L. Chambers  
 Rodney J. & Susan M. Chandler  
 Lillian E. Chapman  
 Charities Aid Foundation Of  
 America  
 Ken & Pat Cheloha  
 Tao Chen  
 Chevron Humankind  
 Matching Gift Program  
 Colleen R. Christensen  
 Paul R. Christensen  
 Mr. & Mrs. Phillip C. Christensen  
 Janet L. Krotter Chvala  
 Cole R. Chvatal  
 Cigna Corporation  
 Cigna Foundation  
 Cintas Corporation  
 Bryan L. & Joan R. Clark  
 William L. & Karla Jo Clark  
 Mr. & Mrs. William L. Clark Jr.  
 Neal S. & Donna J. Clausen  
 Heather S. & Matthew J.  
 Clemens  
 Clifton Foundation  
 James R. & Merry Ann Coe  
 Steven M. & Jill B. Cohen  
 Amanda A. Colborn  
 Michael E. & Lea A. Connealy  
 Ed & Jan Connolly  
 Mr. & Mrs. John T. Connor II  
 Thomas C. Cook  
 John R. Cooper  
 Steven R. & Patricia S. Corder  
 Tracy J. Corr  
 Curtis P. Cote  
 William L. & Susan K. Cottrell  
 Mr. & Mrs. Derek D. Coulter  
 Aaron D. & Elizabeth K.  
 Crabtree  
 Bradley R. & JoNell Crain  
 Mr. & Mrs. Chris Crocker  
 Steve L. & Elaine K. Culhane  
 Alan E. & Marlene Cummins  
 William W. & Joan J. Curtis  
 Anthony J. & Ana Curtiss  
 Jeffrey & Margaret Curtiss  
 Jacob R. Daberkow  
 Dana F. Cole & Company, LLP  
 Katie Daniels  
 Mr. & Mrs. Edward P. Riehl  
 Alan Davis  
 Clyde W. & Mari Davis  
 Mitch D. & Buffany D. Deboer  
 M. Douglas & Susan Deitchler



*Todd Koca, '89, from Leawood, Kansas, with Dean Kathy Farrell and Dr. Sam Nelson, '11*

Deloitte  
 Deloitte Foundation  
 Bruce V. & Shari J. DeMaro  
 Jon P. & Tracy A. Denkert  
 Miles M. & Lori M. Dewhirst  
 William G. & Nancy A. Dexter  
 William H. & Suzanne D.  
 Deyke  
 Susan L. Dierberger  
 Gary L. Diffendaffer  
 Deanne Dinslage  
 Kathleen E. Dinsmore  
 Distribution Management  
 Systems, Inc.  
 Alice M. Dittman  
 Jerold L. Doell Jr.  
 James L. & Sue A. Dolsky  
 Kathleen A. Donnelly  
 Valerie Dorfmeier  
 Robert A. Dougherty  
 Joyce V. Douglas  
 Mr. & Mrs. William H. Douglas  
 Dan & Kathleen Dresselhaus  
 Thomas & Lori Druse  
 John A. & Mary K. Dubas  
 Donna M. & Douglas D. Dudley  
 Elizabeth A. Dudzik &  
 Michael S. Howell  
 Jay V. Dunbar  
 Michael & Terri Dunlap  
 Stephen R. Dunn  
 Douglas & Jeanette Dunning  
 David B. & Pamela J. Duzik  
 William V. & Janis L. Dwyer  
 David Earickson  
 William & Rosemary Eastwood  
 Erin L. Ebeler Rolf  
 Bradley D. & Kelly A. Edmister  
 Albert S. R. & M. Yvonne  
 Edwards  
 Pamela J. Edwards  
 Mr. & Mrs. Arnold M. Ehlers Jr.  
 Marvin & Victoria Ehly

Mr. & Ms. Matthew B.  
 Stefkovich  
 Alan J. & Lori A. Eisenmenger  
 Thomas & Susan Eiserman  
 R. Gregg Eklund  
 Michael L. & Billi J. Elam  
 John A. Elliott  
 Alan D. & Amy L. Emshoff  
 Donna D. Engel  
 L. Patrick Engel  
 Daniel S. & Brittany A. England  
 Marijane E. England  
 Robert B. & Deborah G. Ensz  
 Enterprise Holdings, Inc.  
 Matthew & Kristy Epp  
 Paul A. Epstein  
 Mr. & Mrs. Bryce Erickson  
 Stephen J. & Nancy Ermer  
 Ernst & Young Foundation  
 Mr. & Mrs. Eric Ervin  
 William J. & DeAnn S. Essay  
 Ethel S. Abbott Charitable  
 Foundation  
 Stephen & Teresa Ethen  
 Joellen Evans  
 Mark Evans  
 Mr. & Mrs. David J. Evans  
 Roger Q. Evans  
 ExxonMobil Foundation  
 James & Marsha Fairbanks  
 James E. & Vicki L. Fairchild  
 Anthony J. Felici  
 Patrick K. & Vicki-Lynn  
 Ferguson  
 Roy J. & Nita B. Fiala  
 Fidelity Charitable Gift Fund  
 Fidelity Foundation  
 Dr. & Mrs. Walter Figel Jr.  
 Linda K. Finger  
 Robert & Janice FitzSimmons

