

# Tippie

HENRY B. TIPPIE  
COLLEGE OF BUSINESS

MAGAZINE

## Tippie's Recent Acquisition

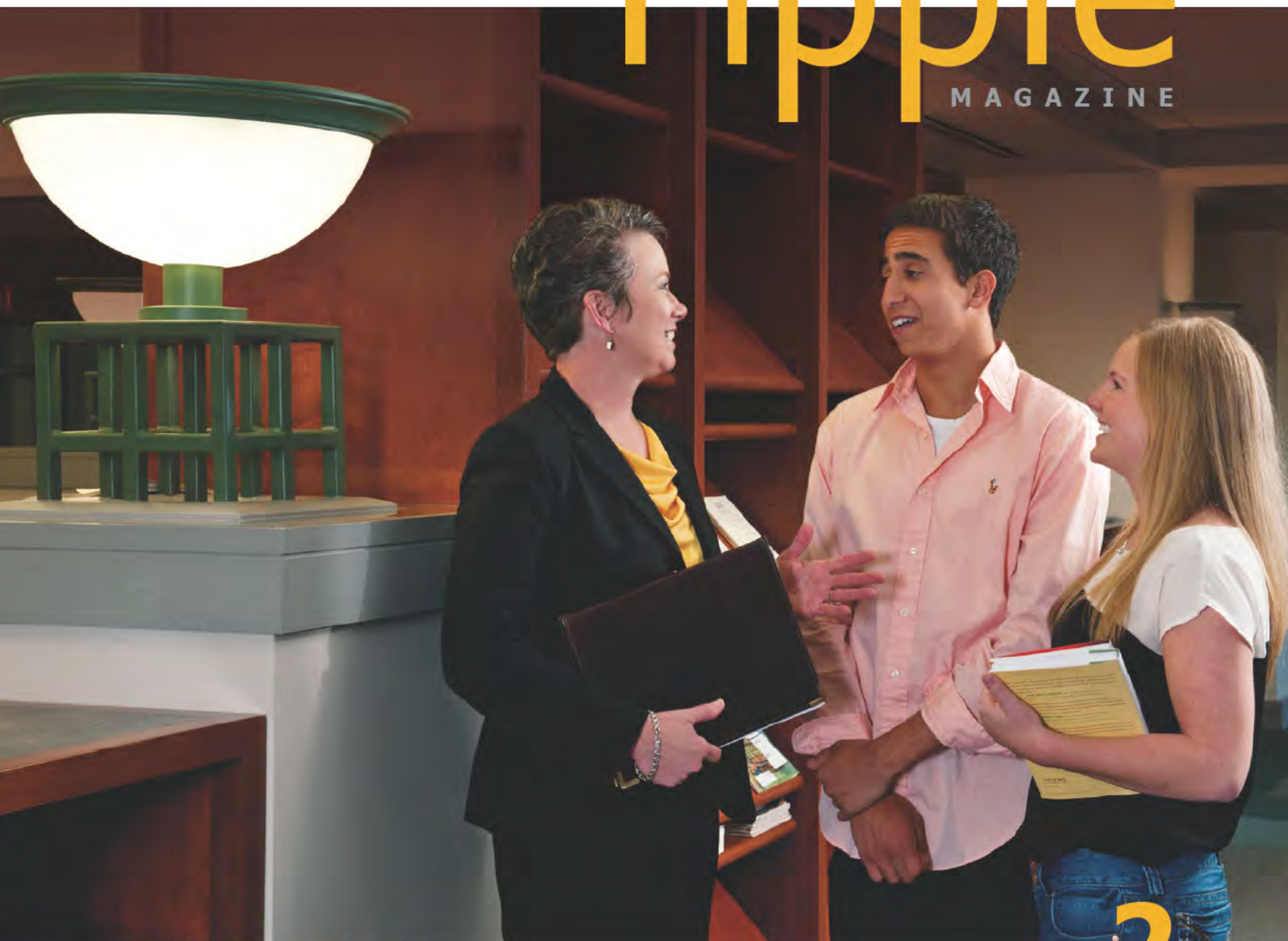
**SARAH FISHER GARDIAL**  
*New dean of the college*

WINTER 2012 13

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MAGAZINE



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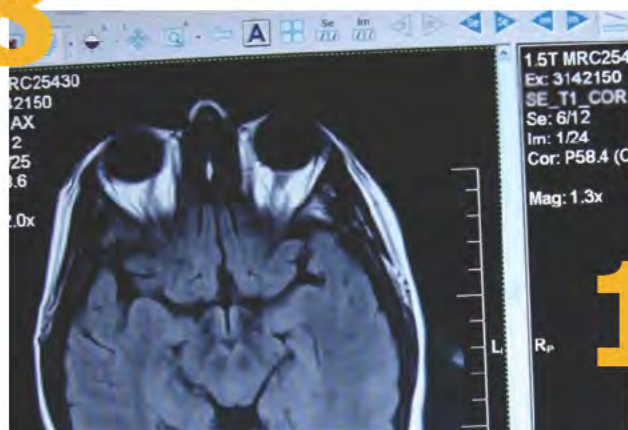
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# Tippie's

Sarah Fisher Gardial is the first woman to lead the Tippie College of Business. Gardial says the college "has outstanding faculty, researchers, and students, and I look forward to working with them to develop a plan and a vision that builds on its tradition of excellence and achievement."

# Recent Acquisition

## SARAH FISHER GARDIAL

*New dean of the college*

Lesanne B. Fliehler

On June 30, when Sarah Fisher Gardial began her tenure as the Tippie College of Business' new dean, the faculty, staff, and students had to show restraint and curb their excitement. Why? On her first day as dean, Gardial had hit the ground flying, traveling to Hong Kong to congratulate the graduates of the college's International Executive MBA-Hong Kong program. But back home in the Pappajohn Business Building, staff and faculty members were making arrangements for her first weeks — and months — on campus.

What awaited her were scheduled meetings with faculty, staff, and directors of various units at Tippie; morning coffees with business leaders in the Iowa City-Cedar Rapids corridor; and meet-the-dean alumni receptions in Iowa, New York City, and Minneapolis, and introductions to 10 other University of Iowa deans and many administrators.

Gardial's calendar is a tangible indication of how busy her first months have been.

"It's a mosaic of colors," she says, "and those colors mean meetings, phone calls, and other appointments fill my day. When I see yellow on my calendar, I know I have a block of time on hold so I have five minutes to think. Even when there's no yellow, I'm having a ball," she says.

"Choosing to work at a public institution of higher education is a high calling for me," Gardial says. "There is no question in my mind that education is absolutely vital to the country and the world. I have a true passion for what I do and I'm energized by that every day."

Despite the number of meetings and requests of her, Dean Gardial says she's saying "yes" as much as she can. *Tippie Magazine* got a "yes," too, when we asked her to sit down for a one-on-one interview.

"The college, the university, and higher education in general have been operating under very lean circumstances, and I know it's no small thing to manage the budget wisely when our plans and hopes for the future far exceed the resources we have currently. My hat's off to the previous administration, which left this college in very good shape financially. But this is not the time to be timid, and it's time to think beyond our constraints."

— Sarah Fisher Gardial

***Once settled on campus, what were your first weeks like?***

I affectionately call that time my “walking around tour,” meeting with Tippie faculty and staff members in their offices, just trying to assess where the college stands and what we have to work with as we move forward. What I learned made me more and more enthusiastic about the opportunities for Tippie. The college is definitely moving forward from a position of strength. We are in excellent shape as a college.

***As you’ve examined the state of the college today, what specifically do you see as the college’s assets?***

Our biggest asset by far is the people — faculty, staff, students, alumni, business partners. People care deeply about this college, support this college with time

and talent and treasure, and they want to see us succeed. I will take that any day under any circumstances. When I’m away from the college, I’m meeting wonderful people who are dedicated to this college, who have a great love for Tippie, for Iowa City, for their time here, and for this institution. Good will exists across that base and our ability to tap into that is enormous. In Jim Collins’s book *Good to Great*, he said you have to have the right people on the bus. We have them.

