2004 YEAR IN REVIEW

4 FEATURE STORY
8 NEWS & EVENTS
10 HONORS & RECOGNITION
12 ALUMNI & FRIENDS
14 PARTNERSHIPS
18 STUDENTS
20 SCHOLARSHIPS & INTERNSHIPS
22 PROGRAMS
26 INTERNATIONAL CONNECTIONS
28 FACULTY & STAFF
It’s been an exciting year for our college, one marked by accomplishments, awards and recognitions for students, faculty, staff and alumni. Moreover, we’ve reached three milestones in our college’s history. In 2005, we’ll celebrate the 40th anniversary of our initial business school accreditation, the 30th anniversary of our Executive MBA program (the 13th oldest of its kind in the U.S.), and the 25th anniversary of the accreditation of our MBA program. We continue to be among only 15 percent of all programs worldwide accredited by AACSB-International, the premier business school accrediting body in the world.

In 2004, faculty and staff in our Center for Economic Education received national individual and program awards recognizing their excellent work in bringing economics and mathematics knowledge to elementary school students. Several members of the faculty spent part of early spring and summer in the U.S. and China in the company of some Nobel Prize laureates.

The Nebraska Business Development Center continues to be recognized nationally and internationally for its high-quality work. During 2004, NBDC staff helped small businesses in Nebraska garner more than $60 million in government contracts.

The student group who manages the Cloud Investment Fund finished third among 109 universities from the U.S. and around the world at a competition held at the University of Dayton. The first Baright Professor of Real Estate, Steven Schultz, Ph.D., from the University of Arizona, was named and will receive additional support from the TierOne real estate research fund.

The end of 2004 was marked by a watershed event in our college’s history. Because of the generosity of an alumnus, Mr. Herb Sklenar, the college will offer its first full-ride scholarships for undergraduate students in 2005. Due to the caring and generous support of our alumni and friends, the scholarship dollars available to CBA students annually have increased nine-fold since 1998.

Thanks to all of you who continue to support CBA. We pledge our best efforts in providing programs to educate the future leaders of our community. I look forward to meeting with you in the coming year—and I hope you will find the time and occasion to visit us in Roskens Hall.

LOUIS G. POL, DEAN

WATERSHED EVENTS, INTERNATIONAL RECOGNITION
CBA alumni Dan O’Neill, Tim Hart and Fran Marshall serve as three of the four top executives at First National Bank in Omaha.
PUTTING COMMUNITY NEEDS FIRST IS FOCUS FOR FIRST NATIONAL BANK

Peer out the windows on the 40th floor of the First National Bank building in downtown Omaha and you immediately realize just how far this landmark rises above the skyline. Look toward the river or toward the western part of the city and you’ll find an unparalleled view of the growing city.

In itself, the structure is a symbol of a hometown success story. Since opening for business in 1863, First National Bank Omaha has become a prominent name in banking. Its holding company, First National of Nebraska, employs more than 7,000 and serves more than 6.6 million customers in all 50 states.

Despite its exceptional growth—or perhaps because of it—First National Bank Omaha still remains a hometown bank, loyal to the members of a thriving community. The organization and its employees are actively involved in philanthropic activities, community outreach and partnerships aimed at making Omaha the place of choice to live and work.

Their own jobs are evidence of that. Over the years, a large number of CBA alumni have begun and continued careers at First National Bank, working in a wide range of business units, products and services. Currently, more than 150 alumni work in the Omaha area, including three graduates who hold top executive positions.

Dan O’Neill, President, First National of Nebraska (BSBA 1977), Tim Hart, Chief Financial Officer, Secretary and Treasurer (BSBA 1980) and Fran Marshall, Senior Vice President, Shared Services (BSBA 1983, MBA 1989) have been with the company for a combined 76 years.

Hart says he sees a discernable difference in the quality of UNO business graduates. “The College does a great job in preparing students to do much more than take classes. They’ve built bridges into the business community in order to make sure their graduates are effective employees when they finish school.”

Nurturing a source of qualified candidates is one reason why First National Bank values its 20-year partnership with CBA. During that time, the organization has turned to CBA for a steady stream of interns and graduates—people who’ve developed their acumen and affinity for accounting, finance, marketing and real estate well before graduation. CBA professors have participated as faculty-in-residence for applied project work and have taught the College’s signature Executive Education program, customized for First National Bank executives.

In turn, First National’s executives and management regularly share their time and expertise with CBA faculty and students, discussing the issues affecting banking today and their impact at a local and regional level.

With $16 billion in managed assets and more than 7,000 employees, First National of Nebraska ranks as one of the largest bank holding companies west of the Mississippi River.

They also serve on the CBA National Advisory Board and as featured speakers at the MBA Leadership Series.

The nature of the partnership remains open and accessible, says Marshall. “There’s a good working relationship there. When we have a question, we get a very quick response and we aim to do the same.”

As the bank continues to develop its banking, national credit card issuing operations and payment processing, its focus will continue to be on serving its customers and finding good people to do that.

“Banking is a reflection of the community,” O’Neill says. “The enthusiasm, projects and growth we develop within Omaha makes both our bank better and our city better. And so many UNO graduates provide the leadership that’s vital for the continued growth of the city.”

“It’s remarkable how many people I run into who are College of Business grads,” he adds. “I’m proud to see so many people, not only at First National but around the city, who are business graduates working in so many different roles. That’s why it’s so important for Omaha to have UNO.”
More than 150 alumni of the College of Business work at First National Bank of Omaha. They hold positions in 6 business areas—private banking, wealth management, commercial lending, marketing, small business banking, and many others. They work on projects that include sales and operations for each of the bank’s multiple products.

Through a faculty-in-residence experience, CBA is consulting with companies across the metro area, including a division of First National Bank. In Summer 2004, executives with First National Capital Markets (FNCM) contacted management professor Ziaul Huq for assistance with two process improvement projects.

FNCM serves as a broker-dealer for commercial and bank clients throughout the Midwest. The company provides short- and long-term fixed investment products and related services.

From July to September, Dr. Huq consulted with FNCM management to help define the scope of each process, document the existing process and conduct initial analysis and evaluation. He tracked and charted current activities, including sales and operations for each of the division’s multiple products.

The end goal: to provide a better understanding of how the sales and marketing operations in the organization function today and provide a series of associated process-enhancing recommendations. That may include adding sales capacity and improving the company’s service of current and prospective clients.

“So far, the diagnostic effort has helped make FNCM executives aware that there is room for making improvements,” says Dr. Huq. “In the next phase of the project, we’ll look for ways to identify the areas where improvement can have the most profound impact on process performance.”

FNCM representatives say they’re very satisfied with the project thus far. “We were looking for someone from the process improvement consulting world who could provide a third-party perspective,” says David Cota, FNCM vice president. “Having Dr. Huq involved in this project has provided us with that unique, outside viewpoint. We’re also pleased to have the opportunity to work with a local university like UNO.”

To find out how a faculty-in-residence collaboration may help set new standards in your business, contact the CBA Dean’s Office at (402) 554-2303.
MANAGEMENT TRAINEE PROGRAM PREPARES
LEADERS OF TOMORROW

The more knowledge and perspective individuals have, the more effective leaders they can be. That’s the thinking behind a First National Bank program designed to nurture young talent to be the next generation of the organization’s top management.

The Management Trainee Program began more than 40 years ago, says Senior Vice President of Shared Services Fran Marshall, who is responsible for selecting people for the program. Decades later, it remains a strong source for qualified candidates.

“We’re recruiting people who have the potential to move fairly rapidly into senior management positions with us,” she says. “Some day, these individuals may be senior vice presidents, division heads of major business units here in Omaha, or even presidents of our regional banks.”

Each year, between 10 and 15 people are selected to participate in the 9- to 12-month salaried experience. It consists of two primary components: a rotation through each of the 12 main business units of the company, and project work that continues through the duration of the program.

Trainees are immersed in the culture of the organization, learning the management style and philosophy of each business unit. They attend career and self-development classes, seminars about the banking industry and receive career advice through individual development planning. In keeping with First National’s focus on its community, participants also take part in corporate involvement in the Omaha area, often organizing or managing fundraising events.

