



Senior Wyatt Hrudka has started his own bicycle business — with an idea conceived while working on campus.

P5



Do our grads have the skills to succeed? The CBA has an extensive system to make sure its goals are being evaluated.

P6



The UW-L Small Business Development Center has received recognition statewide — and regionally — for promoting business.

P12



Assistant Professor of Marketing Ryan White leads a class in Centennial Hall. The CBA values highly effective and innovative teaching employing relevant curriculum.

Building Bridges

University of Wisconsin-La Crosse

Mission review

CBA retools mission; creates vision, values statements

We've all heard the dreaded words: "Mission Statement." Worse yet, who hasn't spent hours coming up with just the right words, only to have others change, or add to a carefully, crafted mission statement.

Those were the obstacles CBA leaders on a task force worked to overcome as they sat down late last year to review the college's mission statement. And they did it in only five months, working so transparently and collaboratively that the faculty approved it on the first vote.

"A big problem in changing mission statements is the process gets bogged down and goes on forever," explains CBA Dean Bruce May. "We did not let that happen."

Important to add vision, values

A mission states the organization's purpose and reasons for its existence. It describes what the organization does and for whom. It forms the basis for vision.

"Organizations change and the environment changes," notes May. "Mission statements should not be stagnant. They need to be periodically reviewed and updated and fine tuned if necessary to accommodate these changes."

The mission of CBA

"To provide students an exceptional business education that empowers them to serve organizations and communities as socially responsible citizens in a global environment."

The vision of CBA

"To be recognized for quality as the leading business school among regional and state comprehensive universities."

CONTINUED ON PAGE 10



BRUCE MAY

Letter from Dean

CBA students earn high marks

Mission revised; reaccreditation set

Welcome to the Fall 2012 issue of *Building Bridges*. Students are back on campus, classes have begun and the campus is full of energy and enthusiasm.

In the spring semester, Dean Bill Colclough announced he was going to return to teaching and I officially took over the duties as Dean this summer. Bill served the university for 23 years in a variety of administrative positions. He has returned to the Finance Department and is looking forward to the classroom. We thank him for the years of leadership to the college and the university.

This is my 10th year at the university having joined the College as Associate Dean and Professor of Management. For two of those years I served as Interim Dean. I am proud to be back in the Dean's role and am pleased to be working with Associate Professor Glenn Knowles who will serve as the Interim Associate Dean.

In addition to many new and returning students, we are pleased to welcome 12 new faculty and staff to the College. The quality of our new faculty and of our students is excellent. Our students recently achieved an overall score of 94 percent on a national benchmarking examination that compared us to students at more than 585 other institutions.

We have numerous activities and goals set for the coming year. The two most significant goals are AACSB International reaccreditation and new curriculum efforts including the development of several new programs. The reaccreditation team will be making a campus visit Feb. 22-26, 2013.

Last summer we revised our college mission, vision and values. This past summer we revised our strategic plan. Several areas were identified for curriculum and program development. These included health care administration, healthcare information technology, sustainability and improving our curriculum in the area of business communications.

Please enjoy the current issue of *Building Bridges* and if you have the opportunity, view our new CBA "UW-La Crosse College of Business Brand Film" on "You Tube." It is linked off the CBA home page or can be found doing a quick search on "You Tube." Alumni Jeremy and David Richter (Richter Studios Inc.) did an outstanding job!

I look forward to sharing additional exciting information in the coming years.

Best Regards,

Bruce E. May
Dean UW-L College of Business Administration



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CBA has new leaders



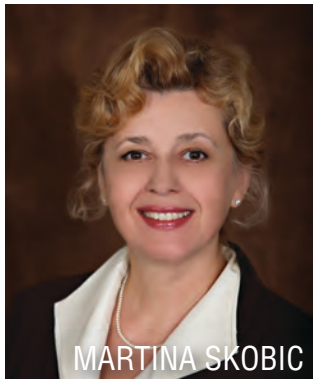
GLENN KNOWLES

Knowles is associate dean

Glenn Knowles has been appointed Interim Associate Dean for the college. Knowles, an associate professor, has taught in the Economics Department since 1985.

Knowles' strengths for his interim role include experience in the faculty promotion and tenure processes; mentoring new colleagues; involvement in assessment and quality teaching; and experience in curriculum and academic program review. He holds a bachelor's degree and doctorate from the University of Minnesota.

Knowles' two-year appointment began July 1, 2012. He replaces Bruce May, who was appointed CBA Dean.