Second, we have a reputation and the infrastructure to move from strength. I’ve explored Tippie’s different degree programs, centers, and institutes, and they are enormous points of pride for us. What we need to do is take those strengths, coordinate them, and get us all moving in the same direction. What a great place to start from!

Dean Gardial stops to chat with students Faisal Alabsi and Sarah Pedigo in the Pomerantz Business Library.



Finally, I would underscore the Tippie values of integrity, innovation, and impact. In conversations with students, businesspeople, and alumni, I keep hearing how our students and alumni are living those values both here in the college and as valued employees. This college is still spot-on in terms of what we say we are about and how we want to move ahead across those values.

*During your coffees with area businesspeople, what did you learn from them?*

The business community is running as fast as it can to be competitive and relevant. This is not business as usual. What it takes for students to be successful in the world is changing all the time. We have to stay in very close dialogue with industry to make sure we are on track with where they're headed — or even ahead of them, if we can.

Our business partners see a role for this college in continuing education. Right now we do MBA programming beyond the undergraduate degree, but they would like for us to think about other types of non-degree opportunities, such as single topic sessions or workshops on weekends, because they are struggling with how to keep their workforces trained in the way they need to be.

They also would love to have more discussion with us about how they can adapt their environments for a new generation of workers that are coming into the workforce, as well as how to create better interaction between multiple generations in the workforce. Because people aren't retiring at the rate they used to, companies often have three generations within their workforce.

Our business partners just want to have more connectivity to the College of Business. They want to think of ways where we can have more interaction between our faculty and the community. They want us to be visible. In our

relationship with the corporate community as well as others, we have our light under a bushel. We have wonderful things going on here that we haven't spent the time to communicate. Businesspeople are hungry for that. While I have personally enjoyed these discussions, I think they are also very happy to be able to discuss these issues with the business college.

*You mention changes within the students who are studying business today. What challenges does that create for the Tippie College?*

We do see many changes in Tippie's student population. They come in with different skills and expectations. They live in the Internet world, an international world, and they come to us with technological abilities and skills that are far ahead of the students we would have seen 10 years ago, certainly 20 years ago. At the same time, they also come with changing expectations: they want the college to use technology aggressively, to allow them to learn in a more dynamic learning environment than we traditionally have had in our education. So we're trying to figure out how to be effective with a different generation of students who don't want to only learn by sitting in a class lecture situation.

"Creating a global mindset" is also something that B-schools want to develop with this new generation of students. Having Internet access to the world is significantly different than actually working with individuals across cultural boundaries, a very common practice in global organizations. This is where we have an advantage at Tippie. Currently, 22% of our undergraduate students are from non-U.S. countries, with the largest percentages coming from China, Malaysia, and India. Clearly, our international students benefit from an educational and cultural immersion experience in a foreign country. However, the benefit can and should flow back to our U.S. students

## DEAN GARDIAL: A BRIEF RESUME

A native of Hot Springs, Ark., Sarah Fisher Gardial earned a B.S. in Business Administration (marketing) from the University of Arkansas in 1980, an MBA in marketing from the University of Arkansas in 1981, and a Ph.D. in marketing from the University of Houston in 1986. Much of her academic career was at the University of Tennessee's College of Business Administration:

- **1986-92** — Assistant Professor of Marketing
- **1992-2004** — Associate Professor
- **1994-2012** — Professor of Marketing
- **1999-2003** — Assistant Dean, Full-time MBA Program
- **2003-04** — Interim Associate Dean for Academic Programs
- **2004-08** — Associate Dean for Academic Programs
- **2008-12** — Vice Provost for Faculty Affairs
- **2012** — Dean, Tippie College of Business, University of Iowa

as well. U.S. students can learn from the international students in their classes and co-curricular activities and gain experience with the power and the challenges of culturally diverse workgroups — right here at Tippie. At the same time, students from India can experience working with Chinese students and vice versa. This is a skill that is highly valued by our recruiters.

I have had conversations regarding B-school challenges at the national level, and no one has the answers, yet. It is an incredible challenge. Business schools are all going after a moving target as we look at business education — where it is, where it's going, and how to make sure our students are positioned for a dynamically changing environment. It's time to think boldly about what the Tippie College will be 10 years from now.

*Is it possible to dream boldly when higher education — nationally and in the state of Iowa — has seen its share of resources dwindling?*

The college, the university, and higher education in general have been operating under very lean circumstances, and I know it's no small thing to manage the budget wisely when our plans and hopes for the future far exceed the resources we have currently. My hat's off to the previous administration, which left this college in very good shape financially. But this is not the time to be timid, and it's time to think beyond our constraints.

Starting in 1982, which was the high water mark for funding in state higher education, on average a little over \$10 per every \$1,000 of revenue in state budgets was earmarked for

higher education. It has been a downward slope since then. This particular campus has lost about a quarter of its state funding in the last five years. The funding challenge is a national issue for all public institutions. How long can we continue this tradeoff between state funding going down and student tuition going up? We're reaching a point where we can't do that anymore. So colleges and universities are trying to be more lean and efficient, trying to squeeze every dollar that we can.

Even for the best schools right now, we are in a paradigm shift of proportions that we've never seen or experienced. We are being challenged, but I could not be more optimistic for the college in terms of our ability to meet those challenges.

*Where do you see the Tippie College headed?*

There are some forces that are pushing through higher education in this country right now, and business schools in particular, that make it unavoidable for us to embrace change and innovation. As a college, we need to dream and imagine a vision for 10 years out from now that is uniquely Tippie, that we can own and embrace, and say, you know what, that couldn't go on any place but here. Where are we going to sit in the future marketplace? Making incremental changes isn't going to get us there. Business as usual is not going to be a model for success, and so tinkering on the margins is not the path to excellence.

At the national level, business schools have stopped emulating

the highest ranked schools, and increasingly schools are saying, "We're in a local market. We've got our own unique set of assets. We don't all have to look like Wharton. We need to look like us." I see schools experimenting in ways I've never seen before. Ten years ago, business curriculum changes took three years to institute. Today, it's somewhere between a year and 18 months. I am seeing what I would call no less than an entrepreneurial spirit in colleges of business in terms of what schools are doing when they think strategically about how to move ahead in an uncertain and quickly changing environment. I think it's the best of times to be who we are. We've got work ahead, but I think it's going to be enormously fun, as well as challenging. Personally, I'm excited about it. ■

## ANOTHER SIDE TO THE DEAN

Tom Snee

It's safe to assume that Sarah Gardial is the first rock 'n' roll biker dean of the Tippie College of Business.

"I have to say that I am a big fan of Joan Jett and Stevie Nicks," says Gardial, who was also the lead singer of the UT business school's rock 'n' roll outfit, Air Supply Chain.

But her singing career was put to rest when she became the Tippie dean, formally ending the dream to become the next Chrissie Hynde or Pat Benatar.

"It does not break my heart to retire from rock 'n' roll at this point in life," she says. "It has been fun, but I truly do my best singing in church choirs and showers these days."

The biker part, though, will continue.

"The motorcycle riding, I am not ready to give up," says Gardial, who spent much of her free time at Tennessee cruising the Great Smokies on her Honda 750 Shadow. "I look forward to exploring a new part of the country."

# TIPPIE BY THE NUMBERS

The number of September **COFFEE GATHERINGS** Dean Sarah Fisher Gardial held in Cedar Rapids and Iowa City to meet with area business leaders to discuss the local business climate.



#  
**1**

Business ranks #1 on the list of the **TOP 10 MAJORS** at the university.

**8**



During **IMPACT WEEK**, the Full-Time MBA Program's orientation for new first-year MBA students, a team-building event included working together to **build 8 bicycles**. The bikes were donated to the *Neighborhood Centers of Johnson County*.

The number of hours **Jeralyn Westercamp** spent in a golf cart on the day she was the **IOWA STATE FAIR'S IOWAN OF THE DAY**. Westercamp, a Tippie senior majoring in management, marketing, and political science, was recognized for her volunteer and leadership work.

