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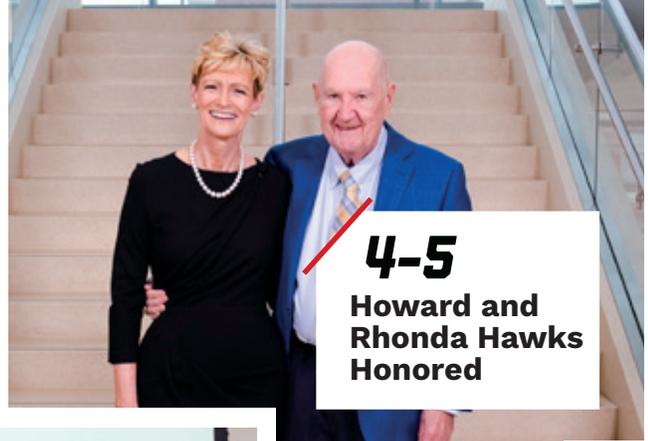
110
YEARS

COLLEGE OF BUSINESS

NEBRASKA BUSINESS

2023

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#1

Best Value in the U.S. for Online MBA
Financial Times (2022)

#3

In the World for Career Services
Financial Times (2022)

\$1.1 Million+

College Scholarships Offered In Addition to University Scholarships

39,646

Alumni and Growing
Spring 2022

4,266

Students Enrolled
Fall 2023

130

Faculty Members

17

Advisory Boards

#38

Public Undergraduate Business Program
U.S. News & World Report (2023)

1913

Year Established

business.unl.edu/2023bizmag

UNIVERSITY of NEBRASKA-LINCOLN

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MESSAGE FROM THE DEAN

We're celebrating our 110th year as a business school. The cover of this magazine highlights some of the memorable moments in time as we became the college that we are today.

Back in 2010, when it was announced that we were moving into the Big Ten, we went through a comprehensive strategic planning process and envisioned who we wanted to be. It resulted in the new building, Hawks Hall, in 2017. Since then, we've embarked on building a world-class college.

Last year, the University of Nebraska Foundation publicly launched the Only in Nebraska campaign to raise \$3 billion for the entire University of Nebraska system. At the College of Business, our goal is \$148 million over a 10-year period, and after about six years, we are at \$65 million and just over halfway through the campaign.

The college campaign centers around three goals that enable us to lead the future of business.

1. Transformational Research and Innovation - The Center for Entrepreneurship empowers students to be innovative and create ideas for starting their own businesses, including franchising and family business. More than 1,200 students take entrepreneurship courses and about 25% of them are non-business students, and they grow their entrepreneurial skills. Four signature competitions help launch businesses in our state and beyond, and our most famous winners are the founders of Hudl. The center also supports the workforce and contributes to economic development through new business development (see pages 20-22).

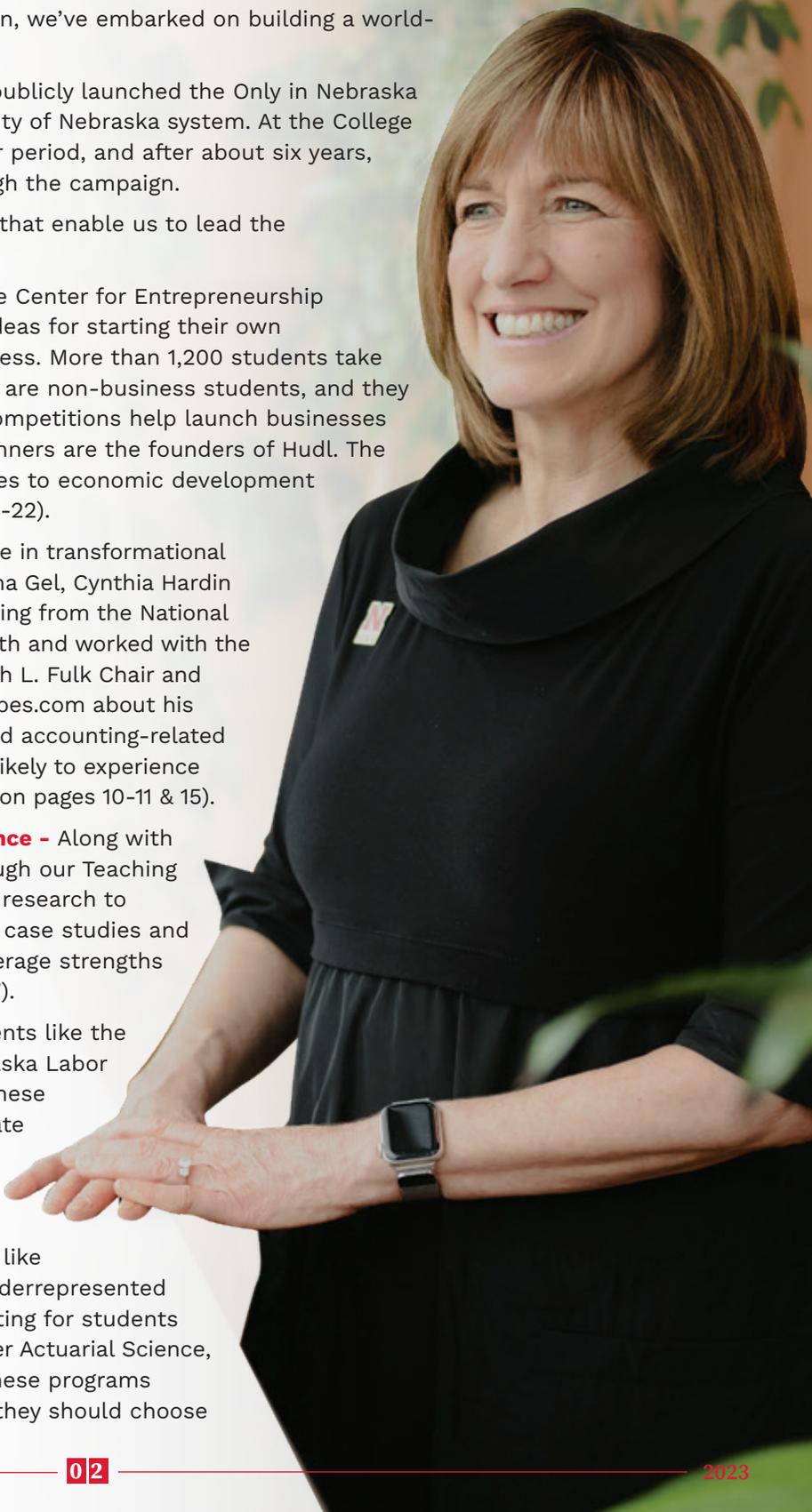
The other aspect of this goal is for faculty to engage in transformational research in their field. Some examples include Esmá Gel, Cynthia Hardin Milligan Chair of Business, who received grant funding from the National Science Foundation and National Institutes of Health and worked with the Mayo Clinic, and Tom Kubick, '05, '08 & '11, Ellsworth L. Fulk Chair and professor of accountancy, who was featured in Forbes.com about his work exploring whether executives who experienced accounting-related problems at a former company were more or less likely to experience similar problems at their next employer (see more on pages 10-11 & 15).

2. Enhancement of Faculty and Academic Excellence - Along with research, we're enhancing faculty excellence through our Teaching and Learning Center. Faculty work on pedagogical research to make significant strides in the classroom through case studies and ways to effectively form teams in classes and leverage strengths through the Seacrest Fellows Program (see page 7).

We bring top researchers to Nebraska through events like the Nebraska Accounting Research Symposium, Nebraska Labor Summit and Silicon Prairie Finance Conference. These events allow us to expand our networks and elevate our reputation.

3. Empowering Student Access and Success

- To provide prospective students' pathways into the university, we offer free high school programs like the DREAMBIG Academy for first-generation or underrepresented students from greater Nebraska, Discover Accounting for students interested in accounting and business, and Discover Actuarial Science, which was funded through corporate sponsors. These programs bring young adults to campus to show them why they should choose



Nebraska after graduation and share why they should consider business as their future major and career to help advance the state's workforce.

In addition, we launched a partnership with Lincoln Public Schools at Standing Bear High School where our faculty introduce teens to business (see pages 26-27). We also bring youth from around the state to visit the college for Middle School Days and other outreach programs.

Our peer-to-peer focus cultivates business student success and develops both the mentor and the mentee as they learn to work together generating a multiplier effect. The mentors have part-time employment and gain valuable experience to enhance their resumes.

Finally, we empower students through scholarships. Though I could share many stories about the more than 800 students who received scholarships this year, I wanted you to hear about the impact of scholarships directly from a student (see senior Morgan Wallinger's story below).

Many of you are alumni who are now business leaders. The next generation of Huskers wants to follow in your footsteps, but many must rely on scholarship support to pursue their education today. With your help, our Nebraska Business community can continue to create business leaders like only Nebraska can.

Together, we are Nebraska Business.



Morgan Wallinger: The Power of Nebraska Business Scholarships

Senior Morgan Wallinger, an accounting and agribusiness major from Stuart, Nebraska, stepped into Hawks Hall for the first time for the summer high school program, Discover Accounting.

"I instantly knew I wanted to further my education here. However, I also knew it would be a challenge to afford. I am a first-generation college student who grew up in a hard-working production agriculture family, so going to a four-year school was not the normal route my peers were taking. I was determined to find a way to attend," said Wallinger.

She spent more hours working at a local restaurant, proofreading her scholarship applications, studying to retake the ACT, and creating a budget that maxed out available student loans.



Morgan Wallinger

"I took a risk because I knew UNL would be worth the investment. Little did I know I was in for a surprise – I was awarded a College of Business scholarship in addition to my already expected financial aid plan. The first word that comes to mind is relief. My scholarship allowed me to focus on the most important aspects of college, education and networking," she said.

Because of the generosity of our donors, Morgan once again said yes to the College of Business, winning a national championship in audit innovation with her team. She will complete her Master of Professional Accountancy graduate program before starting full-time at Deloitte as a tax consultant.

"Throughout my time at the College of Business, I've had the opportunity to become truly involved in the business community," Wallinger said. "On behalf of all my fellow students, thank you for investing in the future of business."



RHONDA AND HOWARD HAWKS HONORED WITH NEBRASKA'S REGENTS MEDAL



Rhonda and Howard Hawks received the Regents Medal.

The University of Nebraska's highest honor, the Regents Medal, has been presented to Rhonda and Regent Emeritus Howard Hawks, '57, Omaha civic and business leaders whose service, entrepreneurship and philanthropy have had a transformative impact on the university and community.

Established by the Board of Regents in 2006, the Regents Medal recognizes individuals whose service to the University of Nebraska advances the goals and mission of the institution. The board selects the Regents Medal recipients.

