New neighbors, new opportunities

Mammel Hall will be green

Alumni Achievement

Doug Nielsen: Netshops

MBA Leadership Series

Center for Collaboration

NBDC builds better businesses

Student-run business keeps eye on ball

Student organizations

Scholarships and Internships

Faculty Profiles
The events of 2008 were certainly nothing short of extraordinary. The generosity of Carl and Joyce Mammel and Bill and Ruth Scott are making possible the realization of a long held dream. In July 2010, the students, faculty and staff of the College of Business Administration (CBA) will move into a new home – Mammel Hall. The transformation of the college that is currently underway will result in a program/space combination that will make us the first choice of business students within the region. Our value proposition will be evident as prospective students approach the building and walk through the front door of the main atrium.

An important component of the excitement being generated by the project is its location. We are very fortunate to have Mammel Hall being constructed adjacent to Aksarben Village, a mixed-use urban development located on the former Aksarben race track property. Not only does our new location bring commercial/residential vitality, it carries new employment and internship opportunities for our students. For the faculty and staff, Aksarben Village represents new or enhanced collaboration between the University and business. Please read the lead story of this issue for more detail, and visit our website, cba.unomaha.edu for updates. We have a web-cam focused on the construction site as well.

Mammel Hall will only be as good as the students, faculty, staff and programs that it will house. As you read through the other stories within, I think that you will find many reasons to believe that the spectacular look of Mammel Hall will be matched with the first-rate work being conducted within. Our programs in investment science, real estate, collaboration science, innovation and entrepreneurship, economic education and international business are strong and getting stronger. CBA undergraduate students are performing at the 90th percentile in the Education Testing Service (ETS) business major field examinations, and our MBA students are at the 95th percentile. The Nebraska Business Development Center (NBDC) is a national leader in programs designed to enhance success for a range of Nebraska businesses.

In a time of financial and personal uncertainty, our college is most thankful. We have been given an incredible opportunity for growth and measured re-direction, and our intention is to extend that opportunity to the students, alumni, friends, and partners of our college.

All the best,
New neighbors, new opportunities

It’s hard leaving home. Unless your new home is a $34 million building on UNO’s Pacific Street campus — and Aksarben Village, The Peter Kiewit Institute and the Scott Technology Center are your new neighbors.

This is what awaits the College of Business Administration, which aims to move into its new building at 67th and Pine Streets in time for the fall 2010 semester.

The building will be named Mammel Hall, in recognition of the lead contribution made by Carl and Joyce Mammel – the largest single philanthropic gift to UNO in the university’s 100 years.

“This project would not be possible without them,” says CBA Dean Louis Pol, Ph.D. “The gifts will touch not only the lives of our students, faculty and staff today, but will continue to have an impact on the lives of many for decades to come.”

The 120,000 square-foot facility was designed by Holland Basham Architects and Gensler and Associates. It will feature more classrooms than are currently available in Roskens Hall, expanded facilities for the Center for Collaboration Science, a top-notch investment science laboratory, meeting areas and a new headquarters for the Nebraska Business Development Center, currently located off campus. It is intended to accommodate a projected 10 to 15 percent enrollment growth in the business college in coming years.

The $41.5 million project includes $7.5 million that will be directed toward an endowment to enhance CBA programs and benefit students and faculty.

Dr. Pol says the building’s location is almost as important as the structure itself. “The mix of entities that surround the new building is going to change the college significantly.”

Mammel Hall will be within walking distance of The Peter Kiewit Institute, the Scott Conference Center, the Scott Technology Transfer and Incubation Center, the new Marriott Courtyard hotel, and the variety of commercial, retail, entertainment and residential entities within the new Aksarben Village development.

“I believe the College will forge partnerships and collaborative ventures that will create synergies which don’t currently exist,” Dr. Pol says. “We are eager to be an important part of that mix.”

Jay Noddle, president of Noddle Companies, the developer of Aksarben Village, says the potential partnerships between Village companies and the faculty and students of the College of Business Administration fit well with the values his company has held since its founding by his father nearly four decades ago.

“Whether it’s what we’ve done in downtown Marion, Ill., or at Aksarben Village,” Noddle says, “we expect that our business dealings are profitable but also that, along the way, we’ve done something for the betterment of the community.”

He says the unique combination of academic institutions within minutes of Aksarben Village creates opportunities for a significant positive effect on Omaha and the region.

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Aksarben Village neighbors completed or in construction include (clockwise from top): Noodle headquarters, Marriott Courtyard, Pinhook Apartments, University of Nebraska Foundation offices.
“My family has always had a deep and genuine fondness and appreciation for the importance of higher education,” Noddle says. “With UNO, the College of Saint Mary and the University of Nebraska Medical Center (UNMC) nearby, there are only a handful of places in America that have the dynamics the Aksarben area has.”

Noddle’s father, Harlan, who passed away in 2005, served on the boards of UNMC and the University of Nebraska Foundation. “He and my mom (Nancy) had great familiarity with CBA, and established a chair at the College,” the Noddle Professor of Economics Chair, in 1980.

Harlan Noddle’s relationship with CBA was inspired by his business partner, Joseph Kirshenbaum, who received his bachelor’s degree in real estate from the College in 1953. Kirshenbaum later taught courses in real estate investment and principles and practices of real estate at CBA for 15 years.

The two men met when Noddle contacted Kirshenbaum about a building project. They shook hands to seal the deal—and a business partnership and friendship that spanned decades.

“Harlan and I worked like hand and glove together,” Kirshenbaum says. “Most partnerships don’t last, but we had a certain chemistry that worked. I miss him.”

Today, Kirshenbaum serves as Chairman at Noddle Cos., where his expertise includes property management, construction and financing—having developed more than 85 shopping centers in 16 states.

“Through the years, I’ve seen the university grow and what an important impact it’s had on the Omaha community,” Kirshenbaum says. “Now, with the new CBA building, the College and UNO will have an even greater impact on the state and the region. We’re pleased and proud to be a partner of the College.”

He says Mammel Hall will complement Aksarben Village, with its urban atmosphere and mix of large companies, such as the $98 million, 10-story Blue Cross Blue Shield of Nebraska building planned for 2011, and smaller businesses occupying office space throughout the development.

“I believe it will be an asset to have the College so close,” Kirshenbaum says.

Noddle says the close proximity of Aksarben Village and the College will likely spawn interaction between businesses and students on real-world projects and issues, as well as internships and employment opportunities.

“There’s so much today that you can’t learn from just opening a textbook,” he says. “You have to open doors and get outside to see the total picture.”

Aksarben Village brings a new element to the concept of a mixed-use development, Noddle says.

“Thanks to my parents, I had a good familiarity with the business school. When we looked at how we could work CBA and the university into the project, we felt we might be able to facilitate the creation of a place that’s pretty special—one that could become the economic engine for the region for a long time.

“Projects that draw in the academic element are few and far between. We saw the opportunity here to really make some magic.”

Noddle says plans include wireless access throughout the development, and the creation of an Aksarben Village home Web page that lists everything from “the schedule for the UNO shuttles to the daily specials at Wohlner’s Grocery.”

The residential space at the Village already is proving a draw for UNO faculty, Noddle says. By the end of 2008, several professors and administrators were among the new residents, “creating a sense of community and spirit.”

He credited Dr. Pol with furthering the link between Noddle Cos., Aksarben Village and CBA.
“We saw the opportunity here to really make some magic.” Jay Noddle

“The vision he has for the business program and the role it will play in the university and the community, while ambitious, is frankly very achievable. When you consider the stakeholders he’s been able to gather, you can see it’s already happening.”

Dr. Pol lauded the Mammel family, the Mammel Foundation and Ruth and Bill Scott family, who also provided funds for the building, as well as Noddle and Kirshenbaum for their dedication and commitment to the College.

The Mammels are longtime supporters of UNO. In 1998 the couple began funding student scholarships and a faculty-in-residence programs for professors. In 2004, Carl received UNO’s Order of the Tower, the highest non-academic award.

The Scotts have generously supported projects throughout Omaha, including gifts benefiting the College of Public Affairs and Community Service and The Peter Kiewit Institute at UNO, and several building projects at UNMC.

“None of this dream, none of this excitement, would exist without the Mammels and the Scotts,” Dr. Pol says. “We couldn’t have been more fortunate with the timing of their gifts.”

And while the move from CBA’s longtime home, Roskens Hall, will be bittersweet for some, it won’t come soon enough for the faculty and staff of the College of Education, which will take over the building after it is vacated.

“They visit us frequently, measuring offices, checking the classrooms,” Dr. Pol says, chuckling. “They seem to be as excited about our new building as we are.”
The College of Business Administration’s new facility, Mammel Hall, will be a green building. Designed to meet the standards of the Leadership in Energy and Design (LEED) green building rating system, certification will mean the new facility achieves specified levels of energy efficiency. LEED certification mandates best-practice standards in materials and resource use, indoor environmental quality, water efficiency and sustainability.