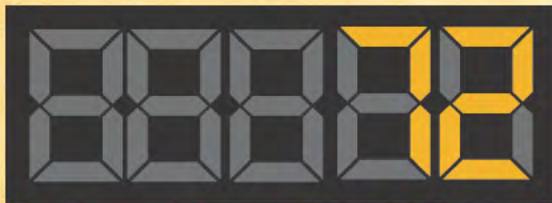
**10**

**140**

The **record-setting number of employers on campus** this fall for the annual **JOB AND INTERNSHIP FAIR** to recruit new employees and interns.

**64**

Over the summer, the **Stead Technology Services Group** upgraded **64 computers** (one-half of the total number) in the **INSTRUCTIONAL TECHNOLOGY CENTER** to make sure students have access to the best technology.



The percentage of **TIPPIE ACCOUNTING GRADUATES** who pass the **CPA Exam** the first time they take it (significantly above the national pass rate of 50%).



**45,008**

**NUMBER OF LIVING TIPPIE ALUMNI**

**13**

The **Henry Fund analyst team** is made up of **13 MBA STUDENTS** in the **School of Management's Finance Academy**. Their latest economic forecast sees slow but steady growth over the next two years.<sup>1</sup>

**1965**

The year **PHILLIPS HALL** opened, which was named to honor the first dean of the college, Chester A. Phillips (dean from 1921 to 1950). For the first time, a single building consolidated all the classrooms, facilities, faculty, and staff offices for the college.

<sup>1</sup> For more information go to [tippie.uiowa.edu/news/story.cfm?id=2928](http://tippie.uiowa.edu/news/story.cfm?id=2928)



Michael Watkins

**T**ippie faculty members are respected around the world for their research. In each of the college's six academic departments, faculty members are contributing to the research enterprise that makes the University of Iowa a leading research institution. On any given day, Tippie faculty may

# What's on Your Mind?

be writing a textbook, editing a journal, conducting an experiment, or mulling over a thought that hasn't made it into their written research.

The following are glimpses into the current research thoughts of six Tippie faculty members.

## BEHAVIOR AND TRUST

**Tom Rietz**

*Professor of Finance and  
Leonard A. Hadley Research Fellow*

**I TRUST YOU:** "I work on a range of issues in behavioral economics and finance. Lately, I've been interested in trust, the belief in the reliability of others. Why do we trust each other? How are reputations built, destroyed, and rebuilt? How can we create institutions that encourage trust and trustworthy behavior?"

### RESTORING REPUTATIONS:

"We have a range of really interesting results. For example, sometimes rules governing behavior in interpersonal exchanges can actually destroy trust and eliminate trustworthy behavior. In the context of a company producing products for consumers, forcing companies to get outside financing repeatedly can make them more trustworthy! Why? Any company that sells a faulty

product is punished by consumers. One that needs to attract investors is punished by both consumers and investors."

### REPUTATION MANAGEMENT:

"The more I work in the area, the more I understand the importance of reputation. We need trust in our interpersonal relationships to maintain them. Companies need good reputations to survive and prosper. In teaching, I spend much more time on reputation and reputation management than I used to, especially when teaching banking. The next stage in research follows from recognizing that sometimes, trust fails and reputations get damaged."

### ACTS OF TRUST:

"Our research suggests that, after a company's reputation is tarnished, neither firing

people nor changing compensation (such as capping bonuses to managers) can effectively restore the reputation. Each can help, but only if the company identifies the ultimate source of the damage and changes its governance, control systems, or culture to eliminate the source. Applied to the recent banking crisis, this suggests that it doesn't do any good to fire people who made bad mortgage loans. You have to



change the system that allowed them to make bad loans in the first place.”

## BUILDING MODELS FOR BUSINESS INTELLIGENCE

**Gautam Pant**

*Assistant Professor  
of Management Sciences*

### MINING FOR INFORMATION:

“My current research focuses on mining large and diverse online data for building predictive and explanatory models, such as those needed for gaining business intelligence. It is based on the premise that the online content and its linkages are not random but embed patterns. Those patterns can inform us about competition, reliability, status, visibility, and strategy that can be associated with social entities such as firms. Some of my early research was in collaboration with GlaxoSmithKline and NEC Labs, and it confirmed my belief that the web, with its ever-increasing user-base and content, is becoming an increasingly useful reflection of our collective social interactions.”

### ONLINE EXPLOSION:

“The explosion of online data is a game-changing phenomenon of our times that is driven largely by exponential improvements in our IT capabilities. A key question for the next generation of business leaders is how we can optimally harness this data to improve processes, drive innovation, and better foresee the future.”

### RECOGNIZING PATTERNS:

“I intend to develop systematic methods for recognizing and triangulating patterns in online data that are spread across websites,

pages, search engines, and social media. I also intend to contribute to our understanding of the web’s structure and dynamics.”

### TRACKING OUTCOMES:

“The findings of my research would inform firms and analysts about how the web may be used to track the interactions, environment, and outcomes with respect to various stakeholders such as consumers and investors. It would also inform new areas such as search engine optimization, online visibility, and social media strategy that are shaped by, and in turn, shape our modern business landscape.”

## TIME COSTS OF CHILDREN

**Alice Schoonbroodt**

*Assistant Professor of Economics*

**POPULATION CONTROLS:** “Many current policy debates involve the economics of population in one way or another: What is the future of the solvency of Social Security systems in developed countries? How is this related to the future path of fertility decisions? Can and should active fertility policy (e.g., child-care provision, subsidies, and parental leaves) alleviate these pressures, and if so, what is the best way to do this? What are the environmental effects of high population growth in developing countries? Should population control measures, such as those in China, be taken more broadly? How do we weigh the costs and benefits? How does current fertility affect future housing markets, government debt, etc.?”



Without a basic understanding of how the economy and fertility interact, these questions cannot be answered reliably.”

**FAMILIAL SACRIFICE:** “There is already a large literature on costs of children, but to the best of my knowledge, nobody knows how much income parents, in particular mothers, forego in order to care for children themselves. In the recent recession, for instance, fertility fell significantly more in states where times were particularly bad (as measured by the drop in state GDP and unemployment rates). This suggests that families wait



## HOW RELATIONSHIPS INFLUENCE TEAM EFFECTIVENESS

**Eean Crawford**

*Assistant Professor of Management and Organizations*

**DREAM TEAMS:** “My current research focuses on understanding how networks of interpersonal relationships in groups and teams influence team effectiveness. My curiosity led me to look more closely at the relationships team members form and how the patterns of their interaction — or team networks — might be involved. In my doctoral dissertation, I studied over 100 MBA student teams and found that teams with one central person coordinating the work tended to have more conflict, were less satisfied with the team experience, and had less desire to continue working with the team. I observed the same things with groups that tried to split things up into two or three small subgroups. Often they had conflict bringing the group back together and were more dissatisfied with the experience relative to groups that tended to involve everyone more equally.”

### VALUE OF TEAMWORK:

“I dedicate a significant amount of time in my undergraduate Introduction to Management class to teamwork. The students work in project teams to complete several group projects, and I teach students how they can be effective team members and team managers. The experience these students have working together for my class is every bit as real as it will be in the workplace.”

**SMART THINKING:** “As a 12-year-old boy when we were renovating the exterior of our house, my job was to carry the old bricks from the back of the house to the front curb. I carried them one at a time around the house, up the driveway, and to the curb. Then I discovered my neighbor’s wheelbarrow, and I ended up finishing off that brick pile pretty quickly. Today I’m highly interested in finding my ‘computing wheelbarrow’ for my team network research.”

### AUTOMATING NETWORKS:

“I hope to speed up and automate the analysis of team networks. I think there are some types of research questions we don’t even ask because it currently doesn’t feel feasible to find and analyze the kind of data needed to answer the question.”

## LONELINESS AND CONSUMERISM

**Jing (Alice) Wang**

*Associate Professor of Marketing and Leonard A. Hadley Research Fellow*

**LONELY PEOPLE:** “Loneliness is a very prevalent phenomenon but there is little research showing how lonely people behave as consumers.



Jing (Alice) Wang, Associate Professor of Marketing and Leonard A. Hadley Research Fellow

or forego having children altogether due to recessions. This in turn changes the composition of the workforce a generation (20-30 years) down the road.”

