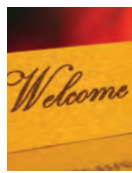




Exchanges with Germany grow stronger as the country emerges as an economic leader.

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College of Business Administration welcomes eight new members on the board of directors.

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Retiring faculty member Tom Hench knows corporate business and business education.

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Cover of the July/August issue of "BizEd" where UW-L's CBA is featured in the article "Measures That Matter."

Building Bridges

University of Wisconsin-La Crosse

We mean business

CBA gains global recognition

Business leaders worldwide are discovering UW-La Crosse means business.

Within the last year, prominent publications and accrediting bodies alike have recognized UW-L's College of Business Administration as a national leader and an example to follow. Read a globally distributed business magazine, a national report on best practices or the award recently hung in the business college of-office wall. They all showcase a college rising to the top for innovative practices and assessment of student learning.

"It's been an honor to have people call us and to use our processes as a model," says UW-L CBA Dean Bruce May.

About two years ago the CBA developed a vision to be a school of great reputation noted for its programing, says May. The college then made changes to

ensure quality programs such as developing the assurance of learning process. Other schools began to inquire about what UW-L's CBA was doing and how.

"What we do is not a secret," says May. "We want to let people know we are a quality operation."

CBA students demonstrate strong reputation

CBA graduate Marlin Helgeson, '78, a local businessman with 30 years at two fortune 500 companies, has learned the most about the quality of CBA programming through its students and graduates. As a former Trane human resources director and current managing partner at PeopleFirst HR Solutions, he meets UW-L interns on the job.



BRUCE MAY

Letter from the Dean

CBA plans to build on a successful year

Welcome to the fall 2013 issue of Building Bridges. The 2012-13 academic year was a terrific year! We sailed through our AACSB reaccreditation. We earned the 2013 Council for Higher Education Accreditation (CHEA) Award for Outstanding Institutional Practice in Student Learning Outcomes. We were featured in "Best and Innovative Practices in Higher Education Assessment" in a Hanover Research Report and we were featured in the July/August 2013 edition of BizEd Magazine, published by AACSB International. To sum it up, we've gained great national and international exposure for our college and programs.

I am looking forward to another successful year. This October we are scheduled to be featured in the Midwest edition of Forbes Magazine. We will also be creating a partnership-based entrepreneurship program focused on the economic difficulties faced by businesses throughout Wisconsin.

We will launch a Center for Entrepreneurship, Sustainability, and International Trade that will be housed in our Small Business Development Center (SBDC). If you recall, in 2012, our SBDC won the Regional (Region V) Small Business Champion Award, "Excellence and Innovation" and the State Excellence Award. Both awards were given by the U.S. Small Business Administration.

Last year we started two new minors, one in Sustainability and one in Health Information Systems Management (HISM). In the coming year we will continue to develop new programs and review existing programs. We will undertake a thorough review of our MBA program and curriculum. Additionally, the college has six instructional vacancies to fill, so we will be busy conducting searches. We will also continue to engage in the high-level assessment practices that are a model for other universities and have brought us much acclaim.

The college will also be hosting alumni events in Minneapolis, Chicago, Milwaukee and Madison. I look forward to potentially seeing you at one or more of these events and personally sharing more updates and success stories from the CBA and UW-L.

Best regards,

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



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SMART PHONE SHOPPING

UW-L students collaborate on grocery shopping mobile app

Students in a UW-La Crosse marketing class conducted research on a mobile application designed to reinvent the grocery shopping experience. The app, developed by a team of UW-Madison students, ideally will be piloted in grocery stores in the La Crosse area this fall.

UW-L Assistant Professor Kristy McManus' Promotions/Advertising Management class collaborated with UW-Madison students to help answer marketing questions about the app. UW-L students investigated how the app would be perceived by various target markets and retailers. Then, they developed an integrated marketing communications plan to target a variety of markets.

The app, Fetch Rewards LLC., run by UW-Madison business student Wes Schroll, allows shoppers to directly scan purchases into their mobile devices, providing a running tab of the grocery bill and automatically triggering available coupons. It also saves shoppers time at checkout.

The app gives grocery stores a new way to appeal to tech-savvy customers. It also gives consumer-packaged goods companies (CPGs) a way to build brand loyalty through a loyalty rewards program.

"Most classes do a simulation — marketing something that is fake," says UW-L Junior Nick Nelson. "This is actually being applied to real life. Wes is going to be looking over our research and getting really valuable information."

Students are excited to see the app roll out and see if any of their ideas were implemented, says McManus.

McManus says collaborating with Schroll was a great experience.

"He is really dedicated to the project and making it go," says McManus. "My students are amazed to see how someone their age can take something to this level."

