

Winter 2013-14



# Tippie

MAGAZINE

HENRY B. TIPPIE COLLEGE OF BUSINESS



for IOWA

forever more

WINTER 2013-14

HENRY B. TIPPIE  
COLLEGE OF BUSINESS

# Tippie

MAGAZINE



## INSIDE

### **2** Cover Story: For Iowa. Forever More.

The college's \$125 million comprehensive campaign goal will strengthen the college and help it keep pace in the changing world of business. By Lesanne B. Fliehler

### **8** Tippie's Next Ten Years: A Catalyst for Transformation

The college's vision is to be a catalyst for transformation, developing bold solutions for a changing world through business education, research, and outreach. By Lesanne B. Fliehler

### **9** Eleanor Birch: Honoring a Trusted Mentor and Advisor

Eleanor Birch was a beloved teacher and colleague, and now a memorial fund has been established in her honor. By Mike Watkins

### **10** Honor Roll of Contributors

Special thanks to our alumni and friends for their support.



17

9



10



23

18

# 18 A Tribute to Emeritus Faculty

Collectively, and individually, the emeritus faculty contributions to the college, the university, and higher education are many.

## SECTIONS

Tippie by the Numbers . . . . .	13
College News . . . . .	14
Alumni News . . . . .	20
In Memoriam . . . . .	24

**Publisher**  
Sarah Fisher Gardial  
sarah-gardial@uiowa.edu

**Executive Director of  
Communication, Alumni,  
and External Relations**  
Barbara Thomas  
barbara-thomas-2@uiowa.edu

**Editor**  
Lesanne B. Fliehler  
lesanne-fliehler@uiowa.edu

**Design**  
WDG Communications Inc.  
www.wdgcom.com

**Writers**  
Lesanne B. Fliehler  
Tom Snee  
Mike Watkins

**Photography**  
Bill Adams  
George Burns  
Steven Henke  
Ed Kempf/Impact Photo  
Linda Knowling  
Susan McClellan  
Tim Schoon

*Tippie Magazine* correspondence should be directed to Lesanne B. Fliehler, Editor, *Tippie Magazine*, Henry B. Tippie College of Business, 108 John Pappajohn Business Bldg., Iowa City, IA 52242-1994.

Copyright © 2013.  
Henry B. Tippie College of Business,  
University of Iowa.  
All rights reserved.

### HOW TO RECEIVE TIPPIE MAGAZINE

*Tippie Magazine*, a semiannual publication for alumni and friends of the Henry B. Tippie College of Business, is made possible through the generosity of private donors. A complimentary subscription is provided to those who make an annual gift of \$25 or more to the college via the University of Iowa Foundation. Online gifts may be made at [www.givetoioiwa.org/business](http://www.givetoioiwa.org/business), or you may mail your gift specifically marked for the Tippie College to the University of Iowa Foundation, Levitt Center for University Advancement, P.O. Box 4550, Iowa City, IA 52244-4550.



### TIPPIE ONLINE

- [tippie.uiowa.edu](http://tippie.uiowa.edu)
- [facebook.com/Tippie](https://facebook.com/Tippie)
- [twitter.com/TippieIowa](https://twitter.com/TippieIowa)
- [linkedin.com/groups?gid=54030](https://linkedin.com/groups?gid=54030)

# for IOWA

# forever more

**I**s the Tippie College of Business changing to remain relevant to a world where business itself is changing? Are we teaching the right things in the right way so graduating students are well-prepared?

The answers are “yes” and “yes.” But — although the core foundation of our business curriculum is strong, we need to do more. Private support is critical for the college to continue to improve and succeed.

When Sarah Fisher Gardial took the reins as dean a year ago, the college’s leadership updated the goals for its part of the university’s comprehensive fund-raising campaign — *For Iowa. Forever More: The Campaign for the University of Iowa.*

“Campaigns like this provide us with an incentive to sit down and think about where the college is going,” Gardial says. “We met one-on-one with each department, program, center, and institute to learn more about their needs, and we believe the college’s goal of \$125 million will strengthen the college, help us keep pace with a changing world, and set us apart from our peer institutions.”

With those goals in place, the college could then begin to form a strategic vision that would move the college forward for the next 10 years (*see page 8*).

With 63% of the campaign timeline elapsed (July 1, 2008 to December 31, 2016), the college is 44% of the way toward its goal of fulfilling seven campaign priorities:

- Programs, Centers, and Institutes: \$40.1 million
- Faculty Support: \$41 million
- Scholarship Support: \$19.5 million
- Tippie Excellence Fund: \$7 million
- MBA Programs: \$9.5 million
- Graduate Fellowship Support: \$2.4 million
- Facilities Enhancements: \$5.5 million

Read on to learn how private gifts have already had a tremendous impact and how future gifts will help make a difference to the college’s students, faculty, programs, and facilities.



“The University of Iowa’s strengths are precisely aligned with some of the most urgent challenges we face as a global society, and with the additional resources that *For Iowa. Forever More.* will make available, the UI can develop new ways to bring its creativity and expertise to the world.”

— UI President Sally Mason



Cover story continued

## PREPARING THE WHOLE STUDENT, ONE PAPER OR SPEECH AT A TIME

As the college's student population has increased over the past 20 years — from 1,011 in 1993 to 2,496 in fall 2013 — student needs have increased as well. Not only do they need to be prepared academically, but they need the soft skills that employers demand, too — good communication, time-management, and problem-solving skills.

The Tippie College listens closely to employers, and one message comes through loud and clear: Businesses need graduates who are effective and versatile communicators. From writing memos, reports, and proposals to delivering persuasive presentations and closing the deal, communication skills are crucial to success in today's competitive business environment.

At Tippie, the Judith R. Frank Business Communications Center is here to help. The center is just one example of how valuable private dollars are supporting the soft-skill needs of undergraduate students.

Although a business communications center existed as early as 2000, it was a gift in 2005 from Harris and the late Judith Frank that formalized the center and helped it expand its programming from working primarily on students' written communication skills to providing help with oral presentations. The center now also provides opportunities for international students to improve their pronunciation and conversation skills.

"It had become apparent to Judy and me that there are bright students who are entering the workplace with strong technical skills but without the ability to express themselves adequately," Harris Frank said. "We felt that supporting these initiatives in the Tippie College's business communications center would enhance what is already an outstanding undergraduate business program."

Frank Center staff, graduate student writing fellows, and peer tutors are trained to handle general business writing and

specific assignments, many of which are part of the Business Communications and Protocol course required of all business undergraduates. Students can schedule one-on-one sessions with them to have their writing projects critiqued and reviewed. The center supports the oral communication skills of students, too. Students can practice speeches or multimedia presentations individually or in small groups and receive constructive feedback.

During the 2012-13 academic year, the center served more than 949 students through 3,058 appointments.

Pamela Bourjaily, director of the center since 2009, says students generally want help to improve a grade on one or two assignments, but she has a long-term goal in mind.

"The center can help students communicate more professionally, clearly, and concisely," she says. When students pay attention to detail in writing and in speaking, interviewers and future employers get a better sense of the person's ability to organize information and meet communication expectations in the workplace, she says. "Communicating well can distinguish a student from other job applicants, especially in this tight job market. Correcting communication errors while still in school actually is far better than having to correct those mistakes when they enter professional life."

## RECRUITING AND RETAINING FACULTY

A major part of the college's comprehensive campaign is support for faculty professorships and fellowships. Being able to recruit and retain internationally renowned faculty members means students benefit from the cutting-edge research they bring into the classroom, an important characteristic of a research institution such as the University of Iowa and the Tippie College.

"Over the past few years, we have been able to retain several top faculty members because of private dollars given to support our faculty," says Dean Sarah Fisher Gardial.