As they gain in-depth knowledge about each business area, trainees also are formulating an idea of where in the organization they’d like to work. Participants have a unique opportunity to “sell” themselves to each business unit during the rotation and project phases. At the end of the program, they may be offered a position in one or more of the areas where they trained.

Destynie Jenkins knew she wanted to work for First National Bank, especially after completing a student internship through CBA. The Omaha native was selected for the current program and began shortly after graduating in May 2004 with degrees in banking and finance and French.

“Destynie struck me as someone who could creatively link her work experience and education,” Marshall comments. “She was very articulate and mature about understanding issues in the work environment.”

Jenkins, like her colleagues in the program, was chosen because of her superior academic performance, demonstrated leadership activities and strong communication skills. Candidates need not hold banking-related degrees; rather, they need to show a willingness to take a few risks and jump into projects with both feet.

“Destynie struck me as someone who could creatively link her work experience and education,” Marshall comments. “She was very articulate and mature about understanding issues in the work environment.”

The recent CBA graduate says her experience in the management trainee program has her leaning toward a career in small business banking. Knowing she has an opportunity to work for a hometown company means a lot to her.

“I want to be involved in my community and be part of a business that’s growing. It’s exciting to think about being part of a company that shares those values.”

DESTYNIE JENKINS, A MAY 2004 CBA GRADUATE AND CURRENT MBA STUDENT, IS ONE OF 13 INDIVIDUALS PARTICIPATING IN THE 2004–2005 FIRST NATIONAL BANK MANAGEMENT TRAINEE PROGRAM.
NEW ENTREPRENEURSHIP FACULTY MEMBER STRENGTHENS CURRICULUM FOCUS

ANNE YORK, associate professor of management, joined the Department of Management and Marketing in Fall 2004. Her arrival underscores a commitment by CBA to promote entrepreneurial-themed coursework not only among business majors, but throughout the UNO campus.

Dr. York teaches graduate-level Business Innovation Consulting and Entrepreneurial Planning. These new courses feature collaboration between CBA students and incubator businesses in the UNO Scott Technology Center and the University of Nebraska Medical Center. She also teaches New Venture Strategy, an undergraduate course available as part of CBA’s Entrepreneurship Option.

She earned her Ph.D. at the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. Dr. York has held similar entrepreneurship faculty positions at UNC-Chapel Hill and the University of Washington in Seattle. Dr. York is a member of 2004-2005 Award Selection Committee for the Peter Kiewit Student Entrepreneurial and Walter Scott entrepreneurial business awards, CBA Strategic Planning Council and CBA External Relations Council.
RODIE NAMED ASSOCIATE DEAN

AMY RISCH RODIE was officially named CBA associate dean in August, 2004, after a year in the role of acting associate dean. Dr. Rodie joined the faculty in the marketing and management department in 1994 and earned tenure in 2000. She taught introduction to marketing, consumer behavior and marketing management in the undergraduate, graduate and Executive MBA programs. Dr. Rodie has served as faculty advisor on two international projects for student teams in the EMBA program, and has had extensive involvement in CBA’s executive education programs.

In her new role, Dr. Rodie is responsible for curricular issues, working closely with MBA Program Director Lex Kaczmarek to schedule and staff courses. She represents the dean’s office as an ex officio member of the College’s Graduate and Undergraduate Program Councils. She works with a number of faculty and staff committees on a wide array of college initiatives and activities, including the Scholarship Committee in the administration of over $300,000 in scholarships to CBA students, the annual Black Executive Exchange Program (BEEP) committee, and CBA’s annual Honors and Awards Ceremony during UNO’s Honors Week. As associate dean, Dr. Rodie oversees the undergraduate advising office and facilitates resolutions of CBA student complaints and curriculum issues.

Dr. Rodie earned a Ph.D. in business from Arizona State University. She was awarded the UNO Alumni Outstanding Teaching Award in 2002 and the CBA Dean’s Citation for Excellence in Teaching in 1998. Her primary research areas are customer participation and service delivery in contexts where the quality of customers’ inputs affect service quality and customers’ perceptions of service quality and satisfaction.

ALUMNUS GIVES FIRST CBA FULL-RIDE SCHOLARSHIPS

He takes none of his UNO business education for granted. It’s provided a strong foundation for a long, successful career. And now Herb Sklenar has chosen to make a significant investment in the place that gave him his start.

The CBA graduate has established the first full-ride scholarships ever to be awarded in the College. Beginning in Fall 2005, the Herb Sklenar Scholarships will be awarded to UNO students who demonstrate superior academic achievement and strong business leadership potential.

From Sklenar’s point of view, the gift is a show of gratitude to his alma mater and a vote of confidence in the future. An Omaha native, he was the first in his family to graduate from college, earning a Bachelor of Science in Business Administration in 1952 from then Omaha University.

After graduation, Sklenar went on to earn an MBA from Harvard Business School in 1954, then served two years in the U.S. Army. He worked in executive financial and general management positions for more than 40 years. The pinnacle of his professional success came at Vulcan Materials Company in Birmingham, Alabama. He joined the company in 1972 as vice president of finance; he retired in 1997 as chairman and CEO.

It was because of his own scholarships at UNO, he says, that he was able to focus on his college studies and not have to hold down a full- or part-time job during the school year. He wishes the same for the students who benefit from his gift.

“If I hadn’t been able to go to UNO and get my degree, my life would have been vastly different. I’m grateful for that and want to help make it possible for students today to have the opportunity to get an excellent education.”
Three CBA supporters received the College’s highest honor in Fall 2004. The newest members of The Lucas Society were inducted at a ceremony and dinner held at the UNO Alumni Center on October 7.

**RONALD AND LOIS ROSKENS**
Dr. Roskens has been president of Global Connections, Inc., an international business consulting firm, since 1996. Prior to that, he was appointed by President George H.W. Bush as Administrator of the U.S. Agency for International Development (USAID). His appointment to USAID followed 30 years of distinguished academic service, including UNO Chancellor, and president of the University of Nebraska system, a post he held for 13 years.

Through the years, Dr. and Mrs. Roskens have been long-time supporters of the Omaha community and UNO, and have been active volunteers in a number of educational, health care and charitable organizations. Dr. Roskens has served on the board of the American Council on Education and as president of the Association of Urban Universities. He is also a director of ConAgra Foods, Inc., the Silverstone Group and the Russian Farm Community Project, among others.

Lois Roskens has been an active member in countless educational and non-profit organizations, including the Nebraska Arts Council, Camp Fire Girls, Great Plains Girl Scout Council, Joslyn Art Museum, Bryan Memorial Hospital, Uta Halee Guild, the Omaha Symphony Guild and Lauritzen Botanical Gardens.

**ROBERT STEDMAN**
Robert Stedman graduated from Omaha University with a business degree in 1951. He then joined Equitable Life Assurance Society in 1951 as an administrative trainee in Fargo, North Dakota. After six months he was assigned to the Tulsa, Oklahoma, office, and then moved back to Omaha in 1957. In 1962, he began a 25-year career in the company’s Internal Audit and Evaluation Bureau, working as an auditor and insurance fraud investigator. His assignments took him to all corners of the United States. Stedman now lives in Fort Lauderdale, Florida, travels by car to see the country, and occasionally makes the 1,685-mile drive to Omaha and UNO. Bob Stedman has been a generous supporter of the University and CBA. With assistance from the University of Nebraska Foundation, the business graduate and former UNO football and basketball player has created a unitrust to fund scholarships for business students, student athletes and the UNO Alumni Association.

**TierOne Bank**
TierOne Corporation is the parent company of TierOne Bank, a $2.7 billion federally chartered savings bank and the third-largest financial institution headquartered in Nebraska based on statewide deposit data. Established in 1907, TierOne Bank offers customers a wide variety of full-service consumer, commercial and agricultural banking products and services through a geographically diverse network of 68 banking offices located in Nebraska, Iowa and Kansas, and four loan production offices located in Colorado and Minnesota.
DISTINGUISHED ACHIEVEMENT AWARDS

RODRIGO LÓPEZ, PRESIDENT AND CEO, AMERISPHERE MULTIFAMILY FINANCE, LLC

RODRIGO LÓPEZ is the founder, president and CEO of AmeriSphere Multifamily Finance, LLC. AmeriSphere is a provider of capital solutions for the multifamily industry. AmeriSphere is a Fannie Mae Delegated Underwriting and Servicing (DUS) Lender, engaged in originating, underwriting, closing and servicing multifamily mortgage loans throughout the United States. Before founding AmeriSphere, Lopez was chief lending officer for a life insurance company, responsible for investments in commercial mortgage loans and real estate properties. During his tenure in the architecture and construction industry, he worked on a wide range of commercial and institutional projects.