### FINANCIAL DEMOGRAPHICS:

“Last year, I taught the undergraduate Intermediate Macroeconomics course, which is built around the recent financial crisis. My research fits right in since I can show the students that the financial crisis may have as wide-ranging effects as the future demographic composition. This in turn can be linked back to future housing markets which may be better for the small cohorts born these days (low demand leading to low prices when these cohorts are first-time home buyers).

For the graduate students, my research builds on 60 years of research in the growth and business cycle literatures. Those 60 years of results are applied in my research to answer specific questions about trends and fluctuations in population, for example.”

Another stream of my research focuses on how consumers get engaged into media content and whether advertisements appearing in such content benefit from the audience's engagement."

**POWER OF PERSUASION:**

"One of the many challenges in marketing communications is to resonate with the target audience. My research on loneliness suggest, for example, that ads focusing on what consumers might miss if they do not use the advertised brands are more persuasive for the lonely segments (e.g., people living alone, college freshmen, expats). On the other hand, to resonate with people who are socially connected, ads will be more persuasive if they emphasize what consumers can gain if they use the advertised brands."

**PREVALENT PHENOMENON:**

"Loneliness is a very prevalent phenomenon, and marketing researchers should make an effort to understand how loneliness affects consumption in order to design coping strategies for those consumers who do not benefit from their behaviors."

**INTERACTIVE IDEAS:** "My research and teaching interests are intertwined. I constantly get new research ideas from interaction with students and I also reciprocate by informing students of the most current research findings."

**COMPETITIVE POSITION:**

"Results of my research projects can help marketers and organizations better position themselves in fiery competition, help consumers make more judicious decisions, and help public policy makers design more efficient and sustainable policies."

## HOW OVERCONFIDENT CEOs IMPACT FEES FROM CONTRACTORS

**Paul Hribar**

*Professor and Leonard A. Hadley  
Professor of Accounting*

**HUGE EGO = BIG PRICETAG:**

"I am looking at how individual psychological biases (in particular, overconfidence) affect contracting between companies and different counterparties. One approach to measure the degree of overconfidence of a Fortune 500 CEO is to look at how the business media describes the individual, and then count the number of times he/she is described as overconfident in these articles. Another approach is to look at how long they hold on to stock options in the company. Using these approaches, CEOs can be classified as relatively more or less overconfident. We can then examine how auditors adjust their fees and how credit-rating agencies adjust their credit ratings when dealing with an overconfident executive. We find that auditors tend to charge higher fees because of the greater likelihood that an overconfident CEO will engage in activities that increase the likelihood that the firm misstates its financial statements. Similarly, credit agencies lower their ratings when an overconfident CEO is running the company, as it increases the chance that he/she will take actions that hurt the creditors."

**RATIONAL ARBITRAGE:**

"For decades, most of the data-driven capital markets research in accounting has used economic theory to predict how individuals behave. My research follows an increasing trend to show that



individual psychology matters. While this might seem like a common sense notion, it has actually been a slow process to convince other academics that these non-economic factors determine how contracts are written. We're showing that auditors and credit rating agencies care about the character traits of who they are dealing with, not just financial statement numbers."

**AGGRESSIVE APPROACH**

**TO BUSINESS:** "This line of research is interesting to the business community, as it shows that some individuals are predisposed to taking aggressive actions when running companies. Although this can benefit shareholders in some situations, such as pursuing new projects or in high-growth environments, there are other negative ramifications, such as greater likelihood of earnings management, higher fees paid to auditors, and lower credit ratings which increases the cost of financing." ■

# BIG DATA, BIG NEEDS.

Lesanne B. Fliehler

**A**s businesses strive to become more profitable, productive, and competitive, the last few decades have seen a growing need to collect, organize, and analyze data. The amount of data a company has can be so large that it is called “big data” because of its size and difficulty in processing with many companies’ current database management tools.

“From a technology perspective, we have seen computer processing power and storage capacity increasing exponentially,” says Gautam Pant, assistant professor of management sciences. “Companies can now track data at a scale that is unprecedented.”

Firms can now “sense interactions,” he says, “and that translates into huge amounts of data. It’s not just web interactions, but contacts between people who are moving the goods, the good themselves moving between warehouse to a store.”

Years ago, when data was scarce, “companies made inferences and conjectures,” says Jeff Ohlmann, associate professor and Huneke Research Fellow in management sciences. “Now we have the opposite problem. Companies are trying to figure out what part of this huge amount of data is actually relevant.”

No matter where the data comes from — radio-frequency identification (RFID) tags that track products to website “click-throughs” — employees who can manage and analyze the data and who can make decisions based on data analysis are highly sought after.

To answer the call for more graduates with these skills, the Tippie College of Business has modified its undergraduate management information sciences major to create a business analytics and information systems (BAIS) major, which will be offered starting next fall.

Students will choose from one of two tracks — business analytics or information systems. Business analytics focuses on the use of data to analyze and improve business processes, including data mining, supply chain management, simulation, and optimization. The information systems track is for students who want to learn about the design and management of information technology that collects, organizes, and secures the data. Taking an appropriate combination of course work and a capstone project could also earn the student a Lean/Six Sigma certification.

Whichever track the student chooses, there are skills in the other track that are important to know, too, Ohlmann says, so the major includes some common

course work that all students will take. Several core courses include Operations Management and Database Management.

"If I chose a business analytics track emphasis, I would still want to know how to use databases and how to design and develop those, because that's where I will likely be accessing my information," Ohlmann says. "With an information systems track emphasis, I would want the knowledge of how the data will be used by others in the company so we can communicate with each other."

In addition, a new required course for all BAIS majors is Business Process Analysis, which focuses on process improvement and data modeling.

"Every business is composed of steps or processes," Ohlmann says, "and all employees are involved in that process. If you can make that process better and add more value, then you are going to be an asset to the company."

The timing is also right for the Tippie College to offer the BAIS major because there's a critical mass of management sciences faculty members who have the expertise to teach the course work. In addition to 11 tenured or tenure-track faculty members, the department recently hired Pant and Kang Zhao, whose strengths match well with the department's needs. Plus, the department hopes to hire one more faculty member before next fall.

The department also hires lecturers, adjunct and visiting faculty members to teach some of its courses.

Although there have been some changes and additions to the curriculum, Pant and Ohlmann stress that students enrolled in the current management information sciences (MIS) major will still be able to graduate under the MIS program they started, and students in other Tippie majors will be able to take the new courses as well.

"We've given the major a face-lift, added some new courses that current majors can take now, and they'll finish their studies with an MIS major but have the benefit of the new knowledge," Ohlmann says. "We've done our own process improvement, if you will," he says.

While students are busy studying, corporations are anxiously awaiting the next group of graduates, says Jason Cooper, vice president of business analytics at Wellmark.

"This new major could produce a very relevant talent pool for Wellmark's Business Analytics department," he says. "We are involved in projects that span data governance, client reporting, data mining, predictive modeling, program evaluations, enterprise data warehouse and marts, big data and clickstream considerations, and analytic consulting." ■



## FACULTY EXPERTISE

The Tippie College's management sciences faculty members specialize in the use of advance computational and mathematical techniques to solve critical business problems. Some of their specialties include:

- business intelligence
- data mining
- forecasting
- information systems
- inventory routing problems
- logistics problems inspired by disaster relief and preparation
- machine learning
- mathematical optimization
- operations management
- quantitative methods
- social network analysis, social media mining, social computing
- sports analytics
- statistical methods for quality and productivity improvement (Six Sigma)
- supply chain management

# Young Alumni Board: Ten Years Strong

Ruth Paarmann

**I**n 2002, a group of young alumni from the Tippie College of Business came together in search of the answer to one question: How can I connect with and help the college in a meaningful way?

Their answer: Form a volunteer board of recent graduates who promise to retain their connection with the university and help students clarify their career choices. Ten years later, the Young Alumni Board is going strong and giving back more than ever.

"The Young Alumni Board formed because a few wonderful young undergraduate alumni asked how they could be active in the college," explains Nancy Hauserman, then associate dean of the Undergraduate Program. "They wanted to give back, but they were not yet able to do so financially. I jumped at the chance to utilize their energy and commitment."

The founding group grew to 15 alumni of various majors who lived and worked in Midwestern cities like Kansas City, Minneapolis, and Des Moines as well as New York City. The initial Young Alumni Board dedicated their time and ideas to setting up the board so the alumni could both help the college improve programs and give back to current students.