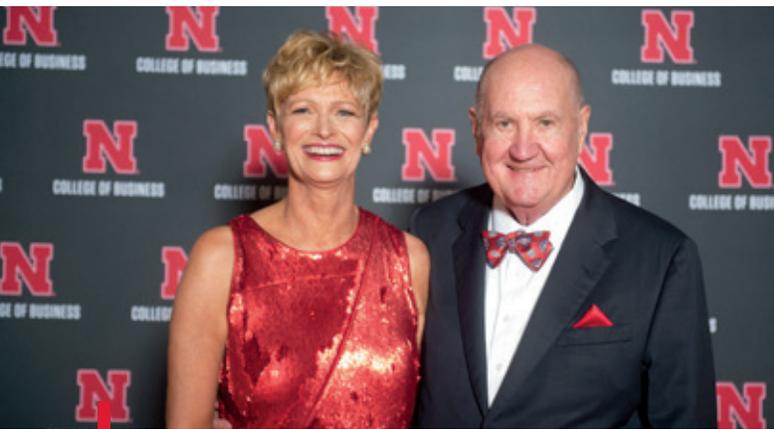
"The University of Nebraska is a much different – and much stronger – university because of the leadership, vision and generosity of Rhonda and Howard Hawks. We can only guess how many students' lives have been touched by their generosity and how many doors of opportunity have been opened because Rhonda and Howard saw a need and stepped up," said Board of Regents Chairman Tim Clare, '85.

"By every measure, Rhonda and Howard are worthy recipients of this prestigious honor. We could not be more grateful for their friendship and support."

Honored at a private ceremony in the spring, the Hawks received their award in Howard L. Hawks Hall, the home of the College of Business, for which they were the lead donors. Hawks Hall opened in 2017.

"Regent Emeritus Hawks has been quoted as saying that he ran for the board because he believed that Nebraska's economic future is directly linked to a strong university system," said University of Nebraska President Ted Carter. "Through

their service, Rhonda and Howard live that sentiment every day. They are great champions of students, all of higher education and our state as a whole. We at



Rhonda and Howard Hawks at the Howard L. Hawks Hall Gala in 2017 officially opening the building, which serves as the home of the College of Business.

the university offer our deep gratitude for all that Rhonda and Howard have done to change the lives of Nebraska's future leaders."

Hawks, an alum of the College of Business, served on the Board of Regents for 18 years, retiring in 2020. He brought a keen focus on prudent fiscal management and affordable access for all students during his years on the Board. He served as chairman twice and chaired the NU presidential search committee in 2014. Additionally, Hawks served on the executive committee of the Campaign for Nebraska: Unlimited Possibilities, which raised \$1.9 billion in private support for the university.

"We are honored to be recognized by the University of Nebraska with a Regents Medal. We have been proud to support this great institution for many years, and we are grateful for the opportunity to continue to serve the University of Nebraska," said Regent Emeritus Hawks when accepting the award.

In addition to their support for Hawks Hall, Rhonda and Howard Hawks contributed to an endowed chair in business ethics and leadership in the College of Business, Nebraska's Hawks Field at Haymarket Park, the Hawks Championship Center and Baxter Arena and the baseball/softball complex at UNO. In recognition of that philanthropy, Hawks is a recipient of the College of Business Lifetime Achievement Award, and received the Clarence E. Swanson Award for his support of Nebraska Athletics.

Beyond their treasure, Rhonda and Howard Hawks have also given generously of their time. Through philanthropic sources, they generously supported scholarships for students in need, education, social issues such as homelessness, mental health, substance use, Christian ministry and the arts. They served on the boards for numerous institutions including Boys & Girls Club of Omaha, Greater Omaha Chamber of Commerce, Joslyn Art Museum, Lasting Hope Recovery Center, Methodist Hospital, Omaha Performing Arts, Omaha Symphony, Omaha Zoological Society, Omaha Henry Doorly Zoo Foundation, Opera Omaha and Project Harmony. Howard is a member of both the Omaha and Nebraska Business Halls of Fame.

"Howard is a Nebraska Business success story, honing his business, accounting and entrepreneurial skills at the College of Business so he could start and grow his own national company. We are grateful to Rhonda and Howard for their longtime generosity and lead gift for our state-of-the-art building where we prepare students to lead the future of business," said Dean Kathy Farrell.

Howard Hawks founded Tenaska Energy, Inc., in 1987.

He served as chairman and CEO of the company until 2010, growing it from a small operation in Omaha into one of the nation's largest and most successful independent energy companies. He continued to serve as chairman until Jan. 1 of this year.

"The University of Nebraska is a much different – and much stronger – university because of the leadership, vision and generosity of Rhonda and Howard Hawks."

- Tim Clare, '85, Board of Regents Chairman

Rhonda and Howard Hawks join a select list of individuals honored with the Regents Medal. Past recipients include Charles W. Durham (2007), Ruth and Bill Scott (2009), Robert B. Daugherty (2011), Michael Yanney and Dr. Gail Walling Yanney (2013), Walter Scott (2014), Tom Osborne (2016), The Abel Family (2016) and Richard (Dick) D. Holland (2017).

Hawks Hall Facts

\$84 MILLION DONATED

195 times more than Memorial Stadium in 1922

240,000 SQUARE FEET

a little more than four football fields

651 DOORS

one-third more than the White House

SMITHS MAKE GENEROUS PLEDGE TO SUPPORT FACULTY

Alumni Lisa and Tom Smith have made a generous gift commitment and estate pledge to support the recruitment and retention of excellent faculty in the College of Business. The Lincoln couple's gift will initially establish a fund to provide faculty support before ultimately establishing a presidential chair in the College of Business. A presidential chair is among the university's most prestigious faculty awards.

"I am so thankful to Lisa and Tom Smith for their generous investment in the College of Business," said Dean Kathy Farrell. "This vital support will help us to attract and retain the best and most innovative faculty who inspire students to lead the future of business."

The Smiths' pledge was made through the University of Nebraska Foundation and includes a gift commitment, as well as a deferred pledge to be fulfilled later through the couple's estate, creating the Lisa and Tom Smith Family Presidential Chair in Finance. At the request of the donors, the total commitment amount will remain confidential.

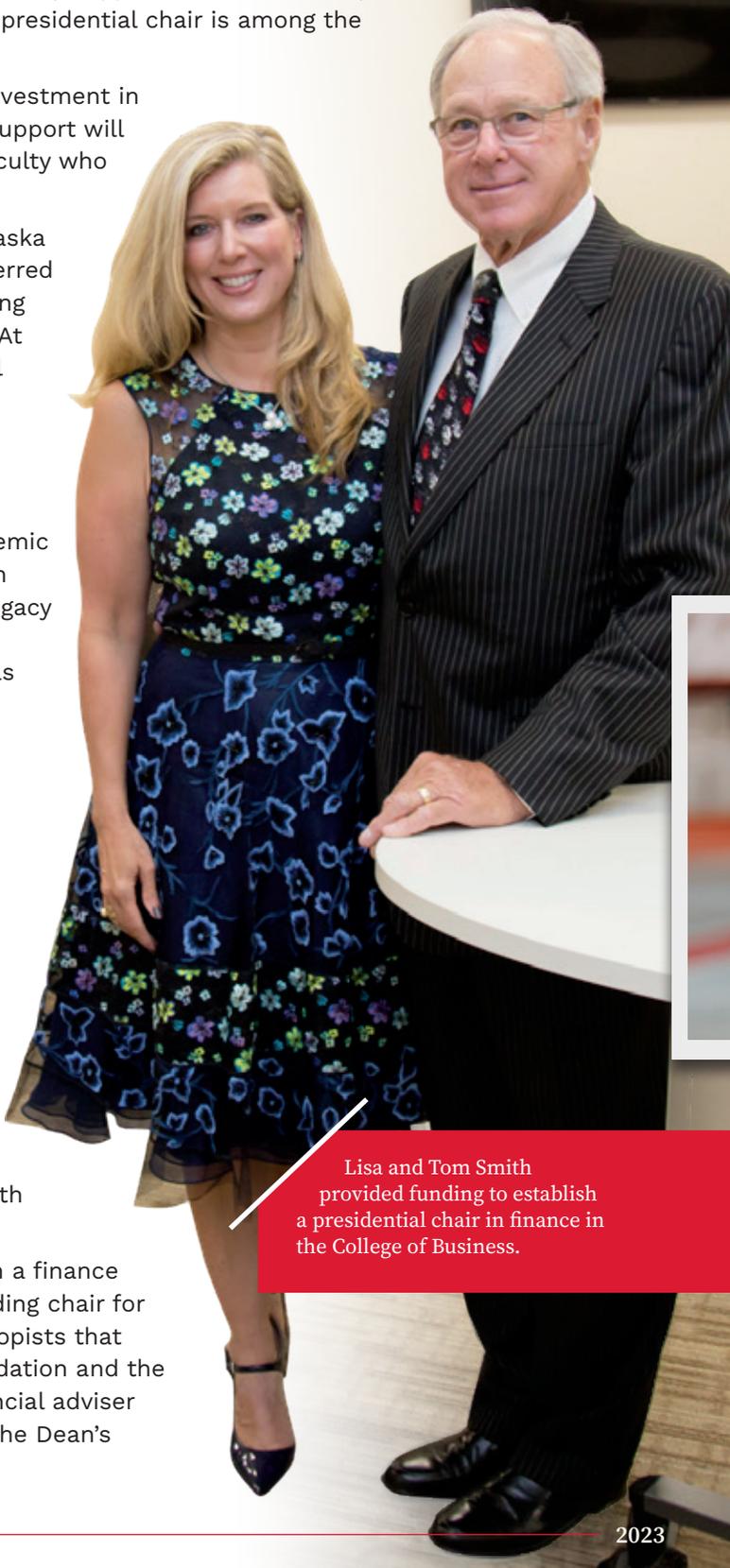
Because of Lisa and Tom's successful careers in finance, the presidential chair will be awarded to a faculty member in the Department of Finance, providing an annual stipend and discretionary income to support scholarly research and academic activities. The Lisa and Tom Smith Family Presidential Chair in Finance will continue in perpetuity, preserving the couple's legacy while strengthening the college's ability to recruit and retain faculty who are a source of intellectual capital for the state as well as the inspiration and teachers of the next generation of students.

"We believe in the powerful education that the University of Nebraska and the College of Business offer," the couple said. "We are proud College of Business graduates and want to support Dean Farrell's vision for the college."

Lisa and Tom are dedicated philanthropists who have supported many causes in the Lincoln community and at the university. They generously provided funding for the construction of Hawks Hall.

A 1968 graduate of the College of Business, Tom came to the university from Hastings, Nebraska, after earning a football scholarship. A finance major, he co-founded Smith Hayes Financial Services, which merged with D.A. Davidson Co. in 2016 and he currently serves as vice chairman for wealth management.

Originally from Lincoln, Nebraska, Lisa graduated in 1990 with a finance degree from the College of Business. She served as the founding chair for Women Investing in Nebraska, a network of women philanthropists that operates in partnership with the University of Nebraska Foundation and the UNF Charitable Gift Fund. Lisa is a senior vice president/financial adviser and portfolio manager at D.A. Davidson and currently chairs the Dean's Advisory Board at the College of Business.



Lisa and Tom Smith provided funding to establish a presidential chair in finance in the College of Business.

Hanna, Jarrett Named Seacrest Teaching Fellows

Andrew Hanna, '09, '16 & '21, assistant professor of practice in management and entrepreneurship, and Uchechukwu Jarrett, associate professor of practice in economics, advance classroom experiences for business students this year as Seacrest Teaching Fellows. Made possible by the support of Rhonda and the late James Seacrest, the fellows program cultivates teaching excellence in the College of Business and beyond.