“Going green is the right thing to do,” says CBA Dean Louis Pol, Ph.D. “LEED certification demonstrates to our constituents, specifically the Mammels, Scotts and taxpayers of Nebraska, that the College of Business Administration is a respectful steward of the resources provided to us.”

According to the U.S. Green Building Council, LEED-certified buildings:

- Lower operating costs and increase asset value
- Reduce waste sent to landfills
- Conserve energy and water
- Provide a healthier environment for occupants
- Reduce harmful greenhouse gas emissions.

The construction and maintenance of Mammel Hall will serve as a laboratory for students in business administration, architecture, information science and engineering.

“One reason we are pursuing LEED certification is to demonstrate to our students the importance of managing resources responsibly over the long term,” says Dr. Pol. “CBA is leading by example and we expect our commitment to help attract top-tier students, faculty and staff.”
Plans for Mammel Hall include—

- 200-seat lecture hall
- State-of-the-art laboratories for investment science, collaboration science innovation and entrepreneurship, accounting, statistics and computing
- New home for international business programs
- Corporate-style boardroom with adjacent outdoor deck
- Versatile classrooms equipped with cutting-edge technology
- Nebraska Business Development Center (NBDC) offices and classrooms
- Dedicated space for executive education and professional development
- Spaces for small-group collaboration and many student commons areas
- Spacious and inviting patios for outdoor meetings

Joyce and Carl Mammel visit with Nicole Massara, a Mammel scholar, at the luncheon following the Mammel Hall groundbreaking ceremony in June, 2008.
Michael J. Geppert  
*President*  
*First Data Solutions*

Geppert is president of First Data Solutions, a division of First Data Corporation. First Data Solutions serves leading financial institutions, retailers, and collection agencies with applied analytics and information solutions in credit, fraud and debt collections.

He received his bachelor of science degree in business administration with a specialization in marketing from the University of Nebraska at Omaha in 1982.

Prior to First Data, Geppert was with the Omaha World Herald Company in Omaha, Nebraska. From 1998 to 2000, he was president of VideoYellowPagesUSA.com, a wholly-owned subsidiary of infoUSA.

Geppert is past chairman of the Mid-America Council Eagle Scout Association and is currently a member of the Mid-America Council Boy Scouts of America board of trustees. He and his wife Adri are natives of Omaha and are strong supporters of Maverick hockey. They have four children.

Jane H. Gilbert  
*Senior Vice President for Chapter Operations*  
*American National Red Cross*

Gilbert is the senior vice president for chapter operations at the American National Red Cross. In her current position she is responsible for the activity of the Red Cross chapter network which includes 749 American Red Cross chapters across the United States.

Gilbert received a bachelor’s degree from Southern Methodist University in Dallas, Texas and an Executive MBA from the University of Nebraska at Omaha.

Her Red Cross career began in 1995 with the Heartland Chapter in Omaha, Nebraska where she served as the deputy director of marketing and development. During this time, she helped increase the fund balance of the chapter and assisted in the completion of a capital campaign. In April, 1999, she became the chief executive officer of the Charter Oak Chapter in Hartford, Connecticut where she managed chapter operations across 81 counties and served as the coordinating chapter of the state.

In 2003, Gilbert moved to Raleigh, North Carolina where she became the first executive of the mid-Atlantic service area. Jane was promoted to her current position in August, 2005 when Hurricane Katrina hit the gulf coast of the United States.
MATTHEW T. NORRIS, CFA  
Senior Vice President  
Director of Equity Research  
Waddell & Reed Investment Company

Norris is a senior vice president of Waddell & Reed Investment Management Company and Ivy Investment Management Company. As director of equity research, he supervises the investment research and economics departments. He is portfolio manager of the large cap value institutional accounts, Waddell & Reed Advisors Value Fund, W&R Target Funds Value Portfolio, and Ivy Value Fund.

Norris received a bachelor of science degree in cellular biology in 1986 from the University of Kansas. He earned an MBA from the University of Nebraska at Omaha in 1992.

Before joining Waddell & Reed, Norris was affiliated with Advantus Capital Management, Inc. in St. Paul, Minnesota from 1997 to 2003. He joined Advantus as a growth analyst and was appointed a large cap value portfolio manager in 2000. Prior to joining Advantus, he was an equity analyst and portfolio manager for Norwest Investment Management, Inc. from 1994 to 1997.

Norris is a CFA charterholder. He is a member of the Kansas City Society of Financial Analysts.

ROLLAND (R.C.) THOMPSON  
President and CEO  
Tactical Air Support, Inc.

Rolland (R.C.) Thompson is president and CEO of Tactical Air Support, Inc. Prior to founding TAS, Thompson served 26 years in the U.S. Navy, retiring as the “exec” to the commander, U.S. Strategic Command.

During his active service, Thompson also served as the commander of an operational carrier air wing, as the strike warfare commander for Operation Enduring Freedom, and as the commanding officer of the Navy’s elite TOPGUN school. Thompson logged over 6,500 total flying hours during his career, including 5,500 hours in the Navy’s frontline fighters.

After retirement from the military, Thompson worked in the government contracting industry for three years before founding Tactical Air Support, Inc. TAS provides consulting services and also responsive, cost-effective adversary training for military aviators. His company currently uses F-5’s and SU-27 fighters as well as the L-29 Super Delfin, and L-39 Albatross to provide realistic air and electronic combat training.

Thompson has a bachelor of science degree in aeronautics from Embry-Riddle Aeronautical University, master’s degree in National Security Strategy from the National Defense University, and an Executive MBA from the University of Nebraska at Omaha.
whether it came from his parents or what he learned on his first job, Doug Nielsen possesses a quality that some say is key to becoming a successful pioneer in business—entrepreneurial spirit.

Nielsen is co-founder of NetShops, an online retailer that owns and operates more than 200 stores, employs more than 250 people and is headquartered in Omaha.

Ranked as the nation’s thirteenth-fastest-growing company in the U.S. in 2006 by Inc. magazine, NetShops has been named one of the Best Places to Work in Omaha and an Excellence in Business award winner by the Greater Omaha Chamber of Commerce.

A 1990 graduate of UNO with a bachelor’s degree in business, Nielsen’s first lessons came from his parents, both of whom were small business owners.

His mother, Louise, was co-owner of a janitorial contracting company, and his father, Ken, owned three combination bar-restaurants in Omaha. “I remember as a kid being in the bar on Saturdays, taking out the trash, bringing up ice from the basement and helping make French fries,” Nielsen says.

His father was also one of the city’s first cellular phone sales agents, founding a business called Phones-Plus near 84th Street and West Center Road.

Nielsen was a student at Elkhorn High School when he got his first job, at an Applause Video store. “It was a lot of fun. Back then, you could see everybody in town on a Friday or Saturday night when they came in to rent movies.”

In his six years at Applause Video, Nielsen watched as the business – and the number of stores – grew. “I was inspired. I’m not sure if it was the combination of seeing that and my parents’ influence, or if it’s just in my DNA or my genes, but I never conceptualized working at a normal job after college.”

He also drew inspiration from several professors at the College of Business Administration during classes on business law, entrepreneurship and marketing.

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“My teachers at UNO really provided a solid foundation,” he says. “I remember a number of very good
teachers who helped me build a knowledge base that I drew on as I started my businesses."

After college, Nielsen founded Market Innovators Inc., an information and direct-marketing business that sold entertainment coupon books, holiday gift packages and gift certificates.

In 1998, he and his sister, Julie Mahloch, co-founded Internet gift certificate store Giftpoint.com. Giftpoint.com enabled businesses and consumers to choose and send paper and online gift certificates from more than 450 retail partners. Giftpoint.com also offered Giftpoint Certificates where purchasers could select a merchant. Targeting the corporate gift, incentive program and promotional markets, Giftpoint.com offered unique features that included free electronic greeting cards, a personalized address book, direct billing, database management and a reminder service.

By the time they merged the company with Giftcertificates.com in 2000, their business had grown to more than 75 employees and annual revenues of $6 million.

When the so-called “dot-com bubble” burst, Nielsen says it took dedication to remain confident in the Internet marketplace.

"It’s important to me that we were believers in what we were doing at a time when people were removing the dot-com from their names," he says. "In reality, the shift to e-commerce never really slowed down."

In 2002, along with his sister and Mark Hasebroock, Nielsen co-founded NetShops.

"We paid our dues, buckled our chin straps and started again," he says. "We found a little company outside of Seattle, Hammocks.com, run by a guy who had been buying and selling hammocks his whole life, and we bought the Web site from him."

