



Ken Winter, long-time Accountancy chair, professor, retires.

P5



Graduate's international career takes him to Peace Corps headquarters.

P10



Scholarship came at a critical time for UWL Senior and Silver Eagles Scholarship recipient Nick Dobbs.

P12



During spring semester, students in a Labor Economics course met the community clients they would be assisting for round table discussions.



# Building Bridges

University of Wisconsin-La Crosse

## POSITIVE PARTNERING

### Students analyze labor market for area businesses

UWL business student Shaun Fleischhacker helped solve a problem for a La Crosse business: how to expand its applicant pool in a competitive market.

He learned how to apply economic models, write business reports and communicate with real-world clients. Moreover, he gained a new appreciation for what he can do in his field of study.

"Economics has so much application to the real world," says Fleischhacker.

During spring semester, students in Economics 330: Labor Economics conducted labor market research and economics consulting projects for seven area organizations. Issues they studied varied from how to effectively use incentives to motivate job performance to forecasting how the change in Minnesota's minimum wage may affect employers in Wisconsin.

"I wanted to show students how the tools we learn in lecture and in textbook readings can actually be applied on the job to deliver value to organizations," says Mary Hamman, the course instructor.



BRUCE MAY

## Letter from the Dean

### A dean's last letter: It's been a privilege to lead

In 2013, I stood in front of 300 educators from around the world in Washington, D.C. I was there to accept a national award for our college's work in measuring and enhancing student learning. It was a proud moment and symbolic of the continued success of UWL's College of Business Administration.

Since I became CBA dean in July 2012, I've had the privilege to lead a college that's steadily increased its reputation and visibility nationally. I passed that leadership role on to the new CBA Dean Laura Milner when I retired Aug. 1. The change in leadership allowed me time to reflect on what we've accomplished.

I was in Washington, D.C., that day to accept the Award for Outstanding Institutional Practice in Student Learning Outcomes from the Council for Higher Education Accreditation (CHEA). UWL was the second business school ever to receive the award, one of a series of stellar national recognitions to come. We were later listed among the top colleges in the nation for innovative assessment practices and featured prominently for our assessment practices in "BizEd," a national business magazine.

The college's Small Business Development Center has also been recognized nationally and regionally for outreach. And the CBA sailed through reaccreditation by AACSB International in 2013, making it among the five percent of business schools worldwide to have met these rigorous quality standards.

Over the years, the college has engaged a vibrant advisory board of directors, developed new programs, revised curriculum and launched a Center for Entrepreneurship and Innovation.

Because we know it takes great people to do great things like this, we've worked hard to hire impressive new faculty and staff from diverse backgrounds to fill vacancies and meet programming needs. They have made it possible for the college to increase program offerings while enhancing its regional and national reputation.

Standing on the stage that day in Washington, D.C., two years ago, I was proud of our college. None of these accomplishments would have happened without great staff, faculty and students. Our people set an example for other business schools in how to prepare students to lead successful lives.

Based on our record, the future of the college looks good. I look forward to watching the college continue to grow in quality and continue to help shape students' lives.

Best regards,

Bruce E. May  
Dean, UWL College of Business Administration

*In July 2012, Bruce May took over the CBA deanship after spending nine years as associate dean and two years as interim dean. He came to UWL with 10 years of teaching and international experience at the University of South Dakota. He brought a wealth of academic, business and leadership experience to the position, including teaching and leadership awards, business ownership, practice as a California business attorney and service as a U.S. Naval Flight Officer.*



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# New dean will spread the word about UWL's exceptional CBA



New CBA Dean Laura Milner started Aug. 1. She stands with former CBA Dean Bruce May in front of Wittich Hall, the future home of the CBA.

New CBA Dean Laura Milner looks forward to sharing the college's story with alumni, businesses and the community.

Keeping all stakeholders focused on student success will be key to the college's ability to sustain and even thrive during challenging times for the UW System, she says.