La Crosse is an ideal test market, since it has a high percentage of younger customers from UW-La Crosse, Viterbo University and Western Technical College, says Schroll.

Nelson says he would use the app. His class research showed roughly 75 percent of UW-L students have smart phones, meaning he wouldn't likely be the only one interested.

"I plan on trying it," says Nelson. "I think this will be a great app."

Fetch Rewards LLC. won the \$10,000 Innovative Minds Challenge on May 10 at the UW-Madison. Innovative Minds, sponsored by the Madison office of the law firm Perkins Coie LLP recognizes the top student innovation of 2013 that is best positioned for commercial development. Fetch Rewards, run by Schroll, has logged a year of development. The Fetch team has 12 full-time employees and five industry leading experts on its advisory board. Fetch has so far won more than \$55,000 in cash.



Assistant Professor Kristy McManus, center, with several students in her Promotions/Advertising Management class who worked on the mobile app project. The app, Fetch Rewards LLC., run by UW-Madison business student Wes Schroll, allows shoppers to directly scan purchases into their mobile devices.



A JOINT VENTURE WITH GERMANY

Exchanges grow stronger as Germany emerges as economic leader

As Germany reaches the top of Europe's economic ladder, the number of students wanting to learn German language is on the rise, says Jay Lokken, director of UW-L's Office of International Education.

Likewise, partnerships among the College of Business Administration and universities in Germany are growing stronger.

UW-L graduate Eric Rude, an international business and management major, is the first to embark on the new joint-degree program in international business between schools in the state of Hessen, Germany, and UW-L. The program is one more step in Wisconsin-Hessen Exchange partnerships with UW System

AN HISTORIC RELATIONSHIP

The UW System was encouraged to start developing partnerships with universities in Hessen, Germany, in the late 1990s after a sister-state relationship formed between Hessen and Wisconsin. The partnership was based on a historic relationship between the two states including immigration from Hessen to Wisconsin and a history of trade, says Jay Lokken, UW-L director of the Office of International Education.

schools which started in the 1990s. The exchange averages about 30-40 students traveling either way each year.

UW-L and Frankfurt University of Applied Science decided to make exchanges more formal by offering joint programs. UW-L students can earn a German degree and vice versa.

"It started with some visits back and forth," says Swen Schneider, dean of Frankfurt University of Applied Science, one of the partner schools in Hessen. "We found out that we have a lot in common."

Frankfurt is a prime location to send students, says Lokken. "When this partnership started, we had no idea the European Central Bank would be located in Frankfurt and the city would become the center for European trade in the world," he explains.

Students are able to learn firsthand from faculty and others in the German banking community.

Rude, who is earning a Master of Arts in Leadership at Frankfurt University of Applied Science, enjoys meeting peers in his classes from diverse countries and majors who "have a different way of thinking or working than the average business major," he says.

But a degree from Germany doesn't come without challenges. Almost all of Rude's classes are taught in German and his entire grade is typically dependent on



Eric Rude, '10, graduated with a bachelor's degree from UW-L — triple majoring in international business, management and German. He now lives in Frankfurt, Germany, and started working on a master's degree in winter 2011 at the Frankfurt University of Applied Science.

one final exam or project — a common expectation in German university classes. Such changes have stretched him. He's gone from feeling embarrassed to speak German aloud in class to presenting with limited notes in front of his German-speaking peers.

Schneider sees German students return from UW-L, first and foremost, with cultural and language competency.

"It expands students' way of thinking and their ability to solve problems," he says.



Sven Schneider, dean of Frankfurt University of Applied Science, pictured working with students in an e-commerce master's-level class at Frankfurt University of Applied Science. Schneider says increasingly business classes at the school are being taught in English.

Faculty exchanges underway too

Some UW-L faculty have also traveled to Hessen universities during the summer for research projects and language learning. Many CBA faculty earned grants to travel and have built relationships with German faculty. These relationships led to the joint degree program in international business.

Exchange: By the numbers

Total number of students:
From Germany to UW-L: 229
From UW-L to Germany: 229

- UW-L Office of International Education

STUDENT ASSOCIATION PARTNERSHIP

Nick Bezier, president of the UW-L Student Association, and David Wermedal, vice president, reached verbal agreements to establish partnerships with student leadership from three European universities on a trip to Europe in spring 2013. The universities include: University of Oldenburg, Frankfurt University of Applied Sciences and the University of Luxembourg.

Delegates from the UW-L Student Association will return to Germany and Luxembourg in November, and students from the European schools will visit UW-L in late March and early April. They plan to work on joint projects such as fighting to keep tuition low and social justice campaigns.

"The style of student governance in Europe is much different, but I think there's something to learn," says Bezier. "Student leaders there have ensured very affordable, high quality education. At a time when UW System continues to lose funding from the state, we feel students need to take a stand for college affordability and quality and protect UW."