### UNDERGRADUATE PROGRAMS, CENTERS, AND INSTITUTES — \$40.1 MILLION GOAL

- Undergraduate Programs/Advising Office — \$10 million
- Leadership and Professional Development Fund — \$5 million
- Entrepreneurial Management Institute — \$3 million
- Frank Communications Center — \$3 million
- Jacobson Youth Institute — \$3 million
- Hawkinson Excellence Fund — \$2 million
- Institute Directorships (Vaughan, JPEC, Hawkinson) — \$2 million each
- John Pappajohn Entrepreneurial Center Awards Fund — \$2 million
- Vaughan Program Excellence Fund — \$2 million
- Marketing Institute Excellence and Library Fund — \$1.6 million
- Vaughan Adjunct Faculty Fund — \$1.5 million
- Institute for International Business Development Fund — \$1 million

### GRADUATE PROGRAMS — \$2.4 MILLION GOAL

- 10 Graduate Fellowships @ \$12,000/year = \$120K annually

### MBA PROGRAMS — \$9.5 MILLION GOAL

- Three MBA Academy Funds — \$2.5 million each
- Business Solutions Center — \$2 million

“Other institutions aggressively attempt to recruit our faculty away, and we have, in the past, lost some faculty. Private funding helps us remain competitive and retain faculty in the college.”

One story of faculty recruitment success is seen through a \$250,000 gift from Debbie K. (BSPH81) and Tom J. Veale (BBA80) of Palos Verdes Estates, Calif., to the Vaughan Institute of Risk Management and Insurance. The gift created the TRISTAR Excellence Fund and provided the institute with vital general operating support and established the TRISTAR Risk Management Fellowship. TRISTAR Risk Management is an insurance-services firm that Tom Veale founded in Long Beach, Calif., in 1987.

In 2005, the Tippie College hired J. Tyler Leverty as an assistant professor of finance and the Vaughan Institute’s first full-time faculty member. Leverty earned his Ph.D. in risk management and insurance (RMI) at Georgia State University and is recognized as an emerging young leader and scholar in enterprise risk management. Today he is an associate professor of finance and the TRISTAR Risk Management Research Fellow. He currently teaches the two RMI core courses: Principles of Risk Management and Insurance, and Corporate and Financial Risk Management.

Of critical importance to the Vaughan Institute is the key role Leverty played in helping to expand the RMI curriculum. His first responsibility was to design the Corporate and Financial Risk Management course, which “is at the cutting-edge of the theory and practice of risk management,” Leverty says. “Students learn how risks interact with one another and how to think about risk in an integrated fashion.”

In addition to research on the economics of insurance markets and public policy issues in RMI, he also developed and is now teaching a new Risk Modeling course. This new course, along with a new major in management sciences, Business Analytics and Information Systems, are designed to respond to an ever-changing and growing RMI industry need — to manage, understand, and properly use the plethora of data available for sound decision making.

“Offering such progressive courses places the Vaughan Institute among other leading university-based risk management and insurance programs,” he says.

Since granting the first Certificate of Risk Management and Insurance in 2006, interest and enrollment in the Vaughan Institute and its courses has expanded, doubling original projections. Leverty has played a critical role in the overall growth and success of the institute’s program. Based on student feedback, quality faculty and engaging, up-to-date courses are reasons why students are interested in the field.

## FINDING A WAY TO ‘MAKE IT HAPPEN’

Providing scholarship support will help the Tippie College of Business attract great students and will provide those students with opportunities to become tomorrow’s leaders. One way to help is through study abroad scholarships.

In today’s global economy, it’s important for every student to be prepared to work with people from all over the world. While it’s one thing for students to learn from the diverse people in their classes, there’s nothing that can replace the global competency gained by studying or working abroad.

Currently, more than 20% of Tippie students have studied abroad by the time they graduate. Scholarships for study abroad will play an important role in helping the college increase that percentage and better prepare students for business positions across the globe.

The college offers immersion experiences in four cities across the globe. English-speaking programs are available in London and Hong Kong, while programs requiring minimum language proficiency are offered in Paris and Madrid. Although the internships are unpaid, students receive up to 6 semester hours of UI academic credit.

For Tierney Rogers, a junior finance and Spanish double major from Ames, Iowa, finding a summer internship in Madrid, Spain, was a game-changer.



### FACULTY SUPPORT — \$41 MILLION GOAL

- Faculty Excellence Fund — \$6 million
- 6 Departmental Chairs — \$2 million each
- 12 Professorships — \$1 million each
- 12 Fellowships — \$750,000 each
- 12 Faculty Scholars — \$125,000 each (5-year outright)

### SCHOLARSHIP SUPPORT — \$19.5 MILLION GOAL

- Study Abroad Scholarships — \$5 million
- Merit-based Undergraduate Scholarships — \$5 million
- Accounting Diversity Scholarships — \$3.5 million
- MBA Finance Academy Scholarships — \$2 million
- MBA Marketing Academy Scholarships — \$2 million
- MBA Strategic Innovation Academy Scholarships — \$2 million





Cover story continued

“I thought I would do a typical study abroad experience, taking classes and traveling while there,” she says, “but I went to the university’s study abroad fair and learned about the summer internships available in Madrid, and I knew that was what I needed to do,” Rogers says.

Rogers had taken Spanish classes through high school and into college, and she knew a study abroad experience would be key to increasing her language skills and learning more about international business.

“I knew I needed to take the plunge and do a language immersion experience where I would be speaking Spanish the entire time,” she says. “My Spanish is good, but I knew nothing but immersion was going to help me grow. It was going to be a leap, and I trusted I could do it since many students before me had done it.”

But how to cover the fee? While doing her research, Rogers learned about the Claudia Marban Scholarship, which covered almost \$1,500 of the total cost of \$7,995.

“Receiving the scholarship definitely helped lessen the burden some, and the experience was life-changing,” she says.

Rogers was one of four University of Iowa students to travel to Madrid. Her 8-week internship was with Grupo Zena, a global multi-brand restaurant management company. She started in the treasury/accounting department, but by the end of the summer, she had worked in several areas, gaining important exposure to many parts of the business.

“Although I started out shadowing one employee, they gave me more and more responsibility — I felt like I had an important place in the company and was a contributing member of the team.”

This fall, Rogers is serving as a student ambassador for Tippie’s summer internship programs, working to market the program to current students.

“I want as many people to have the same experience I did, so I hope the work I’m doing today will encourage more students to participate next summer.”

## WORLD-CLASS: KEEPING UP WITH FACILITIES AND TECHNOLOGY

We are proud of our facilities — the Pappajohn Business Building, for example, is almost 20 years old, but students and visitors alike think it is a much newer building. That’s because we’ve invested the resources to keep it “like new.”

We have also provided the best atmosphere for learning. Whether students use the computer lab in the Pappajohn Business Building (PBB), interview with a prospective employer in the Pomerantz Center (PC), take a class in one of our MBA-PM locations, or are a student start-up company in the Bedell Entrepreneurship Learning Laboratory, they have come to recognize the quality of our facilities. All of our classrooms — whether on or off campus — have the latest instructional technology. Students have access to specialized software, email stations, computer classrooms and labs, and a wireless network throughout our facilities and across campus.

How did the college make that happen? The college’s facilities staff and the Stead Technology Services Group (STSG) have been instrumental in maintaining the college’s facilities and making sure the latest in technology is available to students, faculty, and staff.

On campus, the college’s technology services are seen as top-notch. That’s thanks to significant funding from Jerre (BBA65) and Mary Joy Stead that provided ongoing support for computing services and related programming in the college. In addition, a gift from Kum & Go and the Krause Gentle Foundation, both established by the late Bill Krause (BA57), helped create an interactive video wall in PBB called the Tippie View. The wall is equipped with touch screens that provide market trading data, trending business news, and information about what’s happening in the college.

But, over the last 10 years, our undergraduate population has grown by 50 percent, students are clamoring for informal learning spaces in the building,



### FACILITIES EXPANSION — \$5.5 MILLION GOAL

- Programming Space — \$4 million
- Bedell Entrepreneurship Learning Laboratory Expansion — \$1.5 million



and the MBA Program has developed the Business Solutions Center and three career academies. With each of these new programs comes an increased need for classroom and small-group study space, and collaborative areas for larger groups.

In order to provide the best instruction to our students, the college needs flexible workspace, access to the latest technologies, and room to grow.

Jim Chaffee, assistant dean of information technology and facilities, says Tippie will conduct a space audit to help better make use of the space in both the PBB and the PC. Redesign or expansion of the current facilities — even building a new building — may be a result of the study.

