

2013

NEBRASKA

BUSINESS



Celebrating **100** Years of Educating Business Leaders



COLLEGE OF BUSINESS ADMINISTRATION BY THE **NUMBERS**

Celebrating **100** Years
of Educating Business Leaders

3,718 students

Overall CBA enrollment up **6.7%**

648 freshmen

First-time freshmen enrollment
up **43%** in two years

34,000 alumni

10 undergraduate majors:
*accounting, actuarial science,
agribusiness, business administration,
economics, finance, international
business, management, marketing, supply
chain management*

\$573,672 scholarships
awarded in 2013–14

23 business student organizations

28 soon-to-be high school seniors
attended DREAM BIG Academy

Nebraska at Oxford celebrated
its **25th** anniversary

5 study abroad programs: England,
Japan, Italy, China and France

25 new faculty members have joined
CBA in the last three years

A new **\$84 million** CBA
building to be completed in 2017

Ethics are integrated into **90%**
of CBA classes

13 CBA advisory boards comprised
of recognized business leaders from
across the country

Online MBA program ranked **2nd**
in the Big Ten, 17th out of 148
programs and 3rd in the nation for
veterans by *U.S. News & World Report*

45 exceptional students in the first
class of the CBA Honors Academy

30.62 Average ACT of first
CBA Honors Academy Class

**Start
Something.**

Start your story. Start your career. It all **starts** here.





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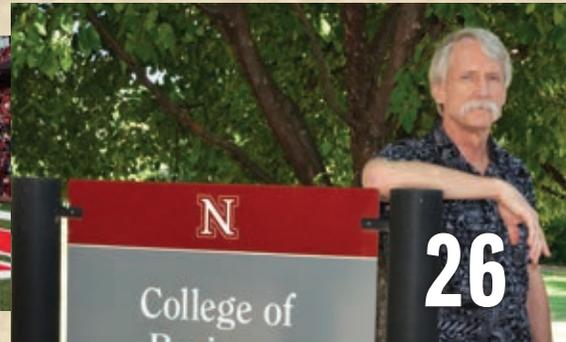
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Celebrating **100** Years
of Educating Business Leaders



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MESSAGE FROM THE DEAN



Dean Plowman and Chancellor Harvey Perlman visited Oxford University in England in July for the Nebraska at Oxford program's 25th Anniversary.



The Dean spoke about "How to Parent from a Distance" and talked with family members during the UNL Parents Weekend in September.

The Dean greeted new students in the BSAD 111 course this fall. The class of 2017 has 648 first-time freshmen students.

As I think about the 100-year life of this college, I am awed by the accomplishments of its graduates and students. The history embodied in this college is powerful and even personal for me. One of the college's first four graduates as the School of Commerce in 1915 was John Robertson from Broken Bow, Neb. I often wonder if his family knew my grandmother's family from Broken Bow – the Barcus family. He and my grandmother, Gertrude Barcus, would have been close in age, and I imagine that they were likely in school together. I have learned that being from Nebraska is about one degree of separation from everyone and everything. That's part of what makes it special.

If you haven't gone to our college website and looked at the 100-year time line, you should do so (<http://cba.unl.edu/timeline>). The stories are amazing.

- We graduated five women from this college in 1919, before women across the nation had the right to vote.
- Our building was used as an Army barrack in WWI.
- A shy, young man transferred to UNL from the University of Pennsylvania and graduated from CBA in 1950, eventually to be known to the world as the Oracle of Omaha, Warren Buffett.
- We started an online MBA program after 9-11 to serve students at Offutt Air Force Base who were deployed to the Middle East.
- Three young entrepreneurs graduated from the Raikes School, studied in our MBA program, and started Hudl, a sports video software firm recently named a recipient of the 2013 Hire Power Award by *Inc. Magazine* for generating a high number of jobs over the last three years.

There are many great stories and in this issue we lift up a few from each decade as examples of the enormous impact this college has had. These and many other stories of our graduates will inspire students for the next 100 years.

As we mark this point in our history, we also look to the future and write the next great story of CBA with our plans for a state-of-the-art, new building. The images you see in this magazine offer a glimpse of the next great transformation for CBA. We project we will be serving 5,000 students in this new building in 2018. The building will house our ten majors, our minor in business, our MBA and Ph.D. programs, executive education, the new professional sales certificate, CBA Honors Academy, our DREAM BIG Academy, the ethics program, 23 business student organizations, and our many services to students such as advising and Career Services at CBA. Our growing faculty will find work space that enables collaboration across traditional boundaries. This building will be a resource for the campus and the entire business community as it will include many spaces we hope to be used by all. Located in the heart of campus, we envision the new CBA as the community hub for conversation and thought about business leadership. Here we will begin the next century.

I am awed and inspired by being the Dean of this great place.

Donde Plowman

Donde



ANOTHER FRESHMEN ENROLLMENT INCREASE

The College of Business Administration increased full-time freshmen enrollment by 14 percent this fall. With 3,718 students at the college, the overall increase in undergraduates was 6.7 percent, the highest of any college at the university.

Dean Donde Plowman said, “What is amazing about our 14 percent increase in freshmen is it came immediately after one of our highest freshmen enrollment increases of all time—25.4 percent last fall. We now have 648 first-time freshmen pursuing a degree in business. We had to offer more sections, requiring more classes and instructors of the introduction to leadership course that all freshmen are required to take. It’s a great problem to have.”

This growth comes despite the departure of the second-largest graduating class in the history of the university. In fact in the past three years, UNL has graduated three of the largest classes in its history.

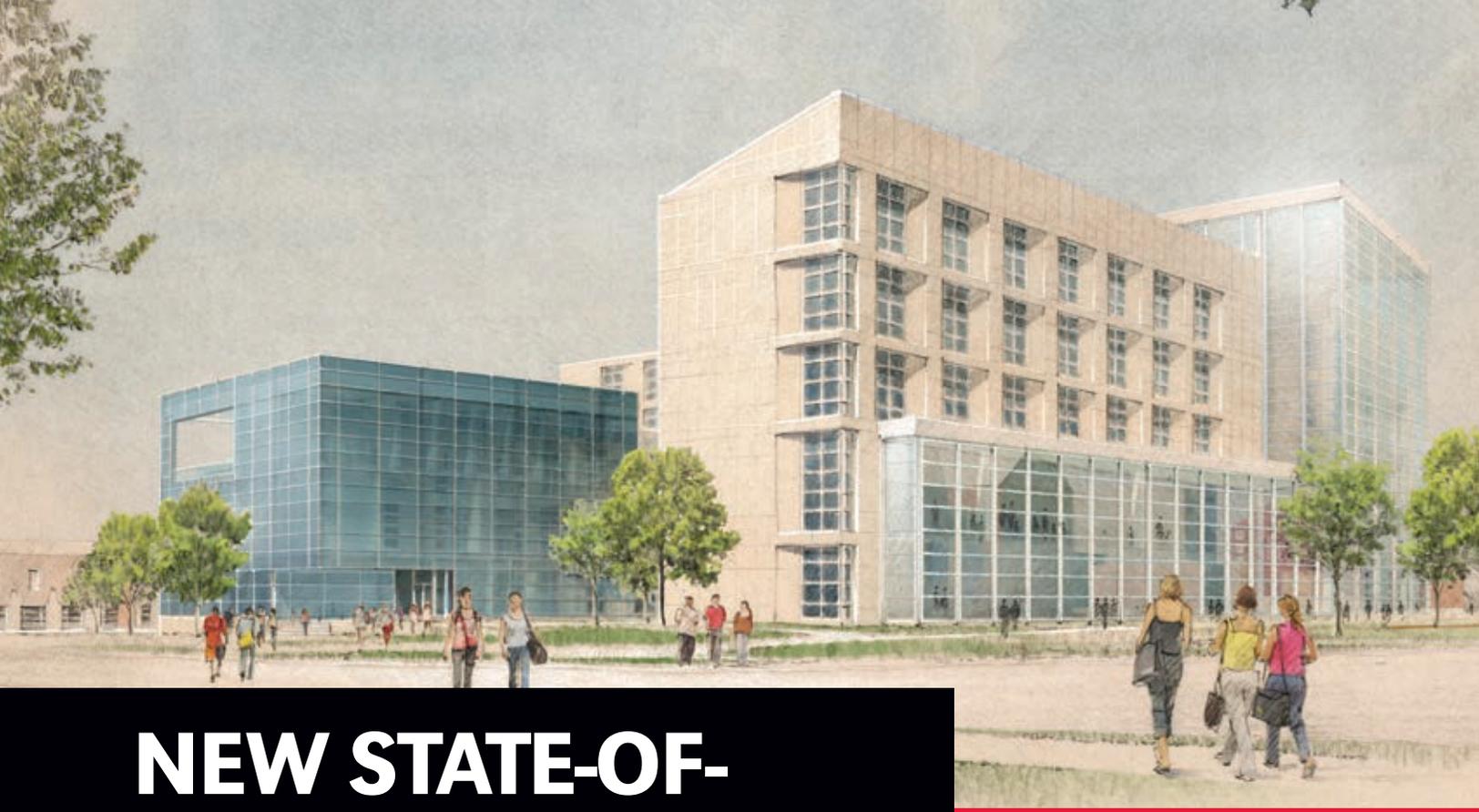
“There has been an extraordinary effort across campus to increase enrollment as our first priority, and I’m excited by these positive results. We are well on our way to achieving our ambitions,” said Chancellor Harvey Perlman.

He set a goal for UNL to raise enrollment to 30,000 students by 2017. Projected enrollment for CBA in 2018 is 5,000 students.

Plowman said many factors led to the enrollment increases. These factors include hiring 25 new professors in the last three years and offering new programs like a non-major business minor, a supply chain management major and a new entrepreneurship curriculum. The college is engaged in many new and ever-changing marketing and outreach efforts, and CBA has transformed and is growing in so many ways.

“All these things provide an atmosphere of growth and change, and others want to be part of that. The last three years we have been focused on strengthening the community at CBA. This includes parents, business partners and others. We want to keep them informed and engaged. A great example of this is the 600-plus crowd we had at the Back to School Bash this fall. We were amazed by the number of people who wanted to come celebrate 100 years of educating business leaders with us,” Plowman said. “We want others to Start Something at CBA as well.”

Dr. Tom Osborne (left in tan coat) spoke to the business leadership development class, BSAD 111, in October. The course is required for all new freshmen.



NEW STATE-OF-THE-ART BUILDING PROVIDES ENDLESS POSSIBILITIES

Robert A.M. Stern Architects of New York and Alley Poyner Macchietto Architecture of Omaha worked together on the design for the new building. This rendering shows the view from the southwest.

The plans for the new \$84 million College of Business Administration building project – the largest academic building project in recent history at UNL – are underway. After the University of Nebraska Board of Regents approved the project in September 2012, Robert A.M. Stern Architects of New York and Alley Poyner Macchietto Architecture of Omaha were selected as architects. The two firms also worked together on the design for the International Quilt Study Center and Museum on UNL’s East Campus, which opened in 2008.