MARTINA SKOBIC

Skobic to head MBA, international programs

Martina Skobic has been named program director for the CBA's MBA and international programs. The native of Croatia began her career in Sarajevo, Bosnia and Herzegovina as an adviser to the Ministry of Energy and Industry. She later went on to teach English in Spain before moving to Florida to become a settlement caseworker for refugees.

Skobic then moved to New York City where she worked for management consulting and international law firms. Recently she had been an independent business consultant and instructor with UW-L's Small Business Development Center and Continuing Education.

The 2006 MBA UW-L graduate handles admissions, recruiting, scheduling and graduate assistantships, along with coordinating the online MBA program. Skobic also coordinates the CBA's growing international collaborations. She began the roles April 9.

CBA students earn top ranks on national exam

CBA grads can boast they are business buffs.

May 2012 graduates scored higher than 94 percent of other business students from universities across the country on a test measuring their subject knowledge in business. The Educational Testing Service Major Field Test (ETS MFT) for the Bachelor's Degree in Business compared students from about 585 participating business schools across the nation.

"These scores give us an external benchmark that signals students graduating from our program are performing above most of their peers and are very competitive nationally," says Dean Bruce May.

The test consists of 120 multiple-choice questions designed to measure a students' understanding of the common body of business knowledge expected of business school graduates. Questions go beyond factual knowledge, evaluating a students' ability to analyze and solve problems, understand relationships and interpret material. Students performed well in all knowledge areas. The highest scores were in finance, accounting, marketing and quantitative business analysis.

The last time UW-L students participated in the test was May 2010 when their scores also landed them at the top — with results in the 90th percentile.

Even with the high scores, the CBA continues to evaluate how students did in particular content areas to find areas to target for improvement, says May.

"This is an outstanding result and we are very proud of our students and the quality of our program," says May.



Keep up your La Crosse pride!

Keep in touch with us, and we'll keep in touch with you! It's easy —

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- www.uwlalumni.org
- Alumni Association 608.785.8489 | 1.877.UWL.ALUM

DOUBLE WINNER

Student awards recipient says UW-L transformed him



HOANG VO

Hoang Vo was the first UW-L student to earn both the Murphy Award for Academic Excellence and the Jake and Janet Hoeschler Award for Excellence, top graduating senior awards.

When Hoang Vo started at UW-L in fall 2008 he was a shy international student experiencing culture shock. Life was different than in Vietnam where he graduated from high school. He recalls America's quiet streets, strange food and extremely punctual people.

But Vo says the American culture transformed him. After his first year at UW-L, he became "talkative" and started to get involved in campus organizations and committees. He met many other international students. Strong support from the campus community made the new land feel like home.

He began to excel and his academic achievements were recognized with numerous scholarships and awards. In May, Vo became the first UW-L student to earn both the Murphy Award for Academic Excellence, the university's top senior recognition, and the Jake and Janet Hoeschler Award for Excellence, the CBA's top honor for seniors.

"Looking at the awards I have received, I feel overwhelmed by the amount of help I received at UW-L," he says. "I really appreciate everything my professors and friends have done for me. Without a doubt, their efforts shaped me into who I am today."

Vo says he didn't always know that he would take a business track in college. Growing up in Vietnam, he had the childhood dream of becoming a science professor like his father. Both of his parents were accomplished in math and science and he was a natural at these. But, as he entered high school, his interests grew more diverse.

"Finally after months of debating, my mother persuaded me to choose a business major — against the entire family tradition of engineering and science," he says.

That decision led Vo on a path to UW-L — a school recommended to Vo's parents. A beautiful picture of campus on the cover of a brochure sealed the deal.

Once he was at UW-L, Vo says professors helped him see that a major in information systems and finance allowed him to apply his math skills in business. Vo recalls feeling very engaged in what he was learning in lectures.

"They inspired me to study beyond the minimum requirements, solve challenging problems and, more importantly, ask myself how the material could be applied in the real world," he says.

Vo began graduate studies at Emory University this fall. He hopes to conduct interdisciplinary research in computer science and finance.

RIDING HIGH

Student starts successful bicycle business while in school

Wyatt Hrudka discovered a market for single speed bikes while adjusting gears and greasing chains at UW-L's Outdoor Connections rental service.

"I realized a common problem," recalls the UW-L senior. "Students were riding on campus and shifting gears, but not shifting properly."

The nature of the slow riding they were doing didn't call for complicated shifting. That gave Hrudka an idea. He designed his own single-speed bicycle geared toward college students.