"Dr. Milner has experience managing a college in a challenging budget environment and she understands the need to engage the business community in our teaching and our research," says TJ Brooks, chair of Economics and the search and screen committee that hired Milner. "I know she is also looking forward to building financial support to ensure the quality and success of the CBA and its graduates well into the future."

Milner, who started Aug. 1, brings a wealth of experience in leadership, business outreach and international education. Most recently, she was both associate dean and interim chief international officer at Central Washington University in Ellensburg, Washington. She has

experience working on six continents with two Fulbright scholarships and has published extensively in international marketing.

Milner says her job search brought her to UWL because it is among the five percent of business schools worldwide that have met the rigorous quality standards to become accredited by The Association to Advance Collegiate Schools of Business (AACSB).

**"Certainly the accreditation is the world-recognized symbol for quality, but what it means to me is that the faculty are extraordinary," says Milner. "Faculty are the foundation of a great business school."**

Knowing that faculty are seasoned, vested professionals who are engaged in the development of policies and procedures necessary for the smooth operation of the

college, affords Milner the opportunity to take a more external focus, she says.

"I believe that the CBA is an exceptional business school," Milner explains. "My focus will be to ensure various stakeholders are made aware of this exceptionality and to invite them to partner with us to help expand our opportunities and to share with us how we may support them in their endeavors."

Milner has a history of forming external partnerships. Since her earliest days as a faculty member, her students were involved in consulting projects in the community. Those community relationships led to professional and networking opportunities for not only students, but also for her as a faculty member. She served on business boards and built future partnerships that were key to obtaining grant funding and providing research opportunities, she says.

"Thriving partnerships are key to supporting a life-long learning community," she says.



# FINDING FRAUD

New accountancy professor, former auditor educates using cases he cracked



Eddward Herron, assistant professor of Accountancy, worked for The Federal Reserve in bank supervision and at the International Monetary Fund training people in foreign countries how to audit banks and investigate fraud before starting his UWL teaching career.

Obviously, auditors need to crunch numbers. But when it comes to cracking fraud cases — what counts most is creativity, says Eddward Herron, UW-La Crosse assistant professor of Accountancy.

Herron used creativity and subtle cues to crack numerous fraud cases while working for The Federal Reserve and the International Monetary Fund before coming to UWL to teach.

In his 22-year auditing career, he recalls only three cases he solved by “crunching numbers.” The rest took a more creative approach.

He shares these Sherlock-Holmes-style cases in his auditing courses. Good stories “stick” in students’ minds and knowing the kinds of scenarios to expect gives them an edge in the real world, he says.

In classes, Herron recounts a particular bank audit he did in a small town while working for The Federal Reserve. As he and his trainee were leaving town, they stopped at a small café where Herron asked his partner if she noticed anything anomalous about the village.

“Just a lot of old people,” she said. “Exactly,” replied Herron.

The bank they had just audited was experiencing three percent loan growth in a town where the vast majority of its citizenry were living on Social Security and weren’t at a stage in life to borrow. Their detection took the auditors back to the bank where they uncovered extensive fictitious loan documentation and cracked a 50-year old fraud case.

Herron published the case last year and plans to publish more, eventually compiling them into a book to provide real-life auditing scenarios for students in the field.

Another publication he’s working on measures the role of creativity in an auditors’ ability to solve cases. Understanding the importance of creativity will play a major role in training future auditors, he says. Herron transitioned from his auditing career to academia for just this sort of research and communication on auditing.

He attributes his own creativity to his undergraduate liberal arts education, and one of his two master’s degrees in education, as well as a doctoral degree in accounting.

“I’ve always appreciated a liberal arts education because it taught me how to have a broader perspective, how to analyze and how to write,” he says.

Being an effective auditor also takes an appreciation for the importance of the career, since auditing is the last line of defense against many kinds of crime, says Herron.