After successfully marketing hammocks online, the trio began to sense an opportunity in developing specialty e-commerce stores that each sold a specific product. NetShops now owns and operates more than 200 online stores in categories “ranging from dart boards to daybeds to doghouses.” The company ships from warehouses in Omaha and Nashville, Tenn.

At the end of 2007, Nielsen relinquished the duties as president and CEO to become chairman of Net-Shops’ board. He says he welcomed the switch in titles so that he could focus on family. He and his wife, Susan, (who earned a master’s degree in exercise science from UNO) have four children ranging in age from 3 to 9.

He also wanted time to contemplate what lies ahead. "One of the things I’m passionate about is there seems to be a lot of activity in Omaha going on around entrepreneurship. I’d like to spend time working with some of these upcoming entrepreneurs. I’d like to make Omahans and those outside the city aware that we have a lot of start-up activities going on here."

He envisions an entrepreneurship center, much like the Bemis Center for Performing Arts, whose residency program attracts artists and creative talents from around the world.

"My hope is that we can draw on what’s happening naturally and organically here and bring it together and feed it," he says.

"If we can help create a road map for people to start a business in Omaha, that could be a great thing."

“In reality, the shift to e-commerce never really slowed down.”
IVAN GILREATH

Ivan Gilreath was named president of ING Employee benefits in June, 2008. He joined ING as chief operating officer in 2006. ING Employee Benefits is a leading provider of employer-based group life, disability income and stop loss insurance, as well as other voluntary insurance products. Before joining ING Employee Benefits, Gilreath held increasingly responsible leadership roles with Mutual of Omaha for nearly 20 years. He received a bachelor’s degree in marketing and an MBA from UNO’s College of Business Administration. Gilreath has been active in the Urban League, Chamber of Commerce, and various mentoring and youth-focused programs.

DONALD WURSTER

Donald Wurster has served as president of National Indemnity since 1989. National Indemnity, one of the leading property/casualty members of the Berkshire Hathaway group of insurance companies, has a market focus on commercial auto and general liability insurance. Prior to National Indemnity, Wurster held various positions at Columbia Insurance Company, the Pacific Stock Exchange, Cutter Laboratories, and East Bay Municipal Utility District. He received his AB in psychology from the University of Michigan (Ann Arbor) and his MBA in finance from the University of California at Berkeley.

LISA ROSKENS

Lisa Roskens is president and CEO of Burlington Capital Group LLC, an employee-owned international management firm that specializes in finding unique niche opportunities for its investors. Its core businesses include multi-family real estate, agribusiness, emerging markets, and money management. Roskens believes in giving back to the community through helping at-risk youth. She is president of the board for All Our Kids, an organization that matches at-risk seventh-grade public school students with adult mentors. Roskens has a bachelor’s degree from Stanford University and a JD from Stanford Law School.

JAY NODDLE

Jay Noddle is president and CEO of Noddle Companies. Noddle Companies, a commercial real estate firm, has a history of over three decades of development in the Midwest and is a national leader in the industry. Noddle’s specialty is urban mixed-use and suburban retail projects. He is involved with new development projects from site selection and design issues, to deal making and finance. Noddle is committed to creating and preserving urban environments that will benefit generations to come.
In the fall 2006, while still in its infancy, the Center for Collaboration Science wasted no time proving its value to UNO.

At the time, a campus-wide effort was launched to re-evaluate the general education requirements for the university. The Center for Collaboration Science was called upon to design a collaborative process that would bring together the individual colleges and more than two dozen focus groups, then educate task force members in applying the process to their work. The Center provided the technology and the training.

“That was the turning point for me,” says Lynn Harland, Ph.D., associate dean in the College of Business Administration (CBA) and director of community outreach for the Center. “I saw something that could have been very tedious and non-productive turn into a process that was very productive and fun.”

With the work of the focus groups now complete, the general education task force is using the process the Center developed to formulate assessment procedures.

“The Center helps people outside the university, non-profits and for-profits, and we help within the university,” Harland says. “That’s unusual, and I like it.”

The Center (originally the Institute for Collaboration Science) was formed in July 2006 with $300,000 from CBA graduate Steve Wild, a $125,000 grant from the University of Nebraska Foundation and $50,000 from the university’s technology fee.

The Center’s College Representative Committee, much like its founders, includes faculty members representing all six colleges at UNO who bring their diverse knowledge to bear on improving collaboration for businesses, government and non-profit organizations and the university.

The Center devises processes and tools based on the idea that teams create value when they achieve more as a group than individual members would have achieved independently. The mission is three-fold: research, education and outreach.

The need for the Center and its unique research capabilities has been underscored by the more than $4 million in grants received from a variety of governmental and private sector entities, including, for example, the U.S. Strategic Command (USSTRATCOM) to help reduce military decision cycles; and QA3, a financial services company interested in applying the concepts of collaboration engineering to its wealth management teams.

In 2008, the Center was the recipient of a $2.4 million grant from the Department of Defense for the development of collaboration technology. Known as the BattleSpace project, it was proposed by researchers from CBA, the College of Information Science & Technology (IS&T) and the College of Arts and Sciences.

BattleSpace will create a new class of software that could reduce military decision cycles by 50 percent or more at the operational level. The project will allow UNO researchers to facilitate quick and effective decision-making for mission-critical collaborative tasks such as situational awareness, course of action development and operational planning.

The Center’s director is Gert-Jan de Vreede, professor of information systems and quantitative analysis at the College of IS&T. “The BattleSpace project is a huge success, not only for the three colleges that proposed it, but for the entire university,” Dr. de Vreede says.

Other achievements include the establishment of collaboration courses at UNO that have been fully subscribed each semester they’ve been offered, the hosting of a distinguished lecture series, and the opening in October 2008 of the Charles E. Billingsley Executive Decision Laboratory within Roskens Hall.

In addition to Dr. de Vreede, Robert Briggs, Ph.D., of the College of Business Administration serves as director of academic affairs, while psychology Professor Roni Reiter-Palmon, Ph.D., is the research director.

“I have been very impressed by the outpouring of support for the Center from across campus,” Dr. Briggs says. “All six deans have contributed support and re-
sources, and the administration has been fabulous. All this has helped us to achieve our early successes."

CBA Dean Louis Pol, Ph.D., says the Center has earned university-wide acceptance.

“For so long, we had many great minds in individual colleges who were thinking about the value of collaboration but not necessarily outside their own buildings,” Dr. Pol says. “The Center has shown the entire university how we can take an idea or a decision and make it better and stronger and more sustainable through inclusion.

“Because of the Center, we all see a number of opportunities for the university collectively that would not exist individually.”

Dr. Briggs says the local business community, including major firms such as Mutual of Omaha, Union Pacific and ConAgra, has supported the Center by welcoming collaboration students and incorporating them into “real-world” projects.

“Everywhere we turn, we find people interested and excited by what we do,” he says. “We continue to seek out businesses and non-profits that afford opportunities to advance our goals by helping them with real problems.”

Dr. Harland says it has been exciting to see faculty from every UNO college involved in the Center. “Each field looks at the notion of collaboration very differently, and the opportunity to share perspectives on collaboration, and to conduct cross-disciplinary research that integrates different perspectives, has been very fruitful,” she says. “Anyone who spends much time in meetings realizes that collaborating effectively is no easy task, and that successful collaboration is far from guaranteed in most organizations.”

“I continue to be amazed at the positive impact collaboration science processes can have in an organization!”

Charles E. Billingsley Executive Decision Laboratory

At a ribbon-cutting ceremony October 31, the Institute for Collaboration Science (ICS) introduced a new facility to Roskens Hall—the Charles E. Billingsley Executive Decision Laboratory. The lab, with its laptop computers equipped with cutting-edge collaboration software, enables Center researchers to work with organization leaders from Omaha and the region to develop collaborative solutions.

It is available to community leaders for training workshops focusing on collaboration practices and technology, as a high-tech venue for graduate seminars on collaboration and hands-on learning for undergraduate students, and as a test lab for new collaboration techniques and technologies.
The instruction and certification Janet Tschudin has received through the Center for Collaboration Science have had a “huge impact” on the work she does as Program Director for UNO’s Nebraska Business Development Center (NBDC).

Tschudin, who earned her MBA from the College of Business Administration in 1990, and Sherry Sivey, a leadership development consultant for NBDC, successfully completed the Center’s courses in Principles of Collaboration, and Facilitation of Collaborative Problem Solving with Groupware. Both are now certified collaboration professionals.

In her work, Tschudin arranges non-credit programs that aid NBDC clients in professional development through leadership and project management workshops and technology classes. The classes and workshops are presented by four full-time instructors and by experts from the community.

Tschudin says the lessons she learned from the Center for Collaboration Science have made a profound difference in how she interacts with fellow team members within the NBDC and with NBDC customers.