López currently serves on the board of directors of the Omaha branch of the Federal Reserve Bank of Kansas City, the Mortgage Bankers Association, the Nebraska Investment Finance Authority, and the UNO Alumni Association. He is a member of Fannie Mae’s DUS Advisory Council and Fannie Mae’s National Advisory Council.

The UNO alumnus is also a Certified Mortgage Banker and a graduate of the MBA’s School of Mortgage Banking.

DANIEL K. O’NEILL, PRESIDENT, FIRST NATIONAL OF NEBRASKA

DAN O’NEILL received a BSBA from UNO in 1977. He has more than 26 years of experience in the financial services industry. He worked for the Federal Deposit Insurance Corporation as a bank examiner from 1977 to 1981; he then joined the Lauritzen Corporation where he currently serves as executive vice president. The Lauritzen Corporation is a multi-bank holding company with 16 banks located throughout Iowa and Nebraska and $1.5 billion in total assets.

The CBA graduate was named president of First National of Nebraska (FNN) in 2002. FNN is one of the largest bank holding companies headquartered west of the Mississippi River. FNN and its affiliates have $16 billion in managed assets and more than 7,000 employees located across the United States with primary banking offices in Nebraska, Colorado, Iowa, Illinois, Kansas, South Dakota and Texas. First National is also one of the nation’s largest in-house bank processors of merchant credit card transactions, one of the largest bank issuers of Visa and Mastercard and a leading processor of automated clearinghouse transactions and cash management services.

O’Neill also serves on the board of the Mid-America Center in Council Bluffs, Iowa.

ILZE ZIGURS, PROFESSOR AND DISTINGUISHED CHAIR, UNO COLLEGE OF INFORMATION SCIENCE AND TECHNOLOGY

Prior to her appointment at UNO in 2001, ILZE ZIGURS taught at the University of Colorado for 13 years. She received her Ph.D. from the University of Minnesota, her MBA from UNO and BA from the University of Washington.

Professor Zigurs serves as editor-in-chief for the e-Service Journal, is on the editorial board of Information and Organization, and formerly served as senior editor of MIS Quarterly and department editor of the IEEE Transactions on Engineering Management. She has published articles on the design and impact of groupware and she continues to do research on virtual teams and project management. She is co-editor with Laku Chidambaram of Our Virtual World, a book that examines both positive and negative impacts of the Internet on individuals, organizations and society in their work and personal lives.

Professor Zigurs is the director of the Ph.D. program in Information Technology, a new program that admitted its first class of students in Fall 2003. She also serves as a member of the statewide EPSCoR (Experimental Program to Stimulate Competitive Research) committee.
Evidence of our success can be found in the accomplishments and generous support of our alumni and friends.

DAN GOMEZ
BSBA 1982, PRESIDENT & CEO, UMB BANK OMAHA

It was difficult, juggling academics and athletics, but it was definitely doable. The experience really helped me set myself up for going forward in the professional community,” says Dan Gomez.

A UNO baseball pitcher with aspirations of breaking into the world of banking and finance and being a leader in his community, he learned early how to strike the appropriate balance. It’s preparation that has served him well.

With encouragement from a mentor at UNO, Gomez joined a management trainee program at Omaha National Bank while he was still in school. It didn’t take him long to discover an affinity for working within commercial lending, helping businesses grow. After eight years at the bank, he went on to positions at other Omaha financial institutions, developing his loan experience and making lasting relationships along the way.

In 2003, Gomez was named president of UMB Bank Omaha, an affiliate of UMB Financial Corporation of Kansas City. The three-branch metro area bank with $85 million in assets looks and feels like a community bank, he notes, but with the backing of a $7 billion parent organization.

“It’s gratifying to be able to sit down with someone and talk about their expansion or new equipment needs,” he says. “Community banking really makes you feel like you’re participating in their successes.”

Gomez is actively engaged in several other aspects of his community. Currently, he is president of Heartland Family Service, a member of the executive committee of the Greater Omaha Chamber of Commerce Southwest Council, a board member of Girls, Inc. and serves as treasurer of the Edward “Babe” Gomez chapter of the American GI Forum.

“The University gave me the tools to communicate effectively, participate in my community and use my work ethic to progress in the business community.”

IVAN GILREATH
MBA 1989, SENIOR VICE PRESIDENT, GROUP INSURANCE PRODUCTS, MUTUAL OF OMAHA INSURANCE COMPANY

Career longevity with one company may be the exception to the rule for businesspeople today. But for Ivan Gilreath, spending the majority of his career with one corporation has allowed him to gain wide-reaching knowledge and continually build on his experience.

Gilreath joined Mutual of Omaha in 1982. Over the years, he’s worked in the company’s underwriting, managed care, group health plan and business information management and group insurance divisions. In 1989, he left the company for a four-year stint at Xerox, only to realize that Mutual is where he’s meant to be.

“When I left, it was for a change of pace,” he says. “Being away for awhile gave me a different perspective. For me, Mutual is just one of those companies you can give your heart and soul to, to help make sure it continues to be successful.”

In January 2005, Gilreath was named senior vice president, group insurance products. He oversees a team of more than 200 employees responsible for sales, service, underwriting and product marketing of group life, disability and dental products.

His commitment in the business arena is also reflected in the work he’s done as a UNO alumnus. Gilreath was one of the first area professionals involved in the Black Executive Exchange Program, donating his time to speak to students and give some insight about what it takes to build a career.

Gilreath, who received the CBA Distinguished Alumni Achievement Award in 2002, is also contributing his business perspectives to the CBA National Advisory Board. He joined the board in Fall 2004, working alongside other alumni and supporters in building a long-term vision for the College.

“I think it’s good for young people to hear from those who they perceive to have been successful. It’s important for businesspeople to share experiences of how we’ve gotten to be where we are and give guidance where we can. It’s something I encourage everyone to do.”
A deeper, wider array of languages and cultures is changing the way businesses need to do business today. More and more, understanding how to bridge the communication gap is crucial to a company’s success.

Leticia Barajas has recognized that need. Her management and marketing consulting company, Connections Around the World, LLC, helps companies manage the impact of language and culture on their day-to-day business. Since starting the business in 1996, she has offered consulting, diversity-related training and language services to companies in eastern and central Nebraska. More than 1,000 area service professionals have enrolled in her unique language and culture curriculum.

“A lot of people recognize there’s a need to serve the people in our immigrant population,” she says. “But without additional preparation and experience, we spend a great deal of time and money and don’t end up doing it well.”

Her training series are designed to help those who need even the most basic language skills, in specific customer service industries. Spanish Curriculum for Professionals, for example, teaches the appropriate way to give a greeting, make introductions and understand the unique naming practices in Spanish-speaking countries. The course has been tailored for individual working in real estate, retail banking, journalism, law and health care.

While her own fluency is in Spanish, the CBA alumna also helps organizations communicate with people of all cultures by bringing in specialists in other languages and culture. Her clients come from all business sectors—public, private and nonprofit—and represent a variety of industries, including banking, health care, publishing, real estate and professional organizations.

Clients who have taken her courses report a deepened relationship with their own customers, Barajas says. “A lot of them say they’re able to do business with people they weren’t able to before. They’re able to deliver services that meet people’s needs and recognize opportunities they didn’t realize they were missing.”

“I still routinely and consciously draw upon specific lessons learned at UNO that provide a solid academic foundation for the work I do. I’m very grateful for the excellent education I received from the College of Business.”