“We are looking at our options and adjusting space as we can,” Chaffee says. “We’ve already found additional space near PBB in the Hillel House where we just opened the Thinc Lab for entrepreneurial students. We’d like to have PBB continue to be the center of business activities on campus. When students get here in the morning, we hope they find everything they need right here so they don’t have to leave the building until they go home at night. We aren’t quite there yet, but we’re getting closer.”

## TIPPIE EXCELLENCE FUND: BEING READY

Last, but not least, among the college’s priorities are Tippie Excellence Fund gifts.

As a result of the college’s remarkable 150-year history, today the Tippie College is one of the top-ranked, best-value business programs in the country. It has come to be an innovator in business education, preparing future leaders with the business skills and ethics necessary to succeed in an ever-changing business environment.

Tippie students, faculty, and staff — and the college’s many programs — continue to distinguish themselves as they strive for excellence and relevance in today’s business climate. To be ready for any new initiative, the college needs to be responsive and ready to act when that “big idea” comes its way.

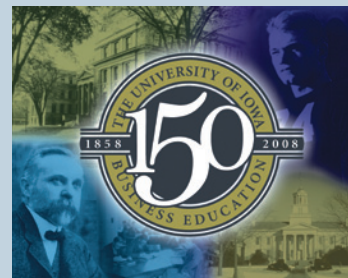
“The excellence fund gives the college flexibility to pursue new initiatives that arise,” says Dean Sarah Fisher Gardial. “The funds will be put to great use,” she says, “allowing us to be more responsive and nimble to innovative ideas when they are presented.”

The Tippie Excellence Fund provides unrestricted resources for the leaders of the college. The deans may use them for areas of greatest need or for unplanned or unexpected opportunities. The fund is needed to support the college’s strategic vision, including a “venture fund” that will underwrite the research and development for new technologies and innovative curricular revisions; enhanced initiatives to engage alumni in the life of the college as well as to support activities with corporate and community partners; for marketing and communications; and to support scholarships.

In 1998, Stanley M. Howe, chairman emeritus of the HON Industries Inc. of Muscatine and Tippie advisory board member, gave a significant gift to the college’s Excellence Fund. Gary Fethke, dean at the time, used these resources to bring all of the administrative tasks associated with the MBA for Professionals and Managers (MBA-PM) and Executive MBA programs in-house. By doing so, the college was able to capture most of the revenues from these two popular programs.

Today, that income stream is critical to our financial well-being and it could only have happened because Stan Howe had provided a discretionary gift to the college. Dean Gardial’s hope is to have the resources available in the Excellence Fund to launch new initiatives, support immediate needs, and help this college expand and grow as needed.

“It has been the Tippie Excellence Fund that has helped us maintain our beautiful facilities, to reach out to our alumni, and to launch new programs like our Marketing Institute and Business Solutions Center,” Gardial says. “These funds help make the Tippie College the nationally ranked institution that it is today.” ■



**TIPPIE  
EXCELLENCE  
FUND  
— \$7 MILLION**



# TIPPIE'S NEXT 10 YEARS: A Catalyst for Transformation

When Sarah Fisher Gardial began her tenure as dean in July 2012, the college's 2008-2013 strategic plan was nearing its end. That fall, she kicked off a visioning process (imagining Tippie in the next 10 years), which resulted in a strategic framework for the college. Throughout the process, Gardial and members of the planning committees held conversations on campus, in Iowa, and across the country with the college's stakeholders — alumni, corporate partners, students, faculty, and staff — to understand how their needs would be reflected in the college's mission and vision.

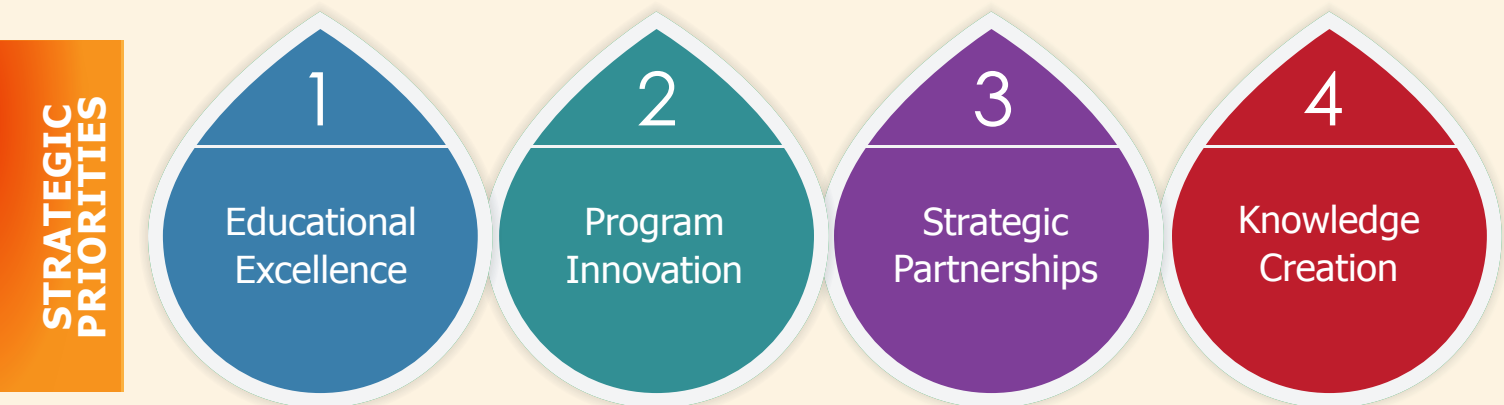
"When I accepted this position, I undertook the responsibility to assure that the Tippie College of Business achieves its highest aspirations," Gardial says. "I am a steward of a precious resource, and my goal is to help a strong college become even stronger as it navigates a challenging future."

The college's vision is to be a catalyst for transformation, developing bold solutions for a changing world through business education, research, and outreach. Importantly, the **Tippie values** remain unchanged in a turbulent environment:



"Those values constitute the DNA of our college. They represent who we are, what we share collectively, and what we build on," Gardial says. "The strategic framework for the college rests on that foundation."

**Four strategic priorities** underpin the college's vision, each with accompanying results and success metrics:



"We are now moving into Phase II of the planning process. Collegiate task forces will develop initiatives, timelines, and resource requirements in support of the four strategic priorities," Gardial says. "Simultaneously, the college's departments, programs, and units are

beginning to develop their individual strategic plans and goals, aligning them with the college's framework. This means we will all be rowing in the same direction — the only way we can achieve our collective aspirations."

Learn more about the college's emerging strategic plan at [tippie.uiowa.edu/strategic](http://tippie.uiowa.edu/strategic).

# Eleanor Birch:

## *Honoring a Trusted Mentor and Advisor*



Some alumni may remember Professor Eleanor Birch as a tough statistics professor or for her quick Massachusetts accent, warning students each semester, “I will try to talk more slowly if you promise to try to listen more quickly.” To Marie Kidder (MBA80), she was a valuable mentor and leader who supported her dream to have a career in business.

Prof. Birch was a long-time faculty member in management sciences (one of only two female faculty members when she joined the college in 1968), who later became associate dean and director of the MBA Program from 1984 to 1988. She passed away in June 2012.

Prof. Birch so profoundly impacted Kidder’s life that she, along with her husband, Bill (MBA80), established the Eleanor Birch Memorial Fund in her honor with an initial fund balance of \$50,000. The fund will provide unrestricted support to promote teaching excellence

for the Tippie MBA Program. Their hope is that others will join them in supporting this fund.

As the story goes, a cautious but determined Kidder visited with an advisor in the business college. She was dismissively told that she shouldn’t bother pursuing anything in business largely because she was a woman.

“On my way out, I ran into a friend in the hallway, and he told me not to leave before I spoke with Prof. Birch,” Kidder said. “I walked up five floors to her office, stammered out my story to her, and she immediately offered to help and asked if I could start classes in January.”

The rest, as they say, is history, thanks largely to the support of Prof. Birch. Kidder recently retired after 25 years with SC Johnson Co. as the director of global control. During her career, she oversaw corporate finance and information technology, proving Prof. Birch right in her belief that she could succeed despite business being dominated by men.