Brenda K. Fleck  
 Wade B. & Kendra N.  
 Fleischacker  
 Mr. & Mrs. James P. Foran Sr.  
 Grant A. & Shawna L. Forsberg  
 Neil A. & Jo M. Fortkamp  
 Charles R. & Carol L. Foster  
 Clarence N. & Nancy K.  
 Foxworthy  
 Ronald Franzluebbbers  
 Deborah A. Frederiksen  
 Kay Frerk  
 Gothard G. & Lynn A. Friesen  
 Raymond J. & Mary Friesen  
 Mr. & Mrs. John W. Fristoe Jr.  
 J. Michael & Charlene Fuchs  
 Scott N. & Tricia L. Fullerton  
 Justin R. Fulton  
 Justin A. Furby  
 Glen C. & Melanie A. Gahan  
 Carl A. & Linda Gallagher  
 Gallup  
 Cecil R. & Lisa Garcia  
 Jennie S. Gard  
 Michael & Delores Garrett  
 Mr. & Mrs. Kevin Garrison  
 Timothy P. & Sharon K. Garvin  
 Edward L. Gauchat  
 Timothy W. L. &  
 Antoinette M. Gay  
 Julie & Davin Gebauer  
 John & Carolyn Gehring  
 Richard G. & Rosalie M. Geier  
 Dr. & Mrs. James W. Gentry  
 Ronald G. & Peggy L. Gentzler  
 Calvin & Karen German  
 Mr. & Ms. Michael Gertner  
 Thomas E. & Carol E. Geu  
 Robert G. Gevelinger  
 Lenny D. Gish &  
 Sheri L. Irwin-Gish  
 Rebecca A. Givens  
 Thomas M. & Kathleen A. Glenn



William S. Glover Sr.  
 Gopi Shah Goda  
 Jon F. Goebel  
 Noreen Goebel  
 Mr. & Mrs. Kevin E. Gonzales  
 Matthew F. & Virginia L. Gonzales  
 Robert E. Goodenkauf  
 James K. & Janet Goodman  
 Stephen E. & Patricia J. Gound  
 Joseph R. Gramann  
 Mr. & Mrs. James W. Grant III  
 Keith J. & Wanda Gredys  
 Mr. & Mrs. Gary L. Green  
 Sean M. & Joanne Greene  
 Abigail Greenaway  
 Justin J. & Jaime L. Gregonis  
 Mr. & Mrs. Jon Grenemeier  
 Meghan K. Griffel  
 Charles D. & Anna E. Grim  
 Mr. & Dr. Jay P. Griswold  
 Kris A. & Barbara G. Grosshans  
 Scott L. Grove  
 Robert C. & Karen Gustafson  
 Joe D. & Darunee Haley  
 Vicki & John L. Hallett  
 Jerald E. & Karen Hallock  
 Kelly J. & Kelly A. Halverson  
 Donald K. & Jeannette E. Ham  
 Kerby S. & Cheri J. Ham  
 Eugene E. Haman  
 John F. & Robin Hamann  
 Tim E. & Somboon Hamel  
 Douglas L. & Peggy A. Hammerseng  
 Donald L. & Karen L. Hansen  
 Keith F. & Nancy J. Hansen  
 William R. & Joann E. Hansen  
 Phyllis Hanson  
 Noel H. & Amber R. Harewood  
 Kevin D. & Sonia J. Harford  
 James A. & Andrea L. Harrington  
 Ling Lin Harris  
 Mary K. Harris  
 Ron & Chris Harris  
 The Hartford Financial Services Group, Inc.  
 Barron H. & Edith M. Harvey  
 John W. Hasselquist  
 Samuael F. & Kathy J. Hatfield  
 Lee H. & Jane C. Hathaway  
 Steven C. Hauff  
 Hauff Midamerica Sports, Inc  
 Rand L. & Debra L. Havens  
 Terry & Catherine Healey  
 Norman R. & Debra L. Hedgecock  
 Mr. & Mrs. Lars Hedstrom Jr.  
 Mr. & Mrs. Gregory E. Hegemann  
 James & Susie Heiliger  
 Mr. & Mrs. Joseph E. Heim Jr.

Mark L. & Debbie Heimbouch  
 Tyler R. & Jamie L. Heng  
 Thomas & Mary Henning  
 Daniel M. & Michelle A. Hennings  
 Pamela M. Hennings  
 Scott L. & Debra Hennings  
 Thomas D. Henrion  
 Raymond J. Herbert  
 Gerald F. & Bonnie L. Herbolzheimer  
 Rodger A. & Debra A. Hergenrader  
 Michael D. Herman  
 Richard & Sherry Herman  
 Herman Foundation  
 Kristy L. Herrington-Schied  
 Clark A. & Laura S. Hervert  
 Todd E. & Leslie A. Heskett  
 Robert & Kimberly Hesselgesser  
 Ken L. Hiatt  
 Scott C. McNeese & Kerri M. Hiatt  
 Neal O. Higgins  
 Robert A. & Trudy K. Hill  
 Edward R. & Adrian D. Hilz  
 Robert Hinman Jr.  
 Bradley & Christine Hinton  
 Carol L. Hodges  
 Michael J. Hodges  
 Timothy D. & Jennifer L. Hodges  
 Aaron J. & Heather L. Hoefling  
 Harold & Pamela Hoff  
 The Hoff Foundation  
 Russell E. & Lisa L. Hoffbauer  
 Jerold L. & Sharon C. Hoffman  
 Paul & Lori Hogan  
 Mr. & Mrs. Daniel H. Hoien Jr.  
 Mr. & Mrs. Thomas D. Holland  
 David E. & Susan A. Hollman  
 D. Alan & Diane Holmberg  
 August C. Holmquist III  
 Creighton E. Holscher  
 Michael L. & Lea Holsteen  
 Burton E. Holthus  
 David F. & Jacky K. Hood  
 Patricia L. Horst  
 Charles W. & Marilyn M. Hoskins  
 William R. & Noreen W. Houston  
 Ellan Hove  
 Chris & Judith Hove  
 Kirk D. & Laurie A. Hovendick  
 Tom L. & Kathleen L. Howard  
 Dr. & Mrs. Michael Hoxie  
 Robert E. Hoyt  
 Mr. & Mrs. Jeffrey Hudkins  
 L. Lee Hullinger  
 Rebecka A. Hullinger  
 Mr. & Mrs. Evan B. Hume