Leticia Barajas
BSBA 1983, Founder and Director, Connections Around the World

CARL MAMMEL, a longtime supporter of the College of Business, received UNO’s highest non-academic award at Spring Commencement ceremonies held in May 2004. The Order of the Tower is bestowed upon community leaders whose service and/or financial support has made it possible for the university to address the academic, cultural and economic needs of the people of Omaha and the citizens of Nebraska.

In 1994, the Mammel Family Foundation was formed, enabling top students from the Omaha area to attend UNO and CBA. As a result, recruiting local talented students has increased. Additionally, the support of the foundation has paved the way for CBA faculty-in-residence partnerships that are directly impacting the policies and practices governing today’s businesses.
Look—a Susan B. Anthony silver dollar!” a young girl exclaims. “Wow, I’ve never seen one of those before,” another marvels.

And so goes the conversation in the hallway one Tuesday morning at Conestoga Magnet Center in Omaha. This is more than small talk among grade-schoolers. It’s part of the serious business of banking, taking place at the Conestoga branch of Wells Fargo Bank.

Two by two, students step up to the makeshift teller window—a small table positioned outside some upstairs classrooms. They hand crumpled dollar bills or fistfuls of change to the sixth-grade tellers, who carefully count the deposits and record the new balances in the students’ passbook registers.

The program is one example of how the UNO Center for Economic Education is helping educators at the school design economics-centered curriculum. Over the years, the center has become an important resource for teachers who want to bring real-life applications into their classrooms.

In 2000, Conestoga Elementary was named an Omaha Public Schools K-6 math and economics magnet school. The focus
STUDENTS AT OMAHA’S CONESTOGA MAGNET CENTER ARE LEARNING THE VALUE OF SAVING. THE UNO CENTER FOR ECONOMIC EDUCATION HAS HELPED THE SCHOOL CREATE AN ON-SITE BANK AS PART OF ITS ECONOMICS CURRICULUM.

Saving for the Future

(continued from previous page)

draws students from across the metro who show an aptitude for these subjects—as well as children who attend Conestoga as their neighborhood school.

The UNO Center saw an opportunity to partner with the north Omaha school and bring economics lessons to students. Mary Lynn Reiser, associate director of the Center, together with co-directors Kim Sosin and James Dick, has worked with the school’s faculty to design a curriculum that incorporates economics concepts at every grade level.

“This partnership is something we’ve always wanted to do and this seemed like a natural fit,” says Reiser. “Since we began working with the school, we’ve found that it’s an excellent pairing because the subjects complement each other so well.”

Beyond helping individual students learn good money habits, the partnership between the Center and Conestoga is making an impact on the entire school and in the community.

“Our goal is to make a more economically literate population for our community,” Reiser says. “If people want to know what economics concepts children should be learning in the third grade, for example, they can observe what Conestoga is doing. Each one of these children is being exposed to appropriate concepts for their grade.”

The efforts are being recognized outside the Omaha area, too. In Spring 2004, the school was recognized nationally as a model elementary economics program by being named a recipient of the Leavey Freedom Foundation Award. The program honors educators who create recognition and excitement among their students for the free enterprise system.

STUDENTS AT OMAHA’S CONESTOGA MAGNET CENTER ARE LEARNING THE VALUE OF SAVING. THE UNO CENTER FOR ECONOMIC EDUCATION HAS HELPED THE SCHOOL CREATE AN ON-SITE BANK AS PART OF ITS ECONOMICS CURRICULUM.

The Conestoga Bank is a partnership of the UNO Center for Economic Education, Conestoga Magnet School, Wells Fargo Bank and the Omaha branch of the Federal Reserve Bank of Kansas City. Together, these organizations have designed an effort to help kids understand the value of saving and the impact economics has on their lives and on society as a whole.

Learn more about the award-winning work of the UNO Center for Economic Education. Story, page 24.
BUSINESS LEADERS SHARE SUCCESS STORIES

This year’s MBA Leadership Series speakers unquestionably ran a gamut of backgrounds. They came from local organizations and national corporations. They represented the private and public sectors. And they all brought the benefit of their experiences to share with their audiences.

SPENCER CREWS, EXECUTIVE DIRECTOR, LAURITZEN GARDENS
Lauritzen Gardens has literally blossomed under Crews’ leadership, growing from a small project supported by volunteers into a multi-faceted, revenue-generating facility that employs 40. During his talk, Crews described his approach to problem solving when challenges stalled development, and shared some of the strategies he employed in the successful $17 million fundraising campaign for construction of the Lauritzen Gardens Visitor and Education Center.

CHAD KOKENGE, PROFESSOR ACCOUNTING FELLOW, U.S. SECURITIES AND EXCHANGE COMMISSION
Kokenge currently is serving a two-year appointment in the Office of the Chief Accountant of the SEC that began in April 2003. In this position, he serves as a liaison with professional accounting standard-setting boards, consults with registrants on accounting and reporting matters, and participates in the development of proposals under federal securities laws. His previous experience includes a 10-year career with PricewaterhouseCoopers.

MICHAEL HURM, CHAIRMAN AND CEO, OCEAN SYSTEMS ENGINEERING CORPORATION (OSEC)
Hurm has founded several successful entrepreneurial ventures during his career. His first and most successful, OSEC, was founded in 1990. The California S corporation focuses on defense contracting services for advanced technologies and commercial applications. Currently, OSEC has offices located throughout the U.S. and personnel stationed around the globe. Hurm’s other ventures include: the Harvest Group, Inc., a Pennsylvania-based corporation specializing in tax and accounting services, and Garden Street Properties, a Virginia corporation engaged in the purchase, sale and lease of commercial real estate.

COLONEL FREDERICK GREGORY (RET.), NASA DEPUTY ADMINISTRATOR, NASA HEADQUARTERS
Colonel Gregory attended the U.S. Air Force Academy, served in Vietnam and was selected as an astronaut in 1978. A veteran of three NASA shuttle missions, he logged more than 455 hours in space. Colonel Gregory was the spacecraft commander aboard the Orbiter Discovery in 1989. The five-day, 79-Earth-orbit mission notably carried Department of Defense payloads. In 1991, he also served as spacecraft commander for the Orbiter Atlantic mission. During six days and 110 orbits of Earth, the crew successfully deployed a Defense Support Program satellite.

Pictured clockwise from top left: Chad Kokenge, Spencer Crews, Michael Hurm, Leadership Series audience, and Col. Frederick Gregory.
2004–2005
CBA ADVISORY BOARDS

Some of the area’s finest business leaders have come together to share their ideas and expertise in support of the College of Business. Together, they’ll help us set objectives and see them through during the next few years. 2004 marked the formation and inaugural meeting of the Executive MBA advisory board, made up of graduates of the EMBA program. To everyone, we share our thanks for their time and wise counsel.

CBA, AREA COMPANIES SPONSOR BEEP SCHOLARSHIPS

Since its arrival at UNO in 2002, the Black Executive Exchange Program (BEEP) has provided UNO students of color positive role models and an inside look at the world of business. Through interaction with area industry leaders, students have an opportunity to consider their futures and how to reach their goals.

The program took another step toward that goal recently, when it awarded the first BEEP scholarships to four CBA students. Designed to encourage promising African-American students to build a career in the Omaha area, the scholarships are an appropriate complement to the BEEP program. Awardees are Chardese Black, Cherese Brown, Robert Ducre and Keisha Holloway. Two of the scholarships were given by Cox Communications and First Data; the other two by the CBA Dean’s Scholarship Fund.

Keisha Holloway, Chardese Black, Cherese Brown and Robert Ducre (not pictured) are recipients of the College’s first BEEP scholarships, given by Cox Communications, First Data and the CBA Dean’s Scholarship Fund.

2004–2005
CBA ADVISORY BOARD

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MBA GRADUATE HELPS NASA PREPARE FOR RETURN TO FLIGHT

“I can pinpoint exactly when I became interested in space flight—when my dad took me to see Apollo 15 blast off in 1971. After that, I never had a doubt about what I wanted to do.”

That one moment has defined a career for NASA Space Shuttle Flight Controller Ed Turcotte, an employee at Johnson Space Center in Houston. To prepare for his work on the rocket booster systems in the NASA fleet, he earned a bachelor’s degree in aerospace engineering, a master’s in structural engineering—and an MBA.