“As new generations of students and technologies emerge, we must adapt how we teach. The fellows incorporate something new into their classes and collect data to test if these changes are helping their students,” said Sam Allgood, faculty director of the Teaching and Learning Center.

Jarrett plans to run multiple scenarios on an economics assignment to provide insight into students' confidence levels and how they develop a growth mindset.

“One of the challenges in education is getting students to think adaptively about how to apply what is taught in class to real-world problems. I wanted to augment the regular curriculum by designing a variety of assignments aimed at engendering these critical thinking skills, enabling students to solve business problems, not just in class but in the future,” he said.

Hanna, who creates a class culture where students can feel comfortable, will use the fellowship to further innovate his teaching to advance student outcomes,

“I believe that education is not just about disseminating knowledge; it's about igniting the flames of curiosity and fostering a genuine passion for learning. This presents an opportunity for me to delve deeper into the art of teaching and try new creative things,” said Hanna.



Uchechukwu Jarrett and Andrew Hanna

Mudundulu: From Internship to Sales Career at General Mills



Growing up in Lincoln, Nebraska, as part of an immigrant family, Passmore Mudundulu became inspired by his mother's work ethic and sacrifice to earn her college degrees, allowing him and his four siblings to remain in the United States. His inspiration to carry forward her will and drive led to success as a sales student and student-athlete at Nebraska, and ultimately, a sales career at General Mills, the multinational consumer foods manufacturer known for brands like Betty Crocker, Cheerios and Häagen-Dazs.

“My mom always emphasized the power of education. She not only went back to school to get her associate degree, but she

also got her bachelor's, master's and doctorate. My mom is why I do what I do, and I am blessed to have her as a role model in my life,” said Mudundulu, who graduated with a marketing degree last spring.

Mudundulu competed on the Husker Track and Field team in the triple and long jump, and was named Academic All-Big Ten for 2021 and 2022. He also leaped into sales at the Center of Sales Excellence, which serves all students at the university and is named a top sales program by the Sales Education Foundation.

“It wasn't until taking Sales Communication (MRKT 257) that I found my true passion. The Center for Sales Excellence provided me with a great network of local sales professionals and numerous sales role-play competitions to prepare me for the professional world,” said Passmore whose experience in the center led to an internship in Dallas at General Mills.

Due to his success in the role, he was offered a full-time position, which he started in the summer.

PRESIDENTIAL CHAIR ESTABLISHED FOR CLIFTON STRENGTHS INSTITUTE

The Diabetes Care Foundation pledged \$2 million to support the University of Nebraska–Lincoln Clifton Strengths Institute through an endowed presidential chair. The institute helps students identify and maximize their strengths to become high-achieving leaders.

The Joan Heiser Endowed Presidential Chair was named in honor of Joan Heiser of Omaha, executive director of the Diabetes Care Foundation, which invests in diabetes care, education and research, as well as other initiatives. Heiser is a 1980 graduate of the College of Business.

“My own time in the College of Business served as a springboard for my future career,” Heiser said. “When I visited the Clifton Strengths Institute, I was astonished to learn all that this program offered to help exceptional students grow and develop as leaders. The Diabetes Care Foundation is pleased to support the institute as it looks for new opportunities to help people learn about and develop their natural talents.”

The Clifton Strengths Institute was established in 2015, based on the strengths-based psychology developed by Don Clifton. A four-time Nebraska graduate, his passion was centered on the question, “What will happen when we think about what is right with people rather than fixating on what is wrong with them?”

While at the university from 1950 to 1969, Clifton began experimenting with strengths, and his research led to CliftonStrengths, an online assessment released in 1999 that has been used by people worldwide. The tool has been embraced by businesses and organizations to help employees focus on what they do best and maximize their potential within teams. Clifton

was recognized with a Presidential Commendation from the American Psychological Association as the father of strengths-based psychology and the grandfather of positive psychology.

Also, part of the institute, the Clifton Builders Program offers a major or minor in management for selected students who exhibit high leadership and entrepreneurial potential. Students choose to learn how to build businesses, teams or communities through the program and its curriculum.

The Diabetes Education Center was formed in 1984 to provide classes for people with diabetes in Nebraska and western Iowa. After patients began to ask for help in obtaining supplies and equipment, a for-profit corporation called the Diabetes Supply Center of the Midlands was established in 1991, with Heiser as one of the founders. After the business was sold, the Diabetes Care Foundation was established with proceeds from the sale. The Diabetes Care Foundation has invested in numerous philanthropic initiatives.

The Joan Heiser Endowed Presidential Chair will be awarded in perpetuity to the executive director of the institute. Timothy Hodges, the executive director since 2019, is the inaugural recipient (read more about Hodges on page 10).

“The success of the College of Business depends on attracting and retaining top faculty,” said Dean Kathy Farrell. “We are thrilled to have the opportunity to partner with the Diabetes Care Foundation to reward an excellent faculty member who is leading one of the most unique programs on campus.”



Dean Kathy Farrell and Joan Heiser, '80, the namesake of an endowed presidential chair for the Clifton Strengths Institute.

▶ More information is at [OnlyInNebraska.org](https://www.OnlyInNebraska.org).

Neely and Marko Build Community on Campus

With the help of a furry, four-legged companion, Brett Neely, assistant professor of management, expands his community on campus. As an organizational psychologist, Neely researches leadership and people at work, and as an instructor, he prepares the next generation of business leaders — something he relishes.

“Getting to know the students in my courses has been a highlight for me,” Neely said. “I really enjoy the management course I teach. It’s very relatable. It’s all about understanding people at work.”

When Marko, his five-year-old goldendoodle, completed a year-long training to become certified as a therapy dog, the two of them became regular faces at Big Red Pawp-Ups. Hosted by Big Red Resilience and Well-being, Pawp-Ups allow students, faculty and staff to interact with therapy dogs.

“Marko loves being around people and has brought a lot of joy,” Neely said. “Training him to be a therapy dog seemed like a great opportunity for him to share his people skills with others. I don’t think there’s anything that makes Marko more excited than when he realizes he’s going to work.”

Brett Neely and Marko bring Huskers joy during a campus Pawp-Up event.



A bench in honor of the late Ben Longley was unveiled in September.

Yellow Bench Unveiled in Honor of Ben Longley

Leigh-Ann and Paul Longley donated a yellow bench from Josh’s Benches for Awareness to the College of Business in honor of their son in September. Their son, Benjamin, took his own life at the age of 22 in July 2020.

“Life as we knew it would never again be normal,” said Leigh-Ann. “Ben was kind, funny, loyal, handsome and intelligent. He was one of a large group of friends since middle school at O’Gorman in Sioux Falls, South Dakota.”

Earning a four-year scholarship, Ben started college in August 2016, and for two-and-a-half years everything appeared on track. Leigh-Ann shared that Ben was misdiagnosed with ADHD and given two different medications to assist with focus.

“The university was everything he imagined. In April 2019, Ben drove from Lincoln to Sioux Falls, and (we) knew something was wrong. It was not our Ben. This young man was afraid, questioning everything he had done in life and whether knowledge was good or evil. Ben’s life became a struggle,” said Leigh-Ann, who shared they sought help from counselors, doctors and psychiatrists.

“One psychiatrist diagnosed Ben as schizophrenic after a 15-minute appointment. His life moving forward was described as homeless, friendless, without relationships while being called names,” Leigh-Ann shared. “How does one have any hope after such a hopeless diagnosis?”

The Longleys decided to help change the stigma surrounding brain illnesses and developed the Longley Foundation (longleyfoundation.org) in memory of Ben.

“Ben loved being at the university,” Leigh-Ann said. “It is our hope this bench located in the lower level of Hawks Hall will give others a place to reflect, knowing help is available and remind them how much they are loved.”

FACULTY NAMED AS ENDOWED CHAIRS

Supported by the annual payout from a privately funded endowment, an endowed faculty position covers salary, research, travel and more. Named after the donor, it's an enduring tribute.



Esma Gel (left)
Cynthia Hardin Milligan
Chair of Business

Gel earned her Ph.D. in industrial engineering and management sciences from Northwestern University and came to Nebraska in 2022. As a professor of supply chain management and analytics, she teaches a PhD seminar course, undergraduate operations management and the capstone to graduating supply chain management seniors.

Her work has been supported by funding from the National Science Foundation and the National Institutes of Health, as well as industry partners including the Mayo Clinic and Intel.

She has published in many leading journals, including *Operations Research* and *Decision Sciences* as well as elite medical journals, such as *The British Journal of Medicine*. Gel's research interests include modeling, analysis and control of supply chains, manufacturing and service systems, and healthcare operations using optimization and stochastic modeling and control methodologies.

"The distinction of holding an endowed professorship has enabled me to expand the reach of my research due to the financial support and the recognition and visibility that this distinction brings," Gel said.



Tim Hodges (right)
Joan Heiser
Endowed Presidential Chair

Hodges is a three-time Nebraska graduate, executive director for the Clifton Strengths Institute and an assistant professor of practice in management. He teaches undergraduate courses including investing in strengths, leadership and organizational behavior.

Hodges spent 20 years as a research consultant at Gallup Inc., where he led research projects in strengths development, employee selection and employee engagement with a variety of clients in education and business. As a Gallup-certified CliftonStrengths coach, he works with individuals and teams to maximize their strengths and increase performance, engagement and well-being in their education, career and lives. He has delivered hundreds of presentations and written dozens of journal articles, research reports and academic book chapters.

"The Clifton Strengths Institute exists to build student self-awareness and confidence to help achieve success in college and throughout their careers," Hodges said. "This transformational gift will provide ongoing support for the faculty, staff and students as we grow our mission and impact into the future."



Alok Kumar (right)
Steve & Jennifer David
Chair in Business

Kumar earned his Ph.D. from the University of Wisconsin-Madison and came to Nebraska in 2013. A professor of marketing, he teaches undergraduate and graduate-level courses in marketing strategy, managerial marketing, marketing management and marketing channels.

Kumar's research has appeared in the *Journal of Marketing*, *Journal of Marketing Research* and the *Strategic Management Journal*. His primary research interests are in business-to-business relationships, distribution channels, supply chain relationships and marketing strategy. Much of his research deals with value-creation and value-claiming issues that arise in marketing alliances.

He serves as an associate editor for the *Journal of Marketing* and the *Journal of Academy of Marketing Science* and on the Editorial Review Board at the *Journal of Marketing Research*. Kumar received the American Marketing Association's Louis W. Stern Award (2022) and the 2020 *Journal of Marketing* Outstanding Reviewer Award.

"This endowed chair is a reminder of the faith from generous donors, and the expectations of high-quality, ethical research. It brings freedom to pursue new ideas," Kumar said.



Stanislava Nikolova (right)
Alice M. Dittman Chair
of Banking and Finance

Nikolova earned her Ph.D. in finance from the University of Florida and came to Nebraska in 2013. A professor of finance, she teaches graduate and undergraduate courses in fixed-income investments.

Prior to Nebraska, she was a senior financial economist in the Division of Economic and Risk Analysis at the U.S. Securities and Exchange Commission.

Her research centers on fixed-income markets, including regulating these markets and investing in them. Her work has been published in the Journal of Financial Economics, Review of Financial Studies, Journal of Accounting and Economics, and Journal of Financial and Quantitative Analysis, among others. She also serves as associate editor of Quarterly Journal of Finance and secretary of the Midwest Finance Association.