“The reason we exist is to create value,” she says. “The idea is that we create more value as a group or a team than we do as individuals, and our goal in working together is to move toward the group objective.

“What I’ve learned is that the individuals’ goals drive the group. As a leader, you must know the people in the group, so you understand what their individual goals are in order to bring the group to goal congruence.”

Adding that concept to her thought process has helped bring about more rapid and better defined results, Tschudin says. “When you understand what all the individuals’ goals are, you can head in a direction that’s good for the group and its members.”

The courses also taught how leaders can do more to generate ideas and build consensus in an efficient, effective manner by employing the techniques of collaboration science.
Executive gives high marks to NBDC consultants

Rob Brigham, president and CEO of JEO Consulting, an engineering consulting firm with 130 employees, contacted the Nebraska Business Development Center (NBDC) to assist with the company’s strategic planning. NBDC consultants Janet Tschudin and Sherry Sivey recommended that he relinquish his role as facilitator to them and participate in the process along side other members of his executive management team.

Brigham was impressed that Tschudin and Sivey took pains to know all the individuals involved and the dynamics of JEO’s planning process. He said their efforts paid off.

“When the team would get stuck, the facilitators had another strategy so they could move forward.”

After two years, the relationship is still ongoing. Recently, Tschudin and Sivey developed a training program to strengthen leadership decision making. To date, 25 staff members from JEO have finished the program. Brigham, who is pleased with the outcomes achieved, said,

“What has been put into practice has been incredible.”
Not many businesses offer customers the opportunity to work on their tan while catching up on their e-mail while enjoying a drink while their car is being washed and detailed. That unique twist, along with other aspects of Wayne and Tori Brozek’s new business, Paradise, should certainly attract the extreme multitasker.

The Gering couple said the new business represents more than a million-dollar investment in the Scottsbluff community and the creation of nearly 40 full- and part-time jobs.

The new business is unique to say the least. It not only houses Marketing Consultants—a company that provides business marketing merchandise—but also a variety of services that the owners describe as a little of the big city for a growing town. Tori said the ultimate goal is to create more exposure for its marketing business.

The couple is targeting Paradise to an upscale clientele, while also offering services that everyone can enjoy—tanning beds, a light deli featuring homemade soups, rolls, muffins, sandwiches and salads, a beverage bar offering all-natural fruit smoothies and gourmet coffees, and even a martini bar. Free internet access is provided with computers for those who don’t bring their own laptops. In pleasant weather, visitors can relax al fresco near a rock waterfall and fire pit.

“Scottsbluff is growing and it’s OK for us to have the same stuff that cities have. We think this community needed something a little different,” Tori said.

For the ambitious, Paradise offers an environmentally-friendly car wash and a convenient place to bathe the family pet. The unusual pet bath is designed to accommodate large dogs in the bed of a 2008 Ford Super Duty pick-up. The car wash recycles water to re-use in either the car wash or on landscaping.

“I am not a tree-hugging, liberal kind of guy, but I am very cognizant that the economy in western Nebraska lives or dies by water,” said Wayne.

While their cars are being washed, multitaskers can work on their tans or answer emails—or just recuperate from a busy day with a glass of wine or a martini.

Ingrid Battershell, director of the Nebraska Business Development Center (NBDC) in Scottsbluff, provided assistance in evaluating the feasibility of the project, developing cash flow projections on the new businesses and preparing the loan applications for financing the project.

According to the Brozeks, “Ingrid is very skilled in her position and is a very big asset for western Nebraska. Without her assistance, I am sure we would have not been successful in our loan application process.” Or, as Tori put it, “the service NBDC provided paved a dirt road and made our dream come true.”
Len Dickinson and Jule Goeller have expressed the spirit of entrepreneurship in their own unique fashion. They moved back to their country roots to enter a market they were not sure existed. However, with the help of NBDC, the two entrepreneurs realized a dream of recreating the beautiful traditional post and beam barns of the past using today’s materials and technologies.

Their company, Sand Creek Post & Beam was incorporated in March 2004, but did not open for business until a year later. During that year, Dickinson and Goeller did extensive research into their potential market and its opportunities. By the end of the year—and after many national blind ads—the two were confident that their idea was viable. And so they began ... in their driveway. Very soon the business grew into a sizeable operation with numerous employees and a large facility in Wayne, Nebraska.

For Sand Creek Post & Beam, Dickinson and Goeller revived the kit-building industry, familiar to those who remember the Sears Roebuck or Montgomery Ward kits of the last century, to custom design and manufacture buildings that use modern materials and technology, but appear historic. “The people who purchase our kits are purchasing with an emotional attachment to a time past,” said Goeller.

After three years of operation, Sand Creek Post & Beam needed more room. The staff—many who had started as part-time and now are full-time—had grown to 35 employees. The business owners contacted Loren Kucera, Nebraska Business Development Center (NBDC) director at Wayne State College, to help obtain financing. This resulted in an addition of 75,000 sq. ft. to the plant and the purchase of 25,000 sq. ft. of office space, previously a bank building, to house the growing number of CAD operators and sales personnel.

“Loren was our how-to guy,” according to Goeller.

Because the business relies on wood, the owners are sensitive to their responsibilities to the environment. Both are committed to options that reduce their impact, such as using untreated, rough cut, full dimension wood. They also provide scrap wood for youth and school organizations and donate, in the purchaser’s name, ten pine or fir trees through the Arbor Day Foundation for every barn they sell.

The entrepreneurs are full of ideas for the future. An internet store to market barn accessories, such as weather vanes, decorative hardware, and cupolas, is in production. They are also creating wooden windmill designs with back-up generators that—looking even further into the future—could charge an electric car.

Both agree that they are pleased with their location and the friendliness and work ethic of the people around Wayne.
It's NOT your typical management course. Students in BSAD Special Topics in Entrepreneurship run their own company and learn first-hand what it takes to operate a small business. This year, the student business, Customize-A-Ball completed its first two semesters, providing the entrepreneurs-in-training with practice in operations, finance, marketing, sales, management, information technology, and human resources. Thanks to a donation by CBA alum and entrepreneur Marshall Widman, students see how all functional areas of a business are involved in the profit or loss of a company.

After a successful career as an inventor and entrepreneur, Widman founded Star Innovations to give young entrepreneurs experience marketing and selling the products of his patented invention, the Ballstars Heat Transfer Process. The process reproduces full-color photographs onto any round surface, usually soccer balls, basketballs, golf balls, and footballs.

Widman provided the equipment, trained the students on how to use it and then turned the business operations over to them. During the first semester, student entrepreneurs learned the fundamentals of running the business. In the second semester, they selected a CEO and other officers, who received practical leadership and management experience.

According to course professor David Ambrose, students discover that operating a small business is more complex than they think. “An entrepreneurial venture is more narrowly defined than a larger corporation,” he says, “but to function correctly, all the same procedures, policies, and controls must be developed. All the fundamentals must be in place before students are able to become active in marketing and developing accounts. The reality of business is an eye-opener to many would-be entrepreneurs. Widman has provided a great advantage to these students by sharing his experience.”
Joe Vasko is an accomplished entrepreneur in two worlds—business and college. Vasko started Outdoor Innovations LLC in 2006 and is the sole owner of the company. Winner of the 2008 Dale Konecky Entrepreneurship Award, he was elected CEO of the student-run company Customize-a-Ball, the hands-on business project of BSAD Special Topics in Entrepreneurship class.

When Vasko started Outdoor Innovations, the company offered landscape construction (paver patios, retaining walls, waterfalls, general plantings, etc.). Eventually, Vasko saw an opportunity for commercial pressure washing—specifically for oil and grease removal—that was safer for the environment. While most pressure washing companies use detergents that can run into sewers, eventually polluting rivers and streams, Vasko adopted a process that uses specialized live bacteria that “eats” the oil and animal fats that remove pollutants and convert them into CO₂ and H₂O.

Outdoor Innovations is currently contracted with Lund Co. (Regency Court Mall), Investors Reality (Oakview Mall, Canfields Plaza) and several other large commercial buildings and is pursuing contracts to pressure wash bank drive-thru lanes throughout the Midwest.

The business has ten full-time employees during the summer but only two year-round. Vasko hopes that in the future he will be able to pressure wash during the winter to keep employees working the entire year. Last year his company had $150,000 in total revenue, a 50% growth over the previous year.

Vasko is a member of the Collegiate Entrepreneurship Organization (CEO) and has been involved in expanding the club’s scope and activities. He graduates in May, 2009 with a degree in small business management.

“Between CEO, courses at CBA and Customize-A-Ball, I have received excellent knowledge of small businesses and the principles that drive them.” Joe Vasko
Club celebrates entrepreneurship

On April 14, 2008 the Collegiate Entrepreneurship Organization (CEO) of Omaha hosted its first Celebrating Entrepreneurship event.