A shipment of 170 arrived in November 2011. Nearly all sold in just over a year. He was surprised to find orders coming from not just college-aged buyers but a diverse group — the majority ages 30-60 — from all over the world.



Wyatt bicycles

Wyatt bicycles are made of chromoly steel, making them durable and light weight. They offer single speed and fixed gears in a variety of colors. Most recent model retails for \$449. (UW-L alumni, students, faculty and staff should mention their UW-L connection for a discount.)

UW-L senior Wyatt Hrudka, founder of Wyatt Bicycle Co., with his 2013 model single-speed bike. Hrudka plans to develop a new multispeed bike to be sold next summer. He expects to graduate in spring 2013.



"It's a trend right now to have single speed bikes," he says. "Gas prices are rising and people want bikes that are simple, reliable and affordable."

His most recent order of 320 new bikes are selling fast with customers around the U.S. He's getting inquiries from Sweden, England, Portugal, Australia and Canada.

Hrudka has always wanted to start his own business, but his experience in UW-L CBA classes showed him the path. Transferring to UW-L was one of the best decisions he ever made, he says. He saw how to incorporate an information systems background into business with tools such as website management and computer programs to maximize efficiency.

UW-L's Small Business Development Center helped him develop a business plan, which has been successful. At

the annual La Crosse Development Corporation Industry Appreciation event in July, Hrudka won the LADCO/Century-Link Entrepreneurial Initiative award.

He says it has been fun to watch the company grow from working out of a 200-square-foot storage space to a 2,500-square-foot warehouse and office at the Coulee Region Business Center in La Crosse.

"My office is now the same size as the warehouse where I once stored all of my bikes," he says. "From the moment I sold my first bike, I thought 'I'm on to something.' It's been very exciting to watch it grow."

Hrudka has two employees who help assemble bikes. People can purchase bikes directly from the warehouse showroom, bike dealers statewide, or wyattbikes.com



Do our grads have the skills to succeed?

System in place for constant evaluation of CBA's goals

UW-L's College of Business Administration has many educational goals for its undergraduates. Among them, the college seeks to produce effective communicators, decision makers and critical thinkers who are prepared to serve a global society.

But how does the CBA know it's effectively doing that?

The college has always had various educational assessment processes in place. But in fall 2009 those efforts were unified when the college created a task force to systematically study if all undergraduate students across the CBA were learning what was expected of them.

The group collects large amounts of data on the students and their progress toward educational goals from sources such as course work, national exam scores, and student and faculty surveys. The data is compared to educational goals based on the CBA's mission and input from faculty, stakeholders in the business community and the CBA's Board of Advisors. Those goals are continually discussed to keep them attuned to student performance and contemporary business theory and practice.



BETSY KNOWLES



TJ BROOKS

Adaptations are then made to teaching and curriculum. The process, called Assurance of Learning, is a loop. The task force constantly collects data and re-evaluates the goals and educational practices, explains TJ Brooks, head of the task force and chair of the Economics Department. Working together helps faculty see the big picture of a CBA-wide education, says Betsy Knowles, coordinator for CBA program assessment.

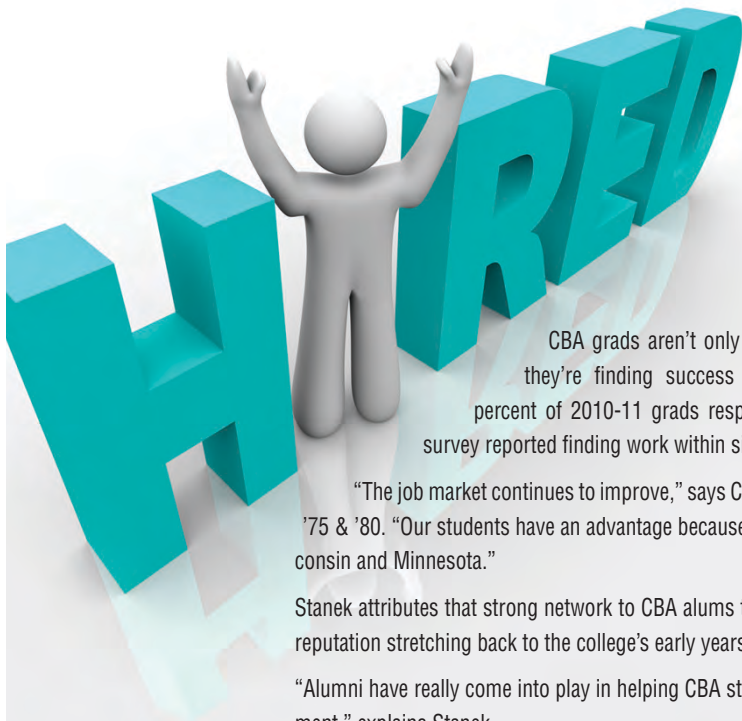
"As faculty we tend to look first to improve learning in our classrooms. But this assurance of learning process helps to remind us that our courses fit together into a curriculum that is the basis for a business degree," says Knowles. "We need to be sure that the pieces of the curriculum fit together in the best way possible to meet our outcomes."