Frankfurt University of Applied Science

PARTNERSHIPS

UW-L has three partnerships with universities in Frankfurt, Germany:

- Fachhochschule Frankfurt (Frankfurt University of Applied Science)
- Johann Wolfgang Goethe University in Frankfurt
- University of Music and Art in Frankfurt

CONTINUED FROM FRONT PAGE

We mean business

“They were very well prepared and professional in demeanor,” says Helgeson, recalling interns at Trane. “We looked at the internship program as a pipeline to fill our regular positions.”

He has also come in contact with students while serving on the UW-L Alumni Association and the CBA Silver Eagles boards. Such interactions show him not only the quality of CBA students, but also the financial need some have. As a result, Helgeson and his wife, Julie, '76, '93, donated three, \$1,000 scholarships to students in the CBA, which were awarded in May.

National business magazine features CBA

Outside sources in business education are also validating the CBA's reputation. The UW-L College of Business Administration is featured in the July/August issue of BizEd, a bi-monthly magazine published by The Association to Advance Collegiate Schools of Business (AACSB) International, a leading accrediting body for business schools worldwide. With a circulation of 18,000, BizEd goes to deans and faculty at more than 1,300 institutions globally.

“Being in Biz Ed basically guarantees that you'll have name recognition among business colleges worldwide,” explains May.

The feature focuses on the CBA's transparent, faculty-driven assessment practices, which have gained a national reputation through a recent award from the Council for Higher Education Accreditation (CHEA). The award is for outstanding institutional practice in student learning outcomes.

Assessment and assurance of learning is becoming an increasingly important activity in all of higher education. Business schools and business educators are always sharing best practices in the area, says Tricia Bisoux, co-editor of BizEd magazine.



From left, Robert Sullivan, AACSB officer from University of California, San Diego; CBA Dean Bruce May, CBA Associate Dean Glenn Knowles, Joseph DiAngelo, AACSB officer from Saint Joseph's University; and Robert Reid, executive vice president and chief accreditation officer AACSB.

“We heard about the CHEA's recognition of UW-L CBA's approach to assessment, and we thought UW-L's success in building a culture of assessment among its faculty would be of high interest to our readership,” she says.

To see the article in BizEd visit <http://goo.gl/Wne70>

College reaccredited

The CBA recently received a formal stamp of approval from its accrediting body. In March the CBA was reaccredited by AACSB International, meaning it remains among the five percent of business programs worldwide that can meet these rigorous standards.

AACSB International is the longest serving global accrediting body for business schools that offer undergraduate, master's, and doctoral degrees in business and accounting.

“AACSB-accredited schools have the highest quality faculty, relevant and challenging curricula, and provide educational and career opportunities that are not found at other business schools. They have been proven to provide the best in business education worldwide,” explains May.

The accreditation standards assess a college's ability to perform in critical areas, such as teaching, research, curricula development, and student learning.

May says the reaccreditation team praised the college in three areas:

- Commended the faculty as being “highly engaged with their students and with the work of the college. Students recognized the quality of the education that they receive at UW-L,” noted evaluators.
- Lauded the college's outstanding assessment program that has “become a model for the university and other organizations.” Evaluators also praised the college for its emphasis on quality through its “culture of assessment.”
- Pointed to the college's unique strength of “globalization of business curricula” and “significantly enhanced opportunities for students to study abroad.”

Currently, 672 business schools in 44 countries and territories maintain AACSB Accreditation.

“It takes a great deal of commitment and determination to earn and maintain AACSB Accreditation,” says Robert D. Reid, executive vice president and chief accreditation officer of AACSB International. “Business

schools must not only meet specific standards of excellence, but their deans, faculty, and professional staff must make a commitment to ongoing continuous improvement to ensure that the institution will continue to deliver the highest quality of education to students.”

Other recognition

• CBA recognized in national report

In April 2013, the CBA was listed among 12 of the top colleges in the nation for innovative assessment practices. The recognition came in a report on Best and Innovative Practices in Higher Education Assessment from Hanover Research, a global research firm. Some of the other schools featured were Princeton, Carnegie Mellon University and Cornell University.

• Small Business Development Center wins award

The Small Business Development Center was recognized in the Midwest region and statewide June 2012 for excellence in promoting business with the Small Business Development Center Service Excellence Award. The award recognized the center’s role in developing access to international markets.

• CBA students earn top ranks

May 2012 graduates scored higher than 93 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 440 participating business schools across the nation.



Honor and integrity, pursuit of wisdom and earnestness.