Emceed by Joe Vasko and CBA graduate Molly McGrath, the program featured a panel of entrepreneurs: Carly Cummings, president and CEO of Hyp-Yoga; Scott Boven, partner in the family-owned company Signs and Shapes; Mary Anne O’Brien, founder, president and CEO of O’Brien Industries, Inc.; and David Paladino, president of Landmark Group, Inc.

During the event, the Horizon Student Entrepreneurship Award was presented to Grant Stanley, owner of Grant Stanley Lawn Care. Joe Vasko, owner of Outdoor Innovations LLC, won the Dale Konecky Foundation Award and the Outstanding Alumnus Entrepreneur Award was presented to Doug Buchanan, president of Renze Display.

UNO’s active CEO chapter brings area business owners and would-be entrepreneurs together to share ideas and learn about the trials and satisfactions of being self-employed. Each month, the club plans to schedule a business owner with a net worth of $1,000,000 or more to speak and network with students. A member of CEO (Joe Vasko in 2008) participates in the college’s entrepreneurship committee.

More money smarts after MoneySmart Week

Over 150 people participated in one or more of the 14 personal-finance seminars presented during MoneySmart Week co-hosted by UNO’s Center for Economic Education and College of Business Administration.

The awareness campaign included topics as diverse as “Is the U.S. Going to Run Out of Money,” by Ashley Herges, a student member of Students in Free Enterprise (SIFE); “Creating a Budget for Your Future,” by CBA professors Janet West (economics) and Laura Beal (finance); and “Tips on Your First Home Purchase,” by Roger Sindt, CBA real estate professor.

The week-long program in November was offered in conjunction with MoneySmart Nebraska and held over 220 sessions across the state. Sponsors for this first event—that is expected to be offered annually—included businesses, financial institutions, schools, libraries, not-for-profits, governmental agencies and the media.
Benefits of belonging

Ask most students why they are in college and the majority will answer, “to prepare for a career.” Networking for that future career is a major benefit of belonging to Beta Alpha Psi (BAP).

Weekly meetings of the UNO chapter of this honor society for financial information students and professionals feature workshops on topics relevant to business careers, including interviewing, resume reviews, networking, and even proper etiquette on the golf course. Meetings attended by area employers provide students with first-hand knowledge of job opportunities for graduates and company expectations for new hires. Employers who have participated in BAP meetings include the accounting firms KPMG and Deloitte, Hancock and Dana and BKD, as well as companies such as Union Pacific, Conagra, First National Bank and National Indemnity.

In order to be a member of Beta Alpha Psi, a student must maintain a 3.0 GPA and contribute five hours of community service each semester (including at least one hour of tutoring in the accounting lab). According to faculty advisor Burch Kealey, “These students commit over 1,000 hours of service to the community each year. They continually exceed their BAP requirements.”

This year, the chapter assisted Campfire USA’s silent auction by collecting donations and delivering the items won. Other outreach efforts were with Habitat for Humanity, the Community Bike Shop of Omaha, Children’s Hospital, clean-up in Elmwood Park, and presentations on MavMoney.com during MoneySmart Week.

According to Brandon Dangler, a senior in accounting and finance and banking, and vice president of community relations for BAP, meeting professionals at their business is a great opportunity to connect to potential employers ... and that it is common to see students in Beta Alpha Psi secure a job a year before they graduate.

“I believe the connections through Beta Alpha Psi gave me the confidence and skills that were instrumental in obtaining my job with KPMG,” he said.

Dangler will begin his employment with KPMG in the fall of 2009 and will graduate in December. Carley Hunzeker, immediate past president of BAP, began her employment with Deloitte in January.
For the fifth year, the College of Business Administration and UNO’s Multicultural Affairs office joined with the Urban League of Nebraska to sponsor the annual Black Executive Education Program (BEEP).

The spring luncheon featured a panel of speakers for executives from the metropolitan area and current CBA students.

Destyne Jenkins, relationship manager, US Bank, serves business owners from Omaha to Fremont. She is a graduate of UNO with a bachelor of science degree in banking, finance, and investment science, a bachelor’s degree in French and an MBA with a concentration in international business.

Kelvin Levert, project manager, Mutual of Omaha, is in the information services division. He manages projects that range from one to five million dollars. Levert has been with Mutual of Omaha for over 26 years. He received his undergraduate computer science degree from Alabama A&M University. Levert is on the board of the Urban League of Nebraska and a member of the National Urban League BEEP program.

Kenny McMorris is the first executive director of the 100 Black Men of Omaha, Inc. and the youngest in the country to serve in this leadership role. He has a bachelor of science degree from UNO and is currently working towards a master’s degree in public administration. His background in public service includes working with the Omaha Chamber of Commerce, United Way of the Midlands, Empowerment Network, Urban League of Nebraska and Metropolitan Community College.

Thomas Warren, president and CEO, Urban League of Nebraska, Inc., has a long history in Omaha. He joined the Omaha Police Department in 1983 and was appointed its chief in 2003. Warren earned a bachelor of science degree in criminal justice from Morningside College in Sioux City, Iowa. He obtained a master of science degree from UNO with a major in criminal justice. Warren has received numerous recognitions for his community involvement and has served as a volunteer on various non-profit boards of directors.

The Stock Market Challenge, an investment simulation game, debuted in Omaha last November. The event was a fund-raiser for the Boys and Girls Clubs of the Midlands and involved CBA investment science students as “floor traders.”

Four students calling themselves Team Volkman earned second place against stiff competition from more than 35 teams of local business and investment professionals. During the afternoon, 80 high school juniors and seniors from Boys and Girls Clubs of the Midlands competed in the game. UNO investment students again served as floor traders. Members of the winning team were each awarded a $1,000 scholarship to UNO’s College of Business Administration.

Student officers of CBA’s Maverick Investment program, Brett Blankenship, Jessica Coufal, Tammy Drucker, and Nick Nevole, achieved second place in the evening “professionals” competition by increasing the value of their portfolio by 172.01 percent. UNO’s “floor traders” entered 1,866 trades worth $326 million during two 40-minute trading sessions.

The Stock Market Challenge’s four-member teams each began with $500,000 to invest in their initial portfolios. During the competition, the teams made trading decisions based on simulated market information. The floor-traders place all the trades for the teams through hand-held wireless devices.

Both events were hosted by First National Bank and raised over $158,000 for the Boys and Girls Clubs of the Midlands.
2008 Internships

ACCOUNTING

AMERICAN RED CROSS
Randi Lorle

AMERIFIRST
Alie Gasnick

BLACKMAN & ASSOC
Andri Pessini
Joel Corry
Mia Dougherty

BLAND & ASSOCIATES
Kaley Pruss

BOYLE & HESS
Brooke Leidhoff

CDM
Braden Kramer

CHILD SAVING INSTITUTE
Sangul Xie

CONAGRA
Mikalya Kitz

CONOLLY & ASSOCIATES
Eric Graves
Josh Norton
Daniel Gribo
Jacquelyn Baker (Kaiser)

DEBoER & ASSOCIATES
Eryn Slik

DELTOUCHE & TOUROUX
Carey Hunzecker
Cheryl Bieman
Jess Kneerke
Nick Milledge

DOLLECK & FREEDERS
Aied Piatl

DOUGLAS COUNTY
Lisa Baker

DUTTON & ASSOC
Justin Parsons

EKSTROM
Marcus Augustyn

EYERMAN
Sarah Berghman

FIRST DATA
Matthew Wagner

GALLUP
Holly Alger

GARDEN CREATIONS
Amanda Hubertus

HANCOCK & DANA
Aaron Junge
Ashley Carroll
Mary Schwaag

URMUTAL MAMARASULUVA
Jack Henry & ASSOC

PAVINA E-Keesungang

KEWIT
Lauren Obermeier

KPMG
Brandon Dangler
Brian Ilki
David Johnson
Ariston Hornerker-Carter
Kyle Acre
Zongkog Vang