The assurance of learning process is considered a best practice and is a requirement of AACSB, the CBA's accrediting body. But the data is also a useful resource for the CBA as it provides a scientific basis for continually improving teaching and learning, says Brooks.

The CBA is discovering that while some goals are being met, others still need improvement. For instance, national exam scores show that UW-L's business students scored higher than 93 percent of other students across the country taking an exam measuring their subject knowledge in business. Yet data shows that students still struggle to appropriately adapt their writing to their audience and provide sufficient evidence for their written arguments.

The work of the task force has also spurred conversations among faculty about how to improve skills such as communication and critical thinking. That's resulted in faculty workshops to consider how to improve in these areas, says Knowles.

"The task force has been very successful in working with all instructors to enhance the learning process and ensure our program is equipping graduates with the skills and knowledge they need to succeed," says CBA Dean Bruce May.



CBA GRADS FINDING JOBS

CBA grads aren't only scoring well on national exams — they're finding success after commencement. Ninety-nine percent of 2010-11 grads responding to a UW-L Career Services survey reported finding work within six months of graduating.

"The job market continues to improve," says Career Services Director Karla Stanek, '75 & '80. "Our students have an advantage because they're networked throughout Wisconsin and Minnesota."

Stanek attributes that strong network to CBA alums throughout the Midwest with a solid reputation stretching back to the college's early years in the '70s.

"Alumni have really come into play in helping CBA students find internships and employment," explains Stanek.

The majority of alums stay in Wisconsin, focusing on Madison, Milwaukee and the Fox Valley. The Twin Cities are another popular destination.

CBA Grad placement

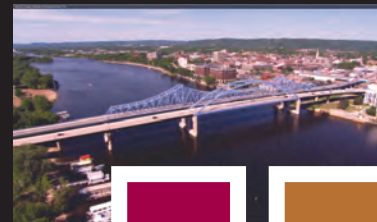
Percentage of 2010-11 graduates answering survey who found work within six months of commencement.

Accountancy	100%
Economics	100%
Finance	100%
Risk, Insurance, Financial Planning	89%
International Business	100%
International Systems	100%
Management	92%
General Management	100%
Human Resources	100%
Marketing	100%
CBA (all)	99%

Source: UW-L Career Services

"I TAUGHT YOU TO FIGHT AND TO FLY.
WHAT MORE COULD THERE BE?"

JAMES M. BARRIE, PETER PAN



CBA VIDEO COMPLETED

You'll see some familiar faces in a new video that promotes the CBA. Marketing major Jeremy Richter, '94, and Accountancy major David Richter, '92, who own Richter Studios in Chicago, produced the 24-minute film that features alumni and current faculty. A shorter version was also created for use at recruitment events and freshman orientation.

"Many alums from the CBA have gone on to celebrate storied careers," notes the video teaser on YouTube. And those at Richter Studios should know. There are more than five alums at the studio in the city's West Loop.

Catch the CBA video at: www.youtube.com/watch?v=Vy2YYNYscc (or search "UW-La Crosse College of Business Brand Film" on YouTube.)

Find out more about Richter Studio at: www.richterstudios.com.

View Richter Studios' other UW-L films at: www.uwleaglefilms.com.



From left, UW-La Crosse students Derek Hedtke, Natalie Wendel, Kaitlyn Boden and University of Economics in Bratislava student Peter Sima meet the U.S. Ambassador to Slovakia, Theodore Sedgwick.



SLOVAKIAN STUDY

CBA students get hands-on business experience in an international setting

A group of CBA students became consultants for Slovakian businesses this summer as part of a UW-L study abroad program.

From June 29-July 14, 11 students traveled to Bratislava, Slovakia, to assist seven businesses, including Google and Dell, as well as government agencies such as the Ministry of Transport and the U.S. Embassy in Slovakia. All of the companies proposed business problems. The UW-L students partnered with 15 students from University of Economics in Bratislava to tackle them.