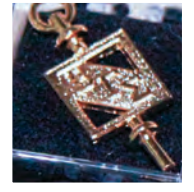
Students inducted into prestigious honor society

Twenty-eight CBA students were inducted into Beta Gamma Sigma May 2. The international honor society provides the highest recognition a business student can receive in a baccalaureate or post-baccalaureate program at a school accredited by the Association to Advance Collegiate Schools of Business. The founding principles and values of the society are honor and integrity, pursuit of wisdom and earnestness.

Senior business majors and MBA students must rank in the top 10 percent of their classes to be invited. The featured speaker for this year’s induction dinner and ceremony was UW-L Provost Heidi Macpherson. She spoke on what achieving academic excellence can mean.



Above: UW-L student Kevin Weis shakes hands with Beta Gamma Sigma Chapter President Thomas Hench during the induction ceremony.



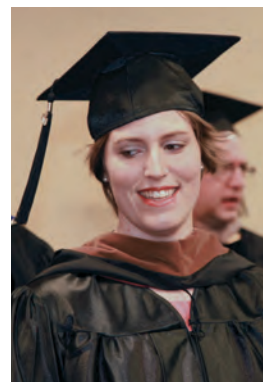
Right: Pins inductees receive when they join Beta Gamma Sigma.

International MBA graduates look to the future

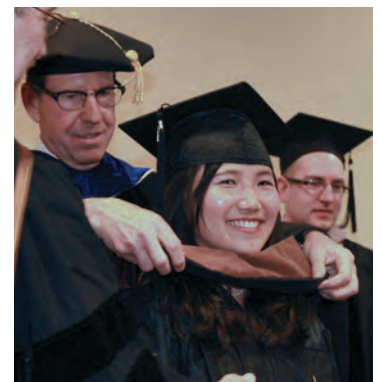
MBA commencement hooding ceremony May 19 at the La Crosse Center.



Master of Business Administration graduate student Yu-Hsuan Chang of Taiwan receives her hood.



Master of Business Administration graduate Marine Houllier of France is one of the 16 international MBA graduates.



CBA Dean Bruce May places a hood on Thanaporn Thepsiriamnuay, a Master of Business Administration program graduate from Thailand.

Photos by UW-L student Hanqing Wu.



Tom Kennedy, pictured with his wife, Trudy Kennedy, in the pilot house of The Thomas Kennedy. In addition to his experience in the business world, Kennedy taught intermediate accounting for two years at UW-L in the early 1980s.

Getting on board

CBA welcomes new board members

Tom Kennedy has learned a lot about the world of business on the job. The Onalaska businessman is ready to share that with the College of Business Administration as one of eight new members on the CBA Board of Directors.

"I like to be involved in the community and the university is part of the community," he says.

Kennedy, '76, started working at a public accounting firm after graduation and worked his way up the ladder — to a commercial loan officer and vice president at U.S. Bank. He was recruited by J.F. Brennan Com-

pany Inc. and is now vice president and chief financial officer for the marine construction company based in La Crosse.

He has a boat named after him for his years of service and contribution to the success of the company. That experience amounts to 30 years working in finance, accounting, human resources, risk management and law. Kennedy says this experience could lend to the development of curriculum or other areas within the CBA.

"The university is a great asset to the city," he explains. "I think it's a very well run university, so my input may be little, but I'll lend assistance where possible."

The Largest boat in the J.F. Brennan Co. — 75 ft. x 40 ft. x 35 ft. with 1,800 horsepower — is named after UW-L alumnus and College of Business Administration board member Tom Kennedy. The boat reads in steel letters — The Thomas Kennedy.



Tracy Buccelli, '83

Position: Business Services Representative, Community Credit Union

Place of residence: Holmen

Expertise and experience: A variety of experiences in different industries. Can assist with the development of relationships with many companies. Worked in recruitment and recruitment sales helping students and new graduates enter the workforce. Involvement in a variety of networking groups with a good understanding of the value of community service and developing relationships outside of the workplace.

"I hope to bring enthusiasm and ideas to the College of Business Administration students to make them successful leaders in the community."

Karen Dunn



Position: Senior Vice President, Chief Credit Officer at Coulee Bank

Place of residence: La Crosse

Expertise and experience: Worked with businesses of all types and sizes in terms of growing and managing their business from a banking perspective for more than 20 years. Analyzed trends seen in the company's balance sheets and profit and loss statements as well as cash flow.

"I hope to help bridge the gap between education and business, provide a resource for anyone going into banking as a career and, hopefully, become a resource for budding entrepreneurs."

New board members

Daniel O. Foor

Position: Chief Operating Officer, La Crosse Forage & Turf Seed, LLC.

Place of residence: West Salem

Expertise and experience: Deep experience in marketing, international business and assignments, operations and sales — primarily in agricultural related enterprises.

"I want to get involved with the university community and help students."