Mr. & Mrs. Michael Hunter  
 Lawrence G. & Cathryn A. Hupka  
 Huron Consulting Group  
 Don D. & Donna J. Hutchens  
 Phyllis M. Hyde  
 Jean H. Hyland  
 Jean H. & Paul W. Hyland  
 IBM Corporation  
 Don Iburg  
 Independent Charitable Gift Fund  
 Nancy Italia  
 Terry J. Italia  
 William D. Jackman  
 Bradley G. & Jaclyn M. Jacox  
 James R. & Charlene K. Jaeger  
 Uchechukwu A. Jarrett  
 Jean S. Jeffrey  
 James M. & Karen E. Jenkins  
 Alexander J. Jensen  
 Ronald K. & Bev B. Jester  
 Jeffrey L. & Barbara Jobes  
 Lucie B. Johannes  
 Rodney & Janet Johnsen  
 Chris & Amy Johnson  
 Dale L. & Laurie J. Johnson  
 Darren R. Johnson  
 Dennis & Margaret Johnson  
 Eric M. Johnson  
 James H. Johnson  
 Richard & Larissa Johnson  
 Merlin E. Johnson  
 Ronald L. & Patricia Johnson  
 Mr. & Mrs. Ian C. Johnson  
 Bridget P. Jones  
 David H. & Jean E. Jones  
 David K. & Barbara J. Jones  
 M. Colleen Jones  
 Justin Joseph  
 Jonathan E. & Marianella B. Jost  
 Richard L. Jungck  
 Robert M. & Sarah B. Jurgensmeier  
 Norman R. & Betty C. Kalvoda  
 Randall & Patricia Kampfe  
 Glen R. & Renee T. Kampschneider  
 Tamora A. Kapeller  
 Michael Kardell  
 Allyn R. Karle  
 Brian J. & Kathryn K. Kaufman  
 Gerard J. Keating  
 Keating Resources, LLC  
 Mr. & Mrs. Richard I. Keegan  
 J. Dan & Sandra Keenan  
 Robert C. Kehm  
 Timothy M. Kehr  
 Mr. & Mrs. Brian Keller  
 Stephen G. & Maureen A. Kellison  
 Kirk & Teresa Kellner

Troy P. Kelly  
 Homer B. & Prisca L. Kenison  
 Mr. & Mrs. Michael L. Kennedy Jr.  
 Robert P. Kennedy  
 Tom P. Kennedy  
 Christopher M. Kenney  
 Dennis L. Kern  
 John C. & Jennifer Kerwin  
 Roger B. & Joyce Keslar  
 Kiewit Companies Foundation  
 Kind World Foundation  
 Richard T. & Ann R. Kingman  
 E. Lyle Kinley Jr.  
 James J. & Aline R. Kitten  
 Angie J. Klein  
 George W. & Emily Klein  
 James W. & Claudette M. Klimes  
 Mr. & Mrs. Johnathan Klipp  
 William J. & Amy E. Kloefkorn  
 Celeste C. Knapper  
 William D. & Barbara J. Knapper  
 Amy Y. Ko  
 Koch Industries, Inc.  
 Mark E. & Rebecca B. Konen  
 Steve E. Konnath & Jane E. Campbell-Konnath  
 Mr. & Mrs. Edwin J. Konrath III  
 Kenneth & Liz Koop  
 Charles H. Koopmann  
 John & Cindy Kopecky  
 Norman D. & Nancy P. Kovanda  
 Mark D. Kozisek  
 Todd F. & Lynette D. Kramer  
 William E. & Karlene K. Kramer  
 Gary A. & Alisa Krejci  
 Jonathan R. & Allyson K. Krecyk  
 Michael J. Kritikos  
 Patrick L. & Julie R. Kroese  
 Shawntell N. Kroese  
 Donald D. & Mary A. Krohn  
 Julie Kroll  
 Norman Kromberg  
 Bruce A. & Linda A. Krueger  
 James A. & Patricia A. Kruger  
 David L. & Kathleen M. Krumm  
 Nathan T. & Cassidy D. Kruse  
 Harland J. & M. Jean Kuhlmann  
 Roger H. & Betty A. Kunkee  
 Richard M. & Pam L. Kuper  
 Richard J. & Janet M. Labenz  
 Mr. & Mrs. Ted Laible  
 Kelly J. & Deborah E. Lammers  
 Cindy A. Lampe  
 Brett Landstrom  
 Keith R. & Debra M. Landwehr  
 Ronald & Marjorie Lantz  
 Phillip C. & Laura Larabee  
 Gailyn L. Larsen