The embassy proposed a hypothetical question about foreign direct investment in the U.S. and students conducted a market analysis to see if it would be viable for a high-tech Slovakian company to start production in the U.S.

“You are working with people from different backgrounds ... and you learn you are not so different after all. We all got along so well and we learned about their history and their background. And I also got a taste what it’s like to do real consulting work.”



UW-L students Steve Markfort and Kelsey Heit, right, present their project to representatives from Dell along with two teammates from Slovakia.

“I feel like I got so much out of it,” says Kaitlyn Boden, UW-L senior who was a consultant for the embassy. “You are working with people from different backgrounds ... and you learn you are not so different after all. We all got along so well and we learned about their history and their background. And I also got a taste what it’s like to do real consulting work.”

The Ministry of Transport, Construction and Regional Development wanted to increase awareness of structural funds they receive from the European Union, says UW-L senior and management major Mark Tews. The first step, he notes, was figuring out what “structural funds” were.

Then, he and two other Slovakian students created a survey to target opinions about structural funds. Tews enjoyed collaborating with the

Slovakian students and learning about their views related to the project and culture.

“It was great having someone there to show you around and give you the inside perspective,” he says.

This is the second year UW-L has offered the program. Ultimately, both students and businesses benefit from the exchange, says Nicole Gullekson, assistant professor of management who organizes the trip. Kristy McManus, assistant professor of marketing, also went. All took a break from business on weekends to experience Slovakian culture through tours and dinners with their hosts.

“They soaked up everything they could learn from us and vice versa,” says Boden.



American and Slovakian students and faculty with the U.S. Ambassador to Slovakia.



CONTINUED FROM
FRONT PAGE

Mission review

While reviewing the six-year-old mission statement, task force members felt it was important to add a vision statement for the college. “A vision describes what the organization wants to be in the future and identifies the overall direction of the organization,” explains May. “We needed an aspirational perspective to give direction.”

Task force members didn’t stop there. They wanted to dig deeper into the college’s basic philosophy, principals and ideals. So, they established college values to represent the “soul” of the organization.

Task force members analyzed and synthesized a large volume of information from CBA stakeholders — students, faculty, staff, business community, alumni and the board of advisers. They looked at current and past learning objectives, benchmarking results, and values encompassed in promotional materials.

“From this information we extracted the central concepts and captured them in a set of brief value statements,” says May.

Words being put into action

Since the new mission, vision, values were approved last fall, they’ve been put to good use. CBA administrators have developed a more formal strategic plan. The mission, vision and values guided discussion for the initiative and became the heart of the new plan.

The new mission, vision and values have also been guiding college leaders as they seek direction in curriculum efforts and the utilization of scarce resources. “We make decisions based on the principles found in these statements,” notes May.

The statements have also been helpful in hiring new faculty and staff. “It gives a clear vision as to who we are and where we are heading,” says May.

CBA values

- **TEACHING:** highly effective and innovative teaching employing relevant curriculum.
- **SCHOLARSHIP:** scholarship that advances knowledge of business theory, best practices, and teaching pedagogy, each equally enriching student learning.
- **FACULTY:** quality faculty who are accessible, responsive, and dedicated to student learning.
- **STUDENTS:** quality students who are actively engaged in their professional and personal development.
- **LEARNING:** a highly interactive learning environment that fosters strong relationships and student success.
- **GLOBAL ENGAGEMENT:** global engagement and collaboration to increase international awareness and opportunities.
- **HIGH STANDARDS:** high standards that reflect best practices and ethical behavior, stimulate intellectual growth, and promote continuous improvement.
- **DIVERSITY:** acceptance and respect for human and ideological differences.
- **SUSTAINABILITY:** promotion of sustainable practices in the use of economic, ecological, and social resources.
- **SERVICE:** service to the university, discipline, and community that promotes strong partnerships and advances professional and economic development.

INPUT FROM VARIOUS GROUPS

Last year’s revision of the CBA mission statement — and addition of vision and value statements — involved many stakeholders.

- The CBA Student Advisory Council, which has representation from all CBA departments and student organizations, provided feedback, along with being consulted and used as a focus group for input.
- Alumni input was sought in a couple of ways. Building Bridges had a brief article asking for feedback, along with the Silver Eagles Alumni members providing comments.
- The CBA Board of Advisors responded to learning outcomes and related matters.