“Bill and I owe her so much; she made the life we now live possible,” said Kidder, an Iowa City native. “I’m one of many women who owe Prof. Birch for not only believing in us but for encouraging women, who had been pigeonholed into certain professions, to aspire to do more. This is our best way of saying ‘thank you’ and honoring the pioneering woman that she was.”

Nancy Kittle (MA77), agrees that Prof. Birch set an example for all young women.

“She was one of three professors who made my dream of being a pioneer in my field of labor relations a reality. Her appointment as associate dean was a signal to all that accomplishments and ambition will be rewarded and women can achieve the highest levels they aspire to and beyond.”

### *Join the Kidders in Honoring Eleanor Birch*

If you would like to honor Prof. Birch, designate your gift to the Eleanor Birch Memorial Fund on the web at [www.givetoioowa.org/business](http://www.givetoioowa.org/business) or by mail to the UI Foundation, P.O. Box 4550, Iowa City, IA 52244-4550.

Marie and Bill Kidder



# TIPPIE BY THE NUMBERS

Where TIPPIE'S EXECUTIVE MBA PROGRAM ranks in *The Economist's* first-ever ranking of U.S. EMBA programs.

The Economist

# 29

\$125

MILLION

Tippie's comprehensive campaign goal

(as of May 1, the college has raised more than \$53 million, or 44% of the goal).

for IOWA | forever more | The Campaign for the University of Iowa

Forbes

TIPPIE'S FULL-TIME MBA PROGRAM RANKING in *Forbes'* biannual ranking of full-time MBA programs.

# 20

87

A record-breaking number of students enrolled in course work leading to the Certificate in Risk Management and Insurance.

32,000+

NUMBER OF PLASTIC BOTTLES SAVED FROM THE LANDFILL due to the success of a new Elkay water dispenser.

(An additional two dispensers will be installed very soon.)



345

Number of students living in the BizHawks Living-Learning Community (5 times as many as last year).

Undergraduate ENTREPRENEURIAL PROGRAM RANKING by *Entrepreneur Magazine* and *The Princeton Review*.

# 21

26

AVERAGE ACT SCORE of INCOMING TIPPIE STUDENTS.



5%

The percentage of TIPPIE ALUMNI WHO GIVE BACK to the college financially.

124%

The average percentage that a Tippie MBA graduate's salary will increase.



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)

## FORBES RANKS TIPPIE MBA PROGRAM AT #20

Where do students go to receive a top-ranked MBA at an affordable price? According to a recent ranking from *Forbes*, students need to look no further than the Tippie Full-time MBA Program. The UI Tippie School of Management has once again been ranked among *Forbes*' best business programs in the nation.

At No. 20, the UI is among the list's top 25 MBA programs, placing it among the schools where the degree "still pays off," according to the business publication's biannual report. *Forbes* ranks full-time MBA programs every two years based on return on investment, and the UI moved up one spot this year from No. 21 in 2011.

"Tippie has three career academies — marketing, finance, and strategic innovation — to help students build a career plan and network with professionals in the field," according to *Forbes*' write-up of the UI program.

Dean Sarah Fisher Gardial was pleased with the ranking, saying "We are in very good company."

"Although I have true ambivalence about rankings and the extent to which that 'tail wags our dog,' I have to admit that it is very satisfying when our college's efforts are recognized, rewarded, and publicized," she said.

## MOUNT RECEIVES SIOP AWARD

**Mick Mount**, the Henry B. Tippie Research Professor of Human Resource Management, and two former Ph.D. students, In-Sue Oh (Temple University) and Gang Wang (University of Idaho), won the SIOP 2013 Joyce and Robert Hogan Award for Personality and Performance.

Their paper, "Validity of Observer Ratings of the Five-Factor Model of Personality Traits: A Meta-Analysis," was published in the *Journal of Applied Psychology*, and was judged to have the highest potential to further the understanding of personality as it relates to work performance.

"Our results underscore the importance of disentangling the validity of personality traits from the method of measurement of the traits," the authors stated in the article.



Mick Mount



## REGISTER NOW: DES MOINES EMBA CLASS STARTS JANUARY 2014

The Tippie School of Management is offering its globally recognized Executive MBA Program in Des Moines beginning January 2014. Current enrollment includes leaders from John Deere, Hach Industries, Skiff Medical, Farm Bureau Financial, Mercy Medical, and others.

This accelerated MBA program allows experienced leaders to earn an MBA in just 24 months while continuing to work full time (courses meet Fridays and Saturdays every other week with summers off). Executives will learn from world-class faculty about topical issues and content for success in today's business environment. Residency week is January 20-23, 2014. Classes begin on January 24. Visit [tippie.uiowa.edu/execmba](http://tippie.uiowa.edu/execmba) for more information or to apply.

## NEW TIPPIE ADVISORY BOARD MEMBERS

Dean Sarah Fisher Gardial recently added several new members to the college's Tippie Advisory Board: Christopher Hoffman, Monica Nassif, Margaret "Peg" Stessman, and Mike Wokosin began four-year terms this fall.

"These new members bring various areas of expertise to the board: finance, entrepreneurship, accounting, health care, and digital marketing," Gardial says. "Having these voices at the table will help ensure that the college's programs and curriculum reflect the changing needs of business."

**Christopher Hoffman** (BBA85) is a senior partner with PricewaterhouseCoopers in Chicago, serving as lead audit partner on key clients in the private company practice as well as the health care and higher education sector. **Monica Nassif** (BSN79) serves as an entrepreneurial and brand

consultant to start-up businesses in the retail and consumer product industries. **Margaret "Peg" Stessman** (BSN84, MBA12) is the president, CEO, and owner of StrategicHealthSolutions LLC in Omaha, Neb. **Mike Wokosin** (BBA88) is vice president of digital marketing for Redbox, a national rental distributor of movies and video games.

A full listing of board members is available at [tippie.uiowa.edu/people/board.cfm](http://tippie.uiowa.edu/people/board.cfm).

## NSF GRANT TO HELP IMPROVE WORKFORCE DEVELOPMENT

**Barrett Thomas**, associate professor of management sciences, and **Kenneth Brown**, professor of management and organizations, have been awarded a National Science Foundation (NSF) grant to develop new models to help businesses improve workforce development and employee training.

Thomas and Brown, who received more than \$218,000 for the project, say the research will combine perspectives and techniques of data mining, operations research, and organizational psychology. The research will help American businesses compete in the global economy by developing new models and methods for improving how organizations improve their workforces through careful management of training and on-the-job learning.

Thomas holds a Leonard A. Hadley Research Fellowship and is the faculty director of the MBA Strategic Innovation Career Academy. Brown is a Tippie Research Fellow and professor of educational policy and leadership studies in the College of Education.



Barrett Thomas



Kenneth Brown



## SAVIN RECEIVES DISTINGUISHED FACULTY/STAFF AWARD

**Nathan E. (Gene) Savin**, professor emeritus of economics, received a UI Alumni Association Distinguished Faculty/Staff Award. Savin's groundbreaking research in econometrics — the application of mathematical and statistical methods to economic data — has been cited thousands of times by leading scholars. He was named a fellow in the Econometric Society and the American Statistical Association, and his work has been published in top research journals. Outside of his research and the classroom, he has shown a deep commitment to his community and the arts, supporting such organizations at the Tippie College, Hancher Auditorium, the UI Museum of Art, and the Hillel Foundation.

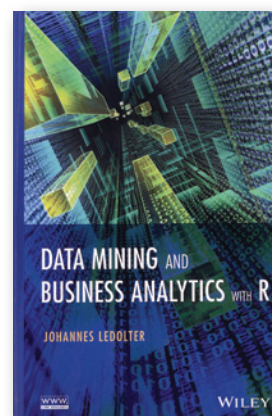
## NEW TEXTBOOK ON 'BIG DATA'

**Johannes Ledolter**, the C. Maxwell Stanley Professor of International Operations Management in the Department of Management Sciences, has published *Data Mining and Business Analytics with R* (John Wiley & Sons). The book focuses on giving students the processes and tools for collecting and analyzing large quantities of data in order to derive useful insights. In his text, Ledolter uses R, an open-source software, to guide students through the analysis of "high-dimensional" sets of data.