Eric D. Guth, '76

Position: General Manager, Mutual of Omaha Financial Advisors

Place of Residence: Onalaska

Expertise and experience: Specializes in hiring recent college graduates and career changers into the financial service industry.

"I want to give back to and serve my community in servant leadership style. Since we spend so much time on campus dealing with young people and their professors, we are trying to build a bridge and get the information and knowledge to these graduates and professors about what we, as an industry, are looking for and skill sets needed for future hires."



Derek Laczniak, '10

Position: Account Manager, M3 Insurance Solutions Inc.

Place of residence: Madison

Expertise and experience: Recent graduate offers insight about what helps students not only to be successful while attending UW-L, but, more importantly, how to transition that success into the workforce.

"My time at UW-L transcended a mere diploma and place to plant myself for four years. It meant more than that. So much of skill that I use day in and day out were not on a syllabus or in a textbook. They were the lessons I learned, relationships I built, and soft skills I developed that have played a huge part in my post graduate success."



Jonathan Trapp, '01

Position: Seeking new career challenge after working for Armitage, Inc.

Place of residence: La Crosse

Expertise and experience: Worked for 20 years as an agent for Armitage Inc. selling group insurance to local businesses and, for the past 10 years, as corporate treasurer for Armitage. Armitage book of business was recently sold to the Stanley McDonald Agency, a successful transition.

"With 20 years in business to business sales and significant leadership experience in non-profit board leadership, I want to help raise the profile of the College of Business Administration in La Crosse by finding new opportunities for CBA students, faculty and alumni to strengthen our community."



Scott Turnbull, '82

Position: Certified public accountant and partner/shareholder with Franke & Turnbull, CPA's, S.C. in La Crosse

Place of residence: La Crescent

Expertise and experience: Tax and accounting, relevant to small and medium, privately held business clients after more than 28 years working in a smaller-sized public accounting environment.

Experience partnering with other "experts" in areas such as human resources, legal, technology, financial investment, etc. that are also relevant to small business clients. Expertise in the not-for-profit sector and small business.

"An interest of mine would be raising the awareness and understanding of the not-for-profit sector and the uniqueness, challenges and opportunities the various NFP organizations present."





From left, UW-L alum Aaron Macha, UW-L student Andy Truax and Susan Whitewater, UW-L sales coach. Three other UW-L students competed in the Great Northwoods Sales Warm-Up at UW Eau Claire: Amber Fochs, Hannah Olevson and Brian Chin. Truax and Andy Collins moved on to compete in the National Collegiate Sales Competition at Kennesaw State University in Georgia.

WARMING UP STUDENTS' SALES SKILLS

UW-L alum donates to help students continue sales competition

Aaron Macha is sold on the idea of preparing students for the real world of business.

With a financial contribution to UW-L in spring 2013, the 1999 graduate supported UW-L marketing students' participation in a sales competition, the UW-Eau Claire Great Northwoods Sales Warm-Up.

The competition is intended to increase marketing students' interest in sales as a profession and hone their selling skills through presentations and live sales calls. It also offers them an opportunity to network with sales professionals, recruiters and other students in the field.

"I interview a lot of people for positions from research to sales," explains Macha, vice president of marketing and sales for the Health and Wellness Division of Main Street Ingredients in La Crosse. "I think that real-world experience is extremely helpful in the workplace. I'm hopeful these competitions prepare a handful of students to be more successful in their future careers."

UW-L has participated in the Great Northwoods Sales Warm-Up for two years. The first year, UW-L student Monica Bohl was named overall champion. This fall, 15 universities and 48 students from 10 states competed. The numbers included four UW-L students, who were selected from two previous rounds of competition at UW-L, including a live sales call with community marketing professionals.

At the Eau Claire regional competition, all contestants delivered two, 20-minute sales presentations to an individual buyer. Sales calls were evaluated by a panel of sales professionals who viewed presentations via cablecast at a remote location. Two UW-L students went on to the national competition in Georgia.

"Every year we learn a lot," says UW-L Sales Coach Susan Whitewater, '93, who also teaches a Professional Selling/Sales Management course that is required for all marketing majors. "This funding from Aaron means we can keep learning from these competitions."

Macha, who majored in marketing, recalls the learning he did at UW-L. In particular, he remembers writing a 100-page paper in Professor Steve Brokaw's international marketing class, focusing on marketing and selling a consumable good.

"We had to do a lot of research, and that was before the Internet," explained Macha. "That stuck with me."

Brokaw later helped Macha in the search for his first job after graduation. Macha has been working in sales and marketing related positions ever since. Brokaw has kept in touch over the last 15 years, following his career progression.

"He's good about keeping in contact with students," says Macha. "He's been an inspiration. After meeting Sue and learning more about the sales competition, this seemed like a good thing to do — give back to a university that did a lot for me."