Anne L. Larson  
 Bruce B. & Jacqueline L. Larson  
 Dana J. & Bruce W. Larson  
 Eric A. & Rachel E. Larson  
 Jamie Larson  
 Lance E. & Brenda G. LaRue  
 Louise W. Lauber  
 Karyl J. Leach  
 Michael & Christine Lee  
 Tzong Her Lee  
 Mr. & Mrs. Christopher A. Leitner  
 Boyd H. & Betty Leonhardt  
 James C. Leslie  
 William W. & Cynthia A. Lester  
 David R. & Kathryn J. Ley  
 Matthew H. Ley & Sandra L. Brown  
 Hanji Li  
 Qian Li  
 Douglas E. & Mary K. Lienemann  
 Lienemann Charitable Foundation Inc.  
 Rhyxian Lim  
 Yijia Lin  
 Lincoln Financial Foundation, Inc  
 Nicholas M. & Kasey R. Linde  
 Stephen A. & Laurie Lindgren  
 Donald & Cathryn Linscott  
 Jake Litel-Smith  
 Guo Liu  
 Xingzi Liu  
 Jacob A. Liudahl  
 Denny E. Lockmon  
 Steven M. & Alicia S. Loftus  
 Chase S. Love  
 Robert L. Lovitt  
 David R. Lowery  
 Jay & Diana Lowrey  
 Warren & Mary Luckner  
 Kathryn A. Lueck  
 Burdette R. Lukert  
 David Lynch  
 Mr. & Mrs. Gordon F. Maatsch  
 Bruce E. Mackey  
 Roland L. & Shelia F. Madison  
 Mr. & Mrs. David K. Madsen  
 Mr. & Dr. Harold J. Madsen  
 Kenneth A. & Kathryn L. Major  
 Seth D. Mangels  
 Mr. & Mrs. Justin Manning  
 Arvon & Luella Marcotte  
 Floyd T. & Kathryn C. Maresh  
 Kathryn L. Maresh  
 Chad & Amy Mariska  
 Markel Corporation  
 Dale & Betty Marples  
 Raymond A. & Alberta L. Marquardt  
 Matthew M. & Dana M. Marsh  
 Edwin A. & Lori A. Martin

Derrel & JoAnn Martin  
 John P. Martin  
 Christine Martinez Pfiffner & Max Pfiffner  
 Andrew J. & Kate Q. Martz  
 Richard L. Marunda  
 Barry M. & Mary Ellen Masek  
 James & Sara Masters  
 John D. Matteson  
 Michele R. Matteson  
 Kent E. & Shelley L. Mattson  
 Constance B. May  
 Thomas O. May  
 Mary Ellen McArdle  
 Thomas P. & Lynette L. McArdle  
 David N. & Valerie McCammon  
 John T. & Emily McDevitt  
 Heidi McDonald  
 David C. McGowan  
 Jeanette McGowan  
 Kyla A. McGregor  
 Nancy J. McGregor-Jader & Andrew D. Jader  
 Michael & Charlene McHugh  
 Allen S. & Lisa C. McInerney  
 James R. & Jolene K. McLaughlin  
 Patrick G. McNulty  
 Dan C. & Joanne McPhail  
 Mr. & Mrs. John R. McPhail III  
 David W. & MaryBeth McWilliams  
 Greg G. & Martha C. Meier  
 Eugene J. Meints  
 Donald E. & Barbara K. Meisinger  
 Bruce L. & Shawn R. Meister  
 Charles E. & Andrea J. Melton  
 Paul & Patty Mendlik  
 David L. & Greta Menke  
 Matthew & Teri Mercer  
 Mr. & Mrs. Richard A. Meredith  
 Ryan J. & Kourtney M. Merrill  
 Daniel J. & Nancy A. Kuhl  
 Douglas E. & Elizabeth J. Merz  
 Rodger L. & Diann M. Merz  
 Jake G. & Amber S. Messersmith  
 Mr. & Mrs. Scott F. Messinger  
 Loren E. Meyer  
 Lynette K. Meyer  
 Mark D. & Judy H. Meyer  
 Shannon W. & Alison S. Meyer  
 Paul E. & Laurie A. Meyers  
 Mr. & Mrs. Ryan Meysenburg  
 Midland National Life Insurance Co  
 Darrell J. Miles & Linda O. Nelms  
 Andrew T. & Kathy A. Miller  
 David A. & Karla A. Miller