## HOMECOMING 2013

If you joined us for Homecoming this year, you enjoyed good food, games and face-painting for the kids, music by the UI PanAmerican Steel Band, and plenty of time to reconnect with classmates. If not, you'll want to join us next year on Oct. 10-11 (and you can enjoy the football game against Indiana, too).





Alumni from around the world return to campus to speak with students, attend alumni events, and volunteer on various advisory boards. We love having you back on campus! We're also increasing our outreach to you with local alumni events, volunteer opportunities, and speaking engagements. To learn more about how to get involved, visit [tippie.uiowa.edu/alumni](http://tippie.uiowa.edu/alumni).



## BROWN NAMED TO HR BOARD, PUBLISHES VIDEO TEXT

**Kenneth G. Brown**, professor and Henry B. Tippie Research Fellow in management and organizations, was named to the board of directors of the Human Resource Certification Institute. The institute is a global leader in developing rigorous exams to demonstrate mastery and real-world application of HR practices, policies, and principles. In addition, as part of the Great Courses series published by the Teaching Company, he has created a series of 12 video lectures that teach about *Influence: Mastering Life's Most Powerful Skills*. Great Courses finds the top college professors in the world, selected entirely for their ability to teach, and it crafts courses in formats designed for the lifelong learner and available for viewing on a laptop, tablet, mobile device, or TV.

## STANLEY AWARD FOR INTERNATIONAL RESEARCH

**Hailin (Helen) Zhao**, a Ph.D. candidate in management and organizations, is one of 20 graduate students to receive a 2013 Stanley Graduate Award for International Research. The \$2,500 award will be used for her research in Beijing, China. She will study how work designers can guide effective time use at work by implementing formal rules and policies and how these design efforts influence employee motivation, performance, and satisfaction.



Hailin (Helen) Zhao



## EXCHANGE MAGAZINE

Have you read *Exchange* magazine? It's the new alumni magazine produced by the Department of Finance at the Tippie College of Business. The magazine highlights finance alumni updates, student and alumni features, and departmental news. If you are a finance alum, but didn't receive it, please contact editor **Misti Huedepohl**, [misti-huedepohl@uiowa.edu](mailto:misti-huedepohl@uiowa.edu), to be added to the mailing list.

## TIPPIE FACULTY AND STAFF PROVE THAT 'WE ARE PHIL'

In the university's recent campaign to encourage financial support among its faculty and staff, members of the Tippie College community really stepped up. The college's unofficial participation rate of 91% is much greater than any other college on campus and illustrates the support that the Tippie community provides to both the college and the university.



## HOMECOMING ROYALTY

The Homecoming parade's grand marshal this year was none other than **Henry B. Tippie** (BSC49). In addition, three Tippie students were named to the 2013 Homecoming Court this year. Gregory Branson, senior in accounting from Dubuque; Nicholas Glynn, a senior business minor (engineering major) from Clear Lake; and Jeralyn Westercamp, a senior marketing and management major from Cedar Rapids. More photos from the college's BBQ before the parade can be found at [tippie.uiowa.edu/photoalbum](http://tippie.uiowa.edu/photoalbum).



## \$10K GODADDY SCHOLARSHIP

**Tyler Finchum**, a junior from Muscatine, has won a \$10,000 scholarship from GoDaddy.com. He was selected from a pool of more than 2,500 applicants who wrote essays describing how the Internet or other technology helped them and how they envisioned benefiting from technology in the future.

Finchum started an online business, Farm Manuals Fast, while a junior in high school. As one of the startup companies in the Bedell Entrepreneurship Learning Laboratory on campus, he sells operator and other owner manuals via the web for various types of farm equipment.

Fincham also received a Prometheus Award, sponsored by the Technology Association of Iowa, to honor companies and individuals who demonstrate outstanding leadership and excellence in Iowa's technology industry.





A

Tribute

to

Emeritus

Faculty

Do faculty members *really* retire? Sometimes we rarely see them in the college. There are many others who retired in the last few years who are seen in their offices, continuing to work on their research, writing journal articles, and attending college events. Physically seen or not, they are — and continue to be — marvels. The six faculty members highlighted here retired between May 2012 and December 2013. They are members and presidents of their professional organizations, they contributed immensely to the body of literature in their chosen fields, and they educated and mentored the next generation of professors and business leaders. Collectively, and individually, their contributions to the Tippie College of Business, the University of Iowa, and higher education are many.



## WARREN BOE

*Emeritus professor  
of management sciences*

Instrumental in establishing the use of the first HP 2000 computers for student use in the college in the early 1970s; chairman of the computer Operations Working Committee (1977-80); managed computing facilities in the college prior to being named director of Academic Computing in the college (1986-2000); received more than \$2.3 million in grants and contracts since 1975.

## TERRY BOLES

*Emeritus associate professor  
of management and organizations*

Director of the Institute for International Business since 2003, secondary appointment in UI International Programs; past president of the International Association of Conflict Management; serves on nonprofit boards for the Iowa City Foreign Relations Council and Riverside Theatre.

## GARY FETHKE

*Emeritus professor  
of management sciences*

Served as interim dean while the Pappajohn Business Building was built; dean of the college (1994-2006); helped establish many value-added student experiences, such as the Hawkinson Institute of Business Finance and the Vaughan Institute of Risk Management and Insurance, an early admission program, and the Judith R. Frank Business Communications Center; expanded the Full-time MBA and MBA for Professionals and Managers programs; created Dual Master's Degree Program, responding to industry needs; interim UI president (2006-07); launched the International Executive MBA Program in Hong Kong.

## NANCY HAUSERMAN

*Emeritus professor of  
management and organizations*

Received President and Provost's Award for Teaching Excellence (2009-10); Tippie's associate dean of undergraduate programs (1999-2006); University ombuds-person (1993-96); wrote the first UI Sexual Harassment and Consensual Relationships Policy; UI Jean Y. Jew Women's Rights Award (1995) and UI Michael J. Brody Award for Faculty Excellence in Service (1992); graduated with distinction, UI College of Law (1976).

## IRWIN LEVIN

*Emeritus professor of marketing*

Director of UI Honors Program (1986-92); taught 159 courses to 4,365 students during his 47-year career; supervised 56 Honors theses; wrote 153 journal articles and three books/monographs; awarded more than \$1.6 million in research support; received 1998 Regents Award for Faculty Excellence.

## FRANK SCHMIDT

*Emeritus professor  
of management and organizations*

Mentoring awards from the UI Graduate College and Academy of Management; 200 articles and 7 books, which have been cited more than 29,000 times; awards for lifetime contributions to the application of psychology from the American Psychological Association, Association for Psychological Science, Society for Industrial/Organizational Psychology, Society for Human Resource Management. ■

Left: Emeritus faculty members Irwin Levin, Warren Boe, Terry Boles, Frank Schmidt, Nancy Hauserman, Gary Fethke

Combined years  
of teaching **202**

Combined number of university and  
collegiate awards for teaching and service **24**

Combined number of editorships, editorial  
board memberships of academic journals **97+**

Number of Ph.D. students'  
dissertation committee memberships **88+**

## ADDITIONAL FACULTY RETIREMENTS SINCE 2008

- **William C. "Curt" Hunter**, dean emeritus/finance, July 2012
- **Raj Jagannathan**, management sciences, May 2009
- **N. Eugene "Gene" Savin**, economics, May 2010
- **Albert A. Schepanski**, accounting, December 2011
- **Randall L. Schultz**, marketing, May 2008
- **Doyle L. Weiss**, marketing, May 2008
- **Paul A. Weller**, finance, May 2011
- **Charles H. Whiteman**, economics, June 2012



**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 Courtney Blind, Tippie College of Business, 108 John Pappajohn Business Building, University of Iowa, Iowa City, IA 52242-1994 (or email [tippie-alumni@uiowa.edu](mailto:tippie-alumni@uiowa.edu)).

## 2010s



**Anonya Bagchi, MBA13**, is a business development manager with iGATE Technologies Inc. of Iselin, N.J.

**Mark J. Braun, MBA12**, is chief of staff in the Office of the President and vice president for external relations at the University of Iowa.

**Derek A. Coffman, BBA10**, is a class giving director for the Penn Fund at the University of Pennsylvania in Philadelphia.