Hench offers key to good business, life

Retiring faculty member knows corporate business and business education

Tom Hench, a recently retired professor and chair in the Department of Management, spent his business and teaching career pondering one central question he heard in an undergraduate elective course: “How do we create the creative organization?” In other words, how do both managers and employees make organizations places of wonder, engagement and magic as opposed to “soul destroying” environments where employees feel controlled, explains Hench. The question inspired his 20 years as a manager and 17 years as an academic.

After 17 years as a professor in and chair of the Department of Management, Hench retired May 26. He leaves behind advice about managing and how to be part of a creative work environment. He hopes those ideas resonated with his students in both their business and their personal lives.

“The joy of life is that we make it up as we go,” he explains. “If I approach life with a certain level of humility, it gives me a different way of moving forward. And I’m able to find great meaning and joy in approaching life that way.”

LET GO OF CONTROL

Management has historically been about gaining and keeping control.

“We are all control freaks at some level, but that mentality always ultimately fails,” says Hench.

More often than not, more is out of a company’s control than is in its control. The trick is to be humble enough to realize this fact. Management is much less about controlling than it is about working effectively



Tom Hench, a former professor in and chair of the Department of Management, retired May 26. He served as an executive committee member on faculty senate; adviser to a student organization; president of Beta Gamma Sigma, an international honor society for business students; and a member of the International Education Committee.

together to care, nurture and respect one another, says Hench.

Hench alludes to the famous balcony scene in *Romeo and Juliet*. “...the more I give to thee. The more I have, for both are infinite.”

The key is to trust each other. “If you want people to create, set them free and get out of the way. Wonderful things are about to happen,” he notes.

KNOW YOU ARE PART OF A TEAM

Hench reflects on the accomplishments on his resume, but notes he didn’t do any of it alone.

“None of us works alone in corporate life. The real challenge is how we live and work effectively in relation to each other,” he says. “How do we work together to make something truly special happen?”

ACCEPT THAT YOU CAN’T PLAN EVERYTHING

Business tends to emphasize the need to plan. Managers write expectations, finance officers build budgets and presidents set goals. Then, they step out into the world of business and realize hurdles stand in the way of the plan because the biggest challenges in business are not planned. But that’s where the joy of creation comes in, explains Hench.

“The reality is we need to take advantage as life unfolds in a way we can’t anticipate,” says Hench. “The real game we are all playing is one of experimenting and discovering.”

He encouraged his students to approach business and life with a sense of discovery with both the good and bad that obstacles bring.

“There will be plenty of optimizing budgets. Let’s create a world together.”

LEAVE ROOM FOR CREATIVITY

Hench says the world of business is filled with all kinds of steps and generic processes guaranteeing successful business or profits. But none of these really captures the real joy and wonder of the real world of business.

“What I took from all those years in business was the wonderful relationships and challenges I met at every turn — life lived well for better or worse,” he says. “There is plenty of room for joy, wonder and creation in the business world. We too often forget that and reduce it to a set of rote techniques.”

FOCUS ON PRODUCT — NOT PROFIT

At the end of the day, the primary reason a business exists is to create a product that serves peoples’ needs. What business people need to remember is that profit is derived from providing great products. Focus should be on providing such products and services and on making them better through innovation and creation.

BE DECENT

If you know how to be a decent human being, then you know how to manage, says Hench. Companies that have done well are ones that know intuitively how to treat each other with respect, he says. Early management concepts about “plan, lead, organize, control” keep us trapped in industrial models of control when life should really be about liberating and loving.

NEW CBA FULL-TIME FACULTY & STAFF



Kelly Nowicki, '98, '02

Position Accepted: Associate Lecturer, Management

Education: Undergraduate: bachelor of science in marketing and Spanish, UW-L, 1998; Graduate: Master of Business Administration, UW-L, 2002.

Previously employed as: Self employed doing contract training and consulting. Under the contract business Nowicki Network, served as

executive director of Tri-Quest Charities, a non-profit organization that aims to raise money to support youth in the Coulee Region. Also facilitated, trained and consulted with local and regional educational institutions and their business services programs; was a lecturer in the UW-L Marketing Department from 2005-07.

Expertise and interest in the business field: I have valuable knowledge in a variety of industries from my work within a consulting firm. I recognize an opportunity for more sustainable business practices and a correlation between improving sustainable business practices and larger profit margins. I find it important to stress to students that businesses need to be better corporate citizens.

"The primary reason I was interested in this position is because it was a new position — developing and teaching courses that are, in part, new to UW-L," she says. "Entrepreneurship and sustainability are topics I am interested in, have worked in, and I want to be a part of establishing and re-establishing at UW-L."