Though his job may seem at first to be strictly science, Turcotte says the MBA he received from UNO provides “big-picture” knowledge that’s important to advancing his career.

“Earning my MBA was the greatest thing I’ve ever done,” he says. “As you progress in an engineering job, the majority of work becomes managing people. That’s where the MBA really helps, in being able to understand how the financial, team leadership and human dynamics all work together.”

Turcotte previously had worked as a NASA contractor from 1988 to 1993 and 1999 to 2001; he came back to Omaha to work for an engineering consulting firm and earn his MBA at UNO. In Spring 2004, he returned to NASA to accept his current position. Through an agreement with UNO and University of Houston, he was able to formally complete his MBA.

Currently, his main responsibility is to help the center prepare for the space shuttle Discovery’s Return to Flight mission, scheduled between May 15 and June 3, 2005. Each complex piece of the propulsion systems—the main engines, solid rockets, external tank and plumbing lines—are being carefully inspected. The process will continue, right up until the moment of launch when the Houston Flight Control Team takes over.

A veteran of more than 10 NASA launches, Turcotte says there’s nothing more exciting than a launch day—and the realization that he’s doing what he always wanted.

“I pinch myself every once in awhile, knowing that I’ve talked to guys who’ve walked on the moon. Sometimes I have to step back and really take a look at what I’m doing for a living.”
STUDENT RECEIVES 1ST UNO BETA GAMMA SIGMA SCHOLARSHIP

LAUREN JOHNSON is the first recipient of the Beta Gamma Sigma Scholarship at UNO. Johnson, a small business management major, was also the first to represent CBA at the Beta Gamma Sigma Student Leadership Forum held in San Antonio in November. Participants worked with other student leaders, engaged in a variety of interactive settings and attended informational lectures and presentations.

Beta Gamma Sigma chapters are located on 417 college and university campuses, and recognize the academic achievements of the world’s best business students. The organization is the honor society for AACSB International—The Association to Advance Collegiate Schools of Business.

SEVEN SELECTED AS UNO EMERGING LEADERS

An impressive number of CBA students were chosen to participate in UNO’s 2004 Emerging Leaders Program. Of the 25 students selected, seven were from CBA: Stephanie Austin, Jennifer Caveye, Joseph Garang, Thao Dinh, Jennifer Baber, Jeff Chalkley and Megan Tracy.

The campus-wide group is designed to enhance and build on freshmen and sophomore students’ leadership skills through exposure to influential speakers and topics. Members are encouraged to exercise leadership on campus and in their communities.

Candidates must be nominated by faculty, staff or advisors and are chosen through an interview process. Participants are required to attend six leadership program sessions, complete 100 hours of community service and maintain a 2.5 GPA.

STUDENTS SHINE AT COMPETITION

Members of the UNO chapter of Delta Epsilon Chi—also known as DEX—traveled to Des Moines, Iowa, in March 2004 to participate in the Iowa/Nebraska DEX Conference. The two-day event featured individual and team competitions where students demonstrated their business savvy in a variety of subjects.

UNO students took top honors in several categories, including sales representative, human relations, business-to-business marketing and business ethics. Student Carly Bennett went on to the international competition in Anaheim and received third place for her presentation on apparel marketing.

MAVERICKS TAKE PRIZE FOR INVESTING SUCCESS

The UNO Maverick Investment Program claimed third place in an international competition for student portfolio growth. Five UNO student representatives gave a presentation to judges at the Redefining Investment Strategy Education (RISE) Symposium held at the University of Dayton in Ohio in April. Seniors Tiffany Talmon, Matt Lyons, Raymond Downey, Josh Ritonya and Bruce Moritz comprised the team, one of only 12 selected to compete from over 100 teams that entered the event.

For the calendar year 2003, the Maverick Investment Program recorded a 35 percent gain on its investments—compared with a 26 percent gain for the S&P 500. The group fund gained more than $80,000 and finished the year worth more than $306,000.

The Investment Program, spearheaded by David Volkman, CBA chair of finance, banking and law, began in mid-2001. Funding was made possible with a $500,000 contribution to the University of Nebraska Foundation by UNO alumnus Col. Guy M. Cloud, Jr.

Performance of the students’ stock picks has consistently outperformed the S&P 500. Students choose their investments and monitor their progress in the CBA Investment Lab, which simulates a real-time trading floor. Nearly 50 members are involved in the program; membership is open to all UNO students.
2004-2005 Scholarships

This year, CBA scholarships total more than $325,000—an increase of $20,000 over last year—and they represent even more to those who receive them. Together, these gifts reward talented, hardworking students year after year. To create a scholarship in your name or the name of your business, or to contribute to an existing fund, contact the University of Nebraska Foundation at (402) 595-2302 or the CBA Dean’s Office at (402) 554-2303.
2004 Internships

Organizations throughout the metro area and the country are helping students gain valuable experience in their fields of study. We thank to the following companies who hosted CBA interns:

ACCOUNTING
Campbell and Co., CPAs
Lori Kress
Nicholas Sabatka

ConAgra Foods
Lindsay Muirhead
Joshua Schweb

Deloitte Touche, LLP
Huish Chien
Thomas McGee

Easter Seals of Nebraska
Nichole Mahoney

First Data Corporation
Jeffrey Harrison

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Shizuka Nakazawa

KPMG Peat Marwick
Kristel Daly

Lease Management Services
Andrew Worthington

McMillan & Associates, PC, CPAs
Alison Sammin

Pentagon Federal Credit Union
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Phillips Manufacturing Corp.
Christina Dixon

Seim, Johnson, Sestak & Qustt, LLP
Sarah Konicek
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Union Pacific Railroad
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ECONOMICS
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First National Bank of Omaha–Equipment Financing
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Pinnacle Bank of Omaha
Cristy VanCamp

SAC Federal Credit Union
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Union Pacific Railroad
Aaron Pfeifer

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Christopher Jennings
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Scott Wehner

Wells Fargo Investments
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Andrews Photography Studio
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Bonding & Technical Services
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C&A Industries (Aurastaff)
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Abby Westphalen

Chicano Awareness Center
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Children’s Hospital
Cindy Janacek

ConAgra Foods
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Diane Hapke

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Fidelity National Insurance Services
Jamiie Brown

First National Bank of Omaha
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Big Red Keno
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The Buckle
Matt Dukel

City Weekly
Jamie Freburg
Zach Scoville

UNO Football
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Universal Flooring
Joseph Rea

Valmont Industries
Austin Leland

Voda One
Meryl Murphy

Walt Disney World
Mikalla Lovelace

Warren Distribution
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Wells Fargo Bank
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For a small business, breaking into the world of government defense contracts may seem like an uphill battle. Most of the time, it requires developing a mentoring relationship with a prime contractor to earn a subcontract. And that can take many months—even years.

But dozens of Nebraska information technology and construction companies got a chance to jump-start the cycle on August 25, 2004, at an event sponsored by the Nebraska Business Development Center.

Offutt Industry Day brought together 189 potential subcontractors with 11 major defense contractors from Offutt Air Force Base. The event was held at the Kiewit Conference Center in downtown Omaha. Exhibitors included firms from Offutt’s 55th Contracting Squadron.

The main draw for small business attendees was the opportunity to sign up for 15-minute time slots to meet one-on-one with contractors including Northrup Grumman, SAIC and Lockheed Martin. About 70 percent of the small businesses that attended the event were IT companies.

For Randy Boldt, vice president of market strategies for Interalle, Inc. in Lincoln, it was a chance to break into a sector that can appear impenetrable. "As a small business, your chance of working on a defense contract that seems slim to none. Our hope was that we could put our technology in front of these prime contractors and see if we could do some subcontracting work for them."

Interalle is a two-year-old technology startup company that integrates various disparate computer systems to enable them to communicate in real time. The firm has developed a Java-based, open-source software integration tool that facilitates their objectives.

The event provided several new contacts for Boldt and Interalle and helped reinforce previous relationships he had made with some of the contractors who attended. Without the event, Boldt says he would have spent "an inordinate amount of time" trying to get individual interviews with the companies.