## A FLAGSHIP CAREER WORKSHOP

From day one, the Fall Career Workshop has been the board's flagship program. Run by Young Alumni Board members, the workshop allows Tippie students to attend panel discussions and breakout sessions based on various business majors and careers.

"The students identify closely with the young alumni because they have recently been in the students' shoes," says Amanda Miller (BBA02 Accounting and Finance), a founding member of the board who works on Google's mergers and acquisitions team in the San Francisco Bay Area.

"The alumni are very connected with the current job search environment, plus, they enjoy coming back to Iowa City and working with the students. It's great how supportive Tippie has been, and that the young alumni are anxious to help. It's a great partnership."

According to Rob Pick (BBA09 Finance and Economics, BA09 Political Science), who has served on the board since 2009, the students can interact with alumni who work in specific industries and positions. In September 2012, students received tips on choosing a major, career path advice, résumé reviews, and interview strategies.



## MENTORING SUMMER INTERNS AND FIRST-YEAR STUDENTS

Mentoring provides another venue for board members to have a positive impact on students. The group provides mentors for summer intern and direct admit mentees.

Rob explains that summer interns from Tippie find themselves in unfamiliar cities, such as Chicago, New York City, and even Hong Kong. For those young people around the globe, the Young Alumni Board finds members who live in or have traveled to the intern's assigned city.

As a consultant with Bain & Company in Chicago and a former intern in London's Parliament, Rob sees great value in having a mentor available for Tippie students. He has mentored two interns in Chicago over the past two summers.

"I had a couple of interns with an investment banking interest," Rob says. "We talked about everything from the city to making a strong first impression as well as career paths, accepting offers, and other career options."

Having been involved in a mentoring program for youth, Rob has developed a strong interest in expanding the board's mentoring programs.

"Tippie has 170 direct admit students this year, and we have 25 of them connected to Young Alumni Board members. We would like to increase that number to 50 students in the next year or two," he says.

## GIVE-GET

One of the aspects of the board that has changed over the years is the expectation to provide financial support to the college. For the first few years, board members gave of their time. The Young Alumni Board has since implemented a give-get program to enhance the college's bottom line.



"We don't want to limit anyone from being on the board, so each member can solicit funds and have people donate to the college in their name, or you can give yourself," Rob says.

"Fundraising is an integral part of being involved in an organization. I know it will have an impact on future students," he says.

Today, all 25 members of the board participate in this giving program, which is spelled out in the board's bylaws. In 2011-2012, the board members raised a total of \$7,460.

## MOVING FORWARD

One committee on the Young Alumni Board has discussed how to fill the gap to improve cultural competency among Tippie students and alumni. They have reviewed international efforts at other colleges and universities and made recommendations to Tippie staff about adding more international programming.

The board also hopes to engage and expand alumni involvement in other cities. The group is researching the most effective, desirable events, such as luncheons with high-profile speakers and networking cocktail hours.

Lon Moeller has seen the board grow since he became associate dean of the Undergraduate program in 2008.

"More and more, the Young Alumni Board is becoming an integral part of the college's alumni relations program as well as the undergraduate program," he says. "They are branching out, and I definitely see their involvement growing over time."

"I think with their outreach to students and alumni, they are realizing what an effect they can have. It helps the Tippie College, its students, and its alumni," he says. ■

## 2012 YOUNG ALUMNI BOARD PROGRAMS

### Fall Career Workshop

- 20 Young Alumni Board members volunteered at the workshop
- 9 sessions were given to 10-50 students at a time
- 3 résumé and speed networking sessions
- 1 professionalism breakout session

### Mentoring

- 35 summer intern mentees in cities across the United States and as far as London, Hong Kong, and Madrid
- 25 first-year student mentees on campus

## NEWS BRIEF

### Vaughan Institute Jumps On Board

This fall, the Vaughan Institute of Risk Management and Insurance has developed its own Young Alumni Board. The mission of this new 12-member organization is to establish strong ties between the institute and its students, faculty, staff, alumni, and corporate partners and to foster the advancement of the institute.





## NEW SENIOR ASSOCIATE DEAN

**Kurt Anstreicher** was named senior associate dean of the college, effective June 15. He will work closely with Dean Sarah Gardial and will oversee faculty matters, graduate programs, and technology issues within the college. He previously was the department executive officer for the Department of Management Sciences.

Anstreicher was recently elected a Fellow of the Institute for Operations Research and the Management Sciences (INFORMS), and was a Fellow in the 2011-12 CIC Academic Leadership Program (ALP). He is currently completing a 5-year term as editor-in-chief of the journal *Mathematical Programming Series A*. His extensive CV includes numerous publications in top tier journals, editorships, and committee positions. He teaches primarily in the college's MBA programs and has received the Executive MBA G.R.E.A.T. Instructor of the Year Award several times. He joined the college in 1991.



## NEW EXECUTIVE MBA CLASS

The Tippie School of Management will offer another Executive MBA (EMBA) class in downtown Des Moines, following up on the success of the first. The next accelerated Executive MBA program will begin January 2014 with graduation in December 2015. This is the only Executive MBA program offered in the Des Moines metropolitan area.

The EMBA program provides experienced professionals the opportunity to earn an MBA while continuing to work full-time. The content of the Executive MBA program draws from relevant business topics such as economics, finance, management, strategic operations, leadership, negotiations, marketing, and accounting.

Classes will be held on Fridays and Saturdays every other weekend in downtown Des Moines at the John and Mary Pappajohn Educational Center, 2100 Grand Ave. Interested students should visit [tippie.uiowa.edu/execmba](http://tippie.uiowa.edu/execmba) for more information.

Want up-to-date news about the research, programs, students, faculty, and staff in the college? Subscribe to our monthly e-newsletter at [tippie-news@uiowa.edu](mailto:tippie-news@uiowa.edu)



## TOP TEACHING AWARD

**Jay Christensen-Szalanski** is one of four UI faculty members to win the 2012 President and Provost Award for Teaching Excellence. Christensen-Szalanski, professor and departmental executive officer of the Department of Management and Organizations, teaches hundreds of undergraduate students each year in the large introductory course Introduction to Management. He also teaches in the college's off-campus MBA programs, including the international program in Hong Kong. A leader in developing innovative teaching materials, he partnered with a colleague to develop a series of multimedia digital textbooks, and he routinely uses multimedia resources to great success in his classes. The award, administered by the UI Council on Teaching, was created in 2004 as a university-wide recognition for faculty members who have demonstrated a sustained, high level of teaching excellence.

## TIPPIE BUILDS NET-ZERO HOUSE

This year's Tippi Build — the sixth Habitat for Humanity home built by the Tippie community — will be an energy-efficient, net-zero home, which is designed to produce as much energy as it consumes. The homes help reduce the dependence on fossil fuels and reduce carbon emissions. Homes such as these are uncommon, but they are gaining in popularity.

UI students from Engineers for a Sustainable World will provide consulting about construction materials to be used, and will monitor the house for three years to measure the success of the net-zero concept.



## JOHN DEERE DAY

On September 6, Tippie and other UI students got an up-close look at John Deere — starting with some of the company's agricultural equipment parked on the T. Anne Cleary Walkway. John Deere Day showcased career options across a range of professions from business and engineering to public health.

"John Deere is a global company with exciting career opportunities in businesses that support customers linked to the land," says Laurie Zelnio, the company's liaison to the UI. "We want students to see how their career aspirations fit into opportunities at John Deere."

**Matthew Boeding**, a senior accounting and finance major, held an internship in the internal audit department at John Deere Financial this past summer. The internship, he says, was "a great learning experience."

"Deere's internship allowed me to challenge myself and learn from my mistakes," he says. "Not only was it a place to gain valuable skills needed for the business world, but it's also a great opportunity for you to interview the company to see if they are a great fit for you."

Deere has held similar days at other Big Ten schools. In addition to the Tippie College, cosponsors at Iowa included the Colleges of Engineering and Public Health, Department of Computer Science, and the Pomerantz Career Center.