“We [auditors] have a really vital role — to hold the line to make sure financial and other data is reliable so people will take money and invest it,” he says.



Ken Winter retired in May after 27 years at UWL.

# Long-time Accountancy chair, professor retires

## Winter helped build program with national reputation

Ken Winter has helped lead the charge in building the CBA's Accountancy program over nearly three decades. The program's success is one of the reasons he never left.

"I felt that I was part-owner of perhaps the best undergraduate accounting program in the nation," he says. "I didn't want to give that up."

Winter retired after 27 years at UWL in May. As Accountancy Department chair for 16 years and CBA interim associate dean for four, he helped build a program that is now a national leader for its Certified Public Accountant (CPA) Exam pass rate. The program has also established one of the largest internship programs at UWL, a successful annual career fair and a robust scholarship program.

When Winter became chair in 1993, the department

gave out about \$4,000 in scholarships. At the 2015 Accountancy Banquet, awards exceeded \$87,000, plus an additional \$13,000 awarded to accountancy students through the UWL Foundation.

What's made the department successful is the relationships with alumni, friends, UWL Career Services and organizations — especially regional accounting firms, says Winter. Interactions with the organizations have led to curriculum changes that better prepare students for careers. These relationships and strong support from UWL Career Services also created a successful internship program that leads to permanent employment and a placement rate consistently near 100 percent for accountancy majors.

Feedback from organizations and leadership from Karla Stanek, former director of Career Services, led to the creation of the Accounting Career Fair and Accounting Interview Days in 1998, exposing more students to career opportunities.

Winter says helping students make their first career decision is what he'll miss most. Students often

visited his office when considering multiple job offers. Helping them understand their career goals was an opportunity to make a big difference in their life, he says.

## Winter will continue to advance UWL

After retirement Winter will continue to meet with university alumni and friends to advance the university's mission and accountancy program.

Winter is also continuing to support UWL students through two endowed scholarships he and his wife, Lynn, established in 2002 for students studying abroad and studying photography. Winter is now donating additional funds to offer scholarships for an international student and an art student, and encourages others to contribute.

The scholarships are in honor of Winter's late son Max R. Winter who was passionate about photography and travel. To contribute to the scholarships contact Sara Olson, University Advancement: solson@uwlax.edu or 608.785.8491.



William Maas, associate professor, is the new Accountancy Department chair.



CONTINUED FROM FRONT PAGE

## Positive partnering

“In many economics courses, we focus a lot on stylized models, which are great for building an analytical tool kit, but we don’t have the time or opportunity to extend those tools to messy, real-life situations. I also wanted area employers to see that our economists can do more than just complex math — they’re innovative problem solvers.”

### THE BENEFITS OF WORKING TOGETHER

UWL faculty frequently partner with community clients to provide students with real-world research and project management experience.

“Students are more motivated to learn when they know their work matters outside the classroom,” notes Hamman.

Tom Gilbertson, plant manager for International Ingredient Corp. in Whitehall, was so impressed with Economics 330 students’ professionalism and quality work that his company made a donation to the CBA.

“This wasn’t just a field trip for them or project they had to get done,” explains Gilbertson. “It’s something they definitely participated in with a lot of heart.”

International Ingredient Corp. asked students to look at how the company could remain competitive attracting employees in Trempealeau County, nestled between two large cities in a region “saturated with manufacturing jobs,” explains Gilbertson.

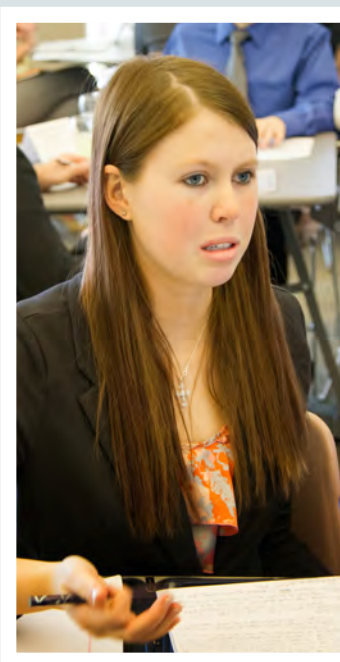
Gilbertson was looking for alternatives beyond just raising wages above the competition. Among

other solutions, students proposed marketing a natural perk of employees’ work schedules: flexible break times. It’s something Gilbertson hadn’t thought of, but now plans to do.