Dean Donde Plowman said, “The architects have provided cutting-edge ideas for a world-class business facility. They are listening to our needs, and the result will be a building that provides business education in ways we never dreamed possible.”

Located at 14th and Vine Streets, the new building complements the East Stadium expansion project that was completed, August 22. Both new facilities will bookend Memorial Mall with the East Stadium to the west and the new CBA to the east. Plowman said this was fitting since more than 20 percent of UNL athletes study in CBA.

“With such a prominent location on campus, we know

the building will be a gathering place and central hub for the CBA community and our friends. Therefore, the concept for the building was to design a structure that has a ‘CBA campus’ feel to it,” Plowman said.

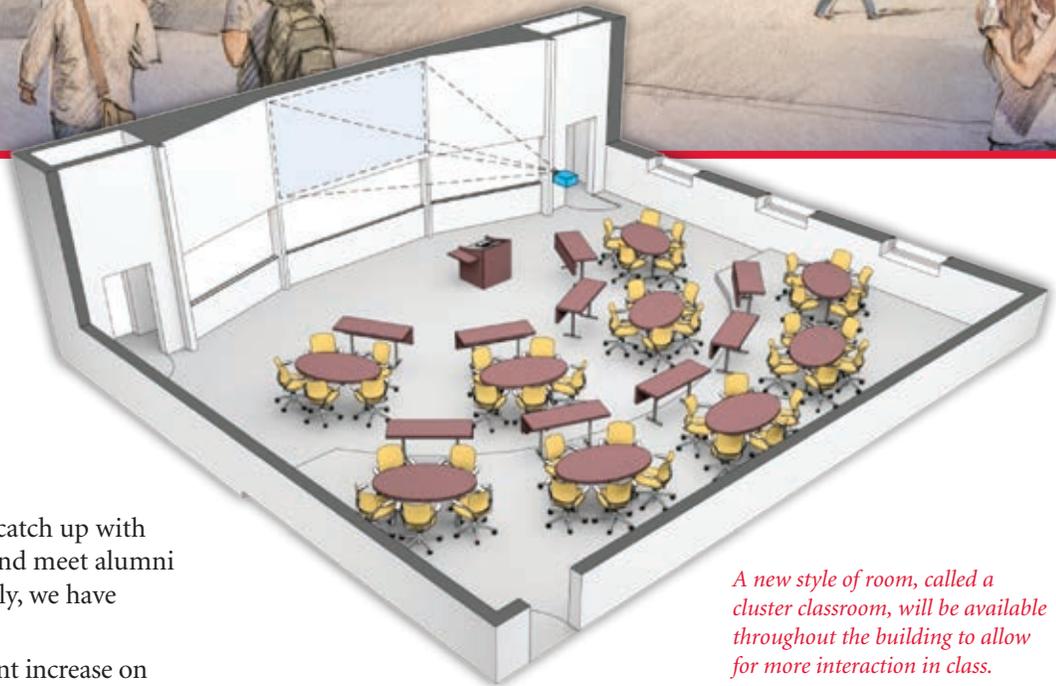
The 240,000-square-foot building will include space for interactive learning and collaboration. To allow for more interaction in class, a new prominent style of room called cluster classrooms will be available throughout the building. (See illustration on page 5.)

Some other highlights of the building include expanded space for student services, such as advising, career services and tutoring; a unique finance lab allowing faculty to teach finance interactively with new technologies and databases; and informal areas for students to study together and work on group projects. Expanded space for new actuarial science, entrepreneurship and leadership centers will provide an area for students and faculty in these areas to work together.

Plowman said, “The building will also feature cutting-edge technology to support current and future business programs. Every available inch of this building will be devoted to learning. In one location students will be able to take classes, study, visit with faculty and advisors,



The new 240,000-square-foot building rendering from the southeast. The building will be located at 14th and Vine Streets, south of Teachers College Hall and north of the Kauffman Academic Residential Center.



A new style of room, called a cluster classroom, will be available throughout the building to allow for more interaction in class.

attend student organization meetings, catch up with friends, get a cup of coffee, eat lunch, and meet alumni and business partners. Most importantly, we have planned room for growth.”

With a 14 percent freshmen enrollment increase on top of last year’s 25 percent increase, CBA now has 3,718 students including 648 first-time freshmen.

In addition to the business majors, CBA is now serving non-business students through a new minor in business that started in the fall 2012. In January 2014, the college will launch a professional sales certificate program for all UNL students and a master’s specialization in business analytics. Next fall a specialization in supply chain management will also be added.

“Our new location in the heart of campus will be a gathering place for all UNL students who are touched by our programs,” Plowman said. “Our need for space is great as our outreach continues to grow.”

The new building will also allow CBA to host more conferences, competitions and other events. This is important because in the month of October alone seven CBA special events were held, and space had to be

secured and rented outside of CBA. The events included an ethics lecture for over 2,000 business students, the 25th Oxford Reunion for 200 alumni of the program, a women in business breakfast for 250 community leaders, a Finance Analysis and Policy Conference, an Executive Education Power Lunch for business leaders in the community, Career Information Day where alumni told their personal stories to current students and a GMAT Strategy Workshop for those wanting to prepare for the GMAT test in order to get a graduate degree.

“With the addition of this stunning building, the possibilities are endless. A number of our alumni and business partners have already made very generous gifts to this building. We need the support of everyone to make it happen. Help us continue to Start Something at CBA,” Plowman said. Building completion is set for 2017.

CBA ALUMNI CHANGING

We asked business leaders and alumni two questions about leadership:

1. *How did your experience at the College of Business Administration contribute to your success as a leader?*

2. *What are the most important qualities you look for in a leader to lead your organization?*

1950s



Warren E. Buffett '50
CEO, Berkshire Hathaway, Inc., Omaha, Neb.

1. I had a great experience at Nebraska. Probably the best teacher I had was Ray Dein in accounting. I think everybody in business school should really know accounting; it is the language of business. If you are not comfortable with the language, you can't be comfortable in the country. You just have to get it into your spinal cord. It is so valuable in business.
2. You look for three things. You look for intelligence, you look for energy and you look for integrity. You don't need to be brilliant, just reasonably intelligent. Ray Kroc (former president of the McDonald's Corporation), for example, had good intelligence, which he combined with good business principles and passion for business, and a passion for his particular business. Every business student you have has the requisite intelligence and requisite energy. Integrity is not hard wired into your DNA. A student at that age can pretty much decide what kind of a person they are going to be at 60. If they don't have integrity, they never will. The chains of habit are sometimes too heavy to be broken. Students can forge their own chains. Just pick a person to admire and ask why you admire them, usually it is because they are generous, decent, kind people, and those are the kind of people to emulate.

Cecil L. Walker '59
Retired Chairman and CEO,
Gannett Broadcasting,
Newnan, Ga.

1. My educational experience included the classroom, campus activities, work and people which allowed me to confidently move ahead with a balance of values, knowledge and wisdom to achieve our family goals.
2. Individuals who "build consensus" to "do the right things." Great listeners who are confident and able to make timely decisions.

1960s



Vin Gupta '69 & '71
Chairman and CEO, Everest Group LLC, Omaha, Neb.

1. My MBA at UNL was the key part of my success. It was a terrific education.
2. In future leaders, I look for intelligence, curiosity, their ability for team building and hustle.



Grant Gregory '64
Chairman, Gregory & Hoenemeyer, Inc., Greenwich, Conn.

1. The greatest impact of UNL was derived from strong personal relationships with exceptional professors, each of whom was able to effectively communicate the strategy and the big picture of their respective disciplines in an exciting manner. Specifically, Ray Dein (accounting), Doc Elliott (insurance), Joe Anderson (tax), Campbell McConnell (economics) and Don Clifton (psychology).
2.
 1. Intelligence - Sheer intellectual capacity.
 2. Innovation - The ability to think, anticipate, and lead.
 3. Industriousness - Work ethic, drive, commitment to complete a task, energy and ability to energize others.
 4. Integrity - Ability to always understand "true north" and exercise principle based decision making.Leaders have an obligation to set the tone for ethical behavior throughout an organization by creating a culture that fosters ethical behavior on all levels.

1970s



Barron Harvey '74, '75 & '77
Dean and Frank Ross/KPMG Endowed Professor, School of Business, Howard University, Washington, D.C.

1. The education I received at UNL has allowed me to embrace my next challenges and opportunities with confidence and a commitment to excellence. The programs at CBA were challenging and highly competitive. But the uniqueness in the education I received, that has aided me in my leadership roles, has been the commitment of the faculty and staff in ensuring that you fully understand the curriculum and are readily able to apply it. I cannot say enough about the nurturing environment I encountered at CBA. The support and encouragement from the faculty, even today, has been outstanding.
2. The qualities I seek include technical competency, passion, ability to work effectively in a team environment, initiative, excellent communication skills, innovation skills and the ability to transfer strategic plans and goals into effective action and performance results.



Sheri Andrews '76
President and CEO, Lozier Corporation, Lincoln, Neb.

1. The curriculum and the faculty provided a strong technical base in my major, which was accounting, critical thinking and communication skills. They also emphasized the importance of a high level of curiosity and drive. The strong leadership and availability of the faculty helped me develop strong interpersonal skills which are as important if not more important than technical skills as your career progresses.
2. Communication (with a heavy emphasis on listening), collaborative, integrity, inquisitive, commitment, competitive, critical thinking and always leading by example. It is also critical for the individual to be very self aware – understand what you don't know. Then create a team who will be able to provide expertise in the areas you can't.



1980s



Deanna Mulligan '85
President & CEO, The Guardian Life Insurance Company of America, New York

1. My experience at the College of Business Administration taught me balance. There is so much that the college offers, from academics to campus life, all packed into four years. I learned how to survey all of the opportunities available, manage my time and resources and pursue the things most important to me.
2. I look for fearlessness. An effective leader can't be afraid to make a difficult decision.



Bill Jackman '86
Senior Vice President of Investments, UBS, Dallas, Texas

1. The education I received at the College of Business Administration helped me think outside the box, outside Nebraska and even outside the U.S. We were looking at how businesses work, how they make money and whether it was viable or not. I was challenged by my business professors to look at situations differently and it is a skill I still use today.
2. It's important that leaders are strategic and visionary. This helps them organizationally execute a plan to make the business successful. It is also important for leaders to have an incentive to produce results. If incentives are aligned and strategic across the board for leaders, employees and consumers, there will be commercial and operational excellence in the business which ultimately leads to success.

1990s



Lance Morgan '90
President and CEO, Ho-Chunk, Inc., Winnebago, Neb.

1. Graduating from the business college at Nebraska gave me a foundation of knowledge in business that allowed me to explore deeper into subjects. Without this knowledge base, I never could have been a leader in business. So much of business is common sense, but without the technical skills, thought processes and approach to solving problems I learned at Nebraska, I would have lacked something all leaders need – the actual skills.
2. I look for someone who has an understanding of what we are trying to do so they have some credibility. Someone who knows what it takes to accomplish something, who is hungry and will put in the extra effort and lead by example. But something I think is important and often overlooked is someone who does not put themselves above others and is willing to be egalitarian in their approach because that is what fosters real loyalty to a company and a leader.