Eldon E. & Lanora Miller  
 Mr. & Mrs. Joe J. Miller Jr.  
 Judy L. Miller & Gary W. Gamo  
 Laurie A. Miller  
 Peter C. Miller  
 Roger J. & Kristine O. Miller  
 Thomas C. & Judith A. Miller  
 Lewis E. & Lois M. Million  
 Robert & Rondalyn Mitchell  
 Richard E. Moberly & Laura A. McLeod  
 Roger M. & Patricia A. Moderow  
 Tyson O. Moeller  
 Melissa M. Mohr  
 Randall D. & Cynthia A. Mohr  
 Rick A. & Tricia J. Montague  
 Glenn W. Mooberry  
 Gary A. Moore & Annemarie F. Neubecker  
 Patrick W. Morell  
 Mr. & Mrs. William J. Morris  
 Jason P. & Anne M. Morrissey  
 Robert W. & Sara L. Morrow  
 Philip Morton  
 Thomas B. Moss  
 Brad R. & Jennifer A. Mostek  
 Larry A. Mowrer  
 David M. & Tracy L. Muehling  
 Barbara J. Mueksch  
 Nickolas J. & Niki L. Muller  
 Mark S. & Melinda Mullet  
 James L. & Susan Mullins  
 Bill Murray  
 John R. Musgrave  
 Ronald D. & Lavaine K. Nathan  
 Brian T. & Heather D. Neale  
 Janet P. & Joseph A. Near  
 Bryan Neary & Amy Farha-Neary  
 Ronald & Amy Nebbia  
 NEBCO Inc.  
 Larry & Melody Nebesniak  
 Mr. & Mrs. Chris Nebesniak  
 Nebraska Alumni Association  
 Nebraska Intergovernmental Risk Management Association  
 Roger B. & Virginia S. Neemann  
 Nelnet Foundation  
 Catherine A. Nelson  
 Craig L. Nelson  
 Donna D. Nelson  
 Erik D. Nelson  
 Neal P. & Jodi L. Nelson  
 Norma J. Nelson  
 Robert G. & Eudora Nelson  
 Samuel A. Nelson  
 Steven M. & Betty Nelson  
 Willis E. & Jane I. Nelson  
 Network For Good  
 Timothy & Martha Neumann  
 Mark O. & J. Lynn Neumeister

Tom Nguyen  
 Joseph A. & Jemel Nichols  
 Dale K. & Ellen M. Niebuhr  
 Ronald H. Niederhaus  
 Clifford P. Niemoth  
 Joshua & Laura Niles  
 Mr. & Mrs. David M. Nolton Jr.  
 Sarah Nolton  
 Susan Nolton  
 Jeffrey & Elizabeth Noordhoek  
 Ben T. & Lisa Norris  
 Northwestern Mutual Foundation  
 Chad N. Novotny  
 Douglas D. O'Brien  
 Susanne O'Callaghan & John P. Walker  
 Paul & Susan Ochsner  
 Jenny L. Oelke  
 Dr. & Dr. Henry M. Okleshen  
 Steven D. & Sharon L. Olsen  
 Christopher & Denise Olson  
 Robert K. & Karen L. Olson  
 Thomas H. & Kim A. Olson  
 Mr. & Mrs. John S. Olsson  
 Mr. & Mrs. Daniel R. Omann  
 Kyja K. Omdahl  
 Thomas C. Omer  
 Michael S. & Sandra J. Oneal  
 Michael K. O'Neal  
 O'Neill, Heinrich, Damkroger, Bergmeyer & Shultz, P.C. L.L.O.  
 Mr. & Mrs. Kenneth Ore  
 Mr. & Mrs. Michael Osborn  
 Scott E. & Debra L. Osler  
 David J. & Amy S. Ostdiek  
 Andrea L. Oswald  
 Robert R. & Carolyn S. Otte  
 Mr. & Mrs. Mark E. Overton  
 Jay & Marilyn Oxtan  
 Thomas H. Paczko  
 Neil G. & Deborah A. Palmer  
 John R. Palmtag  
 Dave & Lori Pankonin  
 Thomas R. & Jennifer J. Pansing  
 Jon T. Panzer  
 Dana Papas  
 Conrad L. Parde  
 Eldon E. & Margo A. Park  
 Jeana S. & Anthony J. Pasternak  
 Scott D. Patterson  
 Lt. Col. & Mrs. Brian C. Payne  
 Brad J. & Haven L. Pearson  
 John P. & Natalie D. Peetz  
 Grant R. Peters  
 Wendell & Connie Peters  
 Richard R. & Susan Petersen  
 Roger L. Petersen & Louisa J. Hayward  
 Keith J. Peterson & Mallory J. Heim Peterson



Loren G. & Lisa N. Peterson  
 Paul J. Pettinger  
 Mr. & Mrs. Ryan Pfeil  
 Phillips 66  
 Jeffrey & Linda Phipps  
 Charles D. & Victoria Pickering  
 Jerry L. & Gina L. Pigsley  
 Piper Sandler  
 Mr. & Mrs. James S. Pittenger  
 Jeffrey E. & Lorain A. Place  
 Craig H. Plaster  
 Bryan J. Pleskac  
 Karen J. Plessinger  
 Mr. & Mrs. Harvey J. Podoll Jr.  
 William J. Poehling  
 Teresa L. Poggenpohl &  
 Stephen T. Steiner  
 Pohlman  
 Pohlman  
 Gary R. & Carol L. Pohlmann  
 Philip & Julie Polkinghorn  
 Mindy J. Ponton  
 Brian D. & Sarah Poppe  
 Leroy G. & Sandi Poppe  
 Alan R. Porter  
 Warren V. Porter  
 Stephen & Monica Postier  
 Jack A. & Linda L. Potts  
 Corey L. & Annette K.  
 Poulosky  
 Michael H. & Deanna L. Powell  
 James J. & Gloria Precht  
 Jennifer K. Pribyl  
 John Price Sr.  
 Vince K. & Nancy Price  
 David S. & Kathleen M. Pugel  
 Aaron K. & Jill R. Purvis  
 Mitchell G. Quaiver  
 Susan K. Quambusch  
 Zane K. & Patricia M. Quible  
 Karl J. & Rebecca J. Randecker  
 Virgil R. Rank  
 Eric G. & Kelly A. Ransom  
 Kirk W. & Katherine A.  
 Rasmussen  
 Ian C. & Heather R. Ratcliffe  
 Jerry W. & Judy Rayburn  
 Aaron C. & Allison E. Raymond  
 Donald N. & Geraldine F. Reed  
 Mr. & Mrs. Theodor W.  
 Rehmann III  
 William D. Reichenberg  
 Warren L. & Karen Reimer  
 Cathleen A. Reinhardt  
 Ryan J. & Renae L. Reis  
 James E. & Marilyn S.  
 Rembolt  
 Resolution Life  
 Sharon J. Reynolds  
 Frederick & Margaret Rickers  
 James K. Rieker  
 Terri L. Rittenburg