Another key reason for the conference was to sell contractors on the benefits of doing business locally, says Mike Hall, manager of the Procurement Technical Assistance program at NBDC. Months after the event, he’s still taking calls from contractors interested in assistance from potential subcontractors.

“The conference made the prime contractors aware that there’s a lot of Nebraska businesses that can provide the capabilities they’re looking for,” Hall says. “By knowing about the resources available right here in the state, they’re less likely to go elsewhere.”
A Nebraska business is focused on cleaning up the land and making it safe for communities around the country. ASW Associates, Inc. is an environmental remediation, consulting and construction firm. Based in Lincoln, it has field offices in Omaha as well as in Massachusetts and Arizona.

In the summer of 2000, chief operating officer Rick Waxman wanted to expand his knowledge about how to secure federal government contracts. He contacted Joe Breault, procurement technical assistance consultant at the Nebraska Business Development Center. Waxman was looking for insight into how to apply for contracts with companies looking for specific types of subcontractors.

ASW is owned by Marshall Prichard, an American Indian from the Ponca tribe. Subsequently, the firm is considered a small, disadvantaged business by federal contracting standards. It also operates in a Historically Underutilized Business (HUB) Zone, making it eligible for a classification of small business contracts.

Breault helped Waxman identify new revenue sources, including contractors who participate in the Department of Defense Indian Incentive Program and the HUBZone Empowerment Contracting Program.

Together, they discussed a contract RFP Waxman had found from the Omaha District of the U.S. Army Corps of Engineers. "Joe was there to guide us, to help us be aware of the things they would be looking for in our proposal," he says. "His purpose was to help us learn so we could go on and do these functions on our own."

The company won the contract—a $4 million, three-year commitment—and has begun its first project.

With Breault’s assistance, ASW has also been selected as a protégé in the U.S. Department of Defense Mentor-Protégé program. As a result, the company will receive several million dollars in additional revenue for its work with its mentor, the Environmental Chemical Corporation.

The education and information NBDC has provided is part of the foundation that’s helped ASW thrive. In the past three years, the company’s revenues have increased 200 percent and its full-time staff has expanded from 9 to 45. The success has allowed it to hire more in-house resources, both in technical and administrative positions.

“Having NBDC as a resource is absolutely great,” Waxman says. “Without their help, it would have taken us longer” to secure these contracts. “They’ve helped to accelerate the results we’ve seen.”

He says the company aims to continue to grow and build its recognition as a viable resource for the federal government and private sector. “We want people to say, ‘Here’s one more good company we can depend on for quality performance at a good price.’”

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**Programs**

REMEDIATION FIRM WINS LUCRATIVE GOVERNMENT CONTRACTS

**RICK WAXMAN (LEFT) OF LINCOLN’S ASW ASSOCIATES CALLED ON NBDC CONSULTANT JOE BREAULT FOR HOW-TO’S IN SECURING GOVERNMENT CONTRACTS.**

**COLLEGE OF BUSINESS ADMINISTRATION • 23**
It may have an administrative staff of only three, but the UNO Center for Economic Education is making a big impact on educators and economies around the world. The Center is a unique shared program involving CBA and the College of Education. Its staff include Co-director Kim Sosin, chair of the Department of Economics, Co-director James Dick, a teacher education professor, and Associate Director Mary Lynn Reiser of CBA.

The Center takes a multi-faceted approach to its work, says Dr. Sosin. "Each piece of our outreach is designed to bring economic education materials and education to the local community as well as to a broader constituency."

To accomplish that goal, the Center works with K-12 schools to provide educational and training programs and materials for teachers. Staff members collaborate with local schools to create grade-appropriate lessons that bring economics alive for students of all ages.

Through its Web site, EcEdWeb, the Center offers lessons, projects and support resources to educators and high school and college students around the world. In addition, the Center and Dr. Dick have been consultants in the creation of the Ukrainian Council for Economic Education, an initiative that has taught workshops in the emerging free-market societies of eastern Europe.

EcEdWeb is a destination for thousands of people every day. In a 45-day period from August 1 to September 15, 2004, the Web site logged 784,672 hits—an average of more than 17,400 per day. Visitors from around the world access the site, with over 30 percent of sessions from outside North America. The site is at http://ecedweb.unomaha.edu
SBA EXPRESS LOANS GET BUSINESSES MOVING FASTER

For some small businesses, waiting weeks or even months for loan approval can make or break their success. But a Small Business Administration program, combined with technical assistance available through NBDC, is giving young companies the momentum to keep moving toward their goals.

The SBA Community Express Loan Program is structured for businesses in low- and moderate-income areas or those principally owned by veterans, women or minorities.

The program allows qualified lenders to get SBA backing on a loan quickly and with a minimal amount of additional paperwork. The SBA provides a 75 to 85 percent guarantee on the loan, usually within 24 hours—dramatically reducing the wait time for applicants.

Approximately eight Nebraska banks participate in the program, including First National Bank Omaha. Sue Drakeford, a business banker with the organization, says she’s seen a huge amount of growth in SBA customers since the program became available.

“It’s cut the loan process for small businesses by four to six weeks,” she says, “and it gives first-time businesses a little bit of a break on the interest rate. It’s a great program because it’s generating activity and new jobs.”

Drakeford finds the NBDC a helpful support system for customers who want to apply for SBA Community Express loans. She says she refers many people to NBDC for assistance writing a business plan and assembling loan packaging materials. In addition, she speaks to NBDC clients about the criteria for the loans and what to look for as they prepare their materials.

NEBRASKA MANUFACTURING EXTENSION PARTNERSHIP RANKS #1 IN U.S.

In July 2004, the National Institute of Standards and Technology (NIST) ranked the Nebraska Manufacturing Extension Partnership the best in the nation for its Investment Leverage Ratio. For the seventh straight quarter, the Nebraska center scored a perfect 100 points on its MAIM Customer Satisfaction Score. This score is based on client impact and total dollars saved as a result of the MEP center’s assistance.

NBDC is a partner in NMEP, offering workshops and on-site assistance with information technology, market research, business planning and marketing.
Lindley Professor of Economics Shuanglin Lin has been an active member of the Chinese Economists Society (CES) for many years, serving as its program committee chair in 1999 and vice president and director in 1997-98. He assumed the society’s top post as president in 2002-03, presiding over a 600-member organization representing countries around the world. In 2003, Dr. Lin organized the CES annual conference, held at the University of Michigan, and headed a CES research group that visited the Russian Academy of Sciences and Moscow University.

Without question, one of the biggest responsibilities during his term was organizing and fundraising for a conference to be held in Beijing. Originally scheduled for Summer 2003, the event was moved to the following year when the threat of SARS became a concern.

The International Symposium on Private Enterprises and China’s Economic Development draws some of the most renowned and respected names in world economics. Organized by CES and locally sponsored by the Chinese Economy of Social Science, the event is designed to promote private enterprise development in China.

Without a formal administrative staff, Dr. Lin worked long distance from his office at UNO—nearly 6,500 miles away—recruiting speakers, extending invitations to Chinese government officials and securing financial sponsorship from companies including Omaha’s First Data Resources.

“It was a full-time job,” he acknowledges. “We really wanted to set a new mark for the conference.”

Dr. Lin’s work more than paid off: In June 2004, the event was held in the Great Hall of the People, on Tiananmen Square. More than 300 people attended, including some of China’s highest-profile economics experts—as well as CBA professors Kim Sosin, Wendy Guo and Kate Wu. Nobel Prize-winning economists Robert Lucas and James Mirrlees were the keynote speakers for the event. Dr. Lin himself chaired the opening session.
EXECUTIVE MBA CANDIDATES CONDUCT OVERSEAS RESEARCH

Each year, Executive MBA candidates participate in a capstone consulting project that focuses on an international business objective. Projects may be sponsored by businesses, government, private foundations, or by the Executive MBA program on behalf of a Nebraska economic development initiative. Students and their academic advisors travel overseas for two weeks to gather information in target market countries and present their findings to the client. In 2004, groups traveled to European countries, representing both established and growing economies.