LEHNG & KADING
Ashley Solt
Drew Magnuson

LOCKNEED
Florence Choi

LOZIER
Lindsey Kercher

LUTZ & COMPANY
Shawn Miller
Jason Severson
Jerri Bruegger

McGladrey
Matthew Kohlbeck
Shawn Biilboau

Michael Johnson, CPA
Nicole Furman

Monarch siding
Lindsey Eckold

Mutual of Omaha
Casandra Jimenez

National Indemnity
Ryan Jensen
Theresa Smith

Nobbies
Ryan Schmidt

Northrup Grumman
Lauren Landreth

Papa Murphy’s
Elisabeth Jacob

Perry Wiseman
Kelsey Fortz

RJ CPA - TULSA, OK
Brian Johns

Royal & Associates
Steve Jensen

Rural Media Group
Isaac Kleven

Seim Johnson
Clark Ruby
Jon Goldenstein
Matt Pirog

Team Bank
Nicole Dwornicki

Thomas, CPA
Mykola Horschendorf

Timbuk Financial
Aaron Wojakiewicz

Truckers’ Accounting
Kelsey Fortz

TSL
Shawna Balmer

Union Pacific
Chris Haagland
Conner Holm
Megan Schuster
Niki Hughes
Steve Houser

UNO
Ashley O’Connor

Weinber Enterprises
Chris Thompson

West Corporation
Marc Brehm
Williams-Schneider

Dan Brown

ECONOMICS

Carra Basset Italian Grill
Robert Schwind

Mutual of Omaha
Matthew Meyer

Promex, LTD
Manual Chavez

Transcend
Barrett Seward

UNMC
Mitchell Niatt

FINANCE, BANKING AND LAW

21st Century Financial Group, Inc.
Ashley Kracl

Asset Strategies/Fuetz
Nicole McKerman

AXA Advisors/Scott Sladover
Kylie McKerman

Bank of Nebraska
Michelle Helget

ConAgra Foods Inc.
Andrew Wellwood

ConAgra Trade Group/
Cavalon
Margaret Miller

Continuum Financial
Eric Kramer

Continuum Financial and
Agency of Mass Mutual
Solomon Woodworth

Darland Properties
Jason Krischuk

First Investors
Matthew Feiere

First National Bank of
Omaha
Andy Moly

First National Bank--
Investment Banking
Jessica Coulson

FirstComp Insurance
Sean Jacobs

Foundation Capital
Partners
James Burkhardt

Great Western Bank
Kelly Schneider
Matt Simpson

Manarin Investment
Counsel
Marcy Waring

McCarthy Group
Advisors, LLC
Kyle Paradiso

Merrill Lynch
Shoria Tahroh

National Indemnity
Company
Jason Hanna

NorthStar Financial Services
Group, LLC
Rui Wang

Northwestern Mutual
Financial Network
Ryan McQuillan
Nick Schneider
David Thomas

NP Dodge
Jaimie Clessen

Pinnacle Bank
Sable Barnes

Bryan Chochton
Michael Regenbahn

Securities America
Financial Corp
Jillan Bierce

TD Ameritrade
Derek Rubekush

Union Pacific Railroad
Nicole Tonnage

United States Army
Corps of Engineers
Jake Massmann

US Bank
Michael Foreman

Westchester Capital
Management, Inc.
Igor Oprea

Western State Bank
Dorothy Freeman

MBA

Elmwood Pharmacy
Prescriptions
Radhika Sama

First National Bank of
Omaha
Jordan Piatka

Independent Study
Michelle Erickson

MANAGEMENT

ACCESSBank
Heidi Gass

ACI Worldwide
Jillene Pfeil

Stephanie Schmidt

AFLAC
Ian Dahanik

Alegent Health
Joyt Gandhi
Jason Woodworth

Avantus
Kevin Bradley

Bakers Supermarket
Paul Lubbers

Banyan Electronics
Nicholas Budu

Chris Kopel

Boart
David Sites

ConAgra
Gregory Lovelace

Executive Solutions
Patrick Burke

First Data
Adam Michaelsen

First National Bank
Jessica Goldwalt
Lisa Kile

Ashley Montgomery

First National Bank--
Merchant Solutions
Jessica Coulson

Hot Topic
Lisa Boone

Immanuel Medical Center
Michelle Brown

Kiewit Pacific Company/
Peter Kiewit & Sons
Nick Beaudoin

Metro Credit Union
Eric Aaroud

Meyers-Carlsisle-Leapley
Construction Co.
David Carlisle

Mutual of Omaha
Jackie Soto

Omaha Metropolitan
and Convention Authority
(MECA)
Michael Smith

OmniaNetwork.com/DFK
Deka Design Group

Adam Ellenberger

Outdoor Innovations
Dan Sundermeier

Performance Automotive
Group
Ryan Maher

RSW Medical/Surgical
Surgical Troy Kuhl

Scheels All Sports
Mike Stobenberg

SGH Inc.
Gregory Goos

Super Target
Meghan Behrens

Sty-Kod
Shawn Holland

TD Ameritrade
Shafina Khabani

The Carrie Potter Group
Marion Potter

Timberline Total
Solutions
Brianna Brown

Union Pacific
Kaitlyn Bratkewight

Joseph Jensen

Dawn Bahde

Dan Culbertson

University of Nebraska at
Omaha
Aimee Meyer-Dick
2008–2009 Scholarships

John A. & Phyllis S. Jeter Accounting Scholarship
Matthew Gotsch

Kellegh U.S.A. Scholarship
Frank Hebert

Robert Kretiner and Margaret A. Sova Book Scholarship
Katherine Mier
Grant Stanley
Nicole Theilen
Sarah York

Robert Kretiner and Margaret A. Sova Scholarship
Laci Drpopcik
Mykola Hanf
Amanda Iwansky
Amber Jazzw
Adela Kubickova
Elizabeth Sanuik

Trevor Lee Memorial Scholarship
Kevin Schuster

Sam and Dorie Leftwich Scholarship
Michael Milts
Rachael Urkoski

Upper Classman
Asher Aldov
Justin Dlugoz
Christina Lien
Caryn Sturh
Paula Williams
Thomas Wrighty a

Mamfell CBA Student Scholarship
Danielle Bolkich
Lindsey Bryan
Noah Correa
Matthew Debott
Ryne Higgins
Justin Hoening
Elizabeth Hoffman
Emily Karkind
Kristi Wetheilhaus

Sophomore
Keith Fx
Matthew Hux
Katie Nath

Junior
Sable Barnes
Melissa Frans
Nick Jala
Andy May
John Venier

Senior
Matthews
Nicholas German
Amanda Hulsebus
Ryan Jenkins
Brian Johns
Kimberly kesler
Nicole Massara
Nicole Mckernan
Michael Smith
Amber Young

John L. Fassbinder Scholarship
Brian Barone
Kristen Becker
Brett Blankenship
Ashley Krak
Nicholas Nevele
Bobby O’Brien
Nicholas Osborn
Nihfella Rajdhari
Steven Ruzek
Adam Versendaal

Richard and Jeanne Morrison Nuts and Bolts Inc. Scholarship
Nicholas Alexander
Chris Miller

C. Nelson Administration Scholarship
Hunter Huggins
Seth Nelson
Megan Parks

Charles T. and Dennis A. Olson Scholarship
Jami Cafferty
Jessica Reilly
Nicholas Milledge
Gary Penisten Talent Scholarship
Kyle Paradise

Morgan Stanley MBA Scholarship
Kellty McMillan
Major Thomas A. Spencer Business Scholarship
Kyle Paradise

David A. Sedlacek Memorial Scholarship
Joel Janeczko
Raymond Leblanc
John and Mary Schlegier Graduate Scholarship
Tracy Able
Kathy McClean

John and Mary Schlegier Undergraduate Scholarship Endowment
Jeri Bruegger
Brandon Dangler
Jamie Green
Ross McGregor
Nicholas Sousek

Nathan and Hannah Schwab Scholarship
Rachael Urkoski

Upper Classman
Carley Hunzeker
Travis kesler
Kimberly kesler
Kayla Uuring

Henkel Scholarships
Morgan Bazzal
Brett Castain
Brandon Dangler
Nicholas German
Chris Hoagland
Brian Johns
Nathan Kirkland
Heather Reed
Megan Schuster
Michael Smith
Steven Warmack
Niko Wulf

Robert C. Steedman Scholarship
Mathew DeGagne
Catomong Doan
Kyle Phillips
Steven Nielsen

Union Pacific Scholarship
Erin Burke
Jami Cafferty
Shiclap (Harry) Hou
Trisha Ponce
Nicole Theilen

Union Pacific Scholarship MBA
Markus Baulain
Kate Carlin
Richardson Edionseri
Mindy Ray

Emmal Weible Scholarship
Austin Toney
Dena Wexer

ACCOUNTING

Horace Wu and Kate King Wu Scholarship
Joseph Conry
Mary Schawang
Megan Schuster

Beverly Grace (Ward) Spencer Memorial Accounting Scholarship
Jessica Mucht

Timothy J. Jensen Accounting Scholarship
Joseph Conry
Wayne Mijele/Delta Sigma Pi Scholarship
David Greenamyre