Mark A. Huesmann

Position accepted: Associate Lecturer, Accountancy and Business Law

Education: Undergraduate: bachelor of arts in history, UW-Milwaukee, 1991; Law degree: University of North Dakota School of Law, 1994.

Previously employed as: Partner at Huesmann Law Office, S.C. from 1996-2013; also a lieutenant colonel in the Army Reserve since 1986.

Expertise or interest in the business field: I have been teaching business law as an adjunct instructor since 2006. Teaching and working with students really appeals to me and I decided to transition to teaching full time.

"I have 18 years of experience practicing in all areas of the law as a trial attorney. This background helps me to use real-world examples of how the concepts students are learning about are applied in a practical, real-world setting."



Mary K. Hamman

Position accepted: Assistant Professor, Economics

Education: Undergraduate: bachelor of science in economics, Arizona State University, 2003; Graduate: doctoral degree in labor and industrial relations, Michigan State University, 2008.

Previously employed as: Adjunct faculty member at UW-L working as a co-principal investigator on a project researching gradual retirement and extended

work lives in Germany, funded by the Alfred P. Sloan Foundation.

Expertise or interest in the business field: I am an empirical microeconomist with expertise in health and labor economics, and I particularly enjoy researching topics where the two fields intersect. My past research has focused on female labor supply and maternity leave and other forms of paid leave and demand for preventive healthcare services. My current research focuses on examining the role of public policy in encouraging longer work lives and the relationship between retirement timing and type (gradual vs. abrupt) and long-term health outcomes. I also have extensive training in human resources and labor relations and taught personnel economics and business research methods in MSU's Human Resources and Labor Relations master's program for five years.

"I am excited to continue my research and return to the classroom. I have been involved in my research since leaving MSU in 2011 to move to Whitehall for my husband's job as a dairy veterinarian, but I have really missed being part of a university community and interacting with colleagues and students. I am thrilled both my husband and I have now found fulfilling professional careers in the Coulee Region."



Terri Urbanek, '97

Accepted position: Business Counselor and Outreach Coordinator, Small Business Development Center

Education: Undergraduate: bachelor of science, accounting, UW-L, 1997. Graduate: master of business administration with an emphasis in organizational development, Upper Iowa University, Fayette, Iowa, 2005.

Previously employed as: Internal Financial and Operations Auditor, Community Credit Union

Expertise or interest in the business field: 12 years of experience in small business, 10 years of experience in the non-profit arena, 14 years' experience in the credit union industry, seven years of experience as adjunct faculty for the technical college in the business division, and two years' experience as a business counselor.

"The new position provides me with an opportunity to work with multiple business types, share experiences, and help bring new enterprises to the 7 Rivers Region."



Janice Hoeschler, left, with Adam Pugh, recipient of the 2013 Jake and Janet Hoeschler Award for Excellence, named for Janice's parents.

The Jake and Janet Hoeschler Award for Excellence recognizes a College of Business Administration graduate for academic accomplishment and qualities of leadership demonstrated in campus and community activities. Janet Hoeschler, a 1940 graduate, established the award in 1992 to signify a partnership of business and the university. The award extends the Hoeschlers' belief in excellence, education, philanthropy and the La Crosse community. Recipients receive \$1,500.

Top grad heading to corporate finance

Adam Pugh graduated in May with a double major in finance and the Honors Program in economics. He was involved with residence hall governance and a resident assistant, and took part in Broadening Horizons. Pugh was engaged in academic research and presented his honors thesis on trade sanctions at the National Conference on Undergraduate Research. He worked with several professors to co-author an economics paper on unemployment spells and call-back rates from employers. Following graduation, Pugh plans to participate in CUNA Mutual Group's Finance Leadership Program, which will expose him to different areas of corporate finance. After working several years, he hopes to pursue a graduate degree. He is the son of Jason and Beth Pugh, Ripon.

ABOUT ADAM PUGH

My favorite professor was John Nunley because I took several courses taught by him, in addition to working on several research projects. He is always willing to put in extra time to make sure students are understanding the material, while challenging and encouraging those who grasp the concepts quicker. He augmented my interest in economics and served as a mentor throughout college.

My other favorite professor/staff member was Lisa Giddings because she integrated interesting and relevant research into class while having a laid-back and fun attitude.

My favorite class in college was Behavioral Economics because it provided insight into the anomalies of traditional economic theory and allowed us to administer a research experiment on a topic of our choice within the field. The material for that class is fascinating and you could take the class over and not learn any of the same information. It is a relatively young discipline and there are constantly new advancements.

When I arrived on campus, I was very excited to have the opportunity to start college, but, like many freshmen, I didn't really know what to expect. The first couple of months are exciting as you get settled and make new friends.

When I was 6, I wanted to be ... well, I really didn't have a "dream" career. It wasn't until I got exposed to a few accounting classes in high school that I started to get interested in pursuing a business degree.