GROUP EXPLORES U.S. MARKET EXPANSION POTENTIAL FOR LITHUANIAN CERAMICS COMPANY

EMBA students and Associate Professor Rebecca Morris first worked with the Regina Urniezius Company in 1998. The Lithuanian company, whose skilled artisans produce handmade ceramic houses, had experienced significant growth—boosting production to more than 25,000 units in 2004—but found it had reached its potential in its home country.

In exploring the viability of increasing sales in the U.S., the EMBA group assessed capacity constraints, unknown customer relationship issues and whether there indeed was sufficient demand. Outcomes are yet to be determined; however, Urniezius’ owners will attend a U.S. trade show in 2006 and continue to review the group’s recommendations.

RESEARCH GIVES INSIGHT INTO CRACKING GERMAN EGG MARKET

Rembrandt Enterprises, a northwest Iowa egg production and processing facility, collaborated with Executive MBA students and Associate Professor Darryll Lewis to explore the possibility of exporting its dried egg products into the European Union.

The EMBA group first met with the Frankfurt office of the Iowa Economic Development Council to identify qualifying markets and examine the German import process in detail. During their research abroad, they visited an egg production facility in Denmark and met with the U.S. Consulate and U.S. Department of Commerce officials in Germany to learn more about the political and economic implications of importing. The group’s findings confirmed their initial research, suggesting that the EU could provide a profitable model for expansion for Rembrandt.

GROUP RESEARCHES ITALIAN GOLF COURSE OPPORTUNITIES

Golf course developers have experienced a market boom in the U.S. in the past 10 years. With expansion opportunities now on the decline domestically, Landscapes Unlimited of Lincoln, Nebraska, realized it needed to look to overseas markets for growth. Upon an initial review of European prospects, EMBA candidates ranked Italy as the country with the best potential.

The group, with Associate Professor Robert Ottemann, visited existing courses in Milan and Rome, examining the possibilities of developing new courses or rebuilding existing ones. During the visit, they also talked with local professionals who provided additional information and key insights—ultimately reinforcing their original recommendations.
Forget the stereotypes about college professors. They’re about as antiquated as the images of pipe-smoking, elbow-patch-wearing educators found in literature and on the silver screen. Today’s CBA professors are more than in touch with what’s happening outside of campus: They’re making news themselves in the world of business. And they’re bringing back their experiences to benefit their students. Here’s a look at what three of our faculty have accomplished:

Providing a Real-World Link

Teaching has been a great way for me to connect with students on a one-to-one basis,” says Rebecca Morris. “I like to watch the change in people over the course of a semester in terms of the way they think about issues.”

It’s the reward this associate professor of management wanted when she went into teaching more than 20 years ago. After working in the private sector for several years, she decided she wanted to make a difference in someone’s life. Teaching has provided an avenue to do that.

She aims to blend theory and practice in her courses, believing that seeing how real-life businesses operate is invaluable in preparing for life outside the classroom. Frequently, she uses the “case method,” where her graduate students analyze actual business case studies—which are written either by Dr. Morris, other MBA students, or in collaboration with the professor and her students.

Her desire to bring theory alive extends to other courses as well. Five years ago, she helped launch a new course, International Business Study Abroad. Informally known as “CBA in Ireland,” the semester-long experience culminates in a 12-day trip that takes 50 students to the Republic of Ireland to visit U.S.-owned and Irish businesses. Over 240 undergraduate and graduate business students have made the trip since the inception of the course.

That passion for introducing her students to other cultures and seeing how management is practiced around the world keeps her looking for new international experiences. As a professor in the Executive MBA program, she’s developed lasting relationships with businesses in a host of countries.

“The international projects fascinate me because I get to learn a lot,” Dr. Morris says. “One of the things I like the most about teaching is that I never quit learning.”

Rebecca Morris greets Ireland’s president, Mary McAleese, on St. Patrick’s Day 2004.
Bringing Business to Life

Setting a Standard

Officially, Professor of Management Robert Mathis took early retirement in May 2004, after a 30-year career with the College of Business. Unofficially, he still teaches a course in the Executive MBA program—in addition to consulting with companies across the U.S. and speaking at meetings of human resource associations and other professional organizations.

He’s also the co-author of a human resource textbook that’s now considered the gold standard in the industry. Dr. Mathis and colleague Dr. John Jackson (University of Wyoming) first conceived *Human Resource Management* when they were doctoral students at the University of Colorado. More than 30 years later, it’s become the largest-selling HR textbook in the country.

*Human Resource Management*, co-written by Professor Robert Mathis, has been described as “the best text in the HR market” by both academicians and practitioners.

Used at more than 400 U.S. universities and translated into five languages, the book is now in its 11th edition. It’s the text of choice not only for educators but also for professionals studying for human resource certification exams.

(continued on next page)
Dr. Mathis’s extensive involvement in the HR profession over the years has provided both inspiration and practical knowledge for his writing and his students. He’s held offices in many professional organizations, including the Academy of Management and Society for Human Resource Management, and is a past president of the Human Resource Certification Institute.

The professor emeritus also played a significant part in addressing management issues in education with businesses in other countries. Along with other CBA faculty, he’s provided small business consulting and training to companies in Lithuania, Romania, Moldova, Taiwan, the Bahamas and Australia.

Though his career has taken him around the world and across the country, the impact he’s had on his CBA students remains one of his most important accomplishments.

“I’ve always enjoyed being able to bring a blend of academics and practicality to the classroom. Now, the highlights are when I encounter former students who tell me how much they learned from me,” Dr. Mathis says, “and how it’s affected what they’re doing in their own careers.”

Sharing Research with the Best

It was a spring to remember for Professor of Economics Mark Wohar. During a semester-long sabbatical, the CBA faculty member was invited to present his research at some of the world’s most renowned universities, to some of the most well-known names in economics.

No newcomer to research, Dr. Wohar has been published in 70 economic and financial journals during his career. He’s worked on the editorial side, as well, serving on the staff of four different journals, as a reviewer for submitted journal manuscripts and for textbook publishers.

His recent work researching stock return predictability and the forecasting of nonlinear real exchange rate behavior took center stage, literally, in 2004. Dr. Wohar spoke to faculty and Ph.D. candidates at what he describes as “frontier institutions” in the field, boasting top econometricians and finance experts.

During a two-week, five-university tour of England, he spoke at the Cass Business School in London and the Universities of Essex, Warwick, Nottingham and Durham. The trip enabled him to solidify relationships with colleagues he’d only known through phone and e-mail.

“I appreciate and respect Mark’s work a lot,” says Professor Lucio Sarno of the Warwick Business School. “The results from his work contribute to our understanding about what’s right and wrong about the conventional theories of exchange rate determination and, more broadly, financial theory.”

Weeks later, back in the U.S., he traveled to Southern Methodist University and the University of California-San Diego, where he presented to audiences that included Nobel Prize winner and UCSD faculty member Clive Granger.

“Being invited to these prestigious universities to share my work really has been the zenith of my career so far,” says Dr. Wohar.

The feedback he received during his presentation, he adds, helps him further his research and prepare it for publication.
MBA Outstanding Professor
Lynn Harland, Associate Professor and Chair, Department of Marketing and Management

Dr. Harland consistently elicits favorable evaluations from her MBA students because of her infectious teaching style. She’s also taken graduate-level coursework to the business community as a professor in the CBA Executive Education program. Dr. Harland has taught sessions at area companies including Alegent Health, Clarkson/NHS, First National Bank, OPPD and Woodmen of the World Life Insurance Society.

Dean’s Citation for Excellence in Research
Mark Wohar, Distinguished Enron Professor, Department of Economics

In 2004, Dr. Wohar had six refereed papers accepted or published by some of the most respected national and international journals in economics. His invited presentation at the Society of Computational Economics and presentations at higher education institutions in England only strengthen his distinguished reputation. Dr. Wohar has served on the editorial staff of publications including Journal of Economics, Applied Economics and Economic Inquiry.

Dean’s Citation for Excellence in Service
David Volkman, Cloud Finance Professor, Associate Professor and Chair, Department of Banking, Finance and Law

Dr. Volkman’s innovative work with the CBA Investment Science Lab and UNO Maverick Investment Program has created interest not only locally but also around the country. Additionally, he is an active member of industry-related community organizations, including Financial Executive International, Omaha/Lincoln Chapter of Financial Analysts and Association of Investment Management Researchers.