“This recognition is especially meaningful to me because it carries the name of Alice M. Dittman, a trailblazer in the Nebraska banking industry. Her immeasurable impact on our community inspires me to continue to make a positive societal impact through my research and teaching,” Nikolova said.



Jennifer K. Ryan (right)
Van Horne Family
Endowed Chair

Ryan earned her Ph.D. in industrial engineering and management sciences from Northwestern University and joined Nebraska in 2015. As the department chair and professor of supply chain management and analytics, she teaches undergraduate courses in supply chain management, operations and logistics.

Ryan conducts research in inventory management, supply chain management and procurement, which has been published in journals including Management Science, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management, Naval Research Logistics, Decision Sciences and IIE Transactions. She received National Science Foundation (NSF) grants, including an NSF CAREER grant.

She currently serves as the focused issue editor for supply chain and logistics at IIE Transactions. She served in the Big Ten Academic Alliance Leadership and Executive Officers programs.

“This prestigious professorship has been of significant assistance as I manage my responsibilities as a teacher, researcher, administrator and mentor,” said Ryan.



Varkey Titus Jr. (middle)
Amy and J. E.
Van Horne Jr. Chair

Titus earned his Ph.D. from Indiana University and joined Nebraska in 2012. An associate professor of management, he teaches graduate and undergraduate courses in entrepreneurship on topics ranging from ideation, feasibility and corporate entrepreneurship. He also mentors doctoral students.

He has published in a variety of outlets, including the Journal of Management, Academy of Management Review, Academy of Management Journal, Strategic Management Journal, Entrepreneurship Theory & Practice, as well as others. His research interests include issues at the interface of business and society, as well as the interface of entrepreneurship and strategic management.

“A major part of what excites me about this chair is the ability it gives me to facilitate doctoral students’ research, as there are research ideas I can now support in ways I couldn’t before this gift,” Titus said.

▶ Support Ph.D. Students
Fellowships at:
go.unl.edu/cobphd

LUTHANS FAMILY ESTABLISHES DOCTORAL FELLOWSHIP



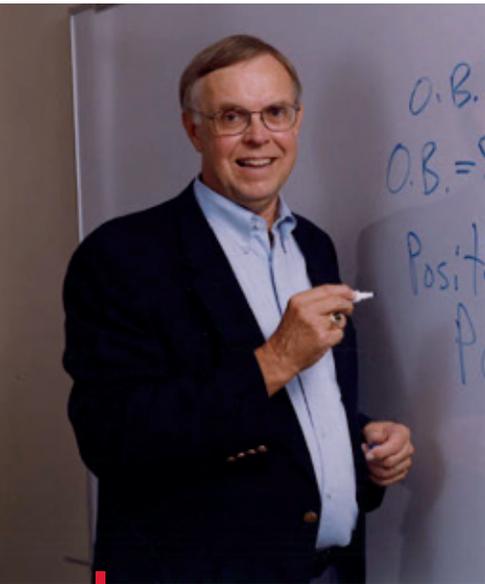
The Luthans Family includes from left to right in the seated first row: Todd and Kirstin (Luthans) Noble, Leyna Sanford, Kay Luthans, Tyler Sanford, Fred Luthans, Paige (Luthans) and Barry Sanford, and Kourtney (Noble) Henderson, and in the second row standing Taylor (Noble) and Jordan Hank; Emma, Will, Kyle, Brett, Ashley, Angie and Molly Luthans; and Jacob Henderson.

University and George Holmes Professor of Management Emeritus Fred Luthans and his family recently provided a generous pledge to establish the Luthans Family Doctoral Student Fellowship in Organizational Behavior/ Human Resource Management. Having taught his entire career in higher education at Nebraska, he and his family – who earned more than 19 Nebraska degrees among them – wanted to give back to the place that meant so much to them.

“I have been preaching to thousands of students and management development participants that unleashing the power of reinforcement, positivity and psychological

capital is important to success and well-being, whether it is their own or those they lead. I have the strong calling to practice what I preach,” Luthans said. “Thus, with the support of my family, I chose to help make my department, college and university better than when I joined over 50 years ago.”

Recognized for his innovative work in the study of human behavior in organizational settings, Luthans wrote, “Organizational Behavior,” first published by McGraw-Hill in 1973 and now in its 14th edition, which is noted as the first mainline text in the field and “International Management” text, also by McGraw-Hill, is



Luthans' work has been cited more than 150,000 times, according to Google Scholar.

scientific peer review validation process, and open to development so we could manage and grow people's psychological capital," he said. "I was in the business school so it needed desirable impact."

His work has been cited more than 150,000 times, according to Google Scholar, and the Web of Science recognized him as being in the top 1% of researchers' citations worldwide. He received multiple recognitions from the Academy of Management, including their Lifetime Achievement Award in the Organizational Behavior Division, inaugural membership into their Hall of Fame, Distinguished Educator Award and the most prestigious Distinguished Scholarly Contributions to Management Award. He also was awarded the Doc Elliott Award from the Nebraska Alumni Association, the University of Nebraska Distinguished Teaching Award, the university's Outstanding Research and Creative Activity Award, and the Harvard Med School Distinguished Leader Award for Behavioral Health.

"Throughout his career at Nebraska, Fred has been a forerunner in the field of management through his research on organizational behavior and positive psychological capital," said Dean Kathy Farrell. "Through his work and dedication to the College of Business, he has impacted generations of students as well as workplaces around the world, and he and his family's generously endowed fellowship will leave behind a legacy that will change the lives of many more students in the future."

now in its 12th edition. He is also recognized for founding what he termed positive organizational behavior and psychological capital or PsyCap – the positive psychological resources of hope, efficacy, resilience and optimism or the HERO within.

"I took the constructs from positive psychology that met my four inclusion criteria of being theory and research-driven, able to be measured through the

"Through his work and dedication to the College of Business, he has impacted generations of students as well as workplaces around the world."

- Dean Kathy Farrell

Luthans taught in the first master's program offered by Nebraska Business at Offutt Air Force Base and played an integral role in creating the MBA program during his two-year stint as associate dean. He also mentored about 65 doctoral students as their faculty advisor.

"Now that I am retired, I wanted to support Nebraska through our family's monetary capital. Thus, we decided the best way was to meet a need with high impact and create this endowed fellowship," he said.

Graduating with degree in math, Fred received his commission in the Army ROTC and then earned an MBA. After they married 60 years ago, Kay taught high school English while Fred graduated with his Ph.D. in management in 1965, just as the conflict in Vietnam was brewing.

"My education became very valuable in somewhat of a different way at the time because there was a Department of Military Psychology and Leadership at West Point. My ROTC Colonel helped me get placed there after Infantry School training and then at the academy, I taught psychology and leadership to cadets who snapped to attention when I entered the classroom but were eager to learn," said Luthans, who was hired as an associate professor at Nebraska in 1967.

While at West Point, Fred and Kay became first-time parents with Kristin, and after the move to Lincoln, welcomed Brett, Kyle and Paige. Their four children earned nine degrees from Nebraska.

Kristin holds two Nebraska degrees, as does her husband, Todd Noble. Kristin works as a reading specialist at Holmes Elementary in Lincoln, and Todd is a math teacher at Lincoln East High School. The Noble's two children – Kourtney and Taylor – graduated from Nebraska. Kourtney works as the curriculum coordinator at Kids R Kids Child Development Center, and Taylor is a second-grade teacher at Robinson Elementary, both in Lincoln. Kourtney's husband, Jacob Henderson, graduated from Nebraska and is an events coordinator, and Taylor's husband, Jordan Hank, graduated from the Nebraska College of Business and works in the insurance industry.

The Luthans' sons – Brett and Kyle – earned three Nebraska degrees. Brett works as a full professor of management at Missouri Western University, and Kyle is an endowed professor and chair of management at the University of Nebraska at Kearney. Brett's wife, Angie, graduated from Nebraska and works in the insurance field, and their daughter, Ashley, attended for two years.

Both Ashley and her sister, Molly, are now studying at Missouri Western. Kyle's late wife, Dina, was a two-time Nebraska graduate and taught grade school in Lincoln and Kearney. Her legacy lives on through their daughter, Emma, who graduated from Nebraska, taught for AmeriCorps, and now is pursuing a master's degree, and son, Will, is a junior business administration major in the Nebraska College of Business.

The Luthans' younger daughter, Paige, also graduated from Nebraska. She and her husband, Barry Sanford, live in the Denver area with their two children, Leyna, a seventh-grader and Tyler, a third-grader. Paige formerly managed a showroom in the Denver Design Center and is presently is a full-time volunteer, and Barry is vice president of an automotive sales firm.

"We chose to stay in Nebraska at the height of my career when I was being heavily recruited by other universities with higher salaries and lower teaching loads. We just could not leave the university and Lincoln. The university and all my administrators, colleagues and students were great, and our family continues to support Husker athletics. Go Big Red!" Fred said. "Lincoln is our home where we built our family and our legacy. It's also the place where we want to continue to make a lasting impact with the Luthans Family Fellowship."

▶ To learn more about the Ph.D. program in business with a specialization in management, go to: business.unl.edu/phd.

Goda Aimed Skills Learned at Nebraska to Economist Role at White House

Gopi Shah Goda, '00, flourished in actuarial science at Nebraska, yet lacked clarity on how to bridge her academic knowledge into an economic policy career. Working on her honors thesis with Colin Ramsay, Edwin J. Faulkner College Professor of actuarial science, showed Goda how to translate her research into a career as a senior economist in the White House.

"Dr. Ramsay was a huge influence on me while in the actuarial science program," said Goda, who graduated with highest distinction with actuarial science and mathematics majors. "He supervised my honors thesis and encouraged me to collaborate on making it my first publication."

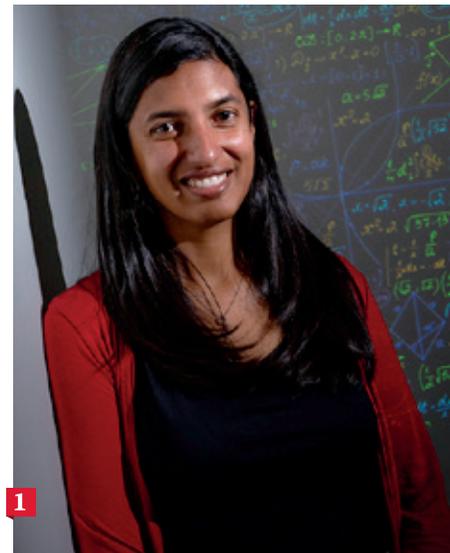
That research with Ramsay in the North American Actuarial Journal maintains a permanent home on Goda's resume. The process she learned continued to inform her economic policy research with the Council of Economic Advisers in Washington, D.C.

Goda's service to others helps her excel as a senior fellow at Stanford University's Institute of Economic Policy Research. An actuarial associate early in her career, her later economic policy decision-making accomplishments at Stanford led to her White House appointment in 2021. There, she worked on policy issues including health care, child care, labor market recovery and competition policy.

"I found the experience rewarding and fulfilling," she said. "I learned about how the policy process works and how research feeds into that process. I learned policies that were put in place that I could help build up or research for the Veterans Act."