**Luca Di Palo, MBA13**, is operations improvement specialist with Ferrero. He lives in Milan, Italy.

**Andrew Donovan, BBA10**, is a client manager with the Willis Group of Chicago.

**Angie Eisele, MBA13**, is a commercial lines product manager with Nationwide Insurance in Des Moines. She lives in Norwalk, Iowa.



**Krista Ellensohn, BBA11**, is the manager of Pre-Professional Programs with the Hubbard Street Dance Chicago.

**Christopher M. Frazer, BBA10**, is a tax senior certified public accountant at Deloitte Tax in Chicago.

**Katie Funk, MBA10**, is an associate brand manager with SC Johnson in Racine, Wis. She lives in Chicago.

**Harish Gandhi, MBA12**, is head of genetics and trait projects-rice with Syngenta India Ltd. in Ranga Reddy District, India.



**Ben Honsey, MBA13**, is strategic pricing manager with Parker Hannifin in Woburn, Mass.

**Jeremy Hopp, BBA10**, is a financial examiner with the Office of the State Bank Commissioner, State of Kansas. He lives in Newton, Kan.



**Samantha Lane, MBA10**, has joined the UI Alumni Association Board of Directors in an at-large position for 2013-16. She works as a contracts manager for Stryker Performance Solutions in Chicago.

**Chase Lehrman, BBA13**, is a financial analyst for GPS contracts with IBM in Rochester, Minn.



**Dulce Melendez, BBA13**, is a systems associate sales engineer with Johnson Controls in Cedar Rapids.

**Lauren Moy, BBA12**, is a human resources generalist with Illinois Tool Works/Miller Electric in Appleton, Wis. She lives in Lincolnwood, Ill.

**Thomas E. Myers, MBA12**, is managing partner of business development and capital investment at BioScience Research Capital in Des Moines.

**Tim Rosener, BBA11, MAc12**, is a risk consultant with PricewaterhouseCoopers in Minneapolis.

**Robert D. Rounds Jr., BBA11**, is a systems engineer for TASC, a technical services business, in Chantilly, Va.



**Dan Smith, BBA12, MAc13**, is an insurance associate with McGladrey. He lives in North Liberty.



**Margaret (Peg) Stessman, EMBA12**, is president and CEO of Strategic-HealthSolutions, Inc. The company recently was included in the Top Government Services Companies on the 2013 *Inc.* 5000 list and Washington Tech's Fast 50 list of fastest-growing small companies in the government market.

**Natalie Stone, BBA12**, is studying for an M.A. in student personnel administration at Saint Louis University. She is a graduate assistant in the Student Involvement Center.



**Chad Wells, BBA10**, recently graduated from Long Beach State with an M.A. in sports management. He works in



### TIPPIE ONLINE

- [tippie.uiowa.edu](http://tippie.uiowa.edu)
- [facebook.com/Tippie](https://www.facebook.com/Tippie)
- [twitter.com/TippieIowa](https://twitter.com/TippieIowa)
- [linkedin.com/groups?gid=54030](https://www.linkedin.com/groups?gid=54030)

**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.



**Justin Bedi, BBA08**, received the Excellence Award from his employer, the Exelon Corporation, for his volunteerism with Open Heart Magic, which uses magic and laughter to energize and strengthen seriously ill children in Chicago area hospitals. Open Heart Magic received a \$20,000 cash grant in Bedi's honor.

video operations for the San Francisco 49ers.

**Ning Zhou, BBA13**, is an IT consultant with Ecalix Inc. in Fremont, Calif.

## 2000s



**Ben Anderson, BA/Entrepreneurial Cert03**, was named to the *Corridor Business Journal's* 40 Under

40 list. Along with six UI students, he formed X-Wires Communications LLC, a high-speed wireless Internet provider. In 2010, the X-Wires brand was sold to Lamont Digital Systems Inc., the nation's leading provider of satellite-delivered cable television and resnet data services to colleges and universities. He is a member of the board of directors for Dynamic Broadband Inc. and is the director of data services for Lamont Digital Systems Inc.



**Spencer Anderson, BBA09, JD/MBA13**, is manager of basketball

administration with the Indiana Pacers. He lives in Indianapolis, Ind.



**Peter Berg, BBA07**, is an account executive with TrueNorth Companies in Cedar Rapids.

He lives in North Liberty.

**Jennifer Dobel, MBA08**, is a senior human resources representative with Apache Inc. in Cedar Rapids. She lives in Urbana.

**Karyn Droessler, BBA09**, is a commercial lines senior underwriter with Berkshire Hathaway Homestate Companies in Omaha. She lives in Council Bluffs.



**Nathan R. Drew, BBA08**, is lot salesman for Drew Holdings, a real estate development company in Des Moines.

**Vince Ellison, MBA09**, is chief operating officer with Bergan Paulsen in Cedar Rapids. He lives in North Liberty.

**Josh Frahm, BBA05**, is an education support specialist with Student Financial Aid at the University of Iowa. He lives in Swisher.



**Carolyn Gerver, BBA09**, is an account analyst with Kohler Co., in Kohler, Wis. She lives in

Sheboygan, Wis.

**Susan E. (Duesing) Haack, MBA01**, is senior vice president, corporate secretary, and chief risk officer for the Motorists Insurance Group in Columbus, Ohio.

**Kevin Keller, BBA03**, is the managing director of Keystone Specialty Risk LLC in Chicago.

**Michelle Masoncup, BBA04**, is the assistant city attorney in Evanston, Ill.

**Zac McQuistan, MBA07**, is a strategy manager with Microsoft in Bellevue, Wash. He lives in Sammamish, Wash.



## ALUMNI HAVE ADDED RESOURCE FOR JOB SEARCHES—*HireaHawk.com*

Whether you are planning your own job search, or you want to hire new Iowa graduates, the university's online recruiting system, or "job board," **HireaHawk.com** is one more employment tool at your disposal. The system allows alumni and students to connect with organizations that are hiring from across the world through job postings.

As a job seeker you can use the resource in many ways, all free of charge. Fill in fields about yourself, what you are seeking, and your experiences. Upload a resume and cover letter (or several) to making applying for jobs easy. Jobs are posted in a searchable database, and users can also set up search "agents" that will notify them when new postings are listed that meet their requirements. An additional asset within the system is the NACELink Job Search tool, which is spider software that searches both company websites as well as job boards and brings search results to one location. In addition to actively seeking positions within the system, job seekers can upload resumes to resume books that are viewable by employers, and use an online interview practice tool within the system, called Interviewstream.

For those who are hoping to hire Iowa graduates, HireaHawk.com is a powerful recruiting system. HireaHawk.com is powered by Symplicity, and linked to NACELink, used on many college campuses. Employers can post full-time positions or internships, schedule on-campus interviews, sign up for Career Fairs, and view resume books.

Get started by calling **319-335-1023** or visit **HireaHawk.com**.



**Stephen S. Rasmussen, BBA74**, received a Distinguished Alumni Award for Achievement from the UI Alumni Association. He helped secure a \$1.5 million pledge from Allied Insurance in 2003 to establish the Vaughan Institute of Risk Management and Insurance. He is the CEO of Nationwide.

**Jerre Stead, BBA65**, was appointed by Colorado Gov. John Hickenlooper to oversee the state's flood recovery efforts. Stead is chairman of IHS Inc., a consulting and research firm in Englewood, Colo.



**Sarah Nordquist, BBA09**, is a regional wholesaler with ING in Des Moines. She previously worked at Ameriprise Financial in Minneapolis.

**Tracy Ongena, BBA01**, is the founder and president of Alvita Care, which provides home care to seniors, new mothers, or families with loved ones that have a long-term disability. Prior to starting Alvita, she was in investment banking. She lives in New York City.

**Angie Slaughter, BBA00, MBA09**, is the revenue cycle coordinator with University of Iowa Hospitals and Clinics in Iowa City.

**Jennifer Marietta-Westberg, PhD00**, is the deputy director of the Division of Risk, Strategy, and Financial Innovation for the Securities and Exchange.