TASK FORCE MEMBERS who reviewed the CBA mission statement and developed vision and values statements included:

- | | |
|-----------------------------|------------------|
| Gwen Achenreiner
(chair) | William Maas |
| Anne Hlavacka | Bruce May |
| | Shane Van Dalsem |

BUSINESS PROGRAMS

The College of Business Administration’s undergraduate and graduate (MBA)

programs provide business education

opportunities for students from across the state, the country, and the world. The undergraduate program primarily serves residential full-time students in a traditional campus-learning environment. The MBA program was originally designed to serve working professionals in the region but has grown to accommodate international and domestic students who chose to attend on a full-time basis.

COLLEGE SEEKING RE-ACCREDITATION

Students will soon be cramming for the “big exam.” CBA administrators are prepping for the “big review.”

The College of Business Administration has begun its “maintenance of accreditation” for AACSB International, the accrediting agency considered the gold standard for business schools. UW-L’s last full review was in 2002 .

The review focuses on educational improvement, strategic management, and fulfillment of mission, says CBA Dean Bruce May. It includes a visit in late February by a peer review team of three business deans from accredited institutions.

“The team contributes an external perspective on the college’s accomplishments and progress toward achieving its mission,” explains May. The team will look at quality of faculty, along with curriculum and assessment processes in place to ensure student learning.

Other considerations are facilities, intellectual and human capital, and the financial infrastructure.

“By the end of the campus visit, we will have a good idea of what the team will recommend,” says May.

By mid-March, the team will provide a written report with recommendations. The report then goes to the official AACSB committee, which will give its decision by April.

May says AACSB accreditation is considered a stamp of quality. “For students seeking the finest education, and companies seeking high-caliber talent, AACSB International accreditation is one of the most important affirmations of the right choice of business school,” notes May. “It tells prospective students, faculty, and employers that an AACSB International accredited school produces graduates who have completed a quality program and are prepared to succeed in the business world.”

It helps recruit top faculty too. “High quality faculty generally want to work in a high quality institution,” May says. “The most significant benefit of AACSB accreditation on internal faculty culture is an increased sense of faculty morale and pride for the quality achieved by all who are at the business school.”

Research on faculty culture shows that AACSB accreditation is uniformly considered a “badge of pride” and a validation of the quality of their programs.

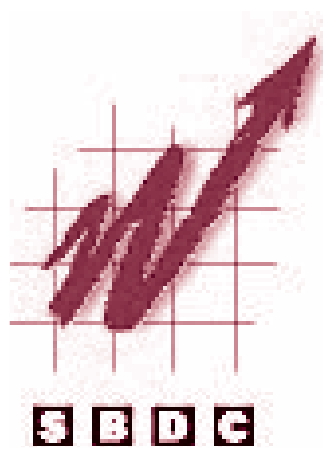


Did you know ...

the UW-L CBA has been accredited by AACSB International since 1982. Only five percent of business school programs worldwide meet the rigorous standards of this accreditation. The best faculty, students, employers and business recruiters in the world recognize and seek out AACSB International accredited schools.

AWARD-WINNER

UW-L's SBDC cited for state, regional excellence



In 2011, the UW-L SBDC served more than 360 counseling clients, including 16 business starts and \$4.7 million in capital infusion in regional businesses. The center also educated more than 1,000 in 56 training and outreach events.

The UW-L Small Business Development Center has been recognized regionally and statewide for excellence in promoting business.

The center — devoted to help business grow in Wisconsin — has received the Small Business Development Center Service Excellence Award for the Midwest region and for Wisconsin. As Midwest winner, the center ranked the highest among centers in Region 5 of the Small Business Administration, which along with Wisconsin includes Minnesota, Illinois, Michigan, Indiana and Ohio.

"We're very humbled and honored to receive such prestigious awards," says UW-L SBDC Director Anne Hlavacka, '84. "These awards pay tribute to our excellent staff in the center who enjoy working with businesses to help them grow in western Wisconsin and beyond."

In 2011, the center served more than 360 counseling clients, including 16 business starts and \$4.7 million in capital infusion in regional businesses. The center also held 56 training and outreach events, with more than 1,000 attendees. Recent initiatives include increasing export readiness, access to capital and area collaboration with regional loan funds.

The awards recognized the center's role in developing access to international markets. The center offers the Certified Global Business Professional Series, which trains businesses on import and export issues. The center also helped global initiatives through a partnership with the CBA in hosting a Chinese delegation in summer 2011.