Ernest H. Kenyon Scholarship in Accounting
Kimberly Kesler

Nebraska Society of CPAs Scholarship

Carol Holt
Stephen Jensen
Brian Johns
Megan Schuster

Nebraska Society of CPAs’ Scholarship
Joseph Conry

Schulman Scholarship
Carley Hunzeker
Richard E. Prince Memorial Scholarship

ECONOMICS AND REAL ESTATE

James C. Horley Scholarship
Grant Stanley
Dennis Wahlen
Patrick Zimmer

LANDMARK GROUP
Colin Dwojak

Bong Song Lee Scholarship
Phelan Puckpachak

C. Glenn Lewis Scholarship
Katharine Lowinka

Barbara O. Miller Memorial Scholarship
Graduate Student

FINANCE, BANKING AND LAW

Financial Executive Institute Scholarship
Jon Guinn
Nicolce McKemann

Ne Bankers Association Scholarship
Kyle Arc

Thomas Adams
Michael Barone
Derek Blase

Lindsly Bryan
Holly Faust
Brittany Krudtm
Micaela McGovern
Courtney Pauley
Lisa Renner

Tim and Traci Harrison Scholarship
Melissa Fran

Robert Benecke Outstanding Business Scholarship
Nicholas Nevele

Bryce Wang

Financial Executives International

Joni Guinn
Nicholas McKemann

Maverick Investment Camp Scholarship
Daniele Chery

Briana Light

Kristin Drake
Jayma O’Byran
Amelia Prickett

MANAGEMENT AND MARKETING

Dean John Lucas Memorial Marketing Scholarship

Sequin Black
Hee Ji (Kelly) Park

Ora C. & Fred B. Vomacka Memorial Scholarship

William Brown Memorial Scholarship
Amber Jazzw
On September 16, 2008, scholarship donors and recipients, CBA faculty, staff and friends enjoyed a beautiful late summer day on the patio at Roskens Hall.

$451,799
73 scholarships
248 students
If you think work can’t be fun or that research has to be boring, you’ve never met Lynn Harland, Ph.D. Dr. Harland, associate dean in the College of Business Administration, has turned the topic of “fun in the workplace” into the subject of some very enlightening and interesting research.

“Companies differ widely in terms of the workplace fun opportunities they provide their employees,” she says. “Our research explores how people differ in their perceptions of workplace fun opportunities.”

Her team’s findings suggest that people vary widely in their attraction to specific “fun” activities. “These differences aren’t just a function of gender and age as you might suspect, but also depend upon employee personalities and organizational context, such as, whether the company is for-profit versus non-profit.”

She also has conducted research looking at how employees react to taking personality tests (“By and large, they do not like them.”) and how leaders influence the degree to which employees bounce back from adversity.

Leadership is more than a research subject for Dr. Harland. She also teaches it.

Essential Leadership Skills is a core course in the College’s MBA program. This is the first course all MBA students must take, and it focuses on developing students’ skills in listening, giving feedback and coaching employees, delegation/empowerment, goal-setting, and collaborating effectively in team discussions. The course has been positively received by MBA students, Dr. Harland says, “and our empirical research indicates we have been able to significantly improve a wide variety of students’ skills over the course of a semester.”

She also teaches the required management course in the MBA program. In its overview of a wide array of management topics, the course explores organizational culture, leadership, group dynamics, motivation, and perceptions and attitudes. Students also read books describing how these topics play out in real-world corporations and organizations.

“When I run into alums who took the course years earlier,” she says, “they share vivid memories of the books they read in the course regarding companies such as Enron, Arthur Andersen, Southwest Airlines, General Motors, IBM, the IRS and so on.”

Dr. Harland, who earned her Ph.D. from the University of Iowa, is well respected by her students and fellow faculty. Among her honors, she garnered the 2003 University Excellence in Teaching Award, the 2004 MBA Professor of the Year Award, and the 1998 and 2002 Dean’s Citation Teaching Awards.

She also has been involved in the inception and development of UNO’s unique Center for Collaboration Science, which brings together faculty and ideas from all six UNO colleges.

New to Nebraska when she accepted a faculty position at UNO two decades ago, Dr. Harland was uncertain how long she might stay at UNO. “I quickly realized that it would be hard to match the wonderful faculty, staff and students we have here.”

“I’m often awed by the high quality of work our students produce; they raise the bar for all of us. I’m humbled by the dedication I witness from the staff at UNO and the extraordinary feats they accomplish. And I find it inspiring to have innovative faculty colleagues who constantly strive to enhance the quality of their teaching and scholarly research.”

As associate dean, she helps CBA Dean Louis Pol focus his time on more strategic and external tasks by taking on some of the day-to-day administrative duties. She resolves student issues, helps recruit adjunct professors, serves as a liaison with other colleges and attends many, many meetings.

“There’s no shortage of meetings, and they often seem to occur back-to-back throughout the entire day,” she says, chuckling. “But really, no two days are alike, and the one thing you can count on in this job is that you will never be bored. Exhausted, yes, but never bored. I really do enjoy my job and the people I work with.”

That’s why, when it comes to researching fun in the workplace, Dr. Harland has a few of her own experiences to add to the data.

“I’m often awed by the high quality of work our students produce; they raise the bar for all of us.”
“... it’s a good learning tool, to learn from your losses as well as your gains.”
Dr. Volkman, associate professor and chair of the Department of Finance, Banking and Law, has had a distinct impact on students and his department since arriving at UNO in 1989.

Under his guidance, the Maverick Investment Club, begun in 2000 when UNO alumnus Col. Guy Cloud donated $250,000 to create a student-managed investment fund, has grown from seven undergraduate students to more than 80 and has outperformed the S&P 500 every year – including 2008.

The University of Nebraska Foundation monitors the fund to ensure it follows the specifications established by Col. Cloud. Scholarships are awarded when the fund exceeds $500,000.

And though the fund dipped in value in 2008, it continues to be an exciting learning opportunity for the students who serve as general members, junior analysts and senior analysts.

"In 2001, when the markets reopened after the 9/11 terrorist attacks, our portfolio, because of its diversification, was actually up a bit when most others lost value," Dr. Volkman says. "But in 2008, even diversification didn’t help because all asset classes dropped. So it’s a good learning tool, to learn from your losses as well as your gains."

The portfolio has placed third in the large corporate portfolio management category of the annual R.I.S.E. (Redefining Investment Strategy Education) global student investment forum sponsored by the University of Dayton. A separate, $2 million fixed income portfolio that graduate students manage for First National Bank has placed first in its category at R.I.S.E.

A native of Hot Springs, S.D., Dr. Volkman earned a bachelor’s degree in economics and Ph.D. in finance from the University of Nebraska-Lincoln.

At UNO, he has begun a 15-session Chartered Financial Analyst (CFA) examination review program on Saturdays for those seeking their CFA designation. He has traveled three times to the Helsinki School of Economics and Business Administration to teach, and has lectured in eastern Europe and Asia. He created the annual Investment Literacy Camp at UNO for high school students from across the state.

He has helped establish a specific major in investment science and create a way for undergraduates to triple major without taking extra classes. Students may major in corporate finance, commercial bank management, investment science and portfolio management—or a combination—by applying their electives to more than one major.

“We’ve even had quadruple majors,” he says, “with students adding accounting, or in one case, French.”

Selected by his students as the EMBA Distinguished Professor six times since 1993, Dr. Volkman serves on the board of directors at several Omaha money management firms. He has published research in asset allocation, and the effect of macro economic factors on equity pricing.

Though his teaching emphasis is on finance, the biggest rewards of Dr. Volkman’s career haven’t been monetary. They’ve come in the form of the successes his students post while at UNO and in the business world after graduation.

He says the yield is a satisfaction similar to when he and his wife, Kathy, served at Boys Town as family teachers for a house full of troubled boys, “boys whose lives we helped turn around.” Like the boy who went from deliberately running into walls to one day asking Dr. Volkman to stand in for his father at his wedding.

“The feelings I get here are a lot like those we had at Boys Town. It’s quite fulfilling to help open doors for students who really want to make something of their lives.

“I know graduates who have moved directly into major portfolio management positions, and I believe they would not have obtained the jobs they did without UNO and the college providing them the ability to major in investment science and to triple major.” That’s an impact that can’t be measured in dollars and cents.
Associate Professor Burch Kealey, Ph.D., has done something no other researcher has done, and business schools across the nation—and around the world—are taking notice.

Kealey, the William C. Hockett Professor of Accounting, has created a research tool that has the potential to revolutionize the methods used by business researchers to collect data for studies in accounting, finance, corporate governance and management issues.

Kealey has spent six years developing directEDGAR, the first U.S. Securities and Exchange Commission (SEC) filing search tool that can extract and conform data from thousands of SEC filings simultaneously.

Rather than extract data one table at a time and place information into a spreadsheet format as other current search tools do, directEDGAR and its Data Extraction Engine allows users to pull large samples and organize the data in one Excel document using the column and row labels they need.