*Andy Siepker, '04, and wife, Jennifer, with A.J. (7), Theodore (5) and Sophia (9).*

Joseph A. & Marianne B. Rivkin  
 Les & Melanie Robbins  
 Robert N. & Florence Slinger  
 Foundation  
 Bryan P. & Doris J. Robertson  
 Marilyn Robinson  
 Michael & Linda Roe  
 Janet K. Rogers  
 Hanna C. Rogoz  
 Jeffre L. & Kristi L. Rohrig  
 William J. & Pamela S. Roker  
 Mr. & Mrs. William M. Roper  
 Raul G. & Maria C. Rosell  
 Alan M. Rosen  
 Mr. & Mrs. Frank Rosenberg  
 Tyrell J. & Kelly R. Ross  
 Ken A. & Donna Roth  
 Mr. & Mrs. John T. Rottkamp  
 James F. & Donna R. Rouch  
 Taylor M. Rowley  
 Mr. & Mrs. Jerome Rubendall  
 Thomas A. Rubin  
 Robert F. & Nancy J. Rudary  
 Steven J. & Darcie Rueschhoff  
 Blake A. Runnalls  
 Russel L. & Julie A. Runyan  
 Kristian H. & Mary H. Rutford  
 Michael & Amy Ryan  
 James P. & Susan L. Ryan  
 Roger D. & Diane J. Ryon  
 S & N Farms Inc.  
 Ronald R. & Deborah L. Sack  
 Mr. & Mrs. Tim Sackschewsky  
 Lloyd G. & Judith A. Sage  
 D. Jake & Barbara Sagehorn  
 Todd & Mikki R. Sandin  
 James M. & Lauri A. Sanduski  
 Barbara R. Sappenfield  
 Eric J. Sasek  
 Ryan L. Sattler  
 Daniel J. & Kelley Schaecher  
 Robert M. & Andrea R. Schafer  
 Jillian Y. Schafer Botwin

Gerald L. Schapmann  
 Jan-Paul Schmeits  
 Donald L. Schmidt  
 Scott & Colleen Schmidt  
 Deborah M. Schmidt Johnson  
 & James L. Johnson  
 Jenny A. Schnase  
 Robert & Maria Schneider  
 Jill Schniederjans  
 Craig T. Schommer  
 Mark & Debra Schorr  
 Adam D. Schroeder  
 Alan L. & Jeanne F. Schroeder  
 George W. & Cynthia L.  
 Schroeder  
 John & Mary Schuele  
 Trevor E. Schuessler  
 Tom & Shelli Schueth  
 Bruce A. Schuett  
 Mr. & Mrs. Steven Schutz  
 Gary Schwendiman  
 Katrine Schwening  
 Mr. & Ms. Nathan L. Scott  
 Nicole K. Seckman Jilek &  
 Zachary A. Jilek  
 W. D. & Brenda Sedden  
 Michael L. & Janet Seelhoff  
 Robert L. & Janet M. Seidell  
 Joe & Patty Selig  
 Natalie J. Sell  
 John & Ann Selzer  
 Mr. & Mrs. Beaman T. Senecal III  
 Megan C. Shada  
 Andrew J. & Amanda R.  
 Shaffer  
 Thomas D. & Janet A.  
 Shamburg  
 Donald W. Shaner  
 Dr. & Mrs. Christopher C.  
 Shaw Jr.  
 Scott E. & Marla M. Shaw  
 Jennifer L. Shea  
 Donald J. & Pamela S. Sheets  
 Marjorie K. Shelley

Thomas A. & Cynthia C.  
 Shimerda  
 Wesley H. & Cheryl Siebrass  
 Cassandra V. Silva  
 Mr. & Mrs. Robert G. Simon  
 William J. Skoneki  
 Robert & Jane Slezak  
 Leonard J. Sloup  
 Travis W. & Kirstin L. Smalley  
 David A. Smith  
 Delbert E. & Linda C. Smith  
 Greg Smith  
 Greg & Kimberly Smith  
 Roger & Jeri Smith  
 Stephanie A. Smith  
 Thomas C. & Lisa M. Smith  
 William C. Smith  
 Sheryl & Larry L. Snyder  
 Dwaine & Diane R. Sohnholz  
 Ms. & Ms. Robbe S. Sokolove  
 Mr. & Mrs. Peter M.  
 Sommerhauser  
 Sommerhauser Foundation Inc.  
 Sandra L. Sostad  
 Brooke Sowa  
 SP Group, P.C.  
 Kody C. Spano  
 Max W. & Suzanne Sperry  
 Randall L. & Lynn Spiehs  
 Donald C. Stading  
 Kent L. & Carolyn M. Stahly  
 Connor R. Stahmer  
 Thaddeus M. Standley  
 Brian & Gail Stanley  
 Robert E. & Tamara J. Stassen  
 State Farm Insurance  
 Companies  
 State Nebraska Bank & Trust  
 Kaj & Tiffanie Stauffer  
 Justin C. Steffensmeier  
 Gerald J. Steinacher &  
 Stanislava M. Nikolova  
 Daniel R. & Jeanette B. Stengel