Marianne Markowitz, regional administrator for the Small Business Administration, praised the UW-L SBDC as one of the most successful, especially in acquiring federal, state and local government contracts, and exporting. "They have a pretty robust program around exporting," she notes.

Efforts include helping businesses identify new domestic and international market opportunities, as well as collaboration with procurement resources to assist businesses interested in pursuing new opportunities in the government sector.

President of the La Crosse Area Chamber of Commerce Dick Granchalek says the SBDC is an asset to the business community. "They (SBDC) can assist businesses by answering those unique and individual questions faced by especially small businesses each and every day," Granchalek explains. "The question may be a huge issue for an individual, but when addressed in the SBDC environment, solutions can be arrived at through the collective experience of many clients."

The center supports innovation and entrepreneurship activities to spur access to new markets and job creation. It is active in a wide variety of regional economic development activities. It also supports youth entrepreneurship activities, including the development of a Collegiate Entrepreneurship Organization on campus.

Also receiving SBA recognition for outreach to home-based businesses was Sue Noble, executive director of the Vernon Economic Development Association. She was selected the state and regional winner of the Home Based Business Champion award. Noble, who frequently collaborates with the UW-L SBDC, was praised for her efforts to obtain a \$2 million grant to help fund the purchase and renovation of a former NCR plant in Viroqua as a business incubator.



U.S. Small Business Administration Regional Administrator Marianne O'Brien Markowitz presented the Small Business Development Center with the Small Business Development Center Service Excellence Award for the Midwest region and for Wisconsin June 7 at the UW-L Cleary Alumni & Friends Center. From left, Maureen Spencer, SBDC; Marie Rieber, SBDC; Marianne O'Brien Markowitz; SBDC Director Anne Hlavacka; Joe Chilsen, SBDC; Vickie Bain, SBDC; and Eric Ness, Wisconsin Small Business Administration.

NEW CBA FULL-TIME FACULTY & STAFF

Accountancy



ANCIUS

JULIE ANCIUS,
associate lecturer
Previous position:
Certified public accountant;
Tax Director at Reinhart Food
Service



THORNBURG

STEVEN THORNBURG,
assistant professor
Previous position:
Certified public accountant;
assistant professor,
Accountancy, Washington
State University in Pullman,
Wash.



HERRON

EDDWARD HERRON,
assistant professor
Previous position: Certified
public accountant; Earned
a doctoral degree in
accountancy at Oklahoma
State University.

Information System



CHEN

YAN CHEN,
visiting assistant professor
Previous position:
Research assistant, UW-
Milwaukee and earned a
doctoral in MIS



HOFFER

Economics
ADAM HOFFER,
assistant professor
Previously: Earned a doctoral
degree in economics at West
Virginia University.



SHERONY

LINDA SHERONY,
associate lecturer
Previous position:
One-year, temporary
positions within UW-L
Accountancy and
Management departments.



TEIMOURI

SHEIDA TEIMOURI,
assistant professor
Previous position:
Earned a doctoral degree in
economics at West Virginia
University.

Management



KIERSCH

CHRISTA KIERSCH,
assistant professor
Previous position: Instructor
and program coordinator at
Colorado State University,
Masters of Applied
Industrial and Organizational
Psychology (MAIOP) Online
Program.



MACPHERSON

ALLAN MACPHERSON,
associate professor
Previous position: Professor
of Organization Behavior at De
Montfort University, England



PETERSEN

HENRY PETERSEN,
assistant professor
Previous position: Associate
Professor of Strategic
Management at Alliant
International University, San
Diego, Calif.



CROSBY

Marketing
ELIZABETH CROSBY,
assistant professor
Previous position: Doctoral
student at University of
Illinois, Urbana-Champaign



LARSEN

BARBARA LARSEN,
associate lecturer
Previous position: TAA Case
Manager/Business Services
Liaison at the Wisconsin
Department of Workforce
Development and adjunct
faculty member at Winona
State University and Western
Technical College.

CORRECTION

The Spring 2012 issue of Building Bridges incorrectly identified Phil Bice. He was a senior lecturer, who has retired after teaching for 31 years in the college.

A PATTERN OF SUCCESS

UW-L alums' business among top 10 quilt shops in the country

Business Alum Dan Robson recalls the day his wife let out a shrill scream from the back corner office of their quilt shop in Forest City, Iowa.

"I thought there was a mouse back there," he recalls.