Michele Walker '97
Partner, Ernst & Young, LLC, Minneapolis, Minn.

1. I was extremely fortunate I chose CBA, and accounting and finance. Not only did the classes prepare me for my career, but the experiences shared by my professors are those that I carry with me to this day. One important lesson I try to live by is: As a leader I must lead by example and not expect others to do things I would not do. Many of my professors influenced my leadership style and helped me broaden my knowledge base. I am extremely grateful for all of the opportunities CBA provided to me.
2. We look for individuals who excel in four pillars – People, Quality, Growth and Operational Excellence. We reward and promote those individuals who stretch and reach for the next set of responsibilities. Our top leaders ask others what else they can do, maintain a positive attitude, work tirelessly to do whatever it takes, sponsor the next generation of leaders by training one's replacement as well as furthering the client relationship.



2000s



Angie Klein '01
Vice President of Marketing,
Verizon, Northeast Area,
New York

1. My experience at CBA continues to form the foundation of my career today. CBA set the stage for what working in the marketing field is really about: constant reinvention and building a brand based on innovation, market understanding, solid financials, and sound, ethical decisions. The out-of-classroom opportunities rounded out my experience and gave me the confidence to know I could be successful.
2. There is something about true leadership that can be hard to define in words – you know it when you see it. That said, the qualities that I consider are the following:
 1. Integrity – trust and consistency, 2. Perspective – understand the market and organization, 3. Competitiveness – can't be satisfied with second place, 4. Contribution and Resourcefulness – chart course without being afraid of change, and 5. Balance – different views, assets and backgrounds.



John Wirtz '05 & '06
Chief Production Officer, Hudl,
Lincoln, Neb.

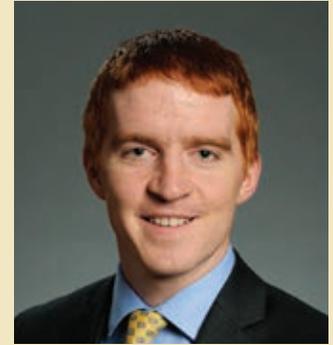
1. CBA laid a foundation for me across accounting, finance, strategy and management that I've used every day as we've grown Hudl. It was the kind of well-rounded business education with great professors that let me move between building our sales team to going after new markets to managing a product development team. Just as important, though, my time at CBA connected me with some amazing business leaders that now serve as advisors, mentors and investors at Hudl.
2. For leaders at Hudl, we look for people that are serious about developing their skills and have a track record of finding ways to do that. We want leaders that can be scrappy and get their hands dirty making things happen if that's what it takes.

2010s



Elaine Yi Yang '10
Consultant, Deloitte, Chicago

1. Professional and fundamental knowledge learned during my time at CBA provides me with a solid base to be capable to learn new skills quickly. The activities offered at the college equipped me with the necessary soft skills to collaborate with people with different backgrounds and cultures, the willingness to learn from others and the ability to communicate effectively.
2. The qualities I look for in a leader include the ability to collaborate, communicate, inspire and support. Confidence and positivity are very important as well.



Andrew Wesely '12
Project Controller, Kiewit,
Homer City, Pa.

1. My best experiences at CBA were the group projects that forced collaboration and communication, and the daily workloads that forced me to be organized. Leadership in the workplace is about getting everyone to do quality work around you.
2. There are three qualities I look for in a leader. The first quality is the ability to articulate a vision and have a team reach that result. The second is best represented by a quote from Peter Kiewit, "I would far rather hire a man who had the ability to get 10 men to do 10 men's work than to hire a man who could personally do 10 men's work." The third quality is the ability to train your replacement and your team. The investment to improve your employees is key to making a company stronger. Leadership is not about personal accomplishment, it is about the accomplishment of a team.

EVENTS AT THE COLLEGE OF BUSINESS ADMINISTRATION



Dr. Mark Whitacre and his wife, Ginger

Ethics Day Lecture

Dr. Mark Whitacre, Fortune 500 executive turned FBI informant, spoke to over 1,600 business students on the importance of making the right decisions at the CBA Business Ethics Program's Spring Lecture, Feb. 19.

Whitacre, who spoke earlier

in the day at the inaugural Beyond the Bottom Line luncheon, spent nearly nine years in a federal prison for price fixing crimes he committed at Archer Daniels Midland (ADM) in the 1990s. He was portrayed by Matt Damon in the movie, *The Informant*.

Mittelstaedt Symposium

The CBA Marketing Department held the 22nd annual Robert Mittelstaedt Doctoral Symposium, March 29-30. Each year the symposium brings together doctoral students from across the country to present, discuss and network with some of the nation's top marketing scholars. The symposium, named for Dr. Robert Mittelstaedt, UNL professor of marketing emeritus, hosted students and faculty from several schools including Big Ten members The Ohio State University, University of Iowa, University of Wisconsin-Madison and University of Illinois at Urbana-Champaign.



Jeff Johnson

EntrepreneurDays@UNL

The UNL Center for Entrepreneurship at CBA hosted the inaugural EntrepreneurDays@UNL, March 11-13. The three-day event included the UNL New Venture Competition, where students pitch their business plan and get feedback. With a grand prize of \$50,000 to start their business, the undergraduate and overall grand prize winning team was James Verhoeff, a senior marketing and management major from Cortland, Neb., and Zach Christensen, a junior biochemistry major from Elkhorn, Neb., with a mobile app called Pickit. The app allows users access to deals from local merchants redeemed by scanning a card at the merchant.

The center also hosted the UNL Distinguished Entrepreneur Awards, March 12. Honorees included Michael D. Hays, CEO and director of National Research Corporation, Nebraska Distinguished Entrepreneur Award; Blake Lawrence, founder and CEO of Hurrdat, a digital marketing agency, and opendorse, an endorsement management platform for athletes, agents and brands, New Company Entrepreneur Award; and Thomas G. Guy, a pioneer in Nebraska franchising and author of two books on the subject, Start-up Executive Award.

Employer Partners Day

More than 100 professionals representing nearly 70 businesses attended the Employer Partners Day, May 14. The event showcased new initiatives happening at the college and strengthened relationships between corporations and CBA. The event provided information to employers about the demographics of current CBA students to help educate



Top: Zach Christensen and James Verhoeff

Middle: Blake Lawrence and Dean Plowman

Bottom: Thomas G. Guy and Dean Plowman

companies on student strengths and also receive feedback from employers about what qualities they look for in students.



Dean Plowman spoke to employers

Stewardship Luncheon, Dinner and Tailgate

Dean Plowman and the University of Nebraska Foundation hosted stewardship events in September to bring together generous donors and the faculty and students who directly benefit from their support. On Sept. 6, 60 people attended a luncheon held to honor those who provide endowed scholarships to CBA students. Seniors Margo Berends, an economics and political science double major of Aurora, Colo., and Chris Spanel, a finance major and English minor of Lincoln, Neb., spoke at the luncheon about how their scholarships benefited their college careers.



Richard Qualsett '90 and scholarship recipient Simran Sohi (left), an MBA student from Lincoln, Neb.

That evening, a dinner was held at the Country Club of Lincoln honoring those who provide funding for endowed chairs and professorships. More than 45 people attended, and John Anderson, Baird Family Professor of Economics, and Sue Vagts, interim director of actuarial science and Ameritas Faculty Fellow, spoke at the dinner. The following day, more than 50 alumni and friends returned to CBA for a tailgate before the Nebraska vs. Southern Miss game.



Dean Plowman and Alice Dittman, '52 and '56, chairman emeritus and board member of Cornhusker Bank

Nebraska at Oxford Tailgate Celebrates Program's Silver Jubilee

Nearly 200 people attended a tailgate, Oct. 5 prior to the Nebraska vs. Illinois homecoming football game to celebrate 25 years of the Nebraska at Oxford Program offered through the College of Business Administration. Special guests included Oxford faculty Dr. Martin Holmes, program director and lecturer in political economy, Dr. Nicholas Horsewood, assistant program director and lecturer of international economics, and several members from the first Nebraska at Oxford class.

At the tailgate, Dean Donde Plowman said, "Martin and Nick, you are the heart of the Nebraska at Oxford program and have changed the lives of so many people. We are committed to this program going forward in the future."

More than 1,600 students have participated in the Nebraska at Oxford Program, which is the largest and most popular study abroad program at UNL. Students study economics and literature, and learn about themselves and the world while attending Oxford for four weeks.

"The fact Dean Donde Plowman comes to Oxford sets a signal that this is an important program for the College of Business. It's important for the students, it's important for the university and it's important for the state," said Holmes.

To celebrate 25 years of the program, a Silver Jubilee Committee was formed to host

events at UNL and Oxford University. A Nebraska at Oxford Scholarship Fund was also launched in order to provide students with scholarships to attend the study abroad program.

"Through donations to the Nebraska at Oxford Scholarship Fund, UNL students who may not otherwise have the opportunity to study abroad will receive a scholarship to do so at one of the most prestigious universities in the world," Plowman said.

Three students from the class of 2013 were awarded first time cash prizes for outstanding achievement while in Oxford. Award winners were: Adam Smith, junior from Carol, Iowa, economics and accounting major; Marissa Curtiss, junior from Alliance, Neb., economics and English major; and Christina Guthmann, junior from Omaha, Neb., international business major.

CBA has received a matching gift of \$100,000 for the Nebraska at Oxford Scholarships. Please help raise this to \$200,000 by making a matching gift donation. (See the two ways to contribute below and get a 25th Anniversary T-shirt.)



Martin Holmes (far left), Nick Horsewood (second from right) and Dean Plowman presented students Marissa Curtiss, Christina Guthmann and Adam Smith (from left to right with red folders) with academic achievement awards at the 25th Anniversary tailgate.

Nebraska at Oxford Scholarship Fund

There are two ways to contribute to provide students with scholarships to attend the Nebraska at Oxford Program.

1. Make your check payable to the NU Foundation and return: mail to - 1010 Lincoln Mall, Suite 300, Lincoln, NE 68508.
2. Go to the CBA website at: <http://cba.unl.edu/support>. Those who donate \$100 or more will receive a special Silver Jubilee Commemorative T-shirt.





David Wessel

Wall Street Journal Editor Speaks
David Wessel, economics editor for *The Wall Street Journal*, spoke at an exclusive event for CBA students, Sept. 24, where he offered them insights on the current economy and the politics surrounding it. He also presented “On Capital and the Capitol” that evening at the Lied Center to kick off the E.N. Thompson Forum’s 2013-14 season,

which explores the United States’ place in an increasingly globalized society. Wessel’s talk was this year’s Lewis E. Harris Lecture on Public Policy and was co-sponsored by CBA.

Fall Business Ethics Lecture

David Callahan, an ethics advocate and author of the books *The Cheating Culture* and *The Moral Center*, spoke to over 2,000 business students on Oct. 3 in the Lied Center as part of the college’s Business Ethics Program State Farm Ethics Day Lecture. Callahan, who regularly appears on national news programs on Fox, CNN and MSNBC, also spoke to a smaller group of business leaders and students at the Beyond the Bottom Line Business Ethics Luncheon which took place earlier in the day at the Wick Alumni Center.



David Callahan



Albrecht Duernhoefer, Allianz Investment Management SE, discussed German perspectives on the deficit crisis.

Financial Analysis and Policy Conference

The College of Business Administration Financial Analysis and Policy Conference, which was held Oct. 4, featured internationally acclaimed speakers who discussed current domestic issues in finance and accounting

regulations and a battle of austerity in the European debt crisis. The event was co-sponsored by the CBA School of Accountancy and Finance Department and funded in part by the Mike and Terri Dunlap Fund for Advancement of Business Ethics. The keynote speaker was Francine McKenna, a freelance journalist and contributor to *Forbes* magazine, who presented “The Economic Significance of the Audit Industry and the Key Role of Integrity in the Accounting Profession.”

UNL GMAT Strategy Workshop

More than 75 prospective students attended one of two GMAT Strategy Workshops to jumpstart their preparation for the Graduate Management Admission Test (GMAT). Stephanie Espy, founder and president of MathSP, presented



Stephanie Espy

strategies and approaches for each component of the test on June 1 and Oct. 19. The next workshop is scheduled for March 15.

Women’s Breakfast

More than 250 businesswomen and students engaged with a panel of dynamic women business leaders at the 2013 Women in Business Breakfast, Oct. 15. Panelists Catherine Lang, director of the Nebraska Department of Economic Development and commissioner of the Nebraska Department of Labor, Lisa Smith, investment consultant at Smith Hayes Financial Services, and Katie Zulkoski, associate with Mueller Robak, LLC, led a discussion on *Lean In*, a book by Sheryl Sandberg, and the impact of gender-role traditionalism on today’s workplace.



Katie Zulkoski, Catherine Lang, Dean Plowman and Lisa Smith



Supply Chain Management Panelists: Courtney Osborne, supervisor at UPS Supply Chain Solutions; Adam Schroeder, logistics specialist at Reliant Transportation; and Yadi Kamelian, senior director of project management and integration at Lincoln Industries

CBA Career Information Day

Business and general studies majors attended the CBA Career Information Day, Oct. 24. CBA graduates from all 10 CBA majors explained their profession, how they found their job and provided advice on how to navigate the job market in panel discussions.

Executive Power Lunches

CBA launched a new Executive Education Power Lunch series designed to introduce professionals to hot topics in a best practices format and provide businesses with ideas for professional and corporate growth. CBA faculty share the latest ideas and strategies as well as compelling examples of growth and innovation.



Dr. Mary Uhl-Bien presented at the first CBA Power Lunch

Dr. Mary Uhl-Bien, professor and Howard Hawks Chair in Business Ethics and Leadership, presented “Growth and Innovation: Leadership for a Complex World,” Oct. 16. Dr. Theresa Welbourne, FirstTier Banks Distinguished Professor of Business and director of the Center for Entrepreneurship, presented “Secrets to Growth: Lessons from Businesses Alive and Dead,” Nov. 1. Three more power lunches are scheduled for the spring. **Find out more at: <http://cba.unl.edu/execed>.**

Economics Department Hosts Seminar Series

This fall the UNL Economics Department Seminar Series has hosted four seminars with leading scholars on a variety of economic topics. Speakers included: Yana van der Meulen Rodgers, professor and graduate director in the Women's and Gender Studies Department at Rutgers University, who discussed women's land rights, economic security and child well-being in Vietnam, Sept. 23; Kevin Mumford, assistant professor of economics at Purdue University, who presented the effect of underwater mortgages on unemployment, Sept. 27; J. David Richardson, emeritus professor of economics at Syracuse University, who spoke about U.S. export disincentives for a new generation of national security export controls, Nov. 5 as part of the Yeutter International Trade Program; and Ronald Fisher, professor of economics and adjunct professor

of accounting and information systems at Michigan State University, who shared insights on state and local government capital expenditure and its effects on the level and composition of spending, Nov. 15.



Yana van der Meulen Rodgers

Business Leaders Attend Partnership Summit

Dean Donde Plowman welcomed more than 140 alumni and business professionals to campus, Sept. 13 for the 2013 UNL College of Business Administration Partnership Summit and Advisory Board meetings. The summit provides an opportunity for some of the top business leaders in the country to share ideas and strategize with administrators, faculty and each other.

Plowman also delivered the State of the College Address to a crowd of 200 board members and other guests before lunch at the Nebraska Champions Club. She emphasized the importance of raising the stature and visibility of the college, continuing to build community and the need for a new facility.

“We continue to focus on community at CBA and frankly, that’s one of the reasons this new building we’re creating is so important,” Plowman said. “We keep growing our enrollment numbers, and now we need a place to put everyone. It’s through contributions from all the great people in Nebraska that we will be able to do that.”

In addition to Plowman’s State of the College Address, Shawn Eichorst, director of athletics at the University of Nebraska–Lincoln, gave the keynote address. Eichorst sees a parallel between the success of the athletic department and the work being done at CBA.



Shawn Eichorst and Dean Plowman

“There is no project more important to athletics at UNL than the new college of business building,” Eichorst said. “This is my second stint working at a Big Ten institution, and they all have premiere business schools that make them extremely competitive. The new building will help us when we are recruiting athletes to Nebraska, so we need to get this building done.”



The Dean's Advisory Board

A total of 13 advisory boards met at CBA during the day. They included the Dean’s Advisory Board and boards for actuarial science, school of accountancy, junior school of accountancy, finance, marketing, management, MBA, supply chain management, center for entrepreneurship, bureau of business research, young alumni and economic education.

More than 270 CBA supporters also attended a tailgate prior to the Nebraska vs. UCLA football game at the site of the new CBA building at 14th and Vine streets, just north of the Kauffman Academic Residential Center. Plowman shared details about the new building and talked to attendees about their experiences at CBA.



Ryan '00 and Amy Horrump-Morgan '01

Guests enjoyed a breakfast buffet



SECOND DREAM BIG ACADEMY A SUCCESS

(Left to right): Juan Mora-Amaral, Christian Escobar and Shana Sullivan, all of Omaha, Neb., and Nadane Gnofam of Papillion participate team building exercise during DREAM BIG.

The College of Business Administration held the second annual DREAM BIG Academy, July 14-17. DREAM BIG, which stands for Develop, Risk, Empower, Achieve, Maximize, Build, Innovate and Grow, provided upcoming high school seniors the opportunity to experience college, focusing on a business education and potential career opportunities. The academy emphasizes diversity by showing students how their unique qualities benefit them in a positive way. ConAgra Foods partnered with CBA as a corporate sponsor this year, and Lozier Corporation and Union Pacific also provided financial support for the program.

“DREAM BIG provides an opportunity for high school students who wouldn’t normally think of UNL as part of their dream,” said Dean Donde Plowman. “To be able to spend time on campus and be a part of the university and CBA community is huge in making the college decision.”

The 28 students attending the academy experienced life as a college student by living in a residence hall, completing assignments, working on group projects with student mentors and listening to CBA faculty, staff and alumni talk about their experiences in the business world.

Symone Arends, a senior at Lincoln High School, was not really sure what to expect at DREAM BIG.

“This was a great experience. I didn’t realize all the career options you have with a business degree,” Arends said. “I may or may not major in business when I attend college but knowing I can get a minor in business is huge.”

As a parent, Renee Arends wanted her daughter to realize her path at age 17 may be different once she starts college.

“I wanted Symone to start thinking outside the box and see there are options out there for her,” she said. “The DREAM BIG Academy has opened her eyes to a world of possibilities. It has truly been a great experience for her.”

On the final day students visited ConAgra Foods in Omaha, Neb. Leaders from the divisions of information technology, human resources, operations, production and finance presented on career options, social media and personal finance. The day concluded with group presentations about their DREAM BIG experience and dinner prepared by ConAgra chefs.

“ConAgra Foods merged its former Corporate Explorer Camp, after three successful pilot summer camps, with DREAM BIG this year,” said Angela Jones, vice president for human resources at ConAgra Foods. “It’s a huge honor to have a Big Ten University ask us to merge with them.”

Plowman said, “The support of ConAgra, Lozier and Union Pacific companies made DREAM BIG possible this year. We appreciate their generous support of the College of Business Administration.”



2013 DREAM BIG students

SADID CARRILLO: FIRST-GENERATION STUDENT TO ASSISTANT EXAMINER



Sadid Carrillo and Dr. Laurie Miller, economics

When Sadid Carrillo, a first-generation student from Schuyler, Neb., was a freshman at UNL, he had aspirations of becoming a doctor. All of those plans changed in his first chemistry class.

“I got a ‘C’ on my first chemistry exam and it scared me. Then I got a ‘C’ in a sociology class and started doubting myself,” said Carrillo. “I was ready to drop out, work for a while to refocus and then come back to school. In hindsight, that would have been a mistake.”

He was fortunate enough to be introduced to Craig Munier, director of scholarships and financial aid, and Tim Alvarez, assistant vice chancellor for student affairs. Munier and Alvarez mentored Carrillo, playing an instrumental part in his decision to stay in college and switch his major to study in the College of Business Administration.

“Craig Munier knew I had worked at Pinnacle Bank as a teller the summer before I enrolled at UNL and thought finance would be a good fit,” he said. “He encouraged me to switch majors instead of taking a semester off.”

Carrillo participated in CIMBA, the CBA-sponsored Italy study abroad program and was active in various student organizations. He was selected as a New Student Enrollment orientation leader for 2012 and became a role model to the incoming freshmen class.

“I was able to take advantage of the resources put in front of

me when it would have been just as easy to give up,” he said. “I stepped outside my box and experienced new things. It’s about taking what you learn in the classroom and applying it to real life.”

These experiences gave him the confidence to apply for an internship with the Federal Reserve Bank of Kansas City, one of the top internships in the country. Carrillo spent last summer in a 10-week rotational internship in the supervision and risk management divisions which allowed him to observe all departments within those divisions. At the end of his internship, he was offered a full-time job as assistant examiner with the Federal Reserve Bank to start after graduation.

“Being an intern in the Kansas City branch provided me with a well-rounded experience,” Carrillo explained. “I was able to get a taste of the responsibilities for each department. It revealed the entire banking process to me and solidified my desire to work in this industry.”



Justine Bolton tapes a wrist

JUSTINE BOLTON: ATHLETIC TRAINER WRAPS EDUCATION WITH BUSINESS MINOR

As an athletic training major in the College of Education and Human Sciences, Justine Bolton anticipates owning her own business. Getting a business minor from the College of Business Administration was a “no brainer” for her.

“If I work as an athletic trainer in a school system, I will operate a departmental budget. If I decide to go down the physical therapy path and own my own business, I will definitely need a business background,” she said.

Designed to complement any non-business major, the CBA business minor requires 18 hours of course work. Each student enrolls in six designated business classes in the areas of accounting, business law, economics, finance, marketing and

management. Students can also tailor the classes to fit their schedules as courses are offered on-campus and online as well as during the fall, spring and summer.

Bolton, a junior from Blair, Neb., was a three sport athlete in high school. The volleyball, basketball and tennis player understands athletes and injuries, which led her down the athletic training career path. While in high school, she shadowed a local physical therapist but decided to major in athletic training at UNL.

“All I really want to do is make people feel better. Athletic training is understanding how the body works and coming up with a solution to make it perform better,” Bolton said. “It is similar to business in that you have to solve a problem with an answer based on different variables.”

Bolton understands the competitive advantage a business minor will offer her after she graduates.

“If you are not a business major, you should definitely get a minor as it will apply to your career regardless of whether you own the business or not. It just makes sense,” said Bolton.

DOMINIQUE EDWARDS: WILLIAM H. THOMPSON SCHOLAR AND HUSKER CHEERLEADER

Dominique Edwards knows being a collegiate cheerleader is not only a commitment, but a lifestyle. The College of Business Administration sophomore started gymnastics and dance at age 5, so she is used to the discipline it takes for classes, studying, practices, and multiple appearances and events. Time management is even more important with a full-tuition scholarship from the Susan T. Buffett Foundation to be a William H. Thompson Scholar.

“Academics are the number one priority on our cheerleading squad. Erynn Nicholson (spirit squad head coach) and Marlon Lozano (spirit squad manager) are very understanding, flexible and helpful when it comes to making time for our academic responsibilities,” she said.

Edwards attended Omaha Central High School, where she was on the honor roll and cheer captain. She was also named an All-American for three years through the Universal Cheerleaders Association.

“I enjoy engaging with the fans as a Husker cheerleader and being part of the overall game day experience that sets Nebraska apart from other universities,” she said. “My favorite part is meeting the kids. They look up to us and how we’re representing the university.”

Edwards is not only dedicated to her sport and her team, but she is also driven toward her future goals.

“We were discussing all the majors last year in BSAD 111 (the required freshmen course) and I realized that I wanted to have a career in athletic marketing. It would be a great fit for me and I have learned a lot in cheerleading that applies to marketing,” said Edwards.



Dominique Edwards (above) with Lil Red and (below) with the Husker Spirit Squad



ERIC REZNICEK: UNL STUDENT BODY PRESIDENT AND NU STUDENT REGENT



Eric Reznicek reports at an NU Board of Regents meeting

“I campaigned for 12 weeks under the UNL Engage Party,” he said. “That was a tough process, because I was also taking classes and working.”

Reznicek said student ideas are valued by the regents, even though student votes don’t count in the final tally. To be prepared for the meetings, he often has to do research and studies the board information.

“We walk through the campus budgets, approve raises, and review hiring and firing processes for university employees. There are important issues every month. All that is beneficial for my future job opportunities.”

He encourages students to seize every opportunity they get while in college. His internship at State Farm Insurance is a great example.

“If you told me I’d be working in the insurance industry three years ago, I would have said, ‘Not a chance.’ However, I attended the UNL Career Fair my sophomore year and met someone in that field. Having a business degree can take you anywhere if you take advantage of the opportunities available at UNL,” he said.

Senior Eric Reznicek has built an extensive resume at UNL. The senior marketing and finance major has completed two internships at State Farm Insurance, assists with research projects in the marketing department in the College of Business Administration, is in the UNL Honors Program and won the 2013 National Research Corporation Rising Star Scholarship.

Earlier this year, he was elected UNL Student Body President and serves as their representative on the University of Nebraska Board of Regents. It was a grueling process, but Reznicek believes it is important to make a difference when you can.

Celebrating **100** Years of Educating Business Leaders



In 1913, the University Board of Regents created the School of Commerce, which later became the College of Business Administration at the University of Nebraska–Lincoln. This year CBA celebrates 100 years of educating business leaders, and has much to celebrate from the past including:

- The School of Commerce was one of the 16 charter members of the American Association of Collegiate Schools of Business in 1916.
- The university was the first school west of the Mississippi to formally establish a graduate school, and CBA is still the only Ph.D. granting business school in the state.
- The School of Commerce educated women before they had the right to vote. The College of Business Administration’s first graduating class included five women in 1919.
- “Dear Old Nebraska U” was written in 1923 by CBA student Harry Pecha and the song continues to be part of the Husker tradition today.



1913: The School of Commerce is created by action of the Board of Regents in May 1913. It offers a baccalaureate degree from the College of Arts and Sciences with a special certification in commerce. James E. LeRossignol is named director, and he becomes dean in 1919.



1915: The School of Commerce awards degrees to its first four graduates (l. to r.): Gilbert C. Loomis, John P. Robertson, Otis Ellery Taylor and Joseph A. Phillippi (not pictured).



1919: The School of Commerce becomes the College of Business Administration and the first degrees are granted. This class includes five women who graduated before the 19th amendment to the U.S. Constitution was ratified, giving women the right to vote in all elections. They include (l. to r.): E. Myrtle Beckman, Gertrude H. Judd, Fay Sherwin, Elizabeth Varner and Hazel Ward (not pictured).

More recently, UNL joined the Big Ten Conference in 2011 and CBA joined some of the most prestigious business schools in the nation.

In September 2012, the Board of Regents approved a new \$84 million building scheduled to be completed in 2017. This innovative, state-of-the-art building will be the largest academic building project to date on the UNL campus. It will help attract world class faculty and students to the only Big Ten business school in Nebraska.

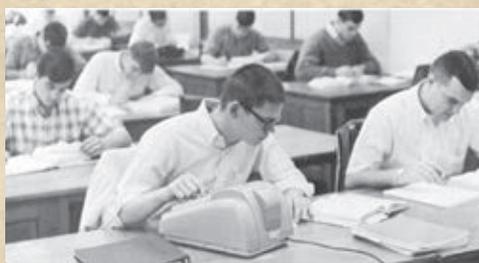
Today, with more than 3,700 students and 98 full-time faculty members, the CBA motto is Start Something.

Here are a few of the latest highlights:

- Ten undergraduate majors, including the new supply chain management major and a newly created business minor for non-majors.
- *U.S. News & World Report* ranked the online MBA program 2nd in the Big Ten, 17th overall and 3rd in the nation for veterans in 2013.
- The CBA-sponsored Nebraska at Oxford Program, which is the most popular study abroad program at UNL, celebrated its 25th anniversary.
- Students are required to take four courses to prepare them for lifelong career success. The courses are called the Professional Enhancement Program (PrEP).



1948: Enrollment in the College of Business Administration reaches 2,104 students during the 1947-48 academic year because of the GI Bill.



1964: The on-campus MBA program is established and will celebrate its 50th anniversary in 2014. In 2005 the MBA program is available online making it possible for students to earn an MBA from around the globe.



1974: Students could earn a baccalaureate degree in any of the given departments rather than receiving a general BSBA.



2006: CBA alumnus Warren Buffett and Bill Gates present a question and answer session with CBA students that is taped and produced as a PBS special.



2010: Donde Ashmos Plowman is named the James Jr. and Susan Stuart Endowed Dean of the College of Business Administration. She is the ninth dean of the college.



2012: An \$84 million building is approved by the NU Board of Regents. The largest academic building project to date on the UNL campus, the building is to be completed in 2017. Architects selected include Robert A.M. Stern Architects and Alley Poyner Macchietto Architecture.

Dean Donde Plowman said, “While much has changed in business over the past century, one thing hasn’t – the need to educate future business leaders who can excel in the ever changing global marketplace. It’s a great time to be part of the College of Business Administration.”



Emma Vavricka, senior business administration and marketing major, talks to CBA graduates Isaac Pieper '13, sales and marketing representative, and Jacob Daberkow '12, territory manager, during her internship with Sandhills Publishing.



1988: The partnership with Oxford University begins and the Nebraska at Oxford study abroad program sends its first group. The program celebrated its silver jubilee in 2013.



1995: The first Business Learning Community is created. Select freshmen live together in a residence hall, take the same classes and meet business professionals. Currently there are three business learning communities.



2000: The J.D. Edwards Honors Program in Management and Computer Science opens in the newly constructed Kauffman Center. In 2008, the program is renamed the Jeffrey S. Raikes School of Computer Science and Management.



2012: The DREAM BIG Academy is created for diverse high school juniors to learn about the opportunities in business.



2012: The college launches Career Services at CBA to help students write resumes, find internships and more. Today there are four career coaches working with students and strengthening partnerships with employers.



2013: The CBA Honors Academy has its first class of 45 exceptional students. The academy is a partnership with the UNL Honors Program.

UNL COLLEGE OF BUSINESS ADMINISTRATION
BACK TO SCHOOL
BASH

CELEBRATING 100 YEARS OF EDUCATING BUSINESS LEADERS



Dean Plowman with Governor Dave Heineman

The College of Business Administration celebrated 100 years of educating business leaders on Friday, Aug. 23 with a Back to School Bash. More than 650 CBA students, parents, faculty, staff, alumni and business partners attended the celebration. Earlier in the week, Governor Dave Heineman proclaimed the day as the 100th Anniversary of the College of Business Administration at the University of Nebraska–Lincoln.

“The back to school bash was a huge success and I can’t think of a better way to celebrate our 100th anniversary,” said Dean Donde Plowman. “I loved meeting all the students, parents, alumni and business partners who are a part of our CBA community. They are what make CBA successful.”

The bash was held on the west side of the CBA building. The free event included Valentino’s pizza, prizes and the band Lemon Fresh Day. Those attending the bash also had the opportunity to learn about student services offered in CBA including career services, undergraduate advising and information technology. Attendees were also encouraged to connect with CBA on social media and as a CBA Insider. A photo booth was also available to remember the day.

“The bash was a great way to start the semester with live music, good food and new ways to get connected in CBA,” said Kelly Sturek, junior management major from Las Vegas, Nev. “It really showed me what an incredible community we have in the College of Business Administration.”

**Start
 Something.**

Start your story. Start your career. It all starts here.

Remembering Doc Elliott



Dr. Curtis 'Doc' Elliott

Photo courtesy of UNL Archives and Special Collections

“Everywhere I go, CBA alumni of a certain generation mention the impact of Doc Elliott,” said Dean Donde Plowman.

Dr. Curtis Elliott taught economics, labor and insurance at the College of Business Administration from 1941 until his death in 1968 at the age of 56. In that time, he published more than 150 articles and wrote a book, *Property and Casualty Insurance*, which was published by McGraw Hill in 1960. Former students remember him as an engaging, entertaining professor. According to the UNL Archives and Special Collections, he was one of most popular professors on campus and so many students congregated in his office it was often called the western branch of the student union.

Dean Plowman spoke with his daughter, Phyllis Tegtman of Fort Collins, Colo., who established the Dr. Curtis and Aileen Elliott Memorial Fund for current CBA student scholarships in memory of her parents. The following are excerpts of an interview Plowman conducted with Tegtman in November.

Dean Plowman: What do you think students most loved about your dad as a professor?

Phyllis: He made every student in that room feel like he knew them personally. It was some kind of charisma. He was very much a gentleman with a delightfully wicked sense of humor and yet he provided good information. Insurance could be dull as dish water, and he made it so fascinating that people were lined up for his classes. He was likeable and it wasn't an overkill kind of thing. It was just him.

D: What was it about being a professor that you think your dad most loved?

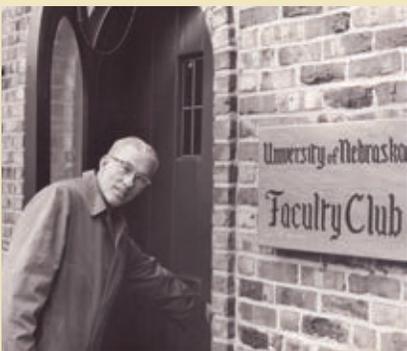
P: He loved teaching. I found an old graduation program where he was listed as the speaker from Brainard, Neb. He was content to go out there to speak and other high schools too. He would speak to the UNL Dental College, and they'd love him over there because he'd talk to the dentists about what kind of insurance they should have and that's very important in their profession. It didn't seem to matter whether he was talking to a big crowd or a small crowd – he loved teaching.

D: Where did your dad grow up?

P: He grew up in Centralia, Ill. His dad was a conductor on a railroad on the line from Kentucky to southern Illinois, and he was kind of an accomplished musician. Dad was teaching clarinet lessons when he met my mother at the University of Illinois. She worked and went to school to get him through his Ph.D. That is why I put her name on his scholarship after she died, because I thought she deserved to be there too.

D: After your father got his Ph.D., did he come directly to the University of Nebraska–Lincoln?

P: He taught at Oregon State for one year. Mom was from Washington state, so they wanted to live near there, but a job opened up in Lincoln in his field. Lincoln had 30 home offices of insurance companies which was a real draw. I was just a baby when they moved. We arrived in the summer having never been



'Doc' Elliott at the University of Nebraska Faculty Club

Photo courtesy of Phyllis Tegtman



Phyllis Tegtman and Dean Plowman

there before, he accepted the job and we stayed in a hotel with no air conditioning in the middle of August. My mother cried thinking they'd made the worst decision of their lives. She ended up truly loving Nebraska and loving Lincoln.

D: Why do you think Doc Elliott is still remembered by his students all these years later?

P: It didn't matter where we went or what we did, people always knew him. It was something. I don't think he ever sought out the honors that came to him. There was never an ambition to be in Who's Who in America, for instance. It just came naturally because of him. He never thought he was special.

D: He's known for using imaginary characters in class. Can you tell me about some of them?

P: Rosie LaRoux was one of them and that was legendary. She was a classical ballet dancer on South State Street in Chicago. She had a sister named Queen Maude, who was also a dancer in Chicago. She also had a daughter named Ethie Eloise. He would create situations that all these characters got into and use them on his exams. He would say, "Ethie Eloise ran over her mother, backed into a tree and ran into a house. What insurance coverage are you going to have here?" That's how those characters came to grow.

D: What was he like when he wrote his book?

P: Dad was delighted to write, but it wasn't the most important thing in his life. He did laugh because others had to use lots of references and dad didn't. He wrote the book out at our cabin in Washington state. He had a little typewriter, but he didn't type so he used five fingers with no reference materials. It came from his near photographic mind. It was pretty fantastic. He could read a page and it was his.

D: What is the title of his book?

P: It's really a knockout. It's called *Property and Causality Insurance* by McGraw Hill in 1960. It is fun reading, as he used wit and humor throughout the book, along with good information. After sending out the first rough draft to the publisher, they sent it to top people in the insurance industry and one of the criticisms he received was that he wasn't taking it seriously enough. However,



Dr. Curtis 'Doc' Elliott during one of his lectures
Photo courtesy of UNL Archives and Special Collections

they left the book just the way it was. He got postcards from students around the country to tell him they thoroughly enjoyed reading that book.

D: What was it like to be a student at UNL and be Doc Elliott's daughter?

P: It was a little hard. I don't mean that unkindly because my brother, Roy, and I were both so proud of dad. We would go once a week for coffee with some of his colleagues and that was fun. I did some guided student teaching while I was getting my master's degree with Pat Devaney, Bob Devaney's daughter,* so I'd announce in the lounge who she was so no one would do any Monday coaching. She ended up calling me "Doc" and I'd call her "Coach," and she certainly had more to deal with than I did. We loved dad for what he did, but we went our own way.

**Bob Devaney served the university for 35 years as football coach (1962-72), athletic director (1967-93) and athletic director emeritus (1993-96). During his 11-year stint as head coach, his Husker teams won eight conference titles and back-to-back national championships in 1970 and 1971. He was inducted into the College Football Hall of Fame in 1981.*

Share your stories of Doc Elliott or other professors who inspired you at CBA and sign up as a CBA Insider at: cba.unl.edu/alumni

FORMER CHAIRMAN AND CEO OF GANNETT BROADCASTING NAMED CBA MASTER

Cecil L. Walker '59, former chairman and CEO of Gannett Broadcasting in Virginia, was named the 2013 CBA Master. While on campus for Alumni Master's Week, Nov. 13-15, he spoke to classes, student organizations and faculty, and shared his insight of managing a major corporation in the broadcasting industry.

"Trust your gut feeling. Always ask yourself if the timing is right and 'What does the customer think?' An educated gut makes a good decision," Walker said when speaking to CBA Communications and Marketing Office during his visit.

He excelled at Gannett Broadcasting, a media and marketing solutions company with a diverse portfolio of broadcast, digital, mobile and publishing companies, by living this advice. Walker climbed the corporate ladder from working at a news affiliate to running the company as president and chief executive officer in 1987.

Under Walker's leadership, the company built one of the strongest groups of locally managed TV and radio stations.

"Each local manager was given the responsibility of autonomy, which was based on knowledge and understanding the culture of Gannett Broadcasting," he said.

During his career, he saw a huge shift in how people receive their news and entertainment. He positioned Gannett



Cecil L. Walker

Broadcasting for a more connected and digital world.

"This shift has been an ongoing activity for broadcasters since the late 1940s when TV was introduced," he said. "We used individuals and committees of the staff and board to monitor, brainstorm and initiate action."

He retired in 2002 and served on several boards including the Board of Directors at Broadcast Music, Inc., a global leader in music rights management. He was on their board until 2013 and served as chairman for four years. With BMI, he worked with renowned musical artists like Gloria Estefan, Dolly Parton, Carlos Santana, Paul Simon, Taylor Swift and Carrie Underwood.

Walker and his wife, Jeanette "Jan" Turner Walker '59, live in Newnan, Ga., and have three children and 11 grandchildren. They also have a special interest in developing the leaders of tomorrow and established the Walker Family Scholarships at UNL.

INAUGURAL CBA HONORS ACADEMY CLASS ENROLLS THIS FALL

Forty-five incoming first-year students enrolled in the inaugural four-year, cohort-based College of Business Administration Honors Academy. Students in the academy will complete most of their foundation and core business courses together using an action-based learning style focused on the development of critical thinking, technical and communication skills.

The class of 2017 was selected based on students' overall scholastic achievement, exceptional leadership experience, communication skills and demonstrated interest in becoming a leader in the business world. Hailing from nine states and representing nine majors in CBA, the students began their studies in the fall and will progress through honors-level coursework and leadership activities intended to hone their skills to become the next generation of business leaders.

The CBA Honors Academy is led by Dr. Donna Dudney, director and associate professor of finance; Erin Burnette, assistant director; and Eric Bloomquist, graduate assistant.

"The students in the first CBA Honors Academy cohort are impressive – the average ACT for the cohort is 30.62, and the students have outstanding leadership credentials," said Dudney. "We know that in the business world, success is often determined by not only what you know but also by who you know. Our academy takes students with high leadership potential, provides them with an exceptional learning experience, and then connects them to key corporate contacts who can help these students get great jobs."



NEW FACULTY FOR FALL 2013



Dr. Thomas Omer

Professor and Delmar A. Lienemann Sr. Chair of Accounting

Dr. Thomas Omer joins CBA from the Mays Business School at Texas A&M University where he was the James R. Whatley '47 Chair in Business in the department of accounting.

Omer earned his Ph.D. in business administration from the University of Iowa and a bachelor's degree in business education from Kearney State College (now the University of Nebraska at Kearney). His research interests include issues related to capital and organizational structure choice, factors influencing audit and non-audit fees and earnings quality.

Some of his recent publications include "Tax Avoidance: Does Tax-Specific Industry Expertise Make a Difference?" and "The Influence of Religion on Financial Reporting Irregularities" both in *The Accounting Review*. He also has the following forthcoming articles in *Contemporary Accounting Research*: "Corporate Strategy and Aggressive Financial Reporting" and "The Effect of Client Reputation on Financial Statement Quality."



Dr. Marjorie Shelley

Associate Professor of Accountancy

Dr. Marjorie Shelley joins CBA from the Mays Business School at Texas A&M University, where she was associate professor. She received her Ph.D. at the University of Texas at Austin and both an

MBA and a bachelor's degree in business administration at the University of Missouri-Kansas City. Shelley's research interests include the effects of earnings predictability/ambiguity on investors' responses to accounting disclosures and risk perceptions, and incentive and compensation effects on job performance.

Her article "Do Complexity, Governance, and Auditor Independence Influence Whether Firms Retain their Auditors for Tax Services?" in the *Journal of the American Taxation Association (JATA)* was selected as the JATA best paper of 2010 award. Recent works by Shelley include "Investor's Response to Revelations of Prior Uncorrected Misstatements" in *Auditing: A Journal of Practice and Theory* and "The Appeal of Vague Financial Forecasts" in *Organizational Behavior and Human Decision Processes*.



Dr. Amanda Gonzales

Assistant Professor of Accountancy

Dr. Amanda Gonzales, a Hampton, Neb., native, returned to her home state after receiving a Ph.D. in accounting from the Fuqua School of Business at Duke University in 2013. She earned her MPA from UNL and

a bachelor's degree in professional accounting and mathematics at Hastings College. Her research interests include financial reporting, capital markets and international accounting.

Her dissertation is titled "Decision Usefulness of the Equity Method of Accounting." Before going to graduate school at Duke, Gonzales worked at the Financial Accounting Standards Board in Norwalk, Conn., and as a project manager at the International Accounting Standards Board in London, U.K.



Dr. Stanislava (Stas) Nikolova

Assistant Professor of Finance

Dr. Stanislava (Stas) Nikolova received her Ph.D. in finance from the University of Florida and a bachelor's degree in management from the State University of New York-Geneseo. Nikolova comes to CBA from the U.S.

Securities and Exchange Commission where she was a senior financial economist with the division of risk, strategy and financial innovation. Her areas of expertise include fixed-income securities, banks and deposit institutions and ratings and rating agencies.

Nikolova's article "Momentum in Corporate Bond Returns" appeared in the *Review of Financial Studies* in May of 2013. Her recent publications include "Leverage Expectations and Bond Credit Spreads" in the *Journal of Financial and Quantitative Analysis* and "Market Discipline of U.S. Financial Firms: Recent Evidence and Research Issues" in *Market Discipline Across Countries and Industries*.



Dr. Tianxiang (Tim) Shi

Assistant Professor of Finance

Dr. Tianxiang (Tim) Shi earned his Ph.D. in actuarial science from the University of Waterloo in Ontario, Canada, in 2013, master's degree in applied mathematics from the University of Illinois at Urbana-

Champaign and a bachelor's degree in mathematics from Zhejiang University. His research interests include developing quantitative risk management tools for insurance and finance.

Shi's dissertation is titled "On the Distributions of Some Ruin Quantities in Risk Theory." His article "Distribution of the Time to Ruin in Some Sparre Andersen Risk Models" was in the *ASTIN Bulletin*. "First Passage Time for Compound Poisson Processes with Diffusion: Ruin, Theoretical and Financial Applications" is forthcoming in the *Scandinavian Actuarial Journal*.

Learn more about
CBA at cba.unl.edu





Dr. LaDonna Thornton

Assistant Professor of Supply Chain Management

Dr. LaDonna Thornton received her Ph.D. from the University of Tennessee in marketing and logistics in 2013. She received an MBA from Vanderbilt University and a bachelor's degree in operations management, transportation and logistics from The Ohio State University. Her research interests include employee

performance measures within the supply chain and the advancement of logistics systems in developing countries.

Thornton's dissertation is titled "Good Partners or Good Politicians: An Exploration of Politics in Supply Chain Relationships." The article "Does Socially Responsible Supplier Selection Pay Off for Customer Firms? A Cross Cultural Comparison" was in the July 2013 edition of the *Journal of Supply Chain Management*. Her article "Socially Responsible Supplier Selection: The Role of Supply Manager Ethical Intentions in Three Global Supply Chain Contexts" is forthcoming in *Decision Sciences*.



Dr. Alok Kumar

Assistant Professor of Marketing

Dr. Alok Kumar joins CBA from the Smeal College of Business at the Pennsylvania State University, where he was an assistant professor of marketing. He earned his Ph.D. in marketing from the University of Wisconsin-Madison, an MBA in marketing from the Indian Institute of Management and a bachelor's degree in

mining engineering at the Indian School of Mines. His research interests include interorganizational governance, business-to-business relationships, distribution systems and marketing strategy.

His recent publications include "Marketing Channels in Foreign Markets: Control Mechanisms and the Moderating Role of Multinational Corporation Headquarters-Subsidiary Relationship" in the *Journal of Marketing Research* and "Concurrent Sourcing, Governance Mechanisms and Performance Outcomes in Industrial Value Chains" in the *Strategic Management Journal*. Kumar's article "Performance Implications of Mismatched Governance Regimes across External and Internal Relationships" was the lead article in the *Journal of Marketing* in March 2011.



Dr. Meike Eilert

Assistant Professor of Marketing

Dr. Meike Eilert received her Ph.D. in business administration with a marketing emphasis from the Darla Moore School of Business at the University of South Carolina in 2013, a master's degree in international business from Maastricht University in the Netherlands and a bachelor's degree in business at

Berufsakademie Emsland in Germany. Her research interests include management of corporate social responsibility activities/product recalls and the financial and social impact of product recalls.

Her recent publications include "Product and Environmental Social Performance: Varying Effect on Firm Performance" in the *Strategic Management Journal* and "The Impact of Product Recalls on Future Product Reliability and Future Accidents: Evidence from the Automobile Industry" in the March 2013 volume of the *Journal of Marketing*. Eilert's dissertation is titled "Brand Reputation and Product Recall."

Dr. Yijia Lin Promoted to Associate Professor

Dean Donde Plowman announces the promotion of Dr. Yijia Lin to associate professor in finance with tenure and the hiring of eight faculty in CBA in the areas of accountancy, finance, management and marketing. Plowman has made 25 faculty hires in her three years at CBA.

Lin was one of 75 UNL faculty members receiving promotion or tenure in 2013. She joined the finance faculty in 2007 after receiving her Ph.D. in risk management insurance from Georgia State University in 2006.

She has published numerous articles in the area of risk management, and currently has three forthcoming articles in the *Journal of Risk and Insurance*. She has expertise in primarily three fields of study: mortality/longevity risk management, corporate/enterprise risk management and downside risk management. She has also been the recipient of the College Faculty Summer Research Award at UNL for three consecutive years.



Dean Plowman, Yijia Lin and Manfred Peterson, interim chair of the finance department

TOM OMER: THE DATA WHISPERER

With a career starting on the prairie as a Nebraska state patrolman, Dr. Tom Omer, professor and Delmar A. Lienemann Sr. Chair of Accounting, defies the expectations one might have of a tax researcher. After deciding to pursue an academic career, he returned to his home state to work at the College of Business Administration this fall.

“In my 20s, I was working at the Ainsworth state patrol office, and a sergeant had children getting their masters degrees,” Omer said. “I would whine about how I wanted to do that, so he got tired of listening to me and like a Nike commercial told me, ‘Just do it.’”

He sold his house, quit his job and left the security of a steady income to go to college. He had not decided on a major until one day he picked up an accounting text at a used book sale.

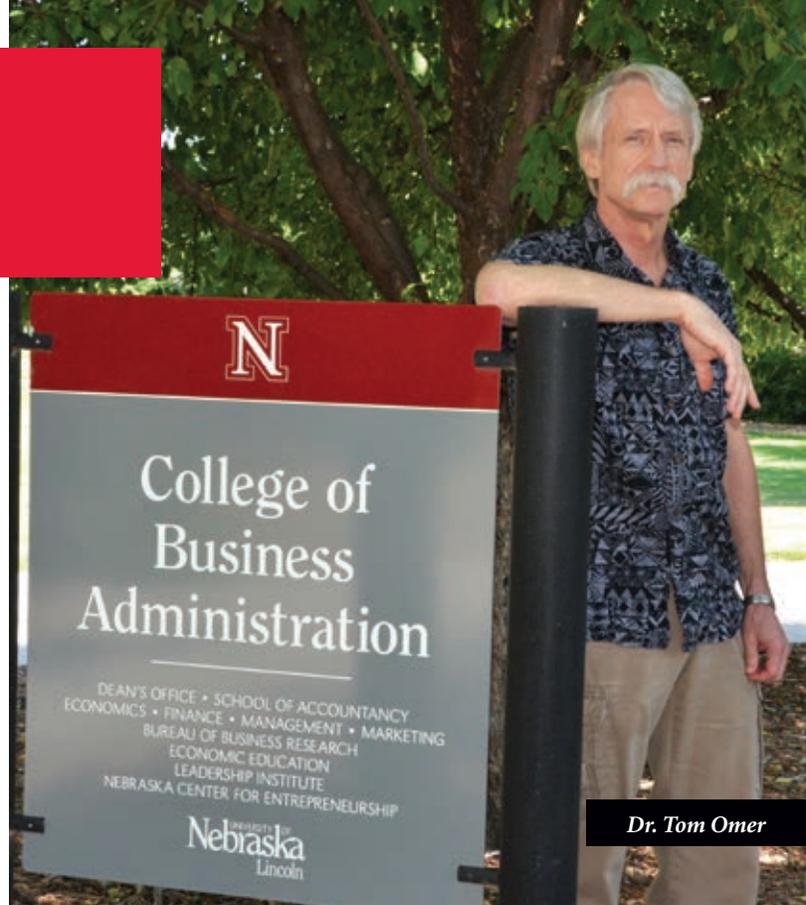
“I taught myself debits and credits at the kitchen table. It’s a concept which escapes a lot of students for a very long time, but I liked it and it came very natural to me,” he said.

After earning his bachelor’s degree, Omer said he was too old to work for one of the big four accounting agencies.

“A professor encouraged me to pursue graduate school,” he said. “Looking back, I always had the right people come into my life at each moment to get me where I am now.”

He enrolled at the University of Iowa where he earned his Ph.D. and became a faculty member at the University of Illinois at Urbana-Champaign, Northeastern University (Boston), University of Illinois at Chicago and Texas A&M University (College Station).

“At this time, tax research was not considered to be publishable, because it was generally a treatise on what the law should be rather than statistical analysis. Mark Wolfson, an



award-winning tax researcher at Stanford, and Myron Scholes, a Nobel Prize winner, started tax camps to make us think differently about how tax research should be approached. I was part of that first generation of tax researchers, where it became acceptable to be published in major journals.”

Today Omer is singled out for having the ability to look beyond traditional accounting analysis methods.

“People call me the data whisperer, because I have an intuitive feel for data and what it’s telling me. I’m often asked to be on projects, because I look at all the analyses used in other sciences and apply them appropriately to analyze accounting data,” he said. “I believe Nebraska is going to make major strides in its business research reputation in the coming years.”

UNLU CHALLENGES STUDENTS TO THINK

Emre Unlu, associate professor of finance, is not sure his students always appreciate his reputation as a rigorous instructor, but he does believe it makes a difference when students graduate and move into the job market.

“I believe in challenging subject matter, so my classes are considered tough,” Unlu said. “I also emphasize internships, experience, meaningful skills and taking it all seriously.”

He finds students are often shocked when he forces them to think about long-term goals.

“The learning part is crucial, but this is a professional business school and getting a job is an important part of their education. I emphasize developing an execution plan with contingencies,” he explained. “I want them to think about what

they’ll be doing 10 years from now. If you’re studying finance and your dream job doesn’t line up with that, there’s going to be an issue.”

Unlu, who is originally from Turkey, teaches from what his life experiences have taught him.

“My undergraduate work was in civil engineering, and I knew before I got my degree that was something I didn’t want to do anymore,” he said. “That’s why I teach my students to think clearly about what they want to do while they’re still in school.”

An accomplished researcher, Unlu has been published in a variety of distinguished journals including the *Journal of Finance*, *Journal of Banking and Finance* and *Journal of Financial Economics*. His research interests are primarily in corporate finance.

FLIGHT TAKES THORNTON TO SUPPLY CHAIN MANAGEMENT AT CBA

Sometimes a life-changing conversation happens with a complete stranger on an airplane flying from point A to point B. Such is the case for LaDonna Thornton, assistant professor of supply chain management at the College of Business Administration.

Thornton had attended a conference for the Ph.D. Project, an award winning program started in 1994 by the KPMG accounting firm to create a more diverse corporate America. The project's expansive network helps African Americans, Hispanic Americans and Native Americans attain a business Ph.D. in order to become professors and mentor the next generation of minority students.

"I met the qualifications for the program and needed to decide if I wanted to go forward and get my Ph.D. or start my own business," Thornton said. "What cemented my decision was a conversation I had with the gentleman seated next to me on the plane after the conference. He was a professor in supply chain management at the University of Tennessee and encouraged me to pursue a Ph.D."

She enrolled at Tennessee in management and logistics and earned her doctorate last May. Her mentor at UT was the professor she sat next to on the plane.

Thornton is one of only 90 female, African American business professors in the nation and is one of less than 15 in supply chain management. Her success was more rewarding due to the fact she found supply chain management by chance while studying at The Ohio State University.

"I was an operations management major, and some of the classes overlapped with the logistics and transportation classes. Taking into account the factors for delivering a product from point A to point B is like solving a puzzle, which is one of my strengths," she said.

She started her career in logistics at Cardinal Health, a multinational health care industry services provider. During her tenure, she was an operations development associate, distribution supervisor and transportation manager.

"The most important thing I learned at Cardinal is it is not simply a process, there are people involved in the process," she explained. "You either have heroes or those that wreak havoc. You have to know how to manage all of them for the supply chain to work."

Thornton landed at CBA this fall and will teach supply chain courses this spring. She wanted to work at a university where supply chain was a part of the management department. It was an added bonus the transportation industry is a major part of the economy in Nebraska.

"It makes perfect sense to have a supply chain management major at the business college when the state is a major player in the transportation industry," she said. "I was ecstatic UNL had this program and for the opportunity to be a part of the faculty while it is growing."



LaDonna Thornton

LONG-TERM

"My research looks at decisions made by the firm's decision-makers. It looks at how managers finance their firms, how managers invest and the consequences of their decisions," he said.

Unlu joined CBA in 2007, and has received several CBA teaching awards where he was nominated by his students.

"Emre is one of the harder professors to get to know right off the bat, but he will do anything to help you succeed in class," said Eric Reznicek, a senior finance and marketing major. "He'll sit with you until you understand the material. He'll change course to make sure you're getting it and you find out he's a really personable guy."



Emre Unlu and MBA student Emma Dickinson of Boston



Dr. Jim Gentry

GENTRY'S CONSUMER BEHAVIOR CLASS PREPARES STUDENTS FOR AGING WORLD

Getting students to understand older consumers' needs and actions can be difficult. To prepare his students to do business in an aging world, Dr. Jim Gentry, graduate chair and Maurice J. and Alice Hollman College Professor, asked his students to interview their grandparents or another elder to learn about life following the Great Depression.

"Students know their grandparents, but never really talk about what life was like back then. Through this exercise students hear – often for the first time – stories of growing up on a small farm to being tremendously impacted by China's cultural revolution," he said. "It's one thing to read history, but it is impactful to hear it from a loved one."

Adam Krotz, a senior business administration major from Lincoln, Neb., talked to his longtime neighbor and found she prefers print advertisements and coupons.

"She didn't like using a computer or television, she preferred to read newspapers and listen to the radio for information and entertainment," said Krotz. "Research shows us the elderly have difficulty remembering product information, especially from electronic media, so it may be extremely beneficial to include such considerations in new product designs and systems."

Gentry considers the elderly to be the consumer issue of the future. It is the focus of his current research and he prepares his students to do business in an older world.

"I am looking more and more at aging processes as I do it

every day. The world is going to be incredibly old very soon, and we have never marketed to an old world before nor are we ready for it," he said.

Not only will marketers have to consider the memory and eyesight of this growing audience, but they also run the risk of feeding stereotypes of the elderly in advertising campaigns.

"Many advertising professionals are young and have marketed to their peers using elderly as comedy. For example, a Super Bowl ad this year showed the elderly sneaking out of the rest home and causing havoc. It makes us ask the question, 'Should we be making fun?'" he said. "Portrayals of the aging need to be more honest."

In his forthcoming article "The Denial of Aging in American Advertising: Empowering or Disempowering?" in the *International Journal of Aging and Society*, his literature review of content analyses of advertising indicates the frequency of the portrayal of the elderly is actually increasingly more positive.

The article's co-author is someone special to him – his daughter, Dr. Erin Gentry Lamb, assistant professor of biomedical humanities at Hiram College in Ohio.

"One of my biggest joys in life was writing this paper with my daughter," he said. "Working with Ph.D. students is like parenting in many ways, so working with my own daughter has been an extrapolation of the joy I encounter when working with my academic sons and daughters."



Dr. Laurie Miller and senior Sarah Tucker of Littleton, Colo.

MILLER APPLIES ECONOMICS TO STUDENTS'

Dr. Laurie Miller, assistant professor of practice of economics, knows students remember better when the topic is pertinent to their lives or at the very least presented in an entertaining way. For that reason, Miller uses hands-on exercises, role playing and more to promote interaction in class when demonstrating economic principles.

"Students may expect economics to be dry mathematical formulas and graphs they will have to regurgitate on a test, but I push my students to be able to communicate the meaning of these numbers and apply their knowledge to real situations," she said.

Because economic concepts can be applied in both business and in daily life, Miller often uses examples that not only connect to students' lives but also are memorable and often humorous.

"I make my classes as relevant to the students' lives as possible," she said. "For example, today I gave them an alternative way to break up with their significant other. Instead of using the old line 'It's not you, it's me' to break up, cite the law of marginal utility, which states the additional satisfaction derived from a good declines as more of the good is consumed. They laugh, but they will remember it now," she said.

STAS NIKOLOVA WINS ECONOMIC RESEARCH AWARD FROM SEC

Dr. Stanislava (Stas) Nikolova, assistant professor of finance, was recently awarded the 2013 Economic Research Award by the U.S. Securities and Exchange Commission (SEC). She is the second recipient of the award.

Nikolova joined the College of Business Administration this fall and brings a unique background of academic research and teaching, combined with five years professional experience at the SEC. She is primarily interested in fixed income securities which include corporate bonds, municipal bonds and asset-backed securities.

“My paper, ‘Momentum in Corporate Bond Returns,’ was published in the *Review of Financial Studies* earlier this year,” she said. “The award was given both for that article and for coordinating research efforts at the SEC.”

The research documented how investment strategies in the bond market could produce abnormal returns, as previous research had suggested it would not work. By using statistics from the largest corporate bond database and including junk bonds in their analysis, they were able to produce their groundbreaking results.

She was also lauded at the award ceremony for her ability to mentor other economists in their research and for making the SEC an even friendlier environment to conduct research.

“I’m very interested in financial regulation,” she explained. “When I joined the SEC in 2008, the timing couldn’t have been



Dr. Stas Nikolova talks with senior Val Brinkley of Blue Springs, Mo.

more appropriate for my area of research, because that was when the bottom dropped out of the market.”

Nikolova, who received her Ph.D. from the University of Florida and previously taught at George Mason University near Washington, D.C., believes her professional experience is integral to her research, and will bring a real-world outlook to the classroom when she begins teaching in the spring.

“I like my classes to be very interactive,” she said. “I bring a unique perspective to students, because I will be teaching investments and my experience at the SEC will be something I can share with them.”

She is impressed with the commitment to provide resources for quality research at CBA.

“The expectations are high, but they provide the necessary resources to get things done,” she said.

EVERYDAY LIFE

Miller’s current research is also as easily relatable as it is relevant. She recently had her paper “Caregivers, Firm Policies and Gender Discrimination Claims,” published in the *Review of Economics of the Household*. The paper follows on the heels of her first accepted publication “Teams, Wages and Wage Dispersion,” which will appear in the *International Journal of Manpower*.

Both publications have spun off Miller’s doctoral dissertation work in labor economics, which is at the heart of her research interest.

“A lot of the work in my dissertation is about the consequences of schedule flexibilities,” she said. “I’m interested in flexibilities, because it has an opportunity to benefit workers and firms.”

In 2007, the Equal Employment Opportunity Commission made it possible to claim caregiver discrimination as a type of gender discrimination. Miller’s research asked subjects if they

felt they were discriminated against at their job because of their family care giving responsibilities.

“We were the first ones to look at this,” she said. “We were trying to identify what types of worker and firm characteristics are associated with claims of caregiver discrimination and gender discrimination. The big take away we found was women with greater work-family conflict are more likely to report both caregiver and gender discrimination.”

Miller joined CBA last fall after receiving her Ph.D. from the University of Wisconsin-Milwaukee. The transition to the third largest city in the Big Ten has been an easy one.

“My husband and I enjoy living downtown in the Haymarket,” she said. “We are excited about the new Pinnacle Bank Arena, and enjoy the new restaurants and events, like Husker men’s basketball.”



Brett Whorley, MBA Class of 2012, Lieutenant Naval Flight Officer assigned to Airbourne Early Warning Squadron (VAW) 115.

TOP-RANKED MBA PROGRAM OFFERS FLEXIBILITY

The UNL MBA program has long been a leader in providing students flexible options to complete their degree. The latest ranking as 2nd in the Big Ten and 18th overall by *Bloomberg Businessweek* is a testament to the excellence of the program. With the same quality education available on-campus and online, students can mix and match to earn a degree that fits within their work and personal life.

Brett Whorley received his UNL MBA entirely online while serving in the U.S. Navy as a Lieutenant Naval Flight Officer. The UNL MBA program was ranked 3rd for veterans in 2013 by *U.S. News & World Report*, and Whorley understands why.

“The online courses exceeded my expectations. I thought the communication would be mostly one way. However, the collaborative online environment facilitated interaction at a level I never thought would be possible from a distance,” Whorley said.

U.S. News & World Report also ranked the online MBA program 2nd in the Big Ten conference and 17th overall in 2013. In addition, the online program was ranked 1st in the Big Ten and 11th overall by *Affordable Colleges Online*.

Michael Shang took a different path to earn his MBA at UNL. He grew up in China and received his undergraduate degree in Beijing. Although he was totally unfamiliar with Nebraska, he moved to Lincoln to complete his coursework on-campus.

“I needed the practical classroom experience I received at UNL,” Shang said. “They taught me real-world applications

I use now in my business. Most importantly, I learned to communicate with people from different countries.”

Tyrone Fahie, who earned his MBA in 2011, took both online and on-campus courses to complete his degree in two years. Also a U.S. veteran, he was a Nebraska football player and worked two jobs.

“Taking some classes online worked better with my schedule. Since I was on campus taking courses as well, I was able to participate in activities and manage a student-run business. I had the best of both worlds which allowed me to graduate in the timeframe I wanted,” said Fahie, who works at TD Ameritrade in Omaha, Neb., as an enterprise project manager.



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1st in Big Ten, 11th overall	<i>Affordable Colleges Online</i>



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Grant, Neb.

Laine Norton
Lincoln, Neb.
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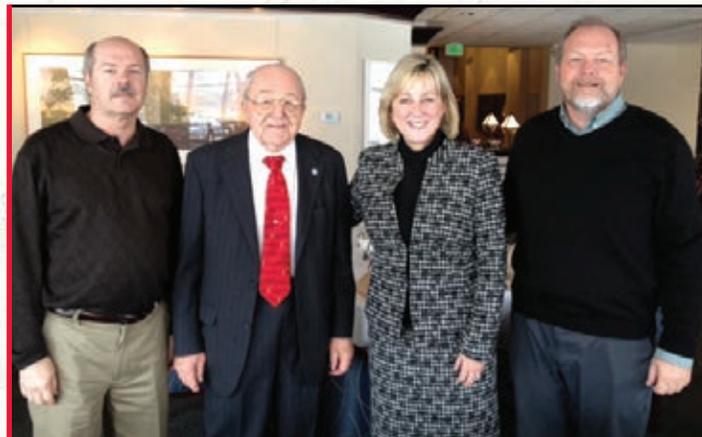
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