When I'm 40, I want to be ... I don't have a specific career selected. I have an open mind toward the future and with a variety of interests may end up doing one of many things. One possible option that I would enjoy is being a professor.



Rada Award recipient Nate Melby celebrates the honor with his mom, Ellen McDonah.

Safety man

Nate Melby, '02, is a leader in public, info tech safety

At Trane Co. he battles security risks that threaten computer safety. Away from work he battles fires that threaten public safety. Nate Melby stays busy and leads by example.

At work Melby builds a positive and productive work environment. "Many people within the organization find his enthusiasm and dedication both inspiring and motivating," notes Ann Boland, director of Global User Support Services for Ingersoll Rand Corp., Trane's parent company.

As a Town of Campbell emergency management leader, Melby's public safety efforts extend area-wide. He was elected president of the La Crosse County Fire Officers Association in 2009.

"Serving his community while wearing multiple hats is Chief Melby's normal characteristic," says Keith Butler, La Crosse County Emergency Management Coordinator. "He does this humbly and with easily identified servant-leadership qualities."

THE NATE MELBY FILE

- Mentor and educator in information technology.
- Has held various computer and telecommunications positions with the Trane Co. since 2000.
- Enterprise information security architect with Ingersoll Rand Corp., parent company of Trane, in La Crosse since 2008.
- Leader in public safety in La Crosse County; Assistant Fire Chief and Fire Chief, Town of Campbell Fire Department since 1997; Emergency Management Officer, Town of Campbell since 1998.
- Earned a bachelor's in information systems from UW-L in 2002; holds an MBA from UW-Whitewater, 2003; anticipates a doctorate from Nova Southeastern University, 2013.

The Rada Distinguished Alumnus Award ... recognizes alumni in early to mid stages of their careers who are making exceptional contributions to their professions and communities. To nominate an alum for any distinguished alumni award, visit www.uwlalumni.org, click on connect and then award.

Bill Cress remembered

Professor Emeritus William Cress was a fearless leader of students and faculty and an unabashed supporter of UW-L. He was always experimenting with new ways to prepare accountancy majors for future careers. He was a leader in revising UW-L's accounting curriculum to the 150-hour requirement for the Certified Public Accountant exam. He was an enthusiastic supporter of the accountancy internship program (now the largest at UW-L) and of new events that have become annual, such as the Accounting Banquet, Accounting Career Expo and Accounting Interview Days.

Cress had high expectations for his students and they delivered. He was particularly proud of the performance of UW-L students on the CPA exams, including ranking No. 1 in the nation in pass rates at least once.

Cress was a first-class mentor long before mentoring became an institutional requirement in academia. He did this because, in addition to being very demanding, he was an extraordinarily caring person. After his retirement, Cress's many friends started the Cress fund at the UW-L Foundation.

- Tribute courtesy of colleagues Ken Winter and Joe Kastantin

The Cress Fund

The Cress Fund, established in 2005, is a multipurpose fund that aims to assist with professional development for Accountancy Department students and faculty and provide scholarships for Accountancy students. To donate to the fund send contributions to: UW-L Foundation, P.O. Box 1148, La Crosse, WI, 54602-1148.



William P. (Bill) Cress died July 16, 2013. He joined UW-L as a full professor in accountancy in 1985 and immediately assumed duties as the department chair. He retired in May 2005 and was granted emeritus status in 2006.



CBA grads finding work

Nearly all graduates from the College of Business Administration are finding work after they graduate. A total of 99.2 percent of CBA grads in 2011-12 found jobs within six months of commencement – 93.1 percent of them in positions related to their majors. Another 6.5 percent went to graduate school. The average starting salary for CBA grads entering the workforce was \$41,195. Find the complete report at:

www.uwlax.edu/careerservices



Above: UW-L student Emily Rainey, right, hands out cookies.

Right: UW-L students Cody Nelson, left, and Anthony Verga



Random acts of cookies!

CBA students offered “random acts of cookies” to guests on campus for the National Conference on Undergraduate Research (NCUR) in April. Undergraduates from 48 states and seven countries presented their research findings during the three-day event.

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Ring in success

David J. Smith, far left, was on Wall Street March 21, 2013, for the opening bell of the New York Stock Exchange when Aviv REIT had its initial public offering. Smith, '03, managing director of the company's investor relations and capital markets, helped prepare the IPO for the company. "I couldn't have done it without my UW-L education," he says. Aviv REIT, a real estate investment trust in Chicago, specializes in healthcare properties. It trades under the ticker symbol, "AVIV."



Building Bridges

CBA
UNIVERSITY OF WISCONSIN - LA CROSSE

University of Wisconsin-La Crosse