*Roberta (Loberg), '87, and Phillip Christensen from Bennington, Nebraska, met with Dean Farrell.*

Lynn M. Stephens  
 Randall J. Sterns  
 Kay Stevens  
 James D. & Lisa M. Steward  
 John C. & Judith A. Stohlmann  
 James B. & Julie D. Strasheim  
 James D. & Anna C. Strasheim  
 Douglas & Mary Straub  
 Mr. & Mrs. Robin Strauser  
 James M. Stromer  
 Russell G. Strong  
 Robert C. & Mary D. Stuart  
 Bradley J. & Dianne L. Stuhr  
 Delbert A. & Sandra R. Sukstorf  
 Katherine A. Sulentic  
 Maureen R. Svagera  
 Leon C. & Kathryn A. Swails  
 David E. & Tracey D. Swan  
 Daryl P. & Mary A. Swanson  
 David L. Swanson  
 Justin L. & Mandy Swanson  
 Roger L. & Kristin S. Swenson  
 Mr. & Mrs. Ronnie G. Swenson Jr.  
 Dan G. Switzer  
 Matthew A. & Margaret M. Taege  
 Don A. & Lucinda S. Talley  
 Roger Y. W. & Ann Tang  
 Brent J. & Jamie L. Taylor  
 Mary J. Terwilliger  
 Michael F. & Missy Tews  
 Scott A. & Susan A. Thayer  
 Randolph L. & Nina Theiss  
 Tyler A. Thomas & Mandy A. Haase-Thomas  
 Wade L. Thomas  
 Gary N. Thompson  
 James M. & Sandra D. Thompson  
 Judith L. Thompson  
 Robert B. Thompson

Tommie D. & Melodee R. Thompson  
 J. J. Thomsen & Katrina R. Fahlin  
 William E. & Angela L. Thorell  
 Wayne K. & Carol J. Thoren  
 Gary K. & Carole Thrasher  
 Thrivent Financial for Lutherans Foundation  
 Christine K. & Gary L. Timm  
 Kevin A. Tobias  
 Del L. & Phyllis J. Toebben  
 Richard A. Toftness  
 Brad L. & Carrie L. Tolstedt  
 Hsin-Min & Chi-Yun Tong  
 Michael & Nancy Tooley  
 Steve L. & Sherry S. Toomey  
 Sara E. Trickle  
 Steven J. Troutt  
 Susan R. Troutt  
 Thomas D. Tynan  
 UBS Employee Giving Programs  
 Andrew J. Uithoven  
 Dewayne E. & Katy Ullsperger  
 Union Pacific Corporation  
 Union Pacific Corporation GivePlus Program  
 Union Pacific FFEG Charity Custodial Account  
 United Way of Lincoln & Lancaster County  
 Emre Unlu  
 Mr. & Mrs. Francis D. Uryasz III  
 Dale R. & Susan M. Vagts  
 Timothy L. & Terri Van Ackeren  
 Joyanne Gass Van Bloom  
 Christopher M. Van Long  
 Kris & Jeanie Van Norman  
 Patricia A. & Michael J. Vance  
 Vanguard Charitable  
 Gregg A. Vanier  
 Richard A. Varner  
 Gregory & Marcia Vasek

Richard W. & Eileen C. Vautravers  
 Merle L. & Sara J. Veigel  
 Yuri P. & Julie C. Veomett  
 Verizon Foundation  
 Kevin & Jolene Vermeer  
 Kenneth E. Versaw  
 Norman & Sura Veta  
 Glen E. Vierk  
 Julie A. Visser  
 Clarence F. Vlasak & Pamela Wakeman  
 Rodney R. & Brenda Vogel  
 Judith A. Voorhees  
 Richard S. Nolte & Vicki A. Vopalensky  
 Kurt C. & Kay Vorheis  
 Mr. & Mrs. Robert V. Vozar  
 Donald J. & Peggy J. Vrana  
 Jennifer K. Vrtiska  
 Mr. & Mrs. Jerry Vrtiska  
 Donald H. Vu  
 Eric J. & CarLee A. Wadell  
 Douglas & Karin Waggoner  
 Darryl G. Wagner  
 Scott & Michele Walker  
 Donald E. Wall  
 Jeanne & Robert Wallace  
 The Walt Disney Company Foundation  
 Carissa A. Walton  
 Haoyu Wang  
 Mr. & Mrs. V. R. Waterman  
 Dean M. & Teresa A. Way  
 Robert W. K. & Elizabeth Webb  
 Dr. & Mrs. Eric G. Weber  
 Daniel J. & Lois E. Weber  
 Alan E. Weedon  
 Mr. & Mrs. Steven R. Weinstock  
 Sara E. Weixelman  
 Sally A. Wells  
 William M. Wells