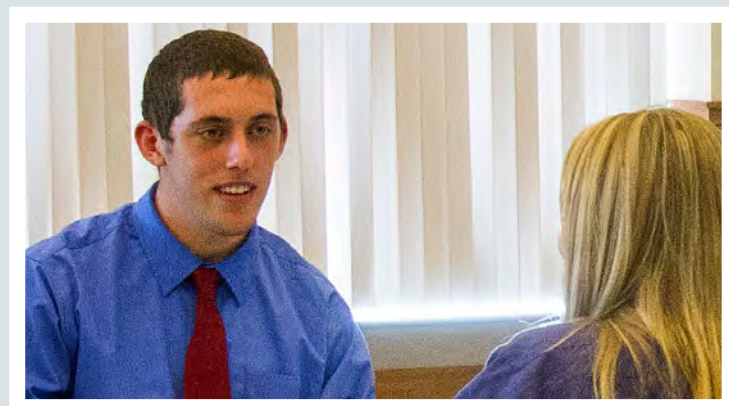
Similarly, Fleischhacker’s group provided Community Credit Union in La Crosse with some suggestions on how to broaden its applicant pool. Students found comparable jobs in the market where the credit union could look to hire, studied U.S. Census data on unemployment and surveyed current employees. They suggested offering a mentoring program to entry-level employees and educational loan assistance.

Community Credit Union is now looking into providing both of these benefits, says Sarah Fecht, vice president of Human Resources at Community Credit Union. She calls the project a worthwhile use of the company’s time and resources.

## APPLYING WHAT THEY LEARNED



Student **Marissa Eckrote** says the experience working as a consultant will help her stand out as a graduate school applicant in economics. “This was such a valuable experience. I’m not sure how many other universities afford these quality, interactions with the community,” she says.



After graduation, UWL senior **Shaun Fleischhacker** would like to become an actuary, managing risk for insurance companies. While the profession would involve a lot of behind-the-scenes work, it will also entail interacting with clients. Up until his Economics 330 class project, he didn’t have that client experience. “This is something tangible I can use in my future,” he says.



During spring semester, students in a Labor Economics course assisted community clients with labor market research. Here UWL students Shaun Fleischhacker and Marissa Eckrote, both right, meet with client, Sarah Fecht, vice president of human resources at Community Credit Union, for a round table discussion.

“It allows us to have a group of students very engaged in work on a project that we may not have had time to work on,” she says.

Hamman watched her students build confidence in their abilities as they received positive feedback

like this from clients. “Working with external organizations adds an authenticity to the work that I cannot achieve on my own despite my own non-academic work experience,” she says.



**Katherine Zoroufy**, who graduated in May, is already using some of the skills she learned in Economics 330 from problem solving to professional communication in her first job at a software company.

“Having the opportunity to apply labor economics to an actual business gave life and deeper meaning to the graphs and definitions we had been learning in class,” she says. “Working with a real-world client helped me put what I have been learning throughout my time as an economics student into context.”

## DO YOU HAVE AN IDEA FOR AN ECONOMICS COURSE PROJECT?

Mary Hamman, assistant professor of Economics, and her colleagues would like to continue to learn about the needs of local businesses to help inspire meaningful classroom experiences for students assisting community businesses.

Contact Hamman with ideas at [mhamman@uwlax.edu](mailto:mhamman@uwlax.edu).