The first Tippie Build was completed during the 2006-07 academic year, and it was the largest community service project in history of the Tippie College of Business. To date, the Tippie community has raised more than \$250,000 for Iowa Valley Habitat for Humanity and provided most of the volunteer labor to build five Habitat homes.

To learn more, visit [tippie.uiowa.edu/tippiebuild](http://tippie.uiowa.edu/tippiebuild).

## PEER NETWORKING RESOURCE

The Peer Networking Resource is a new tool for undergraduate students to use to connect with one another, ask questions, and create more community within the college. Pre-business and new business students can now access a list of "networkers" and the wide range of subjects they can answer questions about through a resource binder located in the Undergraduate Program Office and online. The resource is a collaboration between Tippie Senate and the Multicultural Business Student Association.

## TIPPIE VIEW

The Tippie View is an interactive information center where students and visitors can easily access information about courses offered in the building, campus maps, a faculty-staff directory, programs,

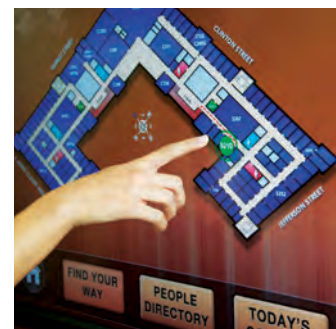


and events happening in the college through touch-screen displays.

A center 72-inch display is programmed to deliver live market information in a variety of formats. Above the video display is a scrawling ticker displaying live equity activity for the Dow 30 and stocks of local interest, as well as news headlines and sports scores.

The Pappajohn Business Building is arguably one of the most beautiful buildings on campus, but it can be challenging to maneuver for first-time visitors. The Tippie View includes a way finder that literally maps the way to conference rooms, classrooms, restrooms, exits, and more.

The project was funded by the Krause Gentle Foundation and Kum & Go. The Tippie View was made available to students at the start of the 2012 fall semester.



Users of the touch-screen displays that are part of the **Tippie View** information center can quickly find the room they're looking for, information on events happening in the college that day, and much more. Located on the first floor of the Pappajohn Business Building, the Tippie View also includes live equity activity for the Dow 30 and stocks of local interest.



**L**ost track of a classmate? Looking to connect with Tippie alumni in your area? Check out the career moves, professional accomplishments, and personal achievements of alumni and classmates below, and then send us your news.

An online information update form is available at [tippie.uiowa.edu/alumni/update](http://tippie.uiowa.edu/alumni/update), or you can send a note to Barbara Thomas, Tippie College of Business, 108 John Pappajohn Business Building, University of Iowa, Iowa City, IA 52242-1994 (or e-mail [tippie-alumni@uiowa.edu](mailto:tippie-alumni@uiowa.edu)).



## TIPPIE ONLINE

- [tippie.uiowa.edu](http://tippie.uiowa.edu)
- [facebook.com/Tippie](https://facebook.com/Tippie)
- [twitter.com/TippieIowa](https://twitter.com/TippieIowa)

## 2010s

**Tyson Blau, MBA10**, is a commercial relationship manager with Bank Midwest in Overland Park, Kan. He lives in Raymore, Mo.

**Patrick Cowhey, BBA12**, is a revenue analyst with Caterpillar in Peoria, Ill.

**Jeffrey D. Ellis, MBA10**, is vice president of commercial banking for Citizens First National Bank in Princeton, Ill.

**Hannah H. Herzog, BBA10**, is an information technology business analyst for Principal Financial Group in Des Moines.

**Michelle Hillenbrand, BBA12**, is attending Stanford Law School.

**Daniel Ilchi, BBA10**, is an accountant at the Gladys R. Wilson & Associates accounting firm in Chicago.

**Grant Juhl, BBA10**, is a business manager with Skipper Jett LLC in Eureka, Calif. He lives in Myers Flat, Calif.

**Evan Kander, BBA12**, is a merchandising consultant with Tip-Top Branding in Chicago. He lives in Buffalo Grove, Ill.

**Kevin Kotek, BBA10**, is a data analyst with RuffaloCODY in Cedar Rapids.

**Kayla (Takes) Kremer, BBA11**, is an intermediate financial systems analyst with AEGON Asset Management in Cedar Rapids.



**Brian Lein, BBA12**, is an auditor with the U.S. Department of Defense/Navy in Washington, D.C.

**Francis Mamo, BBA10**, is a researcher with the Center on Budget and Policy Priorities in Washington, D.C. He lives in Alexandria, Va.

**Greg G. Pappas, BBA10**, is an assistant store manager for Goodwill Industries of Southeast Wisconsin and Metro Chicago in Arlington Heights, Ill.

**Caitlyn R. Ryan, BBA10**, is marketing and custom image wear manager at Phelps Fashion Apparel in Muscatine.

**Molly E. Slager, BBA11**, is operations supervisor for the Kate Carol dance company in Iowa City.

**Brad J. Zelnio, BBA11**, is a brokerage office representative for Country Financial in Bloomington, Ill.

## 2000s

**Weston S. Anderson, BBA08**, is a corporate development associate at CC Industries, a private equity firm in Chicago.

**Brian W. Crotty, BBA02**, is manager of valuation and forensic services for the Clifton Gunderson accounting firm in West Des Moines.

**Megan Deahr, BBA09, MAc09**, is a consultant with Ryan LLC in Downers Grove, Ill.

**Alicia (Rokusek) Deer, MBA08**, recently married and is a project manager for the John Deere Des Moines Works.



**Nathan Drew, BBA08**, is president of Drew Holdings Inc. in Des Moines.

**Patrick J. Duhaime, MBA01**, is director of global sales and marketing for NACCO Materials Handling Group in Greenville, N.C.



**Geoffrey Dunmore, BBA04**, recently moved with his wife to Salt Lake City, Utah, where

he is a senior client associate with Wells Fargo Wealth Management. As part of the move, they traveled throughout the West, and in three months they visited eight national parks and 19 states.

**Jackie Earles, BBA06**, is the director of Physician Financial Services with Mercy Medical Center in Des Moines.

**Jackie A. Garfield, BBA02**, is an account executive with the Executive Benefits Network consulting firm in Milwaukee.

**Brian Geiger, BBA08**, is an associate with Northern Trust Hedge Fund Services in Chicago.

## TIPPIE MEMORABILIA COLLECTION ON DISPLAY

The new **Henry B. Tippie Annex** in Belle Plaine, Iowa, celebrates the life of the native Iowa farm boy and the Tippie College's benefactor. The museum details his entire life — from growing up on the farm, his World War II service, education at the University of Iowa, his business career, and more. Over the years, Henry's accumulation of memorabilia chronicling his life was saved in a warehouse built on his ranch. The collection is on permanent loan to the Belle Plaine Museum.

# HENRY B. TIPPIE

"THANK YOU, BELLE PLAINE"

I'VE HAD AN  
INTERESTING LIFE



**Scott P. Grady, BBA04**, is a financial advisor for Morgan Stanley in Chicago.



**William Hamel, BBA06**, is the owner and IT specialist for [chicagopcsources.com](http://chicagopcsources.com), which buys and sells laptops, cell phones, tablets, and hard-to-find hardware. He lives in Hattiesburg, Miss.

**Chelsea Hillman, BBA08**, was named the 2012 Young Professional of the Year by the Network: Young Professionals of the Quad Cities. This award recognizes a young professional in the Quad Cities who is creating an impact in the community — making it a better place to live, work, and play.

**James Johnson, MBA03**, is a finance manager with Nielsen. He lives in Chicago.

**Stephanie (Andersen) Knox, BBA05, MBA10**, is an inventory analyst with Benchmark Brands in Norcross, Ga. She lives in Atlanta.

**Matthew L. Kowal, BBA07**, is a copywriter for the Ogilvy & Mather public relations firm in Chicago.

**Kevin J. Kreber, BBA09**, is a consultant with Perceptive Software in Shawnee, Kan.

**Mark S. Maguire, BBA08**, is a banker at Wells Fargo Bank in Des Moines.

**Patrick McMullen, BBA03**, is the assistant Tama County attorney in the Tama County Attorney's Office in Toledo. He lives in Marshalltown.