Audrey L. Went  
 Paul H. & Judy E. Wenz  
 WePay  
 Kevin R. & Katherine L. Wesley  
 Paul M. & Courtney K. West  
 Brooklyn R. Westenburger  
 Douglas & Beverly Westerberg  
 Westerberg Enterprise  
 Connie J. Weston  
 Robert L. & Veronica L. Wetzel  
 Todd J. & Anne M. Weyler  
 Kenneth J. & Carol R. Whitcomb  
 Richard A. & Georgia A. Whitcomb  
 Dr. & Mrs. Donald D. White Jr.  
 Ryan A. & Brooke A. White  
 Scott A. White  
 Mr. & Mrs. Jon P. Whitmire  
 Mr. & Mrs. Douglas K. Whyrick  
 Justin R. Wiebelhaus  
 Aaron J. & Amanda J. Wiegert  
 Kelly J. & Beth L. Wieseler  
 Mr. & Mrs. Bruce P. Wilcox  
 Mr. & Mrs. Edward S. Wilkins  
 Robert & Susan Wilkinson  
 Dustin J. & Jen Will  
 Thomas R. & Dona Will  
 Mr. & Mrs. Brett Williams  
 Monica B. & Timothy J. Wilson  
 Neil A. & Lyn A. Wineman  
 James C. & June A. Winter  
 Larry W. & Terri Winum  
 John F. & Mary Wirth  
 Warren R. & Marcia H. Wise  
 Robert C. Witzel & Penelope A. Smith  
 Alexander J. & Angela S. Wolf  
 Carol J. Wolf  
 John J. & Kathy M. Woodmancy  
 Robert S. & Barbara A. Woodruff  
 Jennifer A. Wooster  
 Steven D. & Patricia J. Worden  
 Christopher J. Wosje  
 Mr. & Mrs. L. Donald Wright Jr.  
 Biyu Wu  
 Brian & Dixie Wulf  
 Mark & Julie Wynegar  
 Robert B. & Elizabeth Yahr  
 Dale H. & Nancy L. Yamamoto  
 John A. Yochum  
 Margo L. Young & Richard A. DeFusco  
 Salifou Zabre  
 William T. & Georgia Zaemes  
 David J. & Darcie D. Zauha  
 Brian P. & Heidi L. Zaversnik  
 Michael J. & Amy E. Zeleny  
 Jun & Hong Zhang



# Nebraska Business Development Team



**Joey Felici, '14**

Director of Development  
402-458-1282  
joe.felici@nufoundation.org

**Amy Kloefkorn, '08**

Senior Director of Development  
402-458-1175  
amy.kloefkorn@nufoundation.org

**Justin Swanson, '11**

Director of Development  
402-458-1280  
justin.swanson@nufoundation.org

Thank you to our countless donors and supporters who made gifts to the College of Business this past year. Due to the generosity of alumni, partners and friends, the following priorities highlight some of what has been made possible:

- Inclusive Business Leaders Program (*see page 11*)
- Husker Venture Fund (*see pages 18-19*)
- Student scholarships and programs (*see pages 20-25*)
- Husker Accelerate Program (*see pages 16-17*)
- Faculty research and support (*see pages 4-7*)

The College of Business lives out its mission to drive discovery, create opportunity and empower individuals to lead the future of business because of our donors. To learn more about the programs, faculty and students being supported through private support, please visit [\*\*business.unl.edu\*\*](https://business.unl.edu).

Give at [\*\*business.unl.edu/support\*\*](https://business.unl.edu/support)

## GLOW BIG RED



**FEBRUARY 16-17, 2022**

### WHAT IS GLOW BIG RED?

Glow Big Red is the university's annual 24-hour day of giving to raise money for scholarships, programs, student organizations and more. The entire Nebraska community comes together – students, alumni, faculty, staff and business partners – to ignite the kind of power only generated when Husker Nation unites.

### HOW CAN YOU SUPPORT THE COLLEGE OF BUSINESS DURING GLOW BIG RED?

Glow All In for the College of Business by making a gift to the Start Something N Fund on Feb. 16-17. Your gift creates opportunities for students and helps empower them to lead the future of business.

CONNECT WITH US



@NebraskaBiz

#NUBiz



NONPROFIT ORG  
US POSTAGE  
PAID  
OMAHA, NE  
PERMIT NO. 498

## College of Business

Office of the Dean  
P.O. Box 880405  
Lincoln, NE 68588-0405

# At Nebraska Business, we believe in the power of every person.

Student leaders joined college and university administrators to cut the ribbon celebrating the grand opening of the new Diversity and Inclusion Gathering Space. Left to right: Ra'Daniel Arvie, president of Multicultural Business Student Association; Harrison Lloyd, president of Pride in Business; Oscar Tello Varela, events coordinator of Business International Student Association; Ambi Anuh-Ndumu, Inclusive Business Leader pilot program student who helped

name the space; Ananth Venkatachalam and Elijah Merritt, Inclusive Excellence Advisory Board members; Terry Arvie, president of National Association of Black Accountants; Dean Kathy Farrell; Dr. Marco Barker, vice chancellor of diversity and inclusion; Rik Barrera, associate dean of operations, inclusion and chief of staff; and Mikki Sandin, international business and inclusion coordinator. See page 10.