Mary Hamman, assistant professor, Economics





UWL May graduate Molle Klein pictured with the wiernermobile she drives across the southeast region of the U.S. as a brand ambassador for Oscar Mayer.

# HOT DOG!

## UWL marketing grad launches PR career with major company

UWL May graduate Molle Klein likes to say she “cut the mustard.” The marketing major was one of a dozen recent college graduates across the nation selected from about 1,500 applicants to become a brand ambassador for Oscar Mayer.

Klein says she has time to come up with clever puns related to her position while driving across the southeast region of the country in a 27-foot-long hot dog on wheels.

Driving the wiernermobile is the “best job out of college” because of the variety of people and small-town America she is able to experience. The wiernermobile travels to a new city each day, making appearances from major-city parades to small-town festivals — all the while promoting one of America’s most famous foods, the hot dog.

**“It’s a parade every day in the wiernermobile. You’re always waving and everyone you encounter is happy,” says Klein.**

**“Their jaws always drop when we pass. People tell us ‘this just made my day.’”**

Oscar Mayer recruits most of its “hotdoggers” from four U.S. universities with large communication programs. Klein heard about the opportunity

from a friend and applied online. She then travelled to Madison for a two-day interview.

“The four rounds of interviews the second day were very rigorous, but definitely worth it and a ton of fun,” she says. “I felt like I was on a reality TV show ‘Project Runway’ or ‘The Bachelor,’ competing against all these other people for just a few spots.”

Klein was able to land the job because of her personable nature and trustworthiness. Being an official spokesperson for a major company, the reputation of the brand is in her hands whether she’s working or not.

“You can’t exactly hide the wiernermobile,” she says. “You always have to be on.”

In interviews, Klein was also able to draw from her UWL experience. She demonstrated her involvement and time management through participation in a campus professional business fraternity, Delta Sigma Phi, and part-time work at Murphy Library. She learned the basics of marketing communication from UWL marketing classes and also a close-knit campus atmosphere where people know one another well and network a lot. She also had internship experience scheduling classes for Kaplan.



# Russell G. Cleary Leadership Lecture established

## CBA event features world-renowned business speaker Ram Charan

World-renowned business adviser, author and speaker Ram Charan will lead presentations at UWL Wednesday, Oct. 28.

The Cleary family is sponsoring the high-profile speaker as the first Russell G. Cleary Leadership Lecture as a part of the CBA Distinguished Lecture Series.

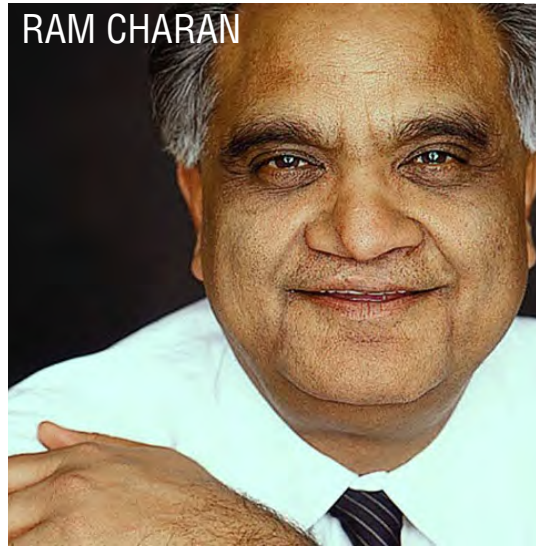
Charan will give a public lecture on globalization at 2:30 p.m. in the Hesprich Auditorium in Graff Main Hall. The lecture is open to students, faculty and community members.

Charan will also offer a program for the La Crosse region business community from 10:30 a.m.-1:30 p.m. at the Strzelczyk Great Hall, Cleary Alumni & Friends Center. Advanced registration is required and limited.

Charan has spent 35 years working with many top companies, CEOs and boards. He is known for cutting through the complexity of running a business to uncover the core business problem. His solutions, shared with millions through his books and business publications, have been praised for being practical, relevant and actionable.