Her work after the COVID-19 pandemic saw economic data affected by to social distancing, employment interruptions and the overburdened medical system. Monitoring the economy's health required examining indicators of how things would evolve and what policies were needed. Goda finds herself often communicating this important information to those who aren't economists or academics.

"It is extremely rare to find a student who is naturally research-inclined as an undergraduate," Ramsay recalled. "I am not surprised Gopi pursued economics with the intent to improve the lives of Americans, especially the less fortunate."



1



2

1 Gopi Shah Goda, '00, turned her actuarial science knowledge into a career in at the White House.

2 Goda spoke with business students and her academic mentor Colin Ramsay (left) about her academic research in economics.

FACULTY RESEARCH



Evolution of Work in the U.S.

Daniel Tannenbaum, assistant professor of economics, received the award for the best paper published in American Economic Journal (AEJ): Applied Economics over the last three years by the AEJ Board of Editors. Published in 2020 in one of the leading journals across fields in empirical

microeconomics, Tannenbaum's article, "The Evolution of Work in the United States," finds that occupational change in the U.S. in the 20th century has been more substantial than previously thought by building a new dataset and using a new research approach.

"We used the digitized text of newspaper job ads to measure occupational change, which allowed us to go much farther back in time than most datasets. It also contained rich information about job characteristics. In our work, we are able to track how occupations themselves change over time, whereas prior work typically only studied changes in employment across different occupations," said Tannenbaum.



Jenna Pieper, associate professor of management, co-authored "Collective Turnover Response Over Time to a Unit-Level Shock" published in the Journal of Applied Psychology. Pieper found a major change in a workplace might lead to significant employee turnover, but companies should be aware that it can play out over time rather than immediately.



Julie Wu, associate professor of finance, published in the Journal of Financial and Quantitative Analysis. She found that firms under negative stock price pressure increase corporate social responsibility (CSR) activities compared to similar firms when testing the signaling view of CSR engagement using two complementary quasi-natural experiments

that impose non-fundamental-driven negative pressure on stock prices. Firms under such price pressure improve CSR strengths, including costly environmental investments. CSR engagement attracts socially responsible investors and lowers the cost of capital for signaling firms.



Brenden Timpe, assistant professor of economics, and co-authors were cited in the March 2023 Economic Report of the President. The White House report to Congress cited their research on how the federally-funded Head Start preschool program greatly improves the likelihood those children who participated obtain financial self-sufficiency in adulthood.



Tom Kubick, '05, '08 & '11, Ellsworth L. Fulk Chair and professor of accountancy, was featured in Forbes about his work exploring whether executives who experienced accounting-related problems at a former company were more or less likely to experience similar problems at their next employer.

Crowdfunding Platforms



Andre F. Maciel, assistant professor of marketing, published "Crowdfunding

as a Market-Fostering Gift System" in the Journal of Consumer Research. In reward-based crowdfunding, consumers transfer billions of dollars to help entrepreneurs and artists develop market innovations, typically in exchange for some trinkets. Yet, these consumers don't receive financial benefits, legal guarantees or reimbursement options.

Platforms compel consumers to transfer money interest-free to producers through powerful storytelling. These firms cast crowdfunding as a route to a more democratic society in which ordinary people, instead of corporate lenders, decide and finance the products going to the market. Platforms establish a social contract with consumers based on noble collective goals and intangible returns. One key return is vicariously experiencing the journey of successful entrepreneurship while taking on little risk.

Crowdfunding propels projects which typically wouldn't receive bank loans or venture capital due to lacking a clear profit potential. However, it tends to attract well-educated professionals involved in industries focused on producing knowledge, technology, and entertainment, who support primarily projects they deem cool. They channel money to innovations matching their tastes, hardly ever picking projects based on the potential to enhance social welfare. Crowdfunding fosters the market, but not as democratically as it seems.

SCHOLARSHIP PROGRAM LAUNCHED FOR HIGH SCHOOL SENIORS

UnitedHealthcare, News Channel Nebraska and University of Nebraska supporters Beth, '78, and John Godbout collaborated with the University of Nebraska–Lincoln to provide the Future of Nebraska Scholarship, awarding \$25,000 to Nebraska high school graduates. The new scholarship recognizes graduating seniors who demonstrate leadership potential and encourages them to make an impact in their state.

“The Future of Nebraska Scholarship program is an exciting collaboration to help Nebraska residents pursue their higher education dream and increase their access to a degree from the University of Nebraska–Lincoln. With this scholarship, we hope to support students who are strong academically but may not qualify for other types of funding,” said Dean Kathy Farrell.

Five Nebraska high school graduates will be awarded a \$5,000 scholarship to use during their first year at Nebraska. Eligible students must plan to graduate from high school in the fall of 2023 or spring of 2024, have a minimum 3.0 cumulative grade point average, be admitted to the University of Nebraska–Lincoln for the fall of 2024, and be a Nebraska resident. Preference will be given to students who plan to pursue a degree at the College of Business.

Longtime supporters of the College of Business, the Godbouts of Paradise Valley, Arizona, serve on the college’s campaign committee and as University of Nebraska Foundation Trustees.

Rob Broomfield, '92, chief executive officer of UnitedHealthcare of Nebraska, Iowa and Kansas, has worked at the company for 19 years. As a Nebraska Business graduate, he wanted to provide students with an education like he had.

“UnitedHealthcare is committed to supporting local communities across the state. We like to invest in the future and what better way to do that than to invest in our students,” Broomfield said.

He added that UnitedHealthcare’s long-standing relationship with the University of Nebraska made it an easy decision to partner with the College of Business and News Channel Nebraska on the new scholarship.



1 Rob Broomfield, '92, of UnitedHealthcare
2 Andy Ruback of Flood Communications
3 Joey Felici, Rubak, Dean Kathy Farrell, Broomfield and Amy Kloefkorn at the scholarship announcement event

“Business students can take the knowledge they’ll gain during their college experience and apply it to many different career paths,” Broomfield said. “I got my start at the College of Business, so maybe one of UnitedHealthcare’s future leaders may also start their career through this program.”

Current Nebraska Business students already making an impact while in college will be featured by News

Channel Nebraska to help promote the scholarship program. The five recipients of the new Future of Nebraska Scholarship also have the opportunity to be featured.

“At News Channel Nebraska, our commitment goes beyond broadcasting; it’s deeply rooted

in caring for Nebraska and its promising future. By spotlighting the journeys of our exceptional young talent, some of whom are scholarship beneficiaries, we aim to both inspire and showcase the immense potential within our state,” said Andy Ruback, chief executive officer at Flood Communications, which includes News Channel Nebraska.

FUTURE OF NEBRASKA



▶ To support scholarships, go to: business.unl.edu/SupportCoB

Karrels Studies Economies in East Africa

Nebraska Business Honors Academy student Natalie Karrels, a junior supply chain management major from Brookfield, Wisconsin, was the first Army ROTC student at Nebraska to be selected for the national Project Global Officer (GO) program. This highly competitive program develops future military officers' linguistic and cross-cultural communication skills required to effectively lead all branches of the service in the modern operational environment.

Going beyond a traditional study abroad experience, Karrels spent the summer with Project GO studying Swahili, experiencing local culture and learning about economies in Kenya and Tanzania.

"Learning the language of many people living in East Africa made my experience so much more enriching since I could communicate and show my respect for and interest in their culture," she said.

Before leaving Nebraska in May, Karrels took one week of intensive Swahili training to prepare. During the summer, she stayed with families in Tanzania and rural locations in Kenya.

"Being able to stay with local families was the best way to experience the local culture because I could help them in their daily tasks, including cooking, cleaning and farming or herding in most places. East Africa is more similar to the midwestern U.S. than different. One difference I experienced was how families stay together for much longer. It is common for a son and his wife to live in the same homestead or 'boma' as his parents and younger siblings," she said.

Karrels learned about economies based on environmentalist principles, such as sustainable development and farming.

"This experience forced me to get out of my comfort zone, be adaptable and adjust to new foods, experiences, languages and traditions. It reminded me that every perspective is important and there are often multiple ways to succeed at something. I'll take that with me no matter where I go in my career."



Natalie Karrels, a supply chain management major from Wisconsin



Karrels and Project GO students with their homestay families in Kenya

Veteran Uses MBA Globally at Garmin



Scott Holweger

Engineer and U.S. Navy veteran Scott Holweger, '07 of Olathe, Kansas, is an automotive original equipment manufacturer for Garmin. He leads a team designing auto infotainment and transferred into the MBA@Nebraska program to specialize in international business.

"When researching MBA programs, I found MBA@Nebraska was very highly ranked for value for the money. The veteran's discount at Nebraska also helps," he said.

Taking Elina Ibrayeva's Leadership in Global Context course, Holweger applied what he learned to improve communications with his clients worldwide.

"The course is the best introduction to international culture as Professor Ibrayeva (associate professor in management) discusses the frameworks, models and ideas so practitioners can benefit," he said.

Ibrayeva, a three-time winner of the college's Online Graduate Programs Teaching Award, said her philosophy is to provide a world-class education with solid pedagogy. She also invited Holweger to talk about his work at Garmin in an undergraduate course.

NEW BUSINESS AND LAW MAJOR “BEST DECISION” FOR KINNEY

A fifth-generation Husker, Jack Kinney of Omaha became one of the first students to declare a major in business and law at the University of Nebraska–Lincoln. Created through a partnership between the College of Business and the College of Law, the new interdisciplinary program includes courses taught by business, law, arts and sciences faculty.

“The business and law major at Nebraska offers me the best of both worlds, combining my broad-based interest in business studies with my passion for law. From first enrolling in Intro to Law and the Legal Profession (CASC 140) as a freshman, I was hooked. The exploratory course was taught by Dean of the College of Law Richard Moberly, and it became my favorite part of each week. His discussions about careers in the legal profession helped me realize my passion for studying law,” Kinney said.

Moberly said the new major was designed to address a critical shortage of mid- and senior-level managers with strong business skills who also understand legal implications and regulatory constraints. The courses build familiarity with legal concepts for jobs that require some knowledge of the law, but not necessarily a juris doctor.

“Understanding how the law works and how lawyers think enables students, like Jack, to become business professionals who solve problems and minimize legal risk,” Moberly said. “Our business and law graduates will be able to solve critical challenges in Nebraska and beyond by understanding the fundamentals of law in the context of business.”

Only offered by a handful of business schools, the new degree prepares business and law graduates for high-demand careers in growing fields such as regulatory compliance, financial services, securities regulation and corporate social responsibility.

“My business and law courses spark continued thought and inspired ongoing discussion long after the courses end. I’ve had the privilege to learn directly from former University Chancellor Harvey Perlman and our state’s Deputy Attorney General for Public Affairs Joshua Shasserre, and my Introduction to Corporate Compliance (BLAW 377) course was taught by Daniel Hill, vice president of legal and general counsel at Hudl, where I work as an intern,” said Kinney.

An avid sports fan with experience using Hudl software tools from the consumer side, Kinney’s client support internship required an expansive knowledge base. He also relied heavily on two of the key learning

outcomes of his major, problem-solving and communication.

“The kind of critical thinking and in-depth analysis central to the business and law major is something that I draw upon in my role at Hudl each day. I’m challenged with finding resolutions to an incredibly wide range of potential issues experienced by customers. I also draw upon the negotiation skills and strategies gained when the appropriate or rightful resolution may not immediately meet a client’s favor,” said Kinney.