CBA Dean’s Citation for Excellence in Teaching
Christopher Decker, Assistant Professor, Department of Economics

Student evaluations rank Dr. Decker among CBA’s top faculty, noting his focus on real-world business examples and caring attitude. In 2004, he was named to the College’s graduate faculty and taught three independent studies courses in addition to his regular classes. Dr. Decker also participates in a teaching circle on Integration in the MBA Program.

UNO Alumni Outstanding Teaching Award
Janet West, Assistant Professor, Department of Economics

Former students in Professor West’s classes cite her influence as a guiding force in establishing their own careers. A UNO economics professor for 35 years, she is a co-developer of curriculum for three new courses: Introduction to Business, Introduction to the U.S. Economy and CBA in Ireland. Professor West also coordinates the department’s internship program and serves as the advisor to all economics majors in the College of Arts & Sciences.
DEAN’S CITATION FOR OVERALL PERFORMANCE
David Nielsen, Director of Technology and Budget

Nielsen serves a dual role at CBA, planning and implementation of information technology and managing the budget. In 2004, he directed the IT team in the upgrade of server hardware and operating systems for all Roskens Hall offices, workstations and classrooms.

UNO EXCELLENCE IN TEACHING AWARD
Rebecca Morris, Associate Professor, Department of Marketing and Management

An enthusiastic supporter of her students’ work, Dr. Morris encourages curiosity inside and outside the classroom. She serves as co-director of the CBA in Ireland course, which takes students overseas each spring to apply their learning as they visit both U.S. and Irish businesses. In addition to her writings, Dr. Morris frequently supervises student-authored works.

EXECUTIVE MBA DISTINGUISHED PROFESSOR
Phani Tej Adidam, Executive Management Education, Professor, Department of Marketing and Management

Students in the Executive MBA program have twice awarded the top teaching award to Dr. Adidam. His teaching interests include competitive intelligence and brand management. In 2000, he was awarded MBA Outstanding Professor of the Year. He also serves on the faculty of the Helsinki School of Economics and Business Administration in Finland.

UNO EMPLOYEE OF THE MONTH–JUNE
Ora Prince, NBDC Staff Secretary

Those who’ve contacted NBDC in the past 24 years have probably talked with Ora Prince on a number of occasions. NBDC’s “voice” on the phone, she also works with approximately 20 full-time staff members and 8 to 10 graduate assistants. Prince spends her workday interacting with a variety of clients and maintaining the Center’s large client database.

UNO EMPLOYEE OF THE MONTH–AUGUST
Sherry Sivey, NBDC Trainer and Consultant

Sivey regularly develops programs and teaches, coaches, mentors and presents on leadership and communication topics at the Nebraska Business Development Center. In November 2004, she and colleague Janet Tschudin received the Outstanding Original Soft Skills Training Program Award from the American Society for Training Development Nebraska Chapter.

UNO CHANCELLOR’S MEDAL
Janet Tschudin, Director, NBDC Business and Technology Services

In her post at NBDC, Tschudin has a proven track record of identifying client needs and implementing solutions. She is a member of the American Society for Training and Development, the Midwest Information Systems Professionals and the Information Technology Council.

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REISER RECEIVES NATIONAL, LOCAL RECOGNITION

MARY LYNN REISER, associate director of the UNO Center for Economic Education, is the 2004 recipient of the John C. Schramm Leadership Award. The honor, given by the National Association of Economic Educators, recognizes individuals whose leadership has had an extraordinary, positive impact at both the state and national levels. As a past president of the organization, Reiser spearheaded a task force to work on professional development for economics educators.

In recognition of her efforts in helping to create the Conestoga Magnet School economics program (see story, page 14), Reiser also received the Omaha Public Schools A+ Award. OPS Superintendent of Schools John Mackiel presented her with the proclamation and plaque in a surprise ceremony in April 2004.

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**PERFORMANCE OF A LIFETIME**

When not sharing his marketing expertise with CBA students, Professor of Marketing Tej Adidam has had several opportunities to share his musical expertise with audiences. In October 2004, Adidam had the honor of giving a pre-concert talk and performing with Indian sitar legend Ravi Shankar at the Lied Performing Arts Center in Lincoln. Playing with the 84-year-old musician was "a once-in-a-lifetime opportunity," Adidam says. "Sitting on the same stage with him was a highlight of my life."

**PRESENTING DOWN UNDER**

Sufi Nazem, Professor of Management, traveled to Sydney, Australia in July 2004 at the invitation of the International Institute of Forecasters. He presented his paper, "Why Securities Industry Relies Upon Moving Average Models?" to attendees at the group’s 24th International Symposium on Forecasting. During his stay, he also participated in a group discussion on financial market forecasting sponsored by the Commonwealth Bank of Australia.

**MAKING THE COFFEE CONNECTION**

Jonna Holland, Assistant Professor of Marketing, researched the effects of fair trade coffee production and marketing in the Dominican Republic in Summer 2004. For three weeks, she lived on a coffee farm and worked in an onsite literacy center built for workers and their children. Since her visit, she has conducted follow-up research, which she intends to submit for publication in 2005. Holland’s initial hypotheses will focus on the importance of connecting the coffee end-consumer with the lives of the people working on the farms.

*A 2004 visit to a coffee farm and onsite literacy center in the Dominican Republic provided background for Jonna Holland’s research.*
ACCOUNTING

Richard File, Professor and Department Chairperson, 1991. Union Pacific Professorship, Ph.D. University of Texas, 1981, CPA. H. Perrin Garsomble, Professor, 1986, Ph.D., University of California at Los Angeles, 1976, CPA. 


Jack Armitage, Associate Professor, 1983. Spencer Professorship, Ph.D. University of Nebraska-Lincoln, 1987, CPA. 


Judith Watanahe, Associate Professor, 1991. Ph.D. University of Nebraska-Lincoln, 1985, CPA. 


Ronald Bauers, Instructor. MPA, University of Nebraska at Omaha, 1989. 

Laura Iclain, Instructor. MBA, University of Nebraska at Omaha, 1980. 

John Windler, Instructor. MBA, University of Nebraska-Lincoln, 1989. 

ECONOMICS

Kim Sosin, Professor and Department Chairperson, 1980. Holode Professorship, Ph.D. University of Nebraska-Lincoln, 1970. 


Shuanglin Lin, Professor, 1989. Lindley Professorships, Ph.D. Purdue University, 1989. 


Janet West, Assistant Professor, 1967. MA, Michigan State University, 1966. 

FINANCE, BANKING AND LAW

David Volkman, Associate Professor and Department Chairperson, 1989. Cloud Professorship, Ph.D. University of Nebraska at Lincoln, 1992. 


Darrell Lewis, Associate Professor, 1986. J.D. Creighton University, 1978. 


Laura Beal, Instructor. MBA, University of Nebraska-Lincoln, 1991. 

MARKETING/ MANAGEMENT

Lynn Harland, Associate Professor and Department Chairperson, 1989. Ph.D., University of Iowa, 1991. 


Phani Tej Addlam, Associate Professor, 1994. Executive Management Education Professorship, Ph.D Texas Tech University, 1996. 


NEBRASKA BUSINESS DEVELOPMENT CENTER

Associate State Director – Leon Milobar, 1981. MBA, University of Nebraska at Omaha, 1982. 

Associate State Director – Craig Hengott, 1987. BSBA, University of Nebraska at Omaha, 1978. 

Assistant State Director – Marjorie Misvec, 2000. MPA, University of Nebraska at Omaha, 1997. 


Janet Tschuldin, Program Director, 1990. MBA, University of Nebraska at Omaha, 1990. 


Richard Yoder, Director, Pollution Prevention Regional Information Center, 1996. BS, Iowa State University, 1982. 

ADMINISTRATION


Director, Executive MBA Program – Curtis K. Bayer, 1993. MBA, University of Nebraska at Omaha, 1994. 

Director, MBA Program – Alexandra M. Kaczmarek, 1990. MBA, University of Nebraska at Omaha, 1989.