**Sarah Nordquist, BBA09**, is a senior financial planning and advice analyst for Ameriprise Financial in Minneapolis.



**In-Sue Oh, PhD09**, is an associate professor in the Department of Human Resource Management at the Fox School of Business at Temple University.

**Susan M. (Armstrong) Portz, BA02**, is a math teacher at Jefferson High School in Cedar Rapids.

**Diana Reed, BBA07**, spent a year as a dancer and performer for Disney's *Phineas and Ferb: The Best Live Tour Ever* national production. She is currently performing on Oceania Cruises.

**Tanya R. (Robinson) Sain, BBA02**, is a senior business systems analyst for Transamerica Retirement Services in Cedar Rapids.

**Mary B. Sellers, EMBA07**, is the director of the United Way of Central Iowa.

**Adam J. Tiedt, BBA08**, is an account executive for ME&V, an advertising and fund-raising consultancy in Cedar Rapids.

**Kevin Willey, MBA08**, is a sales force planning manager at Pioneer Hi-Bred International seed company in Johnston.



**Alok Tiwari, MBA09**, has joined RHOSS (a leading HVAC manufacturer). His daughter was born on Feb. 25, 2012. He lives in Mumbai.



**Thomas L. Cardella, MBA95**, was named head of the Iowa Chapter of the Professional Association for Customer Engagement (formerly the American Teleservices Association). For the fourth year in a row, his company, Thomas L. Cardella & Associates, was awarded the "Best Outsourced Provider" at the IQPC Call Center Week last spring.



**N. Joseph Young, MBA08**, is vice president of the John Deere Insurance Company in Johnston.

## 1990s

**Paul G. Boynton, MBA90**, is CEO of Rayonier, an international forest products company in Jacksonville, Fla.

**Heidi L. (Dixon) Brown, BBA92**, is vice president of the citizens State Bank in Sheldon.

**Michael Browne, BBA98**, is vice president of RBS Citizens, a financial services and banking company in Chicago.

**Jesse D. Burns, BBA93**, is financial manager for the Burns and Burns real estate development and construction company in Iowa City.

**Sandra R. (Bolek) Fleck, BBA98**, president of the Joliet Fire Wives Organization and a member of the Joliet Junior Women's Club in Joliet, Ill., is senior vice president and market leader for Heartland Bank and Trust Company in Shorewood, Ill.

**Shawn Fox, BBA96**, is an accountant with the McGladrey accounting firm in Kansas City, Mo.

**Kathy (Sayre) Laabs, BBA98, MBA04**, and **Todd Laabs, MBA04**, recently purchased the Clear Lake Heartland Inn and The Landing restaurant. Todd's parents manage the business on site, while Todd and Kathy "do all the behind the scenes work." Kathy and Todd live in Cincinnati where Todd works at Proctor & Gamble.

**Nathan W. Lamb, BBA97**, is an attorney with the Ulmer & Berne law firm in Chicago.

**Erik T. Peterson, BBA93**, is global supply chain finance director at Kellogg's in Battle Creek, Mich.

**Jason R. Pettit, BBA99**, is a systems analyst for Kohl's department stores in Menomonee Falls, Wis.

## 1980s

**Robin (Forrester) Brown, BBA85**, is a quality assurance engineer with Discount Tire in Scottsdale, Ariz.

**Sondra S. Brown, BBA88**, is the controller with Laclede Gas Company in St. Louis, Mo.

**Michael B. Flanigan, BBA89**, is a product manager for ACT in Iowa City.

**CarolAnn Garratt, MBA82**, completed her third around-the-world flight in a small, single-engine airplane. In addition, she raises money for ALS research, after losing her mother to the disease in 2002. Her first flight, in 2003, took 7 months. The second, in 2008, set a new world record by circumnavigating the world in 8½ days. This third flight took 11 months and she visited more than 35 countries, including Israel, Jordan, Egypt, Madagascar, Thailand, Cambodia, Australia, and New Zealand.



**Josefina Hall, MBA89**, retired as associate director of development for Grinnell College last June.

**Jeffrey H. Harris, MBA87**, a finance professor in the Whitman School of Management at Syracuse University in Syracuse, N.Y., recently spoke at the World Commodities Week conference in London.

**John C. Holz, BBA84**, is president of Strategic Retirement Plan Dynamics in Tucson, Ariz.

**Stephen Horvath, BBA89**, is vice president of marketing and product development with CoreSource Inc. of Lake Forest, Ill. He lives in Libertyville.

**Scott D. Kent, BBA89**, is vice president of physician-hospital organization/field services for Advocate Health Care in Chicago.

**Kathy (King) Kessler, BBA81**, is a self-employed certified professional life coach in Dubuque.



**Martin "Marty" Ketelaar, BBA88**, is the vice president of investor relations at QuanexBuilding Products Corporation of Houston, Texas. He previously was vice president of investor relations and assistant treasurer for the ServiceMaster Company.

**Kelly L. (Fox) McDonald, BBA86**, is senior vice president and controller at Rave Cinemas in Dallas.

**John L. Miclo, BBA81**, is president and chief executive officer of Tengion, a biotechnology company specializing in organ regeneration in Winston-Salem, N.C.

**Thomas Omer, PhD86**, was named the Ray M. Sommerfeld Outstanding Tax Educator by the Ernst & Young Foundation. Omer is the James R. Whatley Chair in Business at Texas A&M University.

**Susanne (Knudson) Schuster, BBA82**, is the vice president of assurance and risk advisory services for the Deluxe Corporation of Shoreview, Minn. She lives in Rosemount, Minn.

**David W. Smith, MBA84,** is lead director at Capella Education Company in Minneapolis and a member of the board of directors for Capstone, a children's books publisher.



**Mark Russell Tubbs, BBA87,** is an accountant with Incompass Tax, Estate & Business Solutions in Sacramento, Calif.

## 1970s

**Rebecca J. Baxter, BBA72,** is a computer consultant with Hewlett-Packard in Grapevine, Texas.

**Karim Cherif, BBA79, MBA81,** is the associate dean for academic affairs at the University of California. He lives in Los Angeles.

**Greg Cripple, BBA72,** retired as manager of human resources strategy and policy for John Deere in Moline, Ill., after a 38-year-career with Deere. He stays involved at the university as treasurer of the Board of Advisors for the Lambda Eta chapter of Tau Kappa Epsilon fraternity and in organizing an alumni association for the chapter's former members.

**Henry Dean, BBA70,** an attorney with the GrayRobinson law firm in Jacksonville, Fla., has been named to *Best Lawyers in America* 2012.

**William J. Hargis, BBA71,** is a financial professional with the Stohlmann Hargis Financial Group in Woodbury, Minn.

**M. Colleen (Thompson) Jones, BBA72,** is an associate professor in the College of Business Administration's management department at the University of Nebraska-Lincoln.

**Steven P. Kalina, BBA78,** is a principal consultant at Affirmitech, a technical and information technology recruiting firm in Scottsdale, Ariz.

**Donald A. Martin, BBA73,** is a property casualty claim manager for Cincinnati Insurance Company in Dade City, Fla.

## 1960s

**Jon Broers, BBA68,** retired as director of stores with Sears, Roebuck and Co. He lives in Tucson, Ariz.

**Rick Echternacht, BBA68,** is general manager at National Home Security in Edina, Minn.

**Donald Graf, BBA60,** principal with Private Investments, lives in Overland Park, Kan.

**Carolyn A. (Foote) Heitz, BBA60,** is an online instructor for the University of Wisconsin-Stout in Menomonie, Wis.

**Richard H. Ross, BBA65,** has recently retired as deputy director of compliance from the California Gambling Control Commission in Sacramento, Calif.

**Maurice K. VanNote, BBA68,** is a semi-retired farmer in Palo.

**Stewart W. Wallace, BBA68,** is the Egypt programs director for L-3 MPRI, an integrated training and security solutions company in Alexandria, Va.



## 1950s



**Larry L. Luing, BSC51,** former president and chairman of the board emeritus of the Berkeley

College in New York, was honored at a dedication ceremony for the Larry L. Luing School of Business.