Kinney hopes his interest in sports law leads to a position in compliance in the future. He also shared his gratitude for the many connections gained during his internship at Hudl.

Having started college during the pandemic, “logged into a MacBook with spotty WiFi at the kitchen table,” the lack of in-person interaction and community wore on Kinney. Accepted into the University Honors Program, he connected with Tamy Burnett, who serves as associate director.

“Dr. Burnett inspires students to achieve their full potential, and I will always be indebted to her for her limitless support. The University Honors Program assembles peers of diverse interests, experiences and backgrounds who share a desire for heightened challenge and practical application of learning. Without her influence, I don’t know that I would have pursued leadership opportunities expelling me well beyond the bounds of my comfort zone,” Kinney said.

He applied to be a New Student Enrollment Orientation Leader to “inspire a sense of belonging and play a part in creating a safe and welcoming campus” environment. He pledged Pi Kappa Alpha fraternity “finding camaraderie and purpose” and, as alumni





Jack Kinney of Omaha, Nebraska, with Richard Moberly, dean of the College of Law, was one of the first Huskers to declare the new interdisciplinary business and law major.



1 Kinney at Hudl for internship **2** Kinney and twin sister Hannah-Kate
3 Kinney with Tamy Burnett, associate director of the University Honors Program

relations chair, established scholarships and started a mentoring program. He also helped lead an after-school multimedia club at Lincoln North Star High School in partnership with the Boys and Girls Club.

“Jack is an outstanding thinker, leader and member of the classroom community. He routinely enriches classroom discussion by offering unique viewpoints, bringing in interdisciplinary approaches, and responding to his classmates with empathy and genuine interest in their perspectives,” Burnett said. “He is successful because of the way he combines his interpersonal skills with his intellectual abilities, always pushing himself to

do more and leading by that example.”

With encouragement, Kinney decided to seek State of Nebraska local-guest-substitute authorization. For the last five semesters, he spent most Fridays as a substitute teacher at Omaha Westside Community Schools, where both he and his sister, Hannah-Kate, attended prior to college.

“Growing up as twins, our parents insist that our shared interest in debate and negotiation began as early as our first spoken words,” said Jack, who took Civil and Criminal Litigation (BLAW 376) with

Hannah-Kate. Three minutes younger than Jack, she is a journalism, broadcasting, advertising and public relations major at Nebraska.

Inducted into the Innocents Society, the Chancellor’s senior honorary society with members known for their service, leadership and scholarship last spring, Jack looks forward to his upper-level courses this year. Graduating in May, he plans to attend law school.

“Choosing a business and law major was the best decision I’ve made at Nebraska,” he said. “The influences that run deep are the faculty and peer connections. I’m grateful to be born into a family whose sacrifices paved the way for me and to be a proud member of the Cornhusker family.”

PREPARING FUTURE ENTREPRENEURS



The Nebraska Center for Entrepreneurship prepares students to lead the future in business, whether they are pursuing ideas for a business, owning a franchise or exploring career options. The faculty and staff in the center serve as advisors, mentors and collaborators for thousands of students each year who are ready to start or grow something.

“Nebraska was one of the first states to dedicate a Center for Entrepreneurship more than 35 years ago. Our future is bright and built upon a strong history,” said Sam Nelson, ’11, director of the center and associate professor of practice in management.

1977 - Hiring the First Entrepreneurship Professor

Roommates Bill Jackson, ’77, of La Jolla, California, and Bob Nelson, ’77, of York, Nebraska, conspired to start the first entrepreneurship course at Nebraska in 1976.

“Bill couldn’t believe there wasn’t an entrepreneurship program. I couldn’t believe there wasn’t a focus on training kids get them back to their hometown to make it more successful. Together, we conspired to get an entrepreneurship class,” said Bob, who noted their effort was documented by the Daily Nebraskan student newspaper. “Bill called the head of the state’s Appropriations Committee, set up a meeting and received \$30,000 for the specific purpose of hiring an entrepreneurship professor.”

After both Jackson and Nelson graduated, Robert T. Justis came to Nebraska to teach and supervise the development and administration of a new Small Business Institute at the college. As he developed the precursor to the center, he also expanded the curriculum, including adding a course on franchising. He also wrote the book “Franchising.”

1980s and 1990s - Building a Strong Foundation

A finance major, Paul Hogan, ’85, took the franchise course and joined forces with Justis to start a franchise club. He credits the club for helping him learn how to be his own boss. His passion for franchising led him to impact lives worldwide by founding Home Instead, a global home health care company.

“One of the first things I learned was if you own a franchise, there’s a 95% chance of success, but I also knew that less than 5% of independent businesses make it,” said Hogan, who helped reinvigorate the franchise club in spring 2022.

“Paul models success for students by showing how taking a chance in college to initiate a venture can cause a ripple effect for positive change around the globe. He is a great example of how you can do big things when you start at Nebraska,” said Dean Kathy Farrell.

In 1988, Robin Anderson was hired as the founding director for the Center for Entrepreneurship and brought a renewed vision. To generate more interest in entrepreneurship and encourage students to stay in Nebraska, he partnered with high schools and chambers of commerce across the state.

“We invited high school students and their families to an annual conference hosted in Lincoln, where students competed to win



After suffering four concussions in a little over a year, I had to figure out who I was because I was no longer a football player. The College of Business helped me figure out the next part of my life. During class as a junior, I stood up and interrupted Sam Nelson, director of the Center for Entrepreneurship and professor of practice in management, and pitched an idea that I couldn’t get out of my head. Sam turned around from the whiteboard. In that moment, he could have said ‘Sit down, and shut up. I’m teaching,’ but he let me share my vision uninterrupted, and then encouraged me to pursue the idea with conviction. I bought the domain name that night and started my first business within 24 hours.”

- **Blake Lawrence, ’09 & ’11,**
co-founder and CEO of Opendorse

the Young Entrepreneurship Award and a college scholarship. We also invited college students from around the nation to the same event to pitch their ideas in a business competition,” said Anderson. “The dual event created a pipeline and strong connections.”

Anderson started the Nebraska Entrepreneur Hall of Fame, an entrepreneurship club and leading student trips to more than 20 countries. Due to these efforts, the center received the 1997 National Model Entrepreneurship Program Award.

“Robin established the foundation for our Center for Entrepreneurship, and his influence can still be seen in the center’s offerings. He was instrumental in helping students hone their entrepreneurial skills and gain a global mindset at Nebraska,” said Dean Farrell.

2000s - Start at Nebraska for Entrepreneurial Success

With the addition of an entrepreneurship track in the management major, the curriculum began to expand at Nebraska in the 2000s. An entrepreneurship minor was created for any university student, regardless of major in 2017. The Nebraska Family Business initiative also took off with support from the Abel Family.

In 2021, the student-led Husker Venture Fund started to provide hands-on investment experience to students of any major while providing funding to early-stage startups in the state. Built by alumni and university supporters, the student-led HVF selects students based on their performance in an eight-week Venture Bootcamp. Also in 2021, the center and the Clifton Strengths Institute collaborated with Nebraska Athletics on the Accelerate program. The program helps Husker student-athletes identify, strengthen and activate their name, image and likeness (NIL) potential.

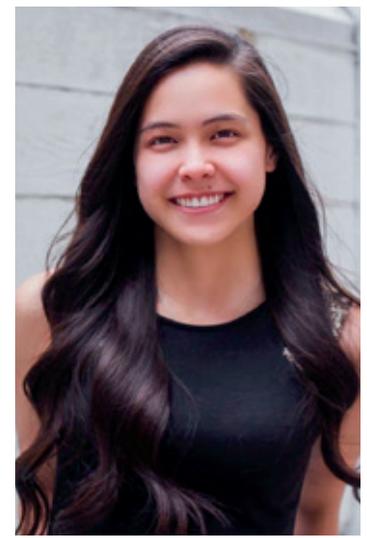
“Nebraska is leading the way in NIL and Accelerate helps prepare students by sharing our business, entrepreneurial and strengths-based education. We are leveraging our distinctive offerings at the Center for Entrepreneurship and the Clifton Strengths Institute, as well as interdisciplinary curriculum created through



For my business and me, the Center for Entrepreneurship made a world of difference. I had started my current company, Pawlytics,

while I was a student. The Center for Entrepreneurship helped me get some clarity and gave me some tangible, quantifiable milestones to identify and hit. One was the New Venture Competition and I ended up winning it. I knew we were onto something good and it propelled me to go full time with the company.”

- **Lizz Whitacre, '17,**
founder of Pawlytics



campus partnerships to benefit students long term,” said Dean Farrell.

This year, the center established the Community and Campus Fellows programs with 90-plus business and university leaders. They serve as guest speakers, mentors, competition judges and advocates, and provide real-world experience and support.

“What sets Nebraska Entrepreneurship apart is we meet students in any major where they are across the university,” said Nelson. “We also have multiple specialty programs centered around entrepreneurship across campus, and we bring those programs together. We build a sense of community with more students involved than most of our peers.”

With continued collaboration and support from the Nebraska Business community, Nebraska Entrepreneurship continues to drive momentum so students start here for entrepreneurial success.

► To learn more about the Nebraska Center for Entrepreneurship, go to: entrepreneurship.unl.edu

Four Signature Competitions

Students grow their entrepreneurial skills through the Center for Entrepreneurship’s four annual signature events. The **Innovation Challenge** brings students together to work in teams to solve a problem through creativity, design and teamwork. The **3-2-1 Quick Pitch** contest provides nearly 100 students “3 minutes 2 pitch 1 idea,” and they learn to refine their business ideas and hone their presentation skills. The **48-Hour Challenge** brings students, faculty and staff together to brainstorm a business idea and create a business plan. They then pitch these ideas to win significant cash prizes to start their business at the **New Venture Competition** - the longest-running competition of its kind in the world. These competitions help launch businesses in our state and beyond, and the most famous winners are the founders of Hudl. Opportunities to sponsor: go.unl.edu/givetoentrepreneurship



PORTER'S RECIPE FOR SUCCESS INCLUDES MBA

Tessa Porter, '09 & '18, created award-winning candy by combining her culinary heritage with an enthusiasm for food science but was missing one important piece to deliver her delicacies to the marketplace. The MBA@Nebraska program provided the final ingredient for entrepreneurial success as she launched her own candy development and contract manufacturing company called Sprinkk.

“Making a leap into starting a business like Sprinkk can be extremely daunting, but things I learned during my MBA provided insight and tools needed to make it work,” said Porter.

Learning from faculty and fellow students, Porter first put her business principles into action at the Ferrara Candy Company.

“As a new manager, I was most grateful for the courses on organizational behavior and talent acquisition. I still use the

Tessa Porter (right) and her grandmother, Norma, the namesake of Norma's Handcrafted Fruity Snacks

Entrepreneurship Launches Gerdes Into Business World at Tesla

Jonathan Gerdes came to Nebraska with the ability to conceive engineering solutions and the desire to find ways to make his entrepreneurial ideas successful. He worked with faculty at the Nebraska Center for Entrepreneurship and found the guidance and resources needed to build new ventures and intern at Tesla.

“I yearned to uncover the intricacies of launching and managing a successful enterprise,” said Gerdes, a civil engineering major from Lincoln, Nebraska who minors in business and entrepreneurship at Nebraska. “This guided me to the Center for Entrepreneurship, and the atmosphere charged with creative energy and ambition.”