## 1990s

**Lora L. Appenzeller-Miller, MBA99**, is chief financial officer for the Waukee Community Schools in Waukee.

**Brad Baldwin, BBA98, MBA02**, is vice president of operations and client services with MediRevv of Iowa City.



**Thomas L. Cardella, EMBA95**, rebranded his company, Thomas L. Cardella &

Associates, to TLC Associates in 2013. Cardella is a member of the John Pappajohn Entrepreneurial Center Advisory Board.

**Valerie V. Davis-Howard, MBA92**, is owner, vice president, and senior consultant at the Kaleel Jamison Consulting Group in Troy, N.Y.

**Ann (Schuster) Hollins, BBA91**, was named chief human resources officer of Weight Watchers International. She lives in Westfield, N.J.

**Therese (Grzybowski) Johnson, BBA99**, is a senior analyst with Principal Financial Group in Des Moines. She lives in Waukee.

**Richard Leland, BBA90**, was recently promoted to vice president of investor relations and corporate treasurer with Office Depot Inc. in Boca Raton, Fla.

**Marcia Owens, BBA95**, was recently elected vice president of the Coalition of Women's Initiatives in Law and will become president in fall 2014. She is a real estate partner in the Chicago Edwards Wildman office.

**Kenneth Petersen, MBA97**, is a programs manager for the Datacenter Group with Intel in Portland, Ore. He lives in Hillsboro, Ore.

**Chad Pinter, BBA94**, is the executive vice president and chief financial officer at Western Milling in Goshen, Calif. He lives in Visalia, Calif.

**Haoyu Shen, MBA97**, is COO of 360buy Group, China's largest online retailer (the equivalent of Ebay). He previously was the COO of Baidu.com.



**Mark Traster, BBA93, MBA96**, was recently promoted to lead manager of the Nuveen Small Cap

Select Fund with Nuveen Asset Management in Minneapolis. In addition, he joined the CFA Society of Minnesota Board of Directors. He lives in Lakeville, Minn.

## 1980s

**W. David Albrecht, MAc80**, is a professor of accounting at the Zapara School of Business at La Sierra University. He was named to the top 100 Most Influential People list by *Accounting Today* in 2011 and 2012.

**Annette (Gasser) Blunk, BBA84**, is a business analyst with UnitedHealthcare-Optum in Moline, Ill. She lives in LeClaire.



**Patrick J. Campbell, BBA81**, is president of Aquent

On Demand, a Web-based services provider in St. Paul, Minn.



**Mike Carberry, BBA83**, is director of Green State Solutions in Iowa City.

He led a coalition of environmental groups that defeated a proposed Iowa nuclear power reactor. He serves on the board of the Iowa Sierra Club and the Iowa Wind Energy Association.



**Rex Jones, BBA86**, joined Deluxe Corp. as the human resources director for Strategic

Channels, based in Dallas. He lives in Flower Mound, Tex.



**Julie A. (Wilson) Lanning, BBA87**, is vice president and cashier at the First National Bank in Creston.

**Robert N. Lee, BBA84**, is vice president of sales for Financial Insurance Management Corporation in Sarasota, Fla.



**Terry D. Warfield, PhD89**, was appointed to the Financial Accounting

Foundation's Board of Trustees. Warfield is the PwC Professor in Accounting and chair of the Department of Accounting and Information Systems at the University of Wisconsin.

## 1970s

**Frederick W. Ridenour, BBA72**, is general manager of business operations for LiuGong Machinery Corporation in Houston.

**Tom R. Thompson, BBA71**, is a certified public accountant for the TD&T Financial Group in Fairfield.

## 1960s

**Ronald Draper, BBA64**, is a partner with McGladrey LLP. He lives in Stillwater, Minn.

**Carolyn A. (Foote) Heitz, BBA60, MA66, PhD79**, is an online instructor and reading certification coordinator for the University of Wisconsin-Stout.

## 1950s



**Kenneth C. Leuer, BSC56**, received a Distinguished Alumni Service Award from

the UI Alumni Association.

An All-American wrestler and NCAA champion, Leuer followed graduation with a distinguished 32-year military career. He later became a regional CEO/president of Goodwill Industries where he elevated his branch to international recognition.



**Theodore M. Seldin, BA53**, received a Distinguished Alumni Award for Achievement

from the UI Alumni Association. He developed the Mayflower Apartments in Iowa City as a private residence hall and later sold the property to the university. He is the principal and CEO of the Seldin Company, a diversified commercial and multifamily developer and real estate asset manager.

## GIVING FROM LIVING

### *Business Alum Makes Golden Pledge*

As president of OWN: Oprah Winfrey Network, Harpo Studios, and former executive producer of *The Oprah Winfrey Show*, paying it forward is the example **Sheri Salata** sees every day from her mentor and friend, Oprah Winfrey.

It's an example the Tippie College of Business graduate emulates in her own actions — especially when it comes to her alma mater.

She recently made a Golden Pledge (\$100,000) to the college as a means to help educate future generations of business professionals by giving them the start they need and deserve.

"When I learned about the Golden Pledge, I knew that it was the perfect way for me to keep a promise," said Salata, who gave the Tippie commencement speech this past May. "For the past 18 years, I have worked with the most generous woman on the planet — Oprah Winfrey — and the only thing she has ever asked in return has been for me to find my own way to be generous, to share...to pass it on.

Salata attributes her success to hard work, patience, and the solid business foundation she garnered at Iowa.

She gained the confidence to take a leap of faith and leave an established-but-going-nowhere job, 401k and all, from a man she calls her "career angel" — advertising executive Perry Stebor — in 1995.

"He taught me everything that would ultimately get me through the door at *The Oprah Winfrey Show*," said Salata, who earned her BBA in marketing in 1980. "He gave me the confidence to even apply for a job across town at Harpo Studios. I was drawn to the mission and knew that if I could get the Oprah team to take a chance on me, there was a high probability that I would find a permanent career 'home.'

"He also taught me a great lesson for anyone starting out: focus on what you were hired to do and do it to the best of your ability. Don't worry about the next promotion...just become excellent."

Considering the lessons she's learned along the way, Salata has a poignant message for all upcoming, recent, and even established Tippie graduates: You don't know it all, so make sure to learn something every day.

"Make career decisions with your heart and not your head," Salata said. "Having a meaningful career is not separate and apart from having a meaningful life; and having a fabulous, rewarding, meaningful life is always entirely in your hands."

"I have had so many great life experiences to grow — to evolve — both in business, and as a human being. Now my favorite thing is making that happen for others. It is 'full-circle-moment' living — the real icing on the cake."





### W.A. "Bill" Krause

*January 13, 1935 – June 19, 2013*

Tippie Advisory Board member W.A. (Bill) Krause, who received a B.A. from the University of Iowa in 1957, passed away on June 19.

In 1959, he formed a small business partnership with his father-in-law, T.S. Gentle, and pioneered the convenience store concept where townspeople could purchase milk,

bread, and eggs in addition to their gasoline and car wash. Today, Krause Gentle owns more than 400 Kum & Go convenience stores in 11 states.

While serving on the Tippie Advisory Board, Bill was instrumental in several major changes at the college: most notably, the establishment of the Krause Fund, the real-money investment fund managed by undergraduates, and just recently, the new Tippie View video wall (located near the south entrance of the building). Since the Krause Fund was established in 1998, more than 1,200 Tippie students have participated in it through the Applied Equity Valuation course.

Krause was a member of national I-Club and the Presidents Club. He received the 2000 University of Iowa Alumni Association Distinguished Alumni Award, and in 2007 he received the college's Iowa Business Leadership Award.



### Richard C. Pegnetter Jr.

*October 13, 1941 – September 9, 2013*

Former Tippie faculty member Dick Pegnetter, of Estero, Fla., passed away from complications of a stroke. He was 71. Pegnetter came to the University of Iowa in 1974 after receiving his Ph.D. from Cornell University in 1970. A professor of industrial relations and human resources (now the Department of Management and Organizations), Pegnetter served

as DEO of the department from 1983 to 1986. In addition, he served as the college's associate dean of external programs from 1985 to 1986. He left Iowa in 1986, eventually becoming the founding dean of the Lutgert College of Business at Florida Gulf Coast University.