**Walter L. McNamara, BSC57,** is a self-employed attorney in Cedar Rapids.

**Ginny Wilson-Peters, BBA83, MBA95,** was named a 2012 Small Business Leader of the Year finalist by the Quad Cities Chamber of Commerce. In addition, her company, Integrity Integrated, was also named a Small Business of the Year finalist. These awards honor the best and brightest of job creators, acknowledging their significant contributions as drivers of economic growth in the Quad Cities region, and recognize companies and individuals exemplifying professional skill and leadership who are peer-rated as champions in their respective fields.

**Editor's Note:** Alumni News are submitted by alumni and are not verified by the editors. While we welcome alumni news, *Tippie Magazine* is not responsible for the information contained in these submissions.



Eleanor Birch

October 17, 1928–June 11, 2012

Eleanor Birch was a long-time faculty member who served the college and the university in many ways. She joined the college's faculty in 1968, as one of the only two female faculty members. She earned the title of associate professor of management sciences in 1975 and was the associate dean and director of the MBA Program from 1984 to 1988.

She received the Chester A. Phillips Faculty Award for Excellence (1974-75), the Hancher-Finkbine Medallion (1975), and the HON Teaching Excellence Award (1990). In the 1990s, she served as the chair of the Faculty/Staff Campaign for the College of Business Administration Building (what is now called the Pappajohn Business Building). She was extremely devoted to this effort and donated a substantial portion of the money she received for the HON Teaching Award to the building campaign. Birch earned her B.A. in economics in 1949 from Brown University and her Ph.D. in economics from Iowa in 1969. She co-authored a number of books and published journal articles.

To read the complete Birch obituary, please visit [tippie.uiowa.edu/magazine.birch.cfm](http://tippie.uiowa.edu/magazine.birch.cfm).

### 1930s

Clive V. Clark, BSC39  
Lowell W. Herron, MA39  
Lewis F. Jolly, BSC39  
Leland F. Neff, BSC34  
Cyril D. Smith, BSC39  
Lyell G. Van Atta, BSC32  
Winifred K. (Noland) Voltmer, BSC39

### 1940s

Alvin G. Boeger, BSC49  
Clark B. Briscoe Jr., BSC44  
Dorra Rodgers Burnett, BSC43  
August Campagna, BSC41  
H. Burton Crawford, BSC42  
Cletus C. Crowley, BSC48, MA53  
Don R. Curl, BSC49  
Dwight H. Dawes, BSC42  
Earl B. Delzell Jr., BSC46  
Don R. Frank, BSC48  
Susan K. Fulljames, BSC44  
E. Thomas Gray, BSC49, MA67  
Mildred J. Heck, BSC44  
Lyle H. Hoffmann, BSC48  
Charles D. Johnson, BSC42  
J. Robert Kelleher, BSC41  
Janet L. Lewis, BSC43  
Philip H. Millen, BSC40  
Kathleen (Davis) Nye, BSC43  
Einer A. Ostedgaard, BSC46  
Marie Ann Queensland, BSC45  
Don E. Riemenschneider, BSC48  
Harry Rinkema, BSC46  
William R. Shelledy, BSC40  
Mary Ruth (Murray) Smith, BSC41  
Gerald G. Van Steenhuyse, BSC49  
Lohrbelle N. Williams, BSC42  
Maynard B. Woodbury, BSC46, MA47  
H. Wyman Woodke, BSC48, MA49

### 1950s

Russell A. Ablard, BSC59  
Dale M. Anderson, BSC50  
George D. Anderson, BSC56  
Robert L. Armbruster, BSC57  
Arnold L. Baron, BSC50  
Warren G. Berg, MA50, PhD60  
William A. Bernatz, BSC59  
Roland J. (Joe) Blindt, BSC56  
Jerry L. Blomberg, BSC53  
Edward F. Bock, BSC42  
Robert A. Borgstrom, BSC55  
David H. Braun, BSC53  
Mary Lou Broman, BSC53  
Robert G. Dalin, BSC51  
Nora B. Dobbe, BSC52  
Robert E. Dodds, BSC53  
William B. Dowd, BSC56

William B. Ebert, BSC51  
Richard W. Edwards, BSC59  
Charles F. Fairall, BSC59  
Victor R. Frumkin, BSC52  
William B. Gordon, BSC51  
Charles W. Granger, BSC56  
Theodore J. Graves, BSC56  
Vernon A. Hagg, BSC59  
Lewis G. Hartwig, BSC57  
C. Robert Jackson, BSC58  
Frederick L. Jewett, BSC56  
O.Q. Johnson Jr., BSC56  
Norman H. Jones Jr., MA50, PhD54  
Peter P. Kendra, BSC54  
John W. Kofoed, BSC56  
Harold Kriv, BSC54  
Ethelyn J. (McCulloch) LeClere, BSC51  
John E. Lee, BSC56  
Dale K. Lewis, BBA59  
W.W. Martin, BSC51  
Donald E. McLatchie, BSC59  
James L. McClung, BSC50  
Jean F. (McNeill) Morgan, BSC52  
Thomas S. Nowers, BSC57  
Lynn W. Oglesby, BSC52  
William L. O'Meara, BSC50  
Garnet D. Olive, MA50, PhD60  
Norma J. (Brown) Olson, BSC52  
Richard R. Orth, BSC51  
Max D. Parsons, BSC57  
Herman M. Pickus Jr., BSC52  
Craig Austin Polhill, BSC54  
Tony V. Riassetto, BSC50  
Don R. Sampsel, BSC51  
Arnold V. Schnobelen, BSC53  
R.S. Seeberg, BSC55  
Robert R. Sherburne, BSC57  
Mary Lou (Busching) Sloan, BSC53  
Charles W. Soderberg, BSC53  
Richard C. Tussing, BSC58, MA60  
Donald E. Vejda, 57BSC  
Eugene J. Vislisl, BSC54  
Perry M. West Jr., BSC54  
Roland E. Wick, PhD50  
Albert C. Winter, BSC51, MA52  
David E. Wortman, MA58

### 1960s

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Richard B. Buchheit Jr., BBA63  
John A. Chisholm, BBA69  
Kenneth P. Collman, BBA68  
Mark S. Corr, BBA64  
Evelyn M. Fordyce, MA62  
Delbert E. Gaines, BBA60  
Emil C. Haeflinger, BBA69  
Craig H. Haesemeyer, BBA69

M. Erwin Jansma, BBA64  
Donald S. Lichtenauer, BBA68  
Dion M. Markle, BBA66  
Richard H. Miller, BBA62  
Richard P. Murphy, BBA60  
Russell I. Niehaus, BBA67  
M. Wayne Oltrogge, BBA63  
Steven D. Ostrom, BBA65  
Greig L. Rawson, BBA68  
Gary L. Stransky, BBA68  
George W. Sudenga, BBA62  
Martin D. Veenker, BBA65  
Kathleen P. Wagoner, PhD67  
Thomas H. Wegman, BBA60  
George B. Wetsell, BBA61  
Jeff L. Whitaker, BBA62  
Raymond W. White Sr., BBA68  
Bobby G. Williams, MA69

### 1970s

Harrison T. Abbott, MA71  
Margaret M. (Quetsch) Bales, BBA77  
Gregory D. Farrow, BBA74  
R. Fred Friedman, BBA72  
Laurie Anne (Sharp) Garlock, BBA78  
Donald P. Hayes, BBA60, PhD72  
John L. Keller Jr., BBA70  
Michael A. Mairet, BBA79  
Bruce A. Olinger, MBA77  
William R. Ray, BBA70  
Dale G. Shires, MA76  
Steve Strautz, BBA76

### 1980s

Donnie Furman, BBA80  
Lynn R. (Kohler) Gibson, BBA85  
Terry D. Harper II, BBA81  
Martin E. Kerl, MBA89  
Jeffrey A. Nation, BBA81  
Rex V. Small, BBA81  
Gregory S. Sturtz, BBA89  
James A. Wahlers, BBA87  
Scott A. Waychoff, BBA81

### 1990s

A.K. Baker, MBA96  
Christopher D. Hamlin, BBA90  
Rodney L. Janssen, MBA92  
Thomas R. Murphy, BBA90

### 2000s

Richard D. Feenstra, MBA06  
Jonathan A. Hintz, BBA07

### 2010s

Ryan D. Horan, BBA11



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