His conversations with Andrew Hanna, assistant professor of practice in management and entrepreneurship, and his engagement with the student organization, StartupsUNL, helped him with career goals. He connected with Tesla and also interned with the American multinational automotive and clean energy company.

“As a global supply analyst intern, I embarked on a transformative journey at Tesla's Fremont, California, factory,” said Gerdes. “I delved into the intricacies of factory construction procurement and the electric vehicle industry. This experience enriched my understanding of complex processes while reinforcing my passion for innovation. My time at Tesla represents a pivotal chapter in my professional growth, offering collaborative opportunities with the industry's brightest minds and furthering my commitment to innovation.”

Jonathan Gerdes, who minors in both entrepreneurship and business, interned at Tesla.



information daily, as well as the corporate finance course. The finance courses were challenging and I'm grateful to have taken them. I often refer to what I learned to make sure I'm on the right track," she said.

Ranked No. 1 for Best Value by the Financial Times in 2022, the MBA@Nebraska program made it tough for Porter to go outside her home state to earn her degree.

"A mentor suggested a matrix to compare MBA programs," said Porter. "I put together a list of more than 10 options comparing rank, cost, curriculum and reviews. Nebraska easily provided the best value."

With an MBA and extensive experience in the candy industry, Porter created Sprinkk on a foundation of a strong family work ethic and her entrepreneurial spirit.

"I have always liked games and challenges, and creating a profitable business is just a big game of strategy," said Porter, who previously captured the 2019 and 2021 Most Innovative Product Award at the national Sweets & Snacks Expo for inventing Trolli

Sour Crunchy Crawlers and NERDS Gummy Clusters. "We are expanding Sprinkk into manufacturing by building a small candy factory for gummy and fruit snack production."

Porter found her way into the candy industry while looking for financial resources for college. Her search led her to winning the American Association of Candy Technologists award several times, and she became "hooked" on candy science.

Porter points back to her family life in Albion, Nebraska, as helping her thrive in the candy industry. She views it as the sweetness of her hard-working success.

"I grew up in a hard-working small-town family and my parents encouraged us to be anything we wanted to be," said Porter, who launched a fruit snack brand with her grandmother called Norma's Handcrafted Fruity Snacks.

She hopes to pass her love of science, business and candy onto other budding female entrepreneurs.

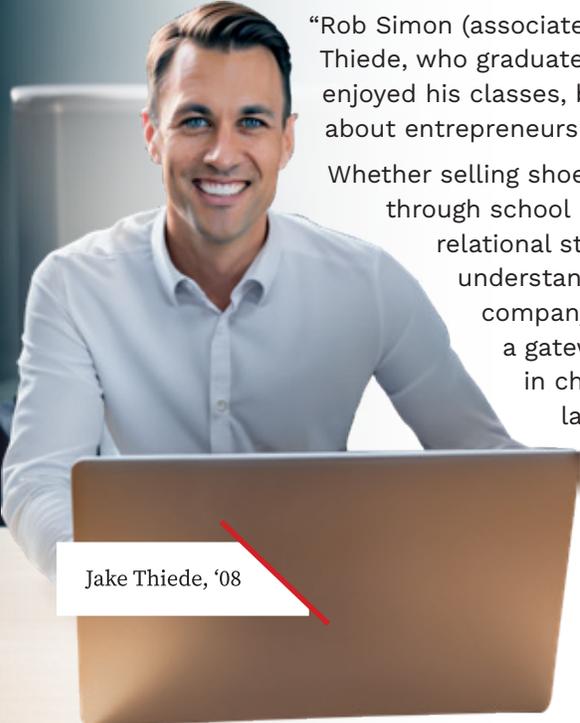
Thiede Empowers Scientists With AI

Long before Jake Thiede, '08, started pursuing the world of artificial intelligence (AI), he sought to learn new marketing skills. Gaining a networking nuance through connections with Nebraska faculty, his path led to co-founding InFLOWS AI, a global company empowering developers of daily-use consumer products with artificial intelligence applications.

"Rob Simon (associate professor of practice in marketing) was my favorite teacher," said Thiede, who graduated from Nebraska with a marketing major and Spanish minor. "I really enjoyed his classes, but he takes a genuine interest in students. It was common for us to talk about entrepreneurship after class, and I still call him."

Whether selling shoes – the import business he created while at the university to help get through school – or creating AI systems for Fortune 500 companies, Thiede brings his relational strengths to each new challenge. Using his connections to gain a greater understanding of emerging technologies, he worked in sales at a medical device company and later led their software development operations. This provided a gateway to early AI initiatives. When he saw the possible applications of AI in chemical science, his business ideas became a reality. In April, the team launched their first generative AI system named KAI.

"Everything comes from chemistry, from cosmetics, to textiles, to pharmaceuticals and food. With AI and chemistry, the possibilities are endless," said Thiede. "Scientists wanted AI to help them find the ingredients that were better for people, the environment and the organizations. With InFLOWS, we make it easier to navigate safer, more sustainable ingredients, so better products can make it to the shelves quickly; a win for both the manufacturers and consumers. We are pioneering AI for good."



Jake Thiede, '08



Hindmand Helps as Math Motivator

Sarah Hindmand

Sarah Hindmand, an actuarial science and finance major at Nebraska, tutors Lincoln High School students weekly as a math motivator. Funded through The Actuarial Foundation, one of the goals of the Math Motivators program is to enhance lives

through math education and financial literacy.

“Our actuarial science students utilize their strong math skills and become better communicators by gaining practice explaining a difficult topic as Math Motivators. The high school students benefit by receiving help in math and establishing a relationship with a college tutor who becomes a positive role model,” said Sue Vagts, director of the Actuarial Science Program.

Last spring Hindmand noticed a need for Spanish-speaking tutors. Having taken four years of Spanish in high school, she decided to take on the opportunity for growth and learned classroom terminology and math terms in Spanish.

“At first, the student I was working with was shy and didn’t really want my help. After a few sessions, though, he started asking and answering questions in Spanish,” she said.

Hindmand also taught a group how to factor a polynomial using the quadratic formula and the diamond method, which she wasn’t familiar with prior. She wrote on the dry-erase board and had each contribute to solving the problem.

“Sarah impressed me with how she prepared for tutoring each week. She learned how to explain math topics in Spanish, which is very different than speaking common phrases,” Vagts said.

Taking on new opportunities isn’t new for the senior from Mount Prospect, Illinois, who interned as a health actuary at Wellabe in Des Moines, Iowa, this summer, and hopes to work in the field after graduating in May. Thinking she was not particularly good at math, she won an Advanced Placement Calculus review contest held by the College Board in May 2020, earning a t-shirt for her high school teacher and herself. Then “out of boredom,” she taught herself Calculus 3 during the pandemic.

“In fifth and seventh grades, I moved up a level in math. This felt like my hard work was paying off until I performed poorly because I didn’t seek help when I was completely lost in class,” she said.

She said that connects her to the students she helps, as she knows what it is like to try her best and still not understand.

“I wanted to positively impact students because many struggle with math,” she said. “My advice is not to let fear or worry keep you from achieving your goals. If I had let my worry of making a mistake in Spanish keep me from tutoring in Spanish, I wouldn’t have been able to make a real impact in these students’ lives.”

IN SCHOOL SAVINGS PROGRAM CHANGING FINANCIAL FUTURES



Housed in the College of Business since its creation in 1965, the Nebraska Council on Economic Education (NCEE) actively works to educate Nebraskans on financial literacy as a nonpartisan nonprofit entity. From workshops for teachers to in school savings programs for students, their work is making a difference.

The statistics are dismal and alarming — 44% of Americans don’t have enough cash to cover a \$400 emergency, 38% of U.S. households have credit card debt, with an average debt amount of \$17,000, and 33% of American adults have no retirement savings. In addition, the Fall 2016 Bank of America/ USA Today Better Money Habits Report stated that only 31% of young Americans said their high school education did a good job teaching them strong financial habits. The 2022 Survey of the States reports that only 23 states require high school students to take a personal finance course. The NCEE helped pass LB452 in 2021 when Nebraska became the 9th state to require a semester-long personal finance course for high school graduation.

“With personal finance now required, there is more demand for teacher professional development. 69% of teachers reported they don’t have the skills or knowledge needed for good student outcomes in this area. They need the support we provide through professional development opportunities and interactive resources that align to state standards,” said Jennifer Davidson, ’10 & ’20, NCEE president, associate professor of practice in economics and Nebraska Bankers Association Faculty Fellow.



1 NCEE President Jennifer Davidson at State Capitol

2 Students with Governor Jim Pillen, '79

3 Writing a bank deposit

highly respected NCEE team to help champion nearly 50 in school savings banks, which offer students the opportunity to hone their personal saving skills and successfully launch their lifelong financial journey,” said Richard Baier, NBA president.

Davidson’s research with Bill Walstad, professor emeritus of economics, show long-term, positive financial behaviors, like saving regularly, are directly influenced by getting students to open a bank account early.

The program experienced unprecedented growth last year, with 14 new branches and more opening soon.

“At an age where ‘mine’ means holding something, these children eager to save a penny or more are also planning and dreaming of their future. When students learn ‘mine’ can mean sharing resources to plan for their future while impacting others’ lives, an economy is born. These programs make economics something they experience, not simply learn,” said Kelly Lammers, ’81 & ’85, director of the Nebraska Department of Banking and Finance.

NCEE also hosts online academic competitions for students including a stock market challenge, family financial fun nights, statewide celebrations of Financial

Awareness Month in April and Economics Education Month in October, and out-of-the-box programming like a rock concert (see page 26). Their decades-long effort in highlighting the importance of financial literacy and normalizing discussing financial issues played a role in WalletHub recently naming Nebraska as the most financially literate state.

“Our goal is that those usual bleak national statistics do not represent Nebraska. Our programs directly benefit Nebraska by giving teachers the tools they need to successfully teach students the foundations of financial management, economic reasoning and decision-making. Each teacher we reach will teach hundreds of students throughout their careers, and those students will be able to manage their finances better and be more active participants in our state and nation,” said Davidson.

NCEE achieves statewide impact through five centers located at UNL, UNO, UNK, Wayne State and Chadron State. Each center is led by a director who is a teaching faculty member and an expert in their field of education. In 2022-23, they served 691 teachers and 14,292 K-12 students in Nebraska.

“The more ways we can reach students with important financial literacy, the better,” said Davidson. “Reaching students early is our best bet in changing financial futures, and one way we do that is through coordinating Nebraska’s In School Savings Programs. Time is their biggest asset at this age.”

The programs are partnerships between an elementary school and a local financial institution to set up a special operating branch of the financial institution inside the school. Students can deposit actual money each week and earn small rewards that incentivize savings frequency. Last year, 4,062 students in Nebraska saved \$203,349.29 through 45 in school saving programs, averaging \$50 in savings per student.

“The Nebraska Bankers Association and our member banks across the state are honored to work with the

“Our programs directly benefit Nebraska by giving teachers the tools they need to successfully teach students the foundations of financial management, economic reasoning and decision-making.”