"Without this new tool," says Dr. Kealey, "finance and research professionals have to wait for their current data providers to process the data from the SEC’s Web site and upload it into their data warehouses. Much of this work is done at data centers where workers read and encode the data. That takes a lot of time."

DirectEDGAR enables academic researchers to extract data from tables in thousands of SEC filings and organize it onto one table more rapidly and more accurately than by hand, says Dr. Kealey.

"If I were to collect the data myself and store it into one table, and I needed to obtain data from thousands of SEC filings, we would be talking about hundreds of hours of drudgework," he says. "With directEDGAR, the same task might take 20 minutes."

Many of the top business schools in the country, including the Graduate School of Business at the University of Chicago and the University of California-Berkeley Haas School of Business, are among the nearly three dozen academic institutions that have put directEDGAR to use for research and teaching.
“Teaching is complex. Who is your customer? The students think they are, but they’re not the only ones. [All Nebraska taxpayers] have as much at stake as any student.”

A native of Texas City, Texas, Dr. Kealey worked and invested in several restaurant and food service ventures, and as a production supervisor for Anheuser-Busch at its Houston brewery, prior to obtaining his Ph.D. from the University of Oklahoma in 1996.

An avid reader with an interest in Asia, Dr. Kealey and his wife, Renee, moved to Hong Kong after his graduation, where both served as teachers; Renee in an elementary school and Dr. Kealey at the City University of Hong Kong.

In 2001, he joined the faculty at UNO, where he serves as director of the Master of Accounting (MAcc) degree program at the College of Business Administration.

He describes UNO as a “student-centered, student-focused university” where he has been able to invest time in learning about teaching and what is effective in the classroom.

In 2004, graduate-level accounting students voted Dr. Kealey the Graduate Accounting Professor of the Year.

Dr. Kealey says professors need to prepare students to be the leaders in our community, state and nation.

“We need to give students the ability to think, to solve problems they haven’t already seen.”
As soon as Susan Eldridge, Ph.D., enters into a conversation in Omaha, she hears the same thing. “You’re not from around here, are you?”

No, she isn’t. And it’s likely the North Carolina native will be hearing that more in the near future once the associate professor takes over the duties of Chair of the Department of Accounting in May 2009.

“As the department chair, I will have the opportunity to get out more into the community, to meet people and build relationships personally and professionally with the business community,” Dr. Eldridge says. “I’m looking forward to that.”

Born in Lumberton, N.C., Dr. Eldridge received her bachelor’s degree and Ph.D. from the University of North Carolina at Chapel Hill, and her master’s in accounting from Appalachian State University.

She became interested in the field because she was good at math and liked to solve problems. “But, like many students, I discovered that accounting is so much more than that.”

A certified public accountant, she worked in the private sector from 1983 until 1992. After receiving her Ph.D., she taught for four years at the University of Texas at Austin. There, she benefitted from two mentors whose focus was to help students learn the “whys” of accounting before they learn the “whats.”

“That generated in me an interest and desire to teach from the standards the ‘whys’ of what we’re doing,” Dr. Eldridge says.

In 2002, her husband, Mark, had the opportunity to move to Omaha and work with franchise organizations as a business coach. At the same time, UNO was looking for an accounting professor.

It was a move she does not regret. “The faculty here is diverse. Some focus on teaching, while others are excellent researchers. That suits me perfectly, because I enjoy conducting research and I have a great passion for teaching.”

Dr. Eldridge has co-authored journal articles and scholarly papers with at least five fellow CBA faculty members. Her research interests lie in the analysis of issues related to new accounting standards enacted by the Financial Accounting Standards Board, as well as the effects of the Sarbanes-Oxley Act of 2002 upon businesses in terms of their reporting to shareholders and corporate internal controls on financial reporting.

In the classroom, Dr. Eldridge brings with her a love for learning that helps energize her students. She was named the Graduate Accounting Professor of the Year in 2006.

“My students need to be as focused on the skills they are developing as on the knowledge they are acquiring. I really work to encourage them to develop their communication skills, critical thinking skills and research skills.

“I tell them they can’t be content with the knowledge they learn today; that if they are, it won’t get them very far because a lot of what they learn now is going to change.”

That’s one of the things she enjoys about her work.

“I have to stay aware of the changes in order to continually develop the content of what I teach. I like that. If I weren’t teaching something dynamic, I might get bored.”

Which may explain her eagerness to take on the challenges of department chair.

“I’m excited. [Outgoing chair] Jack Armitage has established a strong foundation in his time as chair, and I believe my mix of skills will build upon that and benefit the department, the college and the students.”

She says she also is looking forward to the meetings and events in the business community she will attend in her role as department chair. That is, until she has to speak.

“It’s funny,” she says. “I fit right in when I taught in Texas. Until I moved to Omaha, I never knew I had a southern accent.”
“I tell them they can’t be content with the knowledge they learn today ... it won’t get them very far because a lot of what they learn now is going to change.”

SUSAN ELDREDGE
Janet West, Assistant Professor, 1967. MA, Michigan State University, 1964.

John Mark Leonard, Instructor, MA, University of New Mexico, 1997.

**ACCOUNTING**

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

Richard File, Professor, 1991. Union Pacific Professorship, Ph.D University of Texas at Dallas, 1981, CPA.


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


Laura Ickis, Lecturer, MBA, University of Nebraska at Omaha, 1980.

Lori Simonson, Instructor, MPA, University of Nebraska at Omaha, 2005.

**ECONOMICS**

Donald Baum, Associate Professor and Department Chairperson, 1987. Ph.D. Claremont Graduate School, 1979.


Gretl Morris, Instructor, MA, University of Nebraska at Omaha, 1999.

**FINANCE, BANKING AND LAW**

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


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


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

**MARKETING/ MANAGEMENT**

Phani Tej Addidam, Professor, 1996. Executive Management Education Professorship, Ph.D. Texas Tech University, 1996.


Jonna Holland, Associate Professor, 1996. Ph.D. University of Nebraska-Lincoln, 1996.


Greg Morris, Instructor, MA, University of Nebraska at Omaha, 1999.

**UNO CENTER FOR ECONOMIC EDUCATION**

Janet West, Co-Director, Assistant Professor, 1947. MA, Michigan State University, 1964.

James Dick, Co-Director, Professor, Ed.D, Indiana University, 1974.

Mary Lynn Reiser, Associate Director, MS, University of Nebraska at Omaha, 1993.


**NEBRASKA BUSINESS DEVELOPMENT CENTER**

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


Martin Kostech, Team Leader, Manufacturing Extension Partnership, 2001. MS, Purdue University, 1972.

Janet Tschudin, Program Director, 1999. MBA, University of Nebraska at Omaha, 1990.


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

**ADMINISTRATION**


Robert Bermer, Assistant Dean, NBDC State Director, 1979. Ph.D. University of Nebraska at Omaha, 2000.

Curtis K. Bayer, Director, Executive MBA Program, 1999. MBA, University of Nebraska at Omaha, 1994.

Alexandra M. Kaczmarcak, Director, MSA Program, 1990. MBA, University of Nebraska at Omaha, 1989.

David Nielsen, Director, IT and Budget, 1990. MS, University of Nebraska at Omaha, 1992.

Bill Swanson, Director EMBA/ Professional Management Education; MBA, UNL, 1991.

**HONORS AND AWARDS**

**EXCELLENCE IN TEACHING UNIVERSITY WIDE**

- Tej Addidam, associate professor and chair of department of marketing and management

**EMBA DISTINGUISHED PROFESSOR**

- Darryl Lewis, associate professor of law

**UNO ALUMNI OUTSTANDING TEACHING AWARD**

- Tej Addidam, associate professor and chair of department of marketing and management

**MBA OUTSTANDING PROFESSOR**

- Chris Decker, associate professor of economics

**DEAN’S CITATION FOR EXCELLENCE IN TEACHING**

- Tej Addidam, associate professor of economics

**DEAN’S CITATION FOR EXCELLENCE IN RESEARCH**

- Shuanglin Lin, Noddle Professor of Economics

**DEAN’S CITATION FOR EXCELLENCE IN SERVICE**

- EMBA Task Force: Becky Morris, professor of management; David Volkman, associate professor and chair of department of finance, banking and law; Tej Addidam, associate professor and chair of department of marketing and management

**DEAN’S CITATION FOR OVERALL PERFORMANCE**

- Lex Kaczmarcak, director MBA program; and Carol Rose, staff assistant
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Sue Kutschkau, director of development

Robert Kreitner and Margaret Sova Scholarship recipients. Back: Nicole Thelen, Amber Jazwick, Laci Dropinski, Elizabeth Saniuk; Middle: Adela Kubickova, Margaret Sova, Katherine Mier; Front: Amanda Iwansky

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