## IN MEMORIAM

### 1930s

Helen G. (Masson) Barker, BA37  
John W. Donnelly, BSC31  
Charles G. Glenn, BSC38  
Albert P. McMahan, BSC37

### 1940s

Richard E. Breazeale, BSC49  
Richard L. Cousin, BSC49  
Bert R. Gillette, BSC49, LLB52  
Barbara (Tunncliff) Hamilton, MA47  
Clarence S. Janeba, BSC49  
Robert E. Johnson, BSC48  
Lloyd C. Larson, BSC40  
Herman J. Matheis, BSC49, MA50  
Robert C. Matsch, BSC48  
Donald C. McLeod, BSC49  
Kenneth D. Morrison, BSC49  
Marian E. (Schnug) Paterson, BSC44  
Elaine (Brinton) Phair, BSC45  
Delbert L. Price, BSC42  
Robert G. Roseland, BSC49  
Edmund J. Simmons, BSC48  
Nancy (Simmons) Steinhour, BSC43  
James B. Vincent, BSC49, LLB53  
James L. Vogel, BSC48  
Robert G. Zender, BSC48  
Mary (Foote) Zepp, BSC46

### 1950s

Edgar L. Alexander, BSC59  
John R. Bancroft, BSC51, JD56  
Gordon K. Berst, BSC59  
Daniel W. Boyle, BSC57, JD60  
C. Allan Byers, BSC57  
Howard W. Davis Jr., BSC58  
Robert C. DeMuelenaere, BSC50  
Richard T. Emery, BSC58, JD61  
Paul J. Flannery, BSC54  
Clair R. Hall, BSC53  
C.C. (Bud) Holloway, BSC50, JD53  
Paul V. Kosek, MA54  
Dayton E. Kraft, BSC52  
Marjorie J. (Metzger) Kruse, BSC52  
Lowell E. Lang, BSC56  
Melvin L. Lewis, BSC53  
Elmer P. Lotshaw, PhD55  
Francis D. Marriott, BSC56  
Barbara (Cochran) Mason, BSC53  
Don H. Meade, BSC51  
Warren C. Moore, BSC56

William D. Orr, BSC57  
Frank P. Richardson Jr., BSC57  
George S. Smiley Jr., BSC56  
Burton L. Smith, BSC50  
Carlton N. Smith, BSC52  
Evelyn V. (Burke) Weible, BSC57  
Richard L. Williams, BSC57  
William R. Wulff, BSC54  
Loretta Alicia (McGivern) Young, BSC50

### 1960s

Sharon (Johnson) Baird, BBA60  
Charles E. Groat, BBA63  
Verlyn E. Landuyt, BBA60, MBA62  
Karen J. Lind, BBA61  
Robert A. Mitchell, BBA66  
Delaine C. Peterson, BBA63, JD66  
John L. Roberts, PhD62  
Donald R. Rochau, BBA60  
Donald D. Roffman, BBA63  
Ronald G. Samson, MBA63  
Joel G. Stewart, BBA61, MBA63  
Jerry S. Wayt, BBA60

### 1970s

James L. Bailey, BBA73  
Robert D. Gehring, MBA79  
Bryce W. Grenell, BBA79  
Craig D. Hensley, BBA75  
Chris Hood, BA73, MA75  
Bernard J. Lattyak, BBA72  
Edward W. McManus, BBA77  
Kathryn M. Sherony, BBA74, MBA82  
Lee R. Ver Steegh, BBA71  
John W. Wesenberg, BBA77  
Roy E. Winegar II, BBA71

### 1980s

Kip W. Keesey, BBA85  
Eva J. (Oren) Ludden, MBA82  
Barbara J. Mosen, BBA78  
Jack R. Turkeltaub, MBA80

### 1990s

James Danuser, BBA90  
Todd C. Henely, BBA92  
Andy J. Huff, MBA90  
Donna K. Nielsen, BA82, MSW84, MBA91

### 2000s

Ryan D. Oetken, BBA06

### 2010s

William K. Jochmann, BBA11



THE UNIVERSITY OF IOWA  
HENRY B. TIPPIE COLLEGE OF BUSINESS

# LEADERSHIP

## ADMINISTRATION

**Sarah Fisher Gardial**  
Dean

**Kurt M. Anstreicher**  
Senior Associate Dean

**David Frasier**  
Associate Dean (MBA Programs)

**Lon Moeller**  
Associate Dean  
(Undergraduate Programs)

**Barbara Thomas**  
Executive Director of Communication,  
Alumni, and External Relations

**Gregory Lamb**  
Executive Director of Development  
for the Tippie College of Business  
University of Iowa Foundation

**Jana Michael**  
Director of Development  
for the Tippie College of Business  
University of Iowa Foundation

**Michael D. Morgan**  
Associate Director of Development  
for the Tippie College of Business  
University of Iowa Foundation

**Shelly J. Mott**  
Associate Director of Development  
for the Tippie College of Business  
University of Iowa Foundation

## TIPPIE ADVISORY BOARD

**Robert C. Arzbaecher**  
Chairman, President, and CEO  
Actuant Corporation

**Kathleen A. Dore**  
President (Former) Broadcasting  
CanWest Mediaworks

**Michael Frantz**  
CEO  
Network Growth Management

**Michael C. Gerdin**  
CEO and Chairman of the Board  
Heartland Express

**Leonard A. Hadley**  
Chairman and CEO (Retired)  
Maytag Corporation

**Christopher J. Hoffman**  
Senior Partner  
PricewaterhouseCoopers

**Kevin Holt**  
Managing Director  
Invesco Ltd.

**Clayton M. Jones**  
Chairman  
Rockwell Collins

**Chris Klein**  
CEO  
Fortune Brands Home and Security

**Thomas A. Kloet**  
CEO  
TMX Group

**Curtis K. Lane**  
Portfolio Manager  
Concordant Partners

**Terrance Lillis**  
Senior Vice President  
and Chief Financial Officer  
Principal Financial Group Inc.

**Claudia T. Marban**, *ex officio*  
Senior Financial Advisor  
Claudia Marban & Associates/  
Ameriprise

**Kathleen A. Minette**  
Senior Vice President  
Operations and Scoring;  
Assessment and Information  
Pearson

**Monica Nassif**  
Entrepreneurial and Brand  
Consultant,  
Founder and CEO (Former)  
Caldrea Company

**John Pappajohn**  
President  
Equity Dynamics Inc.

**Charles M. Peters**  
President and CEO  
SourceMedia Group

**Rogelio M. Rebolledo**  
President and CEO (Former)  
Frito-Lay International

**Soumyo Sarkar**  
Founding Principal  
Sūmit Capital

**Jerre L. Stead**  
CEO and Chairman  
IHS Inc.

**Margaret (Peg) M. Stessman**  
CEO  
StrategicHealthSolutions

**Michael J. Wokosin**  
Vice President, Digital Marketing  
Redbox

**Marie Z. Ziegler**  
Deputy Financial Officer  
Deere & Company

The University of Iowa prohibits discrimination in employment, educational programs, and activities on the basis of race, national origin, color, creed, religion, sex, age, disability, veteran status, sexual orientation, gender identity, or associational preference. The University also affirms its commitment to providing equal opportunities and equal access to University facilities. For additional information contact the Office of Equal Opportunity and Diversity, (319) 335-0705.





108 John Pappajohn Business Building  
Iowa City, Iowa 52242-1994

[tippie.uiowa.edu](http://tippie.uiowa.edu)

Nonprofit  
Organization  
U.S. Postage  
**PAID**  
Permit No. 45  
Iowa City IA

“As a UIAA member, I’m able to stay connected to my alma mater, participate in interesting events, and see the world! Thanks to Iowa Alumni Magazine’s timely articles, Lifelong Learning lectures, and the Iowa Voyagers travel program—I feel in touch with the University of Iowa.”

**Jim Pratt**, 70BBA, finance,  
UIAA life member

When you feel like this about the University of Iowa, it makes perfect sense to join the UI Alumni Association (UIAA).

The UIAA’s work is largely made possible by the support of its members, whose annual dues fund UIAA programs, communications, and services. Currently, some 50,000 members support the association in its mission to strengthen the University of Iowa through alumni engagement.

Become a UIAA member today.

Visit [www.iowalum.com/membership](http://www.iowalum.com/membership)

or call 800/IOWALUM to learn more.



Once a Hawkeye...