Dan, '88, hurried to the back, passing heaps of quilt patterns and brightly colored fabric decorating the 4,400-square-foot space. For nearly 15 years, his wife, Shelley, '89, had expanded the shop, gradually increasing fabric choices, inventory and staff. She studied up on the trendiest quilt patterns and eventually designed her own to be printed professionally and shipped all over the U.S. and Canada.

For 12 years she had worked to get this small-town Iowa shop on the North American map. Each year, she applied to be featured in the prominent magazine – Quilt Sampler® — a resource for all quilt lovers.

The phone call was from the magazine's editor. Her scream was followed immediately by a soft giggle. Dan was delighted to find the news had nothing to do with a mouse.

The couple's business, "The Quilted Forest," was selected as one of the top 10 shops featured across the U.S. and Canada for the fall 2012 issue of Quilt



UW-L alums Dan Robson and his wife, Shelley (Pederson) Robson, own a quilt shop in Forest City, Iowa. The business, "The Quilted Forest," was selected as one of the top 10 shops featured across the U.S. and Canada for the fall 2012 issue of Quilt Sampler® magazine.



Sampler® magazine, published by Better Homes and Gardens. It hit the stands Sept. 4.

Nearly 3,000 quilt shops are eligible to apply for the honor. They submit a detailed application on their history, business promotions, charitable work, teaching schedules and design philosophies.

Shelley made it a goal to be featured in the magazine when the shop opened in March 1998. She compares reaching that goal to the hard work she completed in college each semester.

"It's kind of like getting an A-plus," she explains. "It's all about goal setting and not giving up on something. You keep trying and you don't back down."

Check out the KIMT-TV report www.kimt.com/content/localnews/story/Quilted-Forest-Earns-National-Recognition/GrZfufojxkCBoTWX5o6ahg.csp



Dan and Shelley make an effort to make people feel welcome and take their time in the store.

“When our customers walk in the store, we do everything we can to make sure they have what they need to complete their project,” says Dan. “And, if they don’t have a project, we help them come up with creative ideas to start one.”

Good service and products have paid off. The store grew out of its original 2,000-square-foot space. In 2009, the Robsons remodeled a historic building down the block with more than double the space and moved in.

“Ever since, when someone walks in the store, their mouth opens and they say ‘Oh, my gosh! Where do I start?’” notes Dan.

Dan resigned from his insurance career to work full-time at the shop with Shelley in January 2011. They say their business and education majors from UW-L provided them with a good combination of experience for the business world. He manages the business side while she helps educate and assist customers.

Dan says UW-L business classes encouraged him to have an entrepreneurial spirit. Some classes brought

him into the community to work with business owners on projects. Shelley was exposed to the local community through student teaching.

“You go out there and realize it’s not just about what you’re learning in the classroom, but it’s about the community too,” says Dan.

Shelley says although she never became a teacher, she uses those skills working with customers every day as she discusses new quilting techniques and other skills. Also, decorating a quilt shop to inspire creativity is much like decorating a classroom for the same purpose, she notes.

Since being featured, they’ve seen a slight uptick in store traffic. They expect more as the magazine circulates. Olive Juice Quilts in Onalaska is featured in the same issue.

Interested in a visit?

The Quilted Forest

205 N. Clark St. | Forest City, IA 50436

www.thequiltedforest.com

Join us for these upcoming CBA events . . .

Join CBA administrators and faculty for complementary hors d’oeuvres and refreshments at these events. Win door prizes and hear about all the exciting things happening on campus! No charge to attend, but please RSVP at uwlalumni.org or 608.785.8489.

MILWAUKEE

Tuesday, Nov. 13 | 6:30-8:30 p.m.

The Wicked Hop

345 N. Broadway | Milwaukee

MADISON

Wednesday, Nov. 14 | 6-8:30 p.m.

Claddagh Irish Pub

Greenway Station

1611 Aspen Commons | Middleton



Golf fun funds scholarships

Eighty-four golfers headed to Wisconsin Dells for an afternoon of golf. The annual CBA Golf Challenge raised just under \$6,000 for scholarships. Next year’s event returns to the Wild Rock in the Dells Friday, June 7.



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College seeking re-accreditation. Find out what it takes for the College of Business Administration to get ready for its big review.

P11



Hoang Vo not only earned the CBA's top graduating senior award, he received one of the top university's graduating senior award too. Find out more about this new alum from Vietnam.

P4



View of campus from the new lookout on Grandad Bluff.

Building Bridges

University of Wisconsin-La Crosse