The lecture honors Russell Cleary who attended UWL from 1951-54 and earned the Graff Distinguished Alumni Award in 1980. Cleary built La Crosse's Heileman Brewing Co. into one of the largest breweries in the country. In addition to numerous other awards, he was named Executive of the Year by "Corporate Report Magazine" in 1980. Cleary, a strong supporter of UWL, was committed to serving the La Crosse community. The Cleary Alumni & Friends Center, which opened in 1995, is named for Russell and his wife, Gail, '55. Russell Cleary died in 1997.

For more information on the program contact Anne Hlavacka, director, UWL Wisconsin Small Business Development Center at [ahlavacka@uwlax.edu](mailto:ahlavacka@uwlax.edu).



## Students inducted into international honor society

In recognition of their outstanding scholastic records, the following students were inducted into Beta Gamma Sigma, an international scholastic honor society for students in business and management. An induction ceremony was May 8 in Cartwright Center.

*The 2015 student inductees were:*

- |                   |                  |                   |
|-------------------|------------------|-------------------|
| Christine Barinka | McKenzie Hofmann | Megan Molling     |
| Katie Belongia    | Kyle Jones       | Evangelos         |
| Zachary Bucheger  | Alexandra Kemmet | Papaconstantinou  |
| Nathan Covey      | Lindsey Lagesse  | Austin Paschke    |
| Jenna Farnsworth  | Riley Larson     | Huyen Pham        |
| Megan Gallagher   | Janae Legault    | Mark Rivard       |
| Sarah Gang        | Steven LeJeune   | Samuel Ross       |
| Anna Gevelinger   | Jaclyn Lilley    | Angela Sparks     |
| Kaitlyn Grueter   | Matthew Lorenz   | Jesse Steiner     |
| Michaela Hader    | Shannon McCarthy | Gregory Templeton |
| Tanner Hayes      | Kelly McClone    | Khoi Tran         |
| Hayley Hayes      | Daniel McCormack | Liuping Wang      |
| Alexis Hess       | Sarah Michiels   |                   |

**RAM CHARAN PUBLIC LECTURE**  
 Wednesday, Oct. 28 — 2:30 p.m.  
 Hesprich Auditorium in Graff Main Hall  
 For more information: [www.uwlax.edu/cba](http://www.uwlax.edu/cba)



Alumnus Andrew Hokenson teaching English during his Peace Corps volunteer service in Thailand. Hokenson, who majored in marketing with an international emphasis, is now a program analyst for the Peace Corps Headquarters in Washington, D.C.

# A CAREER PATH FOR PEACE

## Graduate's international career takes him to Peace Corps headquarters

When people ask Alumnus Andrew Hokenson, '97, what he does for a living, he can honestly reply "promote world peace and friendship."

That's the mission of the Peace Corps where Hokenson works. He joined the staff at the Washington D.C. headquarters in December 2014 where he helps support the recruitment of the best and brightest volunteers.

Hokenson came to UWL with a desire to see the world, but unsure of his career goals. He learned from business professors who focused on the real-world application of skills and inspired him to learn about international marketing. One teacher, Marketing Professor Stephen Brokaw, became a life-long mentor.

Brokaw's relationship with many students doesn't end when they cross the graduation stage. His office walls are lined with baby pictures and postcards from for-



Marketing Professor Stephen Brokaw shares stories from the many photos and postcards from former students that line his office walls.



Alumnus Andrew Hokenson pictured at the conclusion of his Peace Corps service in Thailand. Here he takes part in a Lao Baci ceremony to celebrate his departure. The egg they are feeding him symbolizes prosperity and fertility.

mer students who've graduated, started families and updated him as they advance in their personal and professional lives.

Maintaining a connection with graduates gives him the affirmation that the UWL experience was more than time and money spent. College prepared them for a future where they have the capacity to fulfill employer expectations and find happiness — personally and professionally, he says.