- Jennifer Davidson, NCEE President

NEBRASKA BUSINESS FOCUS PROGRAM STARTS AT STANDING BEAR



1 Rob Simon, '73 & '99, associate professor of practice in marketing (above) presents to high school students in the World of Business course.
2 Chad Mardesen, associate professor of practice in marketing (right), teaches in a business course at Standing Bear High School.



The new Nebraska Business at Standing Bear High School focus program officially kicked off this fall at the newest school in Lincoln. The high school teachers and University of Nebraska–Lincoln faculty collaborated on ways to teach students about the dynamic world of business.

“The partnership between LPS and College Business is part of what makes me excited about the potential of what can become and what is available to our students,” said Sue Cassata, principal of Standing Bear. “We’ve talked about how to give students an experience

from the moment that they enter to the moment that they leave at Standing Bear and have experiences with the University of Nebraska-Lincoln.”

Standing Bear teachers and College of Business faculty came together to brainstorm and discuss ways to integrate business into all courses offered at the high school, from art to math and science, and help them explore their talents and career opportunities in

marketing, management, accounting, finance, supply chain management and economics. College faculty also guest lecture in the high school’s World of Business class.

“It’s a once in a lifetime opportunity to start a new school and create the foundation from the ground floor,” said Jacob Shaffer, chair of Standing Bear’s business department. “We’ve been very intentional to make sure students have access and plan for the future as we expand our reach and add more courses, faculty and students.”

This summer, the high school teachers learned to utilize their top five CliftonStrengths at the college. Brian Vuu, '15, graduated from Nebraska and taught instrumental music for eight years before his department chair position at Standing Bear.

“It was great to meet the people who orchestrated this partnership. I learned so much about myself through my CliftonStrengths. I have the Restorative strength in my top five, which is perfect for this role, as I love to solve and talk through problems. For example, I can talk through the misconceptions of music entrepreneurship,

“We look forward to seeing the students at Standing Bear become future business leaders, and we welcome them to Nebraska Business for the next step in their educational journey.”

- Lindsay Tillinghast, '04 & '13, Director of the Nebraska Business at Standing Bear program

such as not being able to find a job. There are so many facets of the industry. I want our students to realize their dreams and be informed about the possibilities,” said Vu.

“Students at Standing Bear can earn 3-12 hours of college credit before high school graduation. It’s a great opportunity to earn credit for courses that count toward requirements or electives for a business major at the College of Business or for other majors,” said Lindsay Tillinghast, ’04 & ’13, director of the Nebraska Business at Standing Bear program.

The program prepares students to pursue a two- or four-year college degree or enter the workforce after graduating high school. Additional courses designed for college credit will be offered for reduced tuition for students in grades 11 and 12, as well as non-credit experiences free of charge, making the program accessible and affordable.

“We continue to connect with middle school families to tell them about this new program,” Tillinghast said. “We look forward to seeing the students at Standing Bear become future business leaders, and we welcome them to Nebraska Business for the next step in their educational journey.”

THREE FREE HIGH SCHOOL SUMMER PROGRAMS

- Discover Accounting
- Discover Actuarial Science
- DREAMBIG Academy

Nominate high school students for these programs at

▶ business.unl.edu/precollege

Students Take Financial Notes at Concert

Lincoln Standing Bear students learned noteworthy knowledge about their financial futures during a music-themed school event in September. Members of the rock band Gooding provided chord-filled insights about credit scores, savings accounts and debt payments.

“Financial habits, just like other habits, are formed at a young age,” said Jacob Shaffer, chair of the business department at Standing Bear. “Those habits will persist regardless of how much money someone makes, so it’s important for students to build a rock-solid foundation to lean on as they keep gaining financial responsibilities and whether they have \$10 or \$10,000.”

Shaffer said he was impressed with Gooding’s message to students at the concert made possible through leaders at Standing Bear, the Nebraska Council on Economic Education at the University of Nebraska–Lincoln and the Funding the Future organization.

“I learned about what would happen if I put away only \$50 a week into a Roth IRA account, which you can make money off of your own money with compound interest,” said Hailey, a student who attended. “By the time you are ready to retire, you will have close to \$650,000 in that account to use in your retirement.”

A personal finance course is now mandatory for all high school students in Nebraska, so lead singer and guitarist Steve Gooding encouraged everyone to fine-tune their financial skills.



Steven Gooding



1

“You have the best thing in the world. You have time, especially being freshmen and sophomores,” said Gooding. “If you start saving at your age, there is no limit to what you can accomplish.”



2

1 Laurie Miller, associate dean 2 The Gooding Concert

MADDY KOLAR: THANKS FOR YOUR COMMITMENT TO STUDENTS

“

My name is Maddy Kolar, and I'm a current senior management major from Omaha, Nebraska. Like most College of Business students, I remain heavily involved on campus, navigating not only my studies, but also my commitment to my sorority and my internship. Today, I set aside some of these obligations to thank you, all the donors who have supported me and my peers over the years, for allowing us to accomplish what some may only dream of accomplishing. I share how scholarships directly benefited my college experience.

I have been a Husker my entire life. From a young age, my parents instilled the grit and glory mentality. And I've since carried that into everything that I do. Upon entering college, I quickly realized that this university, its faculty and its alumni, were going to make a huge impact on my development. The College of Business specifically has gone above and beyond to not only show me how to use my degree program in the real world, but also how to collaborate, innovate and remain resilient.

When I started my freshman year, I had no idea what I wanted to do after college. The only thing I did know is that I wanted to major in business. With assistance from many of our fabulous resources, such as the Business Career Center and Business Advising and Student Engagement office, I found the major and path that fit me and my future goals. Not only have the physical resources supported my future endeavors, but so have the financial resources. As a result of being awarded a scholarship, I've had the opportunity to dedicate my time to my studies and finding ways to obtain leadership and professional experiences. There are countless students with a tremendous amount of potential who merely need a little extra support to turn their dreams into reality. My hope is to one day give back and support other future Huskers the way I was graciously supported throughout my time here.

Thank you for your commitment to students. The future of Nebraska is bright with supporters like all of you.”

2023-24 Scholarships

1,304
Student
Applications

846
Scholarships
Awarded

\$1,130,000+
Business Scholarships
Awarded



Maddy Kolar received a Dean's Coin for going above and beyond in her internship.

BOB POEHLING:

OUR NEBRASKA STORY

Bob, '86, and Cindy Bauer, '87, Poehling met at the University of Nebraska–Lincoln and celebrated their 37th wedding anniversary this year. Their daughter, Nicci Peterson, '16, also earned her marketing degree at Nebraska.

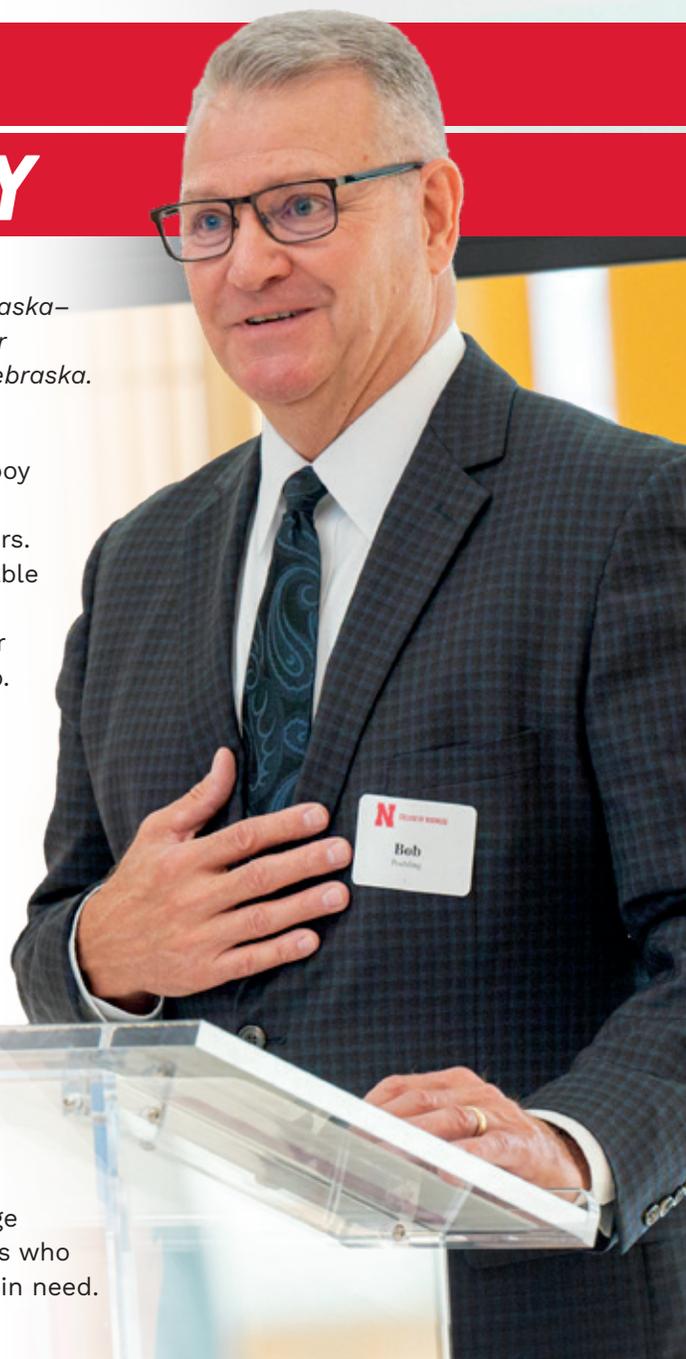
“Ours is a fairly simple story – boy meets girl and boy falls in love with girl. They graduate college, get married, raise a family and become empty nesters. Eventually, they donate a portion of their disposable income to their alma mater. Cindy grew up on a farm northwest of Wahoo and I was born in Omaha. The summer before my senior year in high school we both enrolled at Nebraska more than 40 years ago.

Cindy and I were very fortunate to have attended the university at a time when a couple part-time jobs during the school year and a full-time job over the summers went a long way toward actually covering the financial responsibilities of an education. When the part-time and summer jobs weren't financially capable of covering all of our expenses, we relied on whatever scholarships we would qualify for and, when necessary, we borrowed money. Fortunately for us, we graduated with a debt obligation that was very manageable, and we were able to pay it off in about four years. We recognize that's not the norm for grads today.

The two of us take great pride in the degrees we earned here. All of our professional success that we've achieved over our life is directly due to the degrees we received here at the University of Nebraska. Every door that was opened, every opportunity that was afforded to us would not have been possible without our college degrees. Growing up, both of us were also very lucky to have parents who modeled the behavior of giving time, talents and treasures to those in need.

After our kids graduated high school, and we're deep in the throes of paying college expenses for our three young adults. we quickly became acutely aware of the financial challenges one faces today when securing a college degree. We became trustees and members of the foundation's Burnett Society by making a planned gift to the university. We decided to endow the scholarship fund while we were still alive so we could witness the fund distribute scholarships to future recipients. With the outstanding effort the foundation performs, and being great stewards of the dollars they collect, our little scholarship will award financial assistance to future generations well into perpetuity long after we leave this earth.

From our experience, I can assure you giving back will be one of the most rewarding experiences of your life. There's no greater need to be filled than providing some financial support to future generations of Huskers.”



Cindy, '87, and Bob Poehling, '86, with daughter, Nicci Peterson, '16, and son, Andrew.



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