

NEBRASKA BUSINESS

2018 | UNIVERSITY OF NEBRASKA-LINCOLN | COLLEGE OF BUSINESS



A New Era of
EXCELLENCE



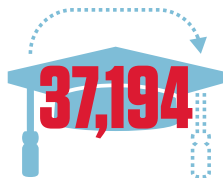
COLLEGE OF BUSINESS

Nebraska Business BY THE NUMBERS



4,399

Students Enrolled
Largest business college
in the state



37,194

Alumni Network



122

**Full-Time Equivalent
Faculty Members**



\$550,000

**In College Scholarships
Awarded Each Year**
In addition to university
scholarships

ACADEMICS

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

13 Business **minors** available

4 Years in a row named a top
university for **professional
sales education**
Sales Education Foundation

44 Undergraduate business
program overall ranking
U.S. News & World Report, 2018

16 One of 16 U.S. **Centers
of Actuarial Excellence**
Society of Actuaries

10 Years as a **CFA Institute
university affiliate**,
training students to
manage investments

A CUSTOMIZABLE EXPERIENCE

20+ **Study abroad** options:
Australia, Benin, China, England,
France, Germany, Italy, Japan,
Panama, Spain and more

80 Student strengths coaches
help **first-year students
succeed** by identifying and
developing their talents

60 Innovative students learn
to build businesses, teams
and communities in the
Clifton Builders program

155 High-achieving students
in the **Nebraska Business
Honors Academy**

95% Honors Academy students
accepted offers of jobs or
to further their education
before graduation

\$10K More money earned
on average by Honors
Academy alumni in
their **first jobs**

DON'T WAIT TO MAKE CONNECTIONS

9 **Career coaches** help students
write résumés, find internships,
meet employers and more

25+ Recognized **student
organizations** to match
their interests in business

2 **Business Learning
Communities** for living
and studying with other
business students

COLLEGE OF BUSINESS
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MESSAGE FROM THE DEAN

Building a college is a process achieved through the tireless work of many people. We see tangible results in our student job placement numbers, our alumni starting new businesses, faculty-driven research placed in top academic journals and engagement from more than 200 advisory board members working to strengthen and better many areas in our college. Underlying these outcomes, we sought to build a solid foundation based on sound strategic planning.

When I became dean last December, one of my first initiatives looked to re-envision our strategic plan to raise Nebraska Business to the stature of a premier business college and complement our new Howard L. Hawks Hall. Last spring, faculty, staff, students, alumni, business partners and university representatives began a strategic planning process with a two-day workshop. We reviewed trends in higher education, conducted stakeholder analysis and held rigorous debate on how to achieve our next level of excellence. We wanted to be comprehensive and we needed to do so quickly.

By the end of the spring semester, six working groups reviewed our positioning of people, programs, external relations, research and scholarship, internal operations and mission, vision and values. Our aspirations always focused on emerging as a premier public business college, while remaining true to the university core mission as a land grant institution.

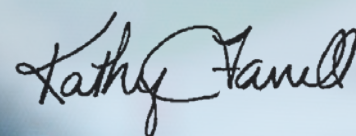
I'm proud of the work we accomplished building this new strategic plan. Our new mission and guiding principles, along with the integration of mission-focused goals and goals to enable success, allow every one of us to share in the distinct master plan created to advance Nebraska Business.

A few highlights under our goals include: 1. Research + Discovery: Foster a dynamic, strengths-based community that nurtures engagement and inspires development; 2. Learning + Transformation: Provide transformational learning experiences both inside and outside of the classroom; and 3. Connection + Engagement: Annually engage and involve all living alumni of Nebraska Business in a meaningful way.

All of you – our alumni and friends – are a part of our Nebraska Business community and a key factor in our success. Together, we will achieve our goals. Together, we will be successful.

And, together, we will build a premier business college.

We are Nebraska Business.



Kathy Farrell



MISSION

Together, we drive discovery, create opportunity and empower individuals to lead the future of business.

We are Nebraska Business.

This mission guides all of our efforts and permeates every aspect of our community.

As leaders in scholarship, we drive discovery. We facilitate personal and professional growth for all of our stakeholders and cultivate innovative thinking.

To create opportunities for our students and serve our community, we foster meaningful connections and experiences, valuing diversity of ideas and people.

To empower individuals to lead the future of business, we ignite a passion for learning.

We enable self-discovery through learning laboratories and we equip our students with knowledge, skills and abilities to succeed in a dynamic global marketplace.

We live this mission within the principles featured below.

GUIDING PRINCIPLES

**Challenge Yourself | Be Inclusive | Ask Bold Questions
Look to the Future | Make It Matter**

Each of these principles is critical to our success and they begin with the focus on self and move toward the focus on the greater good.

They call on every member of our community – students, faculty, staff, alumni, and everyone who has a stake in our success – to act on these principles.

In making these principles part of the fabric of our community, we enhance our ability to fulfill the mission and enrich the intellectual vitality of Nebraska Business.

Mission-Focused Goals



Goals to Enable Success



business.unl.edu/strategicplan

Acquirer Shareholder Voting

Dr. Julie Wu, assistant professor of finance, earned her Ph.D. in finance from Mays Business School at Texas A&M University. She was at the Terry College of Business at the University of Georgia prior to joining Nebraska Business in 2016. Her research interests include securities markets, empirical asset pricing and corporate finance. Her articles have been published in *Review of Financial Studies*, *Journal of Financial Markets*, *Journal of Corporate Finance*, *Journal of Financial Intermediation* and *Contemporary Accounting Research* and featured in Harvard Law School Forum.


Wu's newest research investigates the function of acquirer shareholder voting during mergers and acquisitions. This study shows acquirers with low institutional ownership, high deal risk and high agency costs are more likely to bypass shareholder voting, leading to lower announcement returns and higher offers. To avoid shareholder voting, acquirers increase equity issuance and cut payout in the year before the merger. Wu and her co-authors also document a positive causal effect of shareholder voting concentrated among acquirers with higher institutional ownership. The authors conclude institutional monitoring adds value and mitigates agency issues in mergers and acquisitions.

"This study presents fresh evidence on why and how acquirer management manipulates deal financing to avoid shareholder voting and its value consequence. We show the prospect of a shareholder vote commits acquirer management to making good deals. This study improves our understanding of the role of shareholder voting in the largest merger and acquisition market in the world."

– Dr. Julie Wu



Empowerment Across Teams

A portrait of Dr. Troy Smith, a man with short reddish-brown hair and glasses, smiling. He is wearing a dark blue pinstripe suit jacket over a light blue shirt and a red tie with a white and grey plaid pattern. A small red and white 'N BUSINESS' pin is on his left lapel.

Dr. Troy Smith, assistant professor of management, joined Nebraska Business in 2016 after earning his Ph.D. in management from the Mays Business School at Texas A&M University. His research focuses on the intersection of leadership and motivation across levels of analysis, job attitudes and employee engagement and spillover effects of work and non-work factors. He has published in multiple academic journals, including *Academy of Management Journal*, *Journal of Applied Psychology*, *Journal of Personnel Psychology*, *Journal of Social Psychology* and *Sex Roles*.

His most recent research uses an experiment and two field studies from the People's Republic of China and the U.S. to explore the role of leaders in motivating members to contribute proactively across team boundaries and not just within the teams to which they belong. The results reveal a team leader's empowering leadership has a unique and positive influence on an employee's psychological empowerment and proactive behaviors across multiple teams led by other leaders. This translatable influence can substitute for lower levels of empowering leadership experienced by the same employee within different teams. Subsequently, Smith and his co-authors provide practical guidance for leaders managing employees with multiple team memberships.

"Every organization has a limited number of effective leaders. When employees are on multiple teams under multiple leaders, the motivational capabilities of an empowering leader can span across team boundaries, allowing the most effective leaders to be strategically aligned to go above and beyond less effective leaders."

- Dr. Troy Smith

Marketing Channel Management


Dr. Alok Kumar, associate professor of marketing and W. W. Marshall College Professor, was at Smeal College of Business at Penn State University before joining Nebraska Business in 2013. He earned his Ph.D. in marketing from the University of Wisconsin-Madison. His research interests include interorganizational governance, business-to-business relationships, distribution systems and marketing strategy. His research has appeared in the *Journal of Marketing*, *Journal of Marketing Research* and *Strategic Management Journal*.

Kumar's recent work explores the existing literature on American multinational corporations (MNCs) within marketing. Although MNCs represent a common and complex organizational form, there is little research devoted to channel management from an MNC perspective. Aiming to address this gap, Kumar and his co-authors, including Dr. Amit Saini, associate professor of marketing and W. W. Marshall College Professor at Nebraska, propose an organizing framework to spur and guide further research. For practitioners, their integrative piece suggests three elements MNCs should consider in managing their foreign distribution channels: the headquarter-subsidiary relationship, the subsidiary-channel partner relationship, and the local institutions and legal differences of the countries in which the channels operate.

"MNCs include several household names such as Apple, Boeing, Caterpillar, Ford and Wal-Mart. Accounting for several trillions of dollars in revenues and employing over 22 million domestic workers, they are a backbone of the U.S. economy. Comprised of headquarters located in the U.S. and subsidiaries located in foreign markets, they accrue a significant portion of their revenues from foreign markets. The subsidiaries, under mandate from headquarters, rely on foreign distribution channel partners to sell offerings abroad. Clearly, MNC fortunes are partially tied to how well they can manage their foreign channel partners."

– Dr. Alok Kumar



A photograph of three faculty members standing in a modern building hallway. On the left is Dr. John Geppert, an older man with glasses wearing a brown blazer. In the center is Dr. Uchechukwu Jarrett, a Black man with a beard wearing a blue and red patterned blazer. On the right is Dr. Laurie Miller, a woman with blonde hair wearing a black blazer. They are all smiling at the camera.

1 Dr. John Geppert

2 Dr. Uchechukwu Jarrett

3 Dr. Laurie Miller

FIRST FACULTY SELECTED AS SEACREST TEACHING FELLOWS

Dr. John Geppert, professor of finance, Dr. Laurie Miller, associate professor of practice in economics, and Dr. Uchechukwu Jarrett, assistant professor of practice in economics, were named as inaugural Seacrest Teaching Fellows in October. Made possible through the generous support of Rhonda and the late James Seacrest, the fellows program cultivates exceptional teaching by identifying and recognizing instructional faculty who ignite students' passion for learning and provide high-quality learning experiences.

"In my experience, there has always been a 'disconnect' between what we as professors teach and what students learn. I view the Seacrest fellowship as an opportunity to use innovative teaching practices in conjunction with research to simultaneously understand the divide and bridge the gap, better aligning what we believe students should learn with what they actually learn," Jarrett said.

Faculty submitted applications describing how participation in the program would support their growth as a teacher. They also provided a statement of their teaching philosophy, curriculum vitae and a description

of a teaching innovation, project or other instructional-related research question they plan to address in the program. An ad hoc faculty committee selected the fellows and included Dr. Tawnya Means, assistant dean, assistant professor of practice in management and director of the Teaching and Learning Center; Dr. Sam Nelson, associate professor of practice in management and director of the Center for Entrepreneurship; Dr. Jenna Pieper, assistant professor of management; Dr. Troy Smith, assistant professor of management; and Dr. Shawn Strother, assistant professor of practice in finance.

"The faculty were selected based on a rubric, weighted on excellence as a teacher, their project idea and impact it will have on the college – specifically the students. Funding includes \$6,000 per year for two years," Means said.

The Seacrest Teaching Fellows projects include exploring student effort to see if there are specific characteristics correlated with effort, adapting teaching innovations to improve class participation and information retention, and comparing in-class cohorts based on group composition characteristics.

Doctoral Placement

BY DR. KATHLEEN HARRIS

After earning her Ph.D. in business and accountancy at the University of Nebraska-Lincoln, Dr. Kathleen Harris joined Washington State University as an assistant professor of accounting. Drawing from her education and five-year experience at Deloitte, Harris teaches both undergraduate and graduate auditing courses. Her primary research interests include audit quality, diversity, corporate governance and the audit process.

When I first decided to go back for a Ph.D., I was nervous about failing but determined to complete the program. Due to my work ethic, I approached each situation knowing I may not hold all the answers, but I harnessed the capability of finding them.

Though my exposure to accounting research was entirely different from what I anticipated, my work ethic enabled me to persevere. During my accounting seminars, I discovered I enjoyed research. Not only were the coursework and seminars fundamental in preparing me for my first job, but also the mentorship and collegiality motivated me each day. I worked closely with my advisor, Dr. Tom Omer, professor and Delmar Lienemann Sr. Chair of Accounting, on developing research, and he provided guidance and support to further my research capabilities. Much like an apprenticeship, this experience

offered me an opportunity to refine my understanding of how to research and develop a portfolio.

The students in my doctoral cohort were crucial to my academic development and the ability to finish my program. All four of us had prior accounting experience, and we shared our different institutional knowledge and challenged each other to do our best. We set high expectations for one another, which motivated us to try harder and do better.

Two years ago, I accepted my first academic position as an assistant professor of accounting at Washington State University. Here I continue to develop my audit research, as well as teach auditing at the undergraduate and graduate levels. The understanding of academic research I attained during my Ph.D. program at Nebraska coupled with the connections I forged and networks I built are without a doubt determining factors that afforded me the opportunity to work at a research institution.





Developing Strengths to Build Better Lives

BY DR. MIKE MCDONALD

With a background in helping clients achieve enhanced levels of engagement and well-being, Dr. Mike McDonald, Gallup senior workplace consultant and performance lead, teaches Investing in Strengths (BSAD 111). Required by all students, it is the first of four courses in the college's Professional Enhancement Program.

"Everyone has talent." It's not a motivational mantra one says out loud while looking in the mirror to start each day. It's actually a fact verified by research, started by Don Clifton when he taught educational psychology at the University of Nebraska-Lincoln.

The belief that "everyone has talent" is why the university has each incoming Nebraska Business student take the CliftonStrengths® assessment. This assessment helps them identify their natural talents and strengths. Students are then provided one-on-one coaching through the BSAD 111 course.

Designed to help students understand how to use their strengths, coaching enables them to:

- 1 Identify classes and build careers that allow them to do what they do best.
- 2 Develop meaningful relationships that go beyond college.

- 3 Learn to live within their means now and plan for their financial future.
- 4 Discover how to live healthy lives both physically and emotionally.
- 5 Contribute to a positive campus impact by applying their talents in leadership roles in student organizations.

BSAD 111 also brings in several key members of the business community as part of a leadership interview series. This series provides students the opportunity to interact with, ask questions and learn from leaders about how they apply their strengths to build a great career starting from their time on campus.

"Everyone has talent," and when students fully understand that statement, and convert it to into strengths they can apply, they can ultimately build a better life.

CLIFTON STRENGTHS INSTITUTE IMPACT By The Numbers

2,000

students coached by
183 student strengths
coaches
since spring 2016

15

CoB staff trained
as strengths
mentors and
strengths leaders

59

Builders in
three cohorts
at the College
of Business

22

Future Builders
from Lincoln high
schools completed
summer program

Bernard Goes the Distance for Haiti

Traveling more than 2,000 miles from home to attend college, Quincey Bernard set out to achieve his dream of becoming an entrepreneur. Bernard's vision of one day returning home to help revitalize the economy of Port-au-Prince, Haiti, plays out today as an international business major at the University of Nebraska–Lincoln.

"I always wanted to study business and be an entrepreneur just like my parents. I chose Nebraska because of their distinctive international business program offerings, which I couldn't find anywhere else," he said.

Since joining the College of Business, Bernard attempts to seize every opportunity to engage with companies, build on his strengths and expand his global views. Conversations with the Clifton Strengths Institute led to Bernard becoming a Clifton Builder, an entrepreneurial-driven strengths program which gives him the chance to make connections and fill his network with like-minded students.

Bernard's commitment to international business and success in his academics led to his selection as an Allan Noddle International Business Distinguished Scholar. Through the scholar program, he traveled to Panama to help a company create a plan to export their products to the United States. His time there proved valuable, as he remains in contact with both the CEO of the company and the ambassador of Panama.

"Their industry is growing very fast and has huge potential, so we spent a semester researching that, cold calling companies and acquiring a feel for what the real business world is like. I am very grateful for having the opportunity to experience that," Bernard said, who also spent this summer studying abroad in Barcelona, Spain.

His experiences at Nebraska are preparing him to start his own business and bring foreign investment back into Haiti. He also wants to boost tourism and other sectors, as well as tap into the mining industry in the country.

"No matter the business, it has to be located in Port-au-Prince, Haiti, because it is my home, and I feel I have a duty to go back and help out any way possible. Using my network and experience, one day I will return and implement what I have learned to help the country get back on track toward a prosperous economy."





● Sophomores making towers out of spaghetti, marshmallows and tape. The Builders course is taught by Dr. Samantha Fairclough.

CLIFTON BUILDERS DISCOVER ENTREPRENEURS WITHIN

Going beyond startup strategy such as product development and creating value, students in the Clifton Builders program learn to approach engagement as a business strategy to yield better results. The builders partner with a business or organization to improve workplaces by focusing on strengths and development for more engaged employees. The hands-on training enables students to better understand how to develop talent, motivate and engage their employees in their future careers.

Program selection happens through applications, interviews and Gallup's Builder Profile 10 (BP10) assessment, which identifies strong entrepreneurial mindsets. Students begin the program with the Clifton Strengths Institute during their sophomore year in a cohort setting that fosters comradery and teamwork. The program offers three tracks – business, team and community builders, and connects students with a Gallup-certified strengths coach to help them understand and maximize their unique set of talents.

“The most important thing I’ve learned as a Clifton Builder is that although I may struggle in some areas of

well-being, such as the social aspect, I can leverage my other strengths to help me interact with people and build strong, meaningful relationships,” said Tanner Stalsberg, sophomore accounting major from Milford, Nebraska.

The program stemmed from needs identified by Jim Clifton, Gallup chairman and CEO, who saw the necessity to boost young entrepreneurial-minded people. The Clifton Builders program at Nebraska became the first program of its kind in the U.S. offered at the college level in 2016. Nebraska is the only institution with a three-year curriculum with three tracks, a major and a minor, as well as co-curricular involvement like student mentors and one-on-one coaching.

“These students have a gift that is often overlooked or undervalued. Their talents lie in their drive to be innovative, challenge the status quo and change how the world views leadership and managing people,” said Samantha Kennelly, assistant director of the Clifton Strengths Institute. “Investing in their talents allows them to maximize their potential and puts them in a place where they can succeed beyond academics.”



- 1 Lion dancers performed at the 30th Anniversary Celebration for International Business.
- 2 Senior Rick Palky from Dorchester, Nebraska, and Dr. Kalu Osiri.
- 3 Osiri, director of the international business program at Nebraska and associate professor of practice in management, shared program goals at celebration.



International Business Major Recognized as a Top 25 Program

After 30 years of growth, the international business major at Nebraska Business achieved a new milestone. The Consortium for Undergraduate International Business Education (CUIBE) granted Nebraska full membership into the alliance of 25 leading U.S. universities that work to advance quality international business programs.

Nebraska Business demonstrated the required commitment to collaborate with peer institutions and discover and share ideas for curriculum and experiences. Dr. Kalu Osiri, international business program director, said the CUIBE membership also opens doors for students to participate in case competitions and career events in addition to the global internship and study opportunities already offered.

"I am proud of our faculty and activities that set us apart. Our Allan Noddle International Business

Distinguished Scholars program and international consulting in frontier markets during global immersion experiences allow our students to make a difference through their education," Osiri added.

These global experiences help students stretch their cultural perspectives and strengthen skills to grow personally and professionally. Rick Palky, a senior international business major from Dorchester, Nebraska, studied abroad in Guyana. After building a tourism plan for the developing South American nation, his team presented their research to business owners and political leaders.

"The whole point of the trip was to help boost tourism and their businesses. I came home with an appreciation for our economy and enjoyed the adventure and community," Palky said.

Internship & Education Abroad

BY HUNTER KELLEY

Senior Hunter Kelley, an international business and management major, experienced both studying and working abroad this summer in France. The Lincoln, Nebraska, native leads the Student Ethics Board as president, and serves as a peer career coach in the Business Career Center and a student coordinator for Nebraska Business Global Immersion programs.



- 1 Colleagues from Geo Sentinel in France.
- 2 Landscape at Moustiers-Sainte-Marie, France.

This summer I headed across the pond to France for my first trip outside of the U.S. or Mexico. On the first day, I had the unique experience of being on a 10-hour layover in central London when Prince Harry and Meghan Markle, Duke and Duchess of Sussex, were getting married.

Once I arrived in France, I did quite a bit of exploring and tried to get acclimated to the country. However, I knew very little French, so in my spare time I practiced and tried using it. Disclaimer: This didn't always go as planned.

While there, I took a global brand management class through the Institute for American Universities in France and also two online classes in finance and international business through Nebraska. Adding a new educational component, I interned 25-30 hours a week at Geo Sentinel, which specializes in making smart watches to track and store vitals by GPS. Their technology helps Alzheimer's and dementia patients. Equipped with an SOS system, the watches track a patient's location and

other medical information using the Geo Sentinel app. I loved working there as the group dynamic was high-energy and inclusive.

My main project during the eight weeks was helping Geo Sentinel prepare for the Consumer Electronics Show (CES) in Las Vegas. A world-renowned technology show, CES highlights cutting-edge products in the technology industry. My boss invited me to join them at CES this January and I am also in the process of helping them classify their product as a health care device, making sure it follows FCC guidelines and drafting an export plan.

This global experience forced me to learn how to find a balance. I experienced working abroad and know I want to work for a company with global outreach someday. My class in France was amazing and my professors at Nebraska provided advice and help when needed. It's another testament to how Nebraska Business can take you where you want to go.



Roby Ups Game In Class, On Court

When prospective student-athletes look for a college, they often focus on where they can play immediately and make the biggest impact. However, management major and basketball player Isaiah Roby searched for a place that could help him develop into the best player, student and overall person possible.

“When Head Men’s Basketball Coach Tim Miles and Assistant Coach Jim Molinari recruited me, they continuously told me about the resources Nebraska offers athletically, academically and socially,” said Roby. “With the training facilities in Lincoln to develop my body and skills combined with the opportunity to get a great business degree, I knew this would be the best place for me.”

In Roby, Miles and his staff saw a student-athlete with great potential. Stepping on campus at 6’8” and 190 pounds, Roby would struggle as a freshman against some of the top players in the Big Ten. He averaged just three points and three rebounds per game, but these experiences showed him how he needed to improve to help the team.

“One night after a tough game, Coach Miles showed me how much I helped the team on the defensive end because of the way I block and alter opponents’ shots.

This helped me see my value on defense, but I had to work on rounding out the rest of my game.”

That summer Roby filled his schedule with weight lifting and on-court skill development while taking a summer class. In his down time, he focused on nutrition and in-taking enough calories, and he gained 30 pounds. As a 220-pound sophomore, he averaged nine points, seven rebounds and two blocked shots per game, helping the Huskers to 22 wins. Nebraska basketball had not won 22 games in a season since 1991.

“Isaiah’s enormous talent on the basketball floor is only matched by his compassion, kindness and care for others. He is the total package in what a coach looks for in a student-athlete,” Miles said. “The coolest thing for me is that he is the same person on and off the floor. That was something I noticed about him when we first started recruiting him at age 15 and it is still true today. That is a credit to not only Isaiah, but also his family.”

Roby also made an impact in the classroom.

“Isaiah Roby made a lasting impression on me as an instructor because of his rapid growth as a student, athlete and person,” said Dr. Elina Ibrayeva, associate professor of practice in management. “Academic standards at the College of Business are quite rigorous and Isaiah had to

travel a lot. However, his exam scores did not drop, but significantly improved by the end of the class. He consistently gives his best effort to basketball and academics.”

The sophomore’s success led to NBA attention and he briefly considered leaving school to play professionally. While flattered, Roby decided he had more to do yet at Nebraska.

One thing he plans to accomplish is being named an Academic All-Big Ten honoree. He fell just short last year.

“As with any athlete, I want to play at the highest level possible. At the same time, one day that ball is going to stop bouncing and I promised my mom I would get my degree so I can be prepared once my basketball career ends. In the meantime, I am focused on doing anything it takes to help my team succeed and get to the NCAA Tournament. I know how much it means to the great alumni and fans of Nebraska,” he said.



Roby dunks the ball against the Iowa Hawkeyes.



Sharma uses a Bloomberg terminal in the trading room.

Investing From Day One

Whether it is the desire to be the next Warren Buffett, '51, or the numerous opportunities for hands-on experiences, students gravitate to Nebraska Business. Choosing to move across the globe, Shaurya Sharma left her home in Nashik, India, to study finance and marketing at her top choice business school.

“Trading and investment of shares are fascinating to me. Investing is an ever-evolving field, and the risk and analytical skills involved in it are why I chose to study finance,” she said. “The faculty, resources, technology, scholarship and reputation of the College of Business made me proud and I feel tremendously blessed to be a part of such a strong community. From day one, I made sure to interact with one new person a day to build relationships.”

One of those people was Dr. Shawn Strother, assistant professor of practice in finance and new faculty advisor of the Big Red Investment Club (BRIC). Students, like Sharma, can begin gaining investment knowledge through BRIC as early as their first year. Guided by Strother, BRIC recently joined the Student Managed Investment Fund Consortium, a community of institutions with a shared vision for student success and leadership in investing. As a member of the consortium, Nebraska Business students gained access to resources to utilize as they oversee the BRIC investment fund and opportunities to compete in pitch competitions where they analyze firm performance.

“Joining BRIC gives students the opportunity to learn how to evaluate companies. Great companies are not necessarily great stocks because a company can be overvalued. These experiences are not only important to their careers but also to learn how to value stocks and build a portfolio to increase wealth,” Strother said.

BUILDING A COLLEGE

2011

- **Communications, Marketing and External Relations** office is established to create and execute integrated communications and marketing plans, and engage and inform students, alumni and friends to further the college's goals and mission.



2013

- **Nebraska Business Honors Academy** starts with the first cohort. The academy transforms high-ability students with leadership potential into the business leaders of tomorrow.
- Offering professional development through action-oriented learning, **Executive Education** launches power lunches and certificate and customized programming for professionals to gain insight and add value to their organizations.
- The **supply chain management** major becomes the 10th undergraduate major offered at the college.



2012

- The **Business Career Center** is created to help students develop lifelong career success through individualized career coaching and career development programming.
- The first **DREAMBIG Academy** is held in July. The award-winning program provides high school seniors the opportunity to learn about business and career opportunities along with leadership and networking skills.
- The Business Career Center leads the innovation and integration of the **Professional Enhancement Program (PrEP)**. It offers four one-credit-hour courses to prepare business students to find an internship or full-time job, and also succeed in their career and personal life after college.
- Benefiting all students at Nebraska, the college starts a **business minor for non-business majors**. Students gain a foundation in critical areas of business in six courses offered online and on-campus.



2014

- The **Center for Sales Excellence** is established to prepare students for careers in professional selling and help to elevate the sales profession through strategic partnerships and scholarship.
- The **Master of Arts in Business with a Specialization in Intercollegiate Athletics Administration (MAIAA)** degree brings its inaugural cohort of 12 to campus. The first of its kind, the program offers students a funded two-year experience combining the academic foundation of Big Ten MBA classes with a graduate assistantship at the Nebraska Department of Athletics.

COLLEGE
HOWARD L. HOWARD HALL



Beyond building Howard L. Hawks Hall, we worked together to create distinctive programs, sought-after student services and mission-driven support teams. This timeline captures some of the memorable moments in our transformation into a stronger Big Ten College of Business.

2015

- The **Clifton Strengths Institute** launches to assist students in identifying and maximizing their talent, and faculty and staff in guiding their personal, professional and leadership development through the use and application of strengths-based sciences.
- Faculty revise the **international business major** to require a 13-week global immersion experience and an international internship. **Global immersion programs** expand to 20+ options.



2017

- The **Teaching and Learning Center** opens and offers supplemental instruction and support, study groups and facilitated course mentoring. Faculty gain professional development opportunities, including teaching and pedagogical consultation and workshops.
- Students begin to be selected for the **Bureau of Business Research Scholars program**, where they receive training in a variety of advanced economic research methods and techniques to participate in meaningful economic research.
- The **global leadership minor** provides students with the option to identify global opportunities to create, expand or re-energize organizations and initiatives.



2016

- A new academic department is formed and called the **Department of Supply Chain Management and Analytics**.
- Two new minors are created in **business analytics** and **entrepreneurship**.
- The inaugural cohort of the **Clifton Builders** begins the three-year program, under the direction of the Clifton Strengths Institute, where they realize their entrepreneurial and leadership potential to build businesses, teams and communities.



2018

- Building upon the success of the online MBA program, now called **MBA@Nebraska**, Nebraska Business launches two new online graduate degrees – the **Master of Science in Business Analytics** and the **Master of Science in Finance**.
- A collaboration with the Nebraska College of Law yields a 12-credit-hour **business and law minor** to prepare undergraduate students for jobs which require a familiarity with legal concepts but do not require a juris doctorate.





- 1 Robbie Palkert and his parents when awarded the Sam Foltz 27 Leadership Award.
- 2 Standing in Yes Chef Café in Hawks Hall.
- 3 Pitching in one of 41.1 innings with 39 strikeouts in 2017.



Palkert Shows Grit Through Adversity

Huskers junior relief pitcher Robbie Palkert's worst fear came true early in the 2018 season. After leaving a game with elbow soreness, he heard the words no pitcher wants to from a doctor – Tommy John, the first pitcher to undergo elbow reconstruction surgery and resume his career. Tommy John is also the name for the operation where a ligament in the medial elbow is replaced with a tendon from elsewhere in the body. A 12-month process, it requires weeks of arm debilitation followed by months of rehab.

"I remember leaving the mound and my forearm felt like a rock," Palkert said. "I immediately iced it to reduce the swelling and Coach (Ted) Silva told me we would get an MRI back in Lincoln. I tried to pick up my luggage to load it onto the team bus and felt a sharp pain in my arm. I had a sickening feeling as I had never been injured like this before."

As one of the key cogs to Nebraska's 2017 Big Ten regular season championship run, Palkert pitched 41.1 innings and led the bullpen in strikeouts with 39 strikeouts, as

well as maintaining a 2.54 career earned run average. With his 2018 season over due to injury, Palkert decided to attack his rehab and focus on other areas of his life, rather than feel sorry for himself.

"I focused much more on my schoolwork and helping out in the community while being away from the game. I landed an internship at Pacific Life in Omaha over the summer and learned more about a potential career path I could follow after my playing days are over. It gave me a glimpse into what a life without baseball looks like."

Coming to Nebraska from Golden Valley, Minnesota, Palkert planned to study biology and attend physical therapy school. Within his first semester, he realized he needed to change paths, so he double majored in management and economics.

Dr. Laurie Miller, associate professor of practice in economics, said, "Robbie's first course with me was during the spring semester, which is a very demanding time for baseball student-athletes. He was successful

due to his time management skills and worked very hard to balance the demands in the classroom and on the field. He's going to do amazing things due to his values and the skills he has developed while being a student-athlete at the College of Business."

Palkert also thrived in the Nebraska Athletics Life Skills program. Each Friday he traveled to local elementary schools to speak to children. He also led tours on campus and answered questions about life as a student at Nebraska. His work in the community led to him being named a recipient of the Sam Foltz 27 Leadership Award last spring.

"Robbie has been a shining star in the Husker Life Skills program," said Keith Zimmer, senior associate athletic director for life skills. "Not only has he consistently inspired many in the community, but he has also been a role-model to his Husker peers who have endured adversity as he has routinely channeled his energy and time into making a difference."

With two years of eligibility remaining, he plans to make the most of them. After missing a full season, he won't be taking the chance to step on the mound again for granted.

"To have something you love taken from you that quickly hurts. When you are there every day but cannot practice or play with your teammates, it takes a toll on your psyche. It is going to be exhilarating being back out there again," Palkert said.

Adobe Sales Executive Thrives in MBA@Nebraska

Elaine Pelletier, '18, knows what it takes to deliver results in the sales and service industry. As the director of professional services sales at Adobe in Denver, she engages with global customers and works on enterprise software for businesses, education and other environments. However, she wanted to gain an academic perspective of business so she started the MBA@Nebraska online program.

"As a sales executive, the management theory and methodology helped bring things I could improve into focus. Every class I took provided something relevant," Pelletier said. "The curriculum also gave me a better perspective on work done in the past when I didn't know the complete picture."

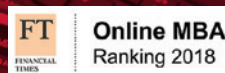
Earning her undergraduate degree in economics at UCLA prior to the rise of online learning, she found the interaction in the MBA@Nebraska program both surprising and beneficial.

"I was amazed by the sense of community in an online program and the connections I made with faculty and classmates from around the world," she said. "The class dialogue around diversity, leadership and global business was so helpful. The responsiveness and engagement were wonderful."

Pelletier thrived in the online learning environment. She described the MBA@Nebraska as well orchestrated and conducive to different types of learning.

"I was impressed by the degree of hands-on interaction and multimedia approaches through books, video, blogs and on-demand lectures," she said. "I was getting my degree while traveling, so wherever I went I could work on it, day or night. The environment let me accomplish everything I needed effectively to earn my degree."

GLOBALLY RANKED MBA@NEBRASKA



No. 1
alumni salary
increases in world

No. 1
best value
in the nation

No. 3
career services
in the world



1 Graduate students like Lorie receive career coaching.

2 Lorie and Bryn at Nebraska Commencement.

3 Rocky the Bull, the USF mascot, and Lorie.



Passion and Persistence Lead Garnett to University of South Florida

A 2018 graduate of the master of arts in business with a specialization in intercollegiate athletic administration (MAIAA) program, Lorie Garnett feels right at home at the University of South Florida (USF) Department of Athletics. The Manteca, California, native started as the assistant director of communications in June.

“Lorie stood out as very bright, engaging and well-prepared to help us elevate our programs and create strong, productive relationships locally and nationally,” said Brian Siegrist, associate athletic director of communications for USF Athletics. “Her strategic thinking and approach to accomplishing our communications goals combined with her positive attitude, energy and work ethic make her a terrific addition to our team.”

Her background in athletic communications began when the former pole vaulter transferred to Brigham Young University (BYU) in Provo, Utah, for her senior

year and worked as a student sports information director for cross country and track and field. After graduating, she worked as the main sports contact for cross country, track and field, and women’s basketball for two years at Utah Valley University.

With a taste of working in athletic administration, she began a search for a master’s program that would broaden her experience. When she discovered the Nebraska MAIAA program offered a guaranteed graduate assistantship working in athletics, as well as provided funding, the decision to become a Husker solidified.

“I wanted to diversify my background, so leaving the mountain west and pursuing a business degree made perfect sense for me. Nebraska’s tradition in college athletics, coupled with a Big Ten business degree, were a perfect match. Nearly everyone in my family attended a business college, and following that legacy with my own flair was important to my authentic dreams,” Garnett said.

She spent her first year of the MAIAA program working in the Communications, Marketing and External Relations office at the College of Business. Her second year she applied and was selected to be the graduate assistant in the Nebraska Department of Athletics Communications Office. She served as the sports information director for the Big Ten women's gymnastics and women's golf programs, and volunteered for anything extra from taking stats to working for national media at sporting events around the country.

"I worked for the Big Ten Network, Fox Sports, CBS Sports and ESPN doing stats or hosting media, and volunteered at various championships, including the 2017 Big XII Men's Basketball Tournament, the 2017 NCAA Women's Volleyball Championship, the 2017 College World Series and the 2016 NCAA Women's Volleyball Championship. The MAIAA program was undeniably the right program for me through all the experiences it provided."

Jeff Griesch, senior associate communications director for Nebraska Department of Athletics, recognized Garnett's determination from the start. He saw her direct her talents each step of the way.

"Lorie took every opportunity to expand her experience," said Griesch. "When she started focusing on her job search, she used her knowledge and contacts to help secure the job she wanted in the place that was the best fit for her family and her future. Most importantly, she was smart and confident enough to ask for guidance from people who could help her."

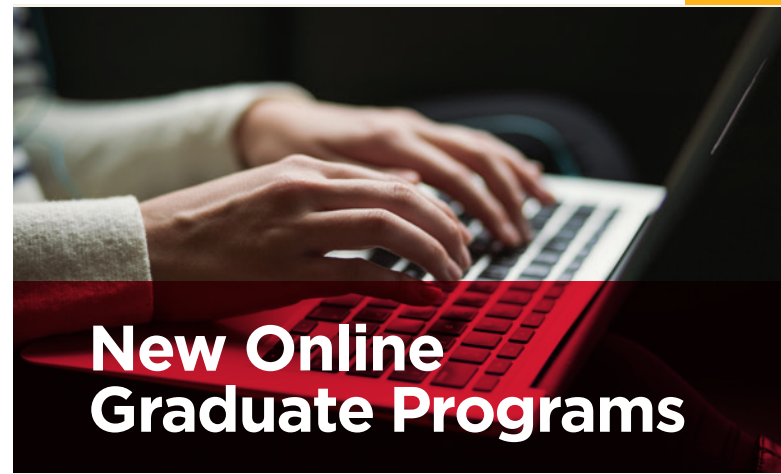
Garnett received the MAIAA 110 Percent Award, which annually goes to the student who best exemplifies a tough work ethic, and going above and beyond expectations. She was also asked to serve on the MAIAA Advisory Board with members from all over the nation.

Moving to Florida was a family adventure for Garnett. Her husband, Bryn, and dog, Chief, moved halfway across the nation as well.

"The fact Bryn had been offered a job here the day I accepted mine just seemed like all the pieces fell into place. To be working at an awesome university, with two sports teams I am passionate about and in a location I wanted to be is a dream come true," she said.

At USF, Garnett manages the media relations, communications efforts and events for women's basketball and men's soccer. This March, she looks forward to working the NCAA Women's Basketball Final Four hosted by USF in Tampa.

"Everything I learned and worked for at BYU, UVU and Nebraska has prepared me for right now," Garnett said.



New Online Graduate Programs

Nebraska Business offers two new online master's programs tailored to busy professionals who want to accelerate their career, but don't think they have the time. The Master of Science in Business Analytics and the Master of Science in Finance allow students to earn the credentials needed for their next big promotion while maintaining their current work and life commitments.

The programs each require 30 credit hours and courses are delivered in eight-week sessions designed to fit busy schedules. With access to our mobile app, students can receive course updates, message faculty and complete coursework wherever life takes them.

"Our online M.S. programs are personalized, convenient and affordable. Offered for only \$630 per credit hour, our programs are substantially less than comparative M.S. programs," said Dr. Jake Messersmith, executive director of graduate programs.

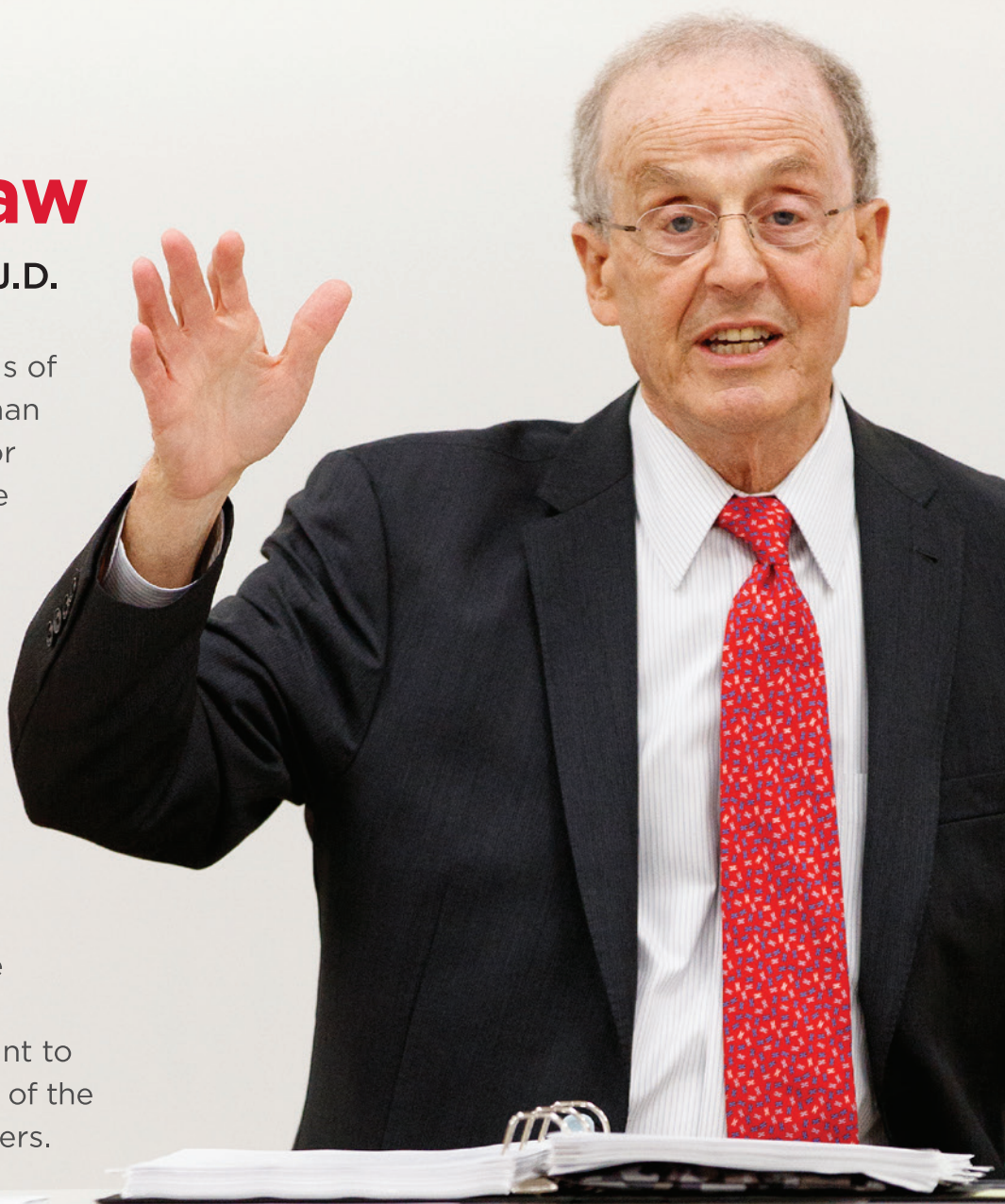
Regardless of their undergraduate major, the online courses prepare students to identify and solve business challenges. Both programs provide skills in quantitative business methods, analytics tools and the critical skills necessary to make smart financial decisions. The knowledge gained translates immediately to the workplace and provides practical tools to advance their career.



Business Law

BY HARVEY PERLMAN, J.D.

Notorious for sharing his “Perls of Knowledge,” Dr. Harvey Perlman led the university as chancellor from 2001 to 2016. Named the Harvey and Susan Perlman Alumni Professor of Law, he also served as dean of the Nebraska College of Law from 1983 to 1998 and as assistant professor of law from 1967 to 1974. He currently serves as a commissioner representing Nebraska on the Uniform Law Commission, a member of the Council of the American Law Institute and a senior consultant to the Roundtable of the Council of the Confucius Institute Headquarters.



The College of Business and the College of Law established a business and law minor at the undergraduate level. Its purpose is not to produce more lawyers but rather to give business students more understanding and comfort as they pursue careers in a legal environment.

I am teaching the first course in that program primarily focused on the common law – the law judges largely make themselves. However, to do this, I felt I should initially explore the context of judicial decision-making by contrasting it with legislative and executive action. We explore the law of torts, contracts and property – three areas of the common law – with primary attention to cases that arise in a business context.

Throughout the course, we note the judicial process so students understand the methods courts use to arrive at their decisions. The course ends with a few cases on the role of lawyers – their professional obligations of confidentiality, their need to avoid conflicts and their duty to the courts interact with their obligations to their clients.

Our hope is students taking this minor will better understand the nature and limits of the law and perhaps more importantly, the signals that suggest when they had better get legal advice. The class gives students a taste of law school.

After struggling all summer considering how my teaching methods should adjust to undergraduates, I finally gave up and decided to let them try to adjust to me! I'm too old for change. So far no one has dropped the course!



- 1 The University Staff Leadership Academy.
- 2 The Bryan Health custom program.
- 3 Dr. Emre Unlu presents completion certificate.

Professionals Enhance Careers Through Executive Education

With more continuing education options than ever before, business professionals might be surprised to learn some of the best opportunities for enhancing their careers happen where it all started – at Nebraska Business. The approach to learning in the Executive Education program parallels the same welcoming environment in which business students thrive.

“This program far exceeded my expectations,” said Dr. Matthew Stanley, vice president of Avera Health, who took the three-day certificate program in finance and accounting. “Although I wasn’t trained in finance and business management, it has increasingly become an important part of my role.”

Stanley characterized the program as intense but understandable in defining fundamentals he needed to know. It helped him resolve important issues regarding expanding a product line.

“I might have had an emotional response and a gut feeling, but now I can bring the tools to the table. I can make clear decisions based on solid fundamental business data,” Stanley said.

Customized programs let organizations such as Ameritas, Bryan Health and Nelnet achieve specific learning objectives for their employees. Whether through fast-paced intensive instruction or at monthly intervals, companies can tailor an educational curriculum for their employees with subject matter experts in any business field.

“Bryan Health and the College of Business created a leadership development program for current and future medical leaders in our community,” said Kimberly A. Russel, president and CEO of Bryan Health. “The Bryan Health Physician Leadership Academy features a highly-customized curriculum delivered by engaging and effective faculty. Those who completed the program are already impacting both Bryan Health and the community.”

Other offerings include 90-minute Power Lunches tackling topics such as diversity, strengths building, digital marketing and sales. In addition, a variety of tax programs run throughout the state, backed by the trusted experience of the Tax Institute, which offered continuing education for more than 60 years.



- 1 Students present check to grant recipient.
- 2 Dean Kathy Farrell and Rhonda Seacrest.
- 3 Dr. Amber Messersmith discusses the award ceremony with students.



Students Strive to Change Lives

Nebraska Business seniors enrolled in the Leading People and Projects (MNGT 411) class graduate with more than knowledge of what it takes to give back to their community – they are empowered to lead each stage of the grant application process, concluding with the distribution of up to \$10,000 per semester to local nonprofits. The class project, known as Strive to Thrive Lincoln, receives funding from the combined efforts of Rhonda Seacrest, a long-time community volunteer with a passion for education, and Doris Buffett's Learning by Giving Foundation.

“Teaching others to support nonprofits and be philanthropists is something my late husband, Jim, believed in and shared with others by leading through example,” said Seacrest, who gave the program an undisclosed amount to assure its continuity and expand participation in the program. “This course allows students to learn about the mission and goals of area nonprofits, to visit them to get a better understanding about what they do and who they serve and to award funds that directly impact the community.”

Organizations receiving a combined \$20,000 during the 2017-18 academic year included Bright Lights, City Impact, Child Advocacy Center, Lincoln Literacy and Clinic with a Heart. In addition to granting money, students also provide their time to various nonprofits

such as Friendship Home, Habitat for Humanity, Lincoln Food Bank, People City Mission and others.

“People come first in our class name because people are most important,” said Dr. Amber Messersmith, lecturer of management, who teaches the course. “We went above donating money in the grant process and also donated our time. We coordinated five service projects earlier in the semester, and participated in activities in class to reflect on our service experiences.”

Although some students plan on spending their careers working at nonprofits, Angela Boule, development director of Clinic with a Heart, noted the power all business students possess to change lives regardless of their career path.

“We asked in the site visits if students were thinking about going into nonprofits and a couple hands went up, but it hit us later that it’s also about all those people in the business world. Clinic with a Heart doesn’t exist without support from businesses and professionals who donate their services and time,” said Boule.

Student teams handle publicity, applicant communication, social media and online presence, site visit coordination, class evaluation, external engagement, service project coordination and the awarding ceremony. The students outline each detail of the process including the grant mission, which changes each semester.

Career Closet

BY DR. LAURIE MILLER

An associate professor of practice in economics, Dr. Laurie Miller earned the Excellence in Teaching Award in 2015. She also serves as the faculty adviser to Delta Sigma Pi (DSP), a co-ed professional business fraternity at Nebraska.



“Financial struggles are the first and foremost obstacle in the way of obtaining an education. The Career Closet can have a huge positive impact on student’s preparedness.”

Junior Tiana Williams
Lincoln, Nebraska
Economics Major

The Career Closet started because the students in DSP wanted to leave a legacy that gives back. The Career Closet mission is to provide a needed resource to Nebraska Business students for no cost while also providing the students in DSP the real-life business experience of running a nonprofit store.

We opened as a pop-up shop in the spring of 2017 and about 150 individual apparel items were provided to students those first few months. Oh, how we have grown since then! The Career Closet now spans two rooms in Hawks Hall with built-in permanent shelving made possible through generous donations from Union Bank, Enterprise Rent-A-Car and private donations.

This fall, we started with more than 2,000 gently used, professional clothing pieces available to business students. Required to work three hours a semester in the Career Closet, DSP students spend much of their time tagging the items by hand, organizing the closets and helping students select items.

All Nebraska Business undergraduate or graduate students are allowed to take and keep three items each semester. So far this fall, students selected 680 pieces of clothing. We also host sidewalk sales open to all university students a few times a semester and invite special groups on campus to take advantage of the Career Closet, like the DREAMBIG Academy, a program for high school seniors to learn about business and college.

With high hopes for the future, we plan to build and strengthen relationships with programs across campus and support as many students as our inventory allows. We also want enough inventory to start a mobile Career Closet – a truck or a van outfitted with clothes – so we can bring clothing to students all over campus. We need to improve our inventory system to do that effectively. However, it would meet our overall goal to provide professional clothing to as many students as possible so they can put their best foot forward.



1 Derek Branch of Lincoln Southeast was selected for the High School Future Builders Program.

2 Ashleigh Henderson (right) of Omaha Benson at the Accounting Summit.

3 The 2018 DREAMBIG Academy students, mentors and staff.



Engaging High School Students

Derek Branch took the Builders Profile 10 as a freshman in Lincoln Southeast High School, but didn't know what to expect. Later identified with the aptitude to become an entrepreneur, innovator and builder through the Gallup assessment, he was selected as one of 22 students to attend the Future Builders Challenge held at the College of Business in June.

"When I heard about the Future Builders program, I saw it as an opportunity to grow," said Branch. "I learned how to build my strengths, met fabulous mentors who were interested in helping me and found a group of peers who both challenged and understood me. The experience was pivotal in planning my future."

His experience echoes others who attended summer business camps, such as the DREAMBIG Academy. Recognized with a gold award by the Council for Advancement and Support of Education District VI, DREAMBIG launched seven years ago as a transformative experience for first-generation and underrepresented students.

"Students are introduced to many aspects of business in creative, fun ways, which better helps them visualize the

full potential of opportunities ahead of them," said Dr. D'vee Buss, assistant dean of undergraduate programs. "They build connections with peers, faculty, staff and business professionals on the first day. In addition, they work with current college student mentors who coach them about campus life." Other experiences include hands-on demonstrations, field trips and speakers who address strengths, leadership and business.

"Meeting new people is important because those connections will help support you throughout college. College is about learning and exploring yourself as an individual," said Veronica Sanchez from Gibbon, Nebraska, a DREAMBIG Academy alumnus, two-time mentor and junior majoring in human resource management.

Ashleigh Henderson, who attends Benson High School in Omaha, Nebraska, attended both the DREAMBIG Academy and the Accounting Summit. The two camps solidified her decision to pursue a career in accounting.

"The Accounting Summit focused specifically on accounting with a small group of people. DREAMBIG explored many topics from learning about careers to more about ourselves," she said. "Both were extremely valuable."



- 1 Dr. Chris Timm connects employers and students.
- 2 Chicago Career Expedition at Thrivent.
- 3 Dallas Career Expedition at AT&T Stadium.

Career Connections

BY DR. CHRIS TIMM

As the associate director of employer experience and outreach in the Business Career Center, Dr. Chris Timm leads the efforts to build and strengthen relationships with employers and develop new initiatives. Her dedication to the career services field earned her the 2018 David S. Bechtel Award for Outstanding Career Services Professional, the highest honor awarded to career services professionals in the Big Ten.

can share how they can best enhance their campus presence and engage with students. Often within a week or so after meeting with an employer, a student comes into the center looking for that specific opportunity. It's like the stars are in alignment and it's rewarding for the student, the employer and our team.

One way we identify new employers and build relationships is through our BCC Career Expeditions held during fall and spring break. The cities we choose are determined by where students gravitate to after graduation. Current undergraduate and graduate students apply to attend the expeditions and around 15 students are selected each semester to travel and visit employers, alumni and local attractions. It's a win for everyone as the students meet and network with the employers and learn about the city; we develop and build relationships with the employers and share ways to help them connect with our students beyond the expedition;

At the Business Career Center (BCC), I enjoy connecting students and employers. When I meet with employers, my goal is to learn about their needs so I

and the employers learn more about Nebraska Business and our students whom they hopefully hire for internships and careers in the future. Whether a new or growing relationship, many times the expedition employers register for our career fairs or expand their recruitment of our students for internship programs or jobs offerings after we visit as well.

Each expedition also brings business students together who may not have known each other prior and they become a tight-knit group. I laugh when I recall how we all squeezed into the same elevator! The students also practice and build on their networking skills and see the importance of making connections.

The current challenge is how to provide these expeditions for more of our students. In Chicago this fall, we had 55 students apply and I wanted to take them all. Our team may be looking at ways to expand the program with different tracks or multiples choices for future expeditions.

The best part of my job is that it never gets old, as there are always more great employers and interested alumni to meet and students who want to connect with them. Working at the College of Business provides me with many opportunities to Start Something.

Q&A WITH ALICE DITTMAN

Class of 1952 & 1955

A pioneer in business in Nebraska, Alice Dittman achieved many firsts including being named the first woman to become a bank president in Lincoln and Omaha. When she took over as president and CEO of Cornhusker Bank in 1975, the value of the bank was \$8 million and she grew it to nearly \$236 million. She became the first woman to chair the Bryan Hospital Board of Directors in 1982, the Lincoln Chamber of Commerce in 1988, the Nebraska Chamber of Commerce in 1992 and the Community Bankers Council in 1997. She also was the first woman to become president of the Nebraska Bankers Association in 1993.

Share your advice from your experiences being first.

I never thought about being first, I just did it. I always did my homework and arrived prepared. I'm all about banking and I'd spend an hour before bed reading things I didn't have time to read at work. A strong work ethic is part of anyone's success.

I'm a big fan of the University of Nebraska. Gaining confidence is having a background and working hard. I earned my master's degree because I knew management would make small banks more successful and better than everyone else, as not many men in banking had an advanced degree.

What is the secret to success?

I was introduced to Warren Buffett (the Oracle of Omaha and a 1951 graduate of the College of Business) at a wedding in Omaha. He said, "Are you the banker?" and I said, "Are you the financier?" My response was a bit flippant, but we all laughed and I do think it might be a secret of success in not taking yourself too seriously. It always felt good to make people laugh about something.

The easiest way to get to know people is to talk to them. I'd walk into a room full of men and make a circle around the room. I'd say, "Hi," and put my hand out. In 1975, people didn't know to put their hands out, and I'd leave it there to shake. It's important to include others. Nod or smile – those are easy to give away and important in comfort building.

What is the scariest thing you have done?

It is not easy to go in places where you may or may not feel welcome. Just think about that, if you are the minority, how does that impact you? Would you leave or hang around and try to learn something? We need more minorities in our population to bring a new dimension to Lincoln.

The scariest thing now is the lack of congeniality in our nationwide system of checks and balances. Not getting things accomplished because there is no give and take. You have to give. That part seems to be lacking. In any organization, the members have to agree and get along to get anything done. Democrat Bob Kerrey and Republican Chuck Hagel (who recently spoke at the university together) talk to each other. They want the best for our country.





Q&A WITH MARK CHRONISTER

Class of 1973

As co-founder of Chronister Strategies Ltd. and previously as partner at Templeton Laird, Mark Chronister devotes his time to bridging business, education and nonprofit service. At PricewaterhouseCoopers, he provided expertise to financial services and higher education institutions for more than 30 years. Known for his leadership and strategic contributions, he chaired several boards such as the Minneapolis Foundation, Minneapolis Downtown Council, University of Nebraska Foundation and St. Catherine University. As the 2016 College of Business Master, he shared how optimism and resilience are keys to finding one's way in business and life.

How important are connections?

Connections are important but they are just a start, a beginning. They become important when the people I connect with are important to me. Important can mean different things – important for information they possess, knowledge and insights they have and share, a passion for the things I, too, share a passion, which can lead to a feeling of purpose.

Tell me a story about how having a connection improved your college experience.

Let's start with a simple connection – a college professor, one with knowledge and insights – Stephen Kellison taught a beginning course in actuarial science. He later became the president of the Society of Actuaries. Little did I know that I would spend a significant amount of time in my accounting career working with life insurance companies and actuaries.

Why is engagement important to you?

To me engagement helps me discover and reinforce my purpose in life. So, for me, engaged = purpose. I now know that having a connection and even more, a mentor, can be important in the decisions students make as they go on their journey through life, which is transformational.

"I am grateful for the knowledge and opportunities that attending and graduating from the University of Nebraska-Lincoln College of Business provided me and my purpose is fed by sharing this with others."

– Mark Chronister

"The Nebraska Business Honors Academy, Clifton Builders and Sales Excellence programs provided opportunities to build relationships with peers, faculty and top level executives. We are surrounded by professionals who care about our development and future success. The wide alumni base also makes it easy to find mentors excited to offer advice and opportunities. I will cherish these valuable relationships as I go forward in my career."

Conrad Shiu

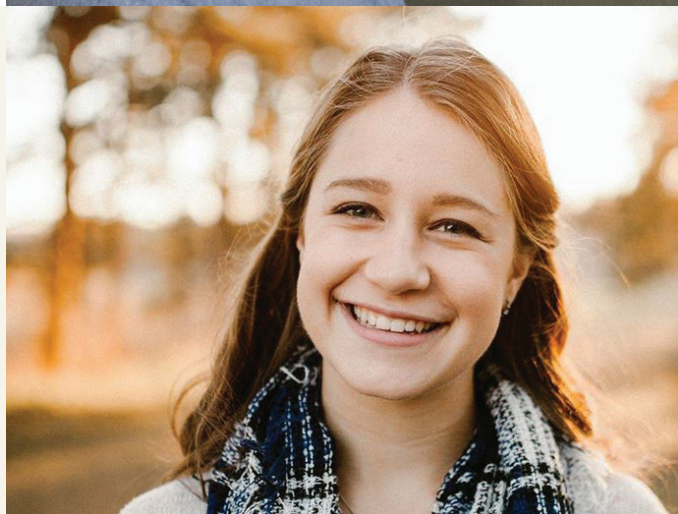
Junior accounting, finance and marketing major
Omaha, Nebraska



"My connections with professors have made me feel very much a part of the college since my freshman year. They are directly involved in my success and I value that. I have been able to take advantage of so many different opportunities due to my willingness to put myself out there and expand my network."

Ann Pogrebitskiy

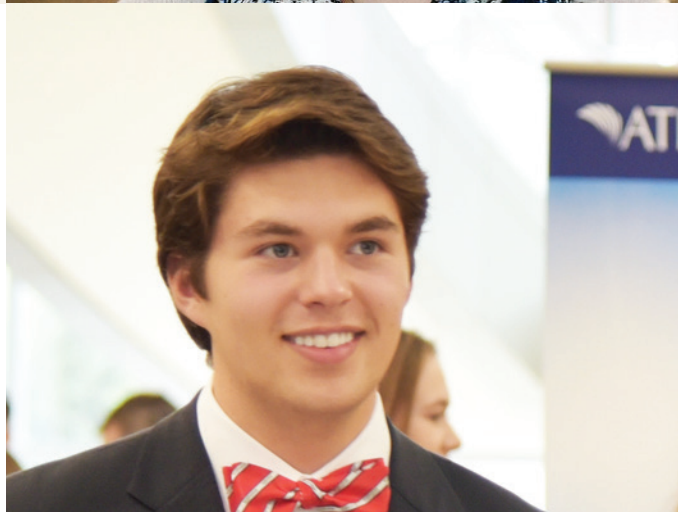
Senior actuarial science and finance major
Greenwood Village, Colorado



"As a freshman, I have to define what I want to do with the next four years at Nebraska. I enjoy talking with the employers and have already been to four career fairs. My portfolio is filled with business cards and I've talked to more than 40 companies, all while making valuable connections."

Stan Drvol

Freshman actuarial science and math major
Bennington, Nebraska



"I found the foundation of my network at the Clifton Strengths Institute. My fellow student coaches are motivated, eager and highly-energized to help students understand and leverage their own strengths. The more people you have in your network, the faster your questions are answered so you can move forward to accomplish your goals."

Phat Nguyen

Senior business administration major
Lincoln, Nebraska





"My first memory of Nebraska Business was figuring out who to meet to go to Japan. I participated in the Senshu and Nanzan University study abroad programs and lived for two years with a Japanese host family taking in the culture and language, and I learned how to make appropriate connections in that culture. What I learned is you can't do business if you don't understand the culture."

Kirk Zeller, '93

DBA, Board Member and Co-Founder, MedMarket Access, LLC; Board Member, US Japan MedTech Frontiers (NPO)
Splits time in Silicon Valley, Tokyo and Lincoln, Nebraska



"My continued engagement with Nebraska Business provided the inspiration and connections needed to make a difference in my community. Business leaders have come alongside me to support and motivate over 1,000 business women in Rise Lincoln since it began in 2014. Lincoln is a stronger and more vibrant community thanks to those who share their time and their expertise."

Katie Zulkoski, '05

Lobbyist and Attorney at Zulkoski Weber
Lincoln, Nebraska



"What enhanced my college experience was meeting someone from Colorado who became my study buddy for every accounting class. College is about meeting folks from different parts of the country and collaborating with them academically. You both learn from each other along the way."

Jerome Prince, '00

Executive Director at J.P. Morgan
Dallas/Ft. Worth



"Building a network is extremely important. I started my first job out of college due to meeting the vice president at Nebraska. One week later I interviewed and two months later I started. My insurance partner now was my high school track coach. Reaching out to people is key. Don't be afraid."

Melissa Glissmeyer, '14

Risk Management Consultant at MJ Insurance
Phoenix



1 David Dickinson, '89, finance, of Marquette, Nebraska, with Dean Farrell and friends.

2 Darren, '91, and Kathy Lunzmann's first time in Hawks Hall.

3 Wendell, '79, and Connie, '88, Peters of Phoenix.



Alumni Tailgate Rallies Nebraska College of Business Community

Nebraska Business alumni returned to campus for a tailgate in the Henrickson Family Atrium at Hawks Hall prior to the Nebraska vs. Purdue football game, September 29. The 300 alumni and guests reminisced about college days and shared why it's important to be a part of the Nebraska Business community.

"The connections you make with Nebraskans throughout the country just keep coming back to origins that started at the University of Nebraska and the College of Business. Without that background and education, we would not have had the careers we had," said Connie Peters, '88, of Phoenix, referring to her accounting career and that of her husband's Wendell Peters, '79.

Wendall noted how moving to Phoenix only enhanced their connections with Nebraska alumni. It also motivated them to give back to the university and college.

"We got involved in the Nebraska Alumni Association, including 15 years with the Arizonans for Nebraska. The college and university have given us so much that we want to give back. We want kids now to experience the

same things we did. By giving back, that is how you do it," Wendell said.

Remarking on his first visit to Hawks Hall, Darren Lunzmann, '91, of Lincoln, said, "The building is fantastic and there's so many renovations going on throughout the university. It makes me wish I was 18 again."

Like the Peters, Lunzmann shared how he uses his education as an account executive with Sysco.

"From accounting to marketing and other little pieces in between, my business administration degree helps me to this day. It's nice to be back where it all started."

Dean Kathy Farrell awarded milestone anniversary lapel pins to members of the classes of 1978, 1988, 1998 and 2008.

SAVE THE DATE

**2019 Business Alumni Tailgate
Saturday, November 16**

Honor Years: 1979, 1989, 1999 & 2009

*Nebraska Business***STRATEGIC PLANNING NUMBERS****45****Committee Members**

Representing faculty, staff, students, alumni, business partners and other campus representatives

**9**

Months of Discussion, Drafting and Feedback

5

Committee Meetings

2

Open Forums

**2**

External Facilitators

**607**

Pages of Committee Reading Material

5

Guiding Principles

3

Mission-Focused Goals

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HISTORY WAS MADE IN 1869.

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IN OUR GRIT, OUR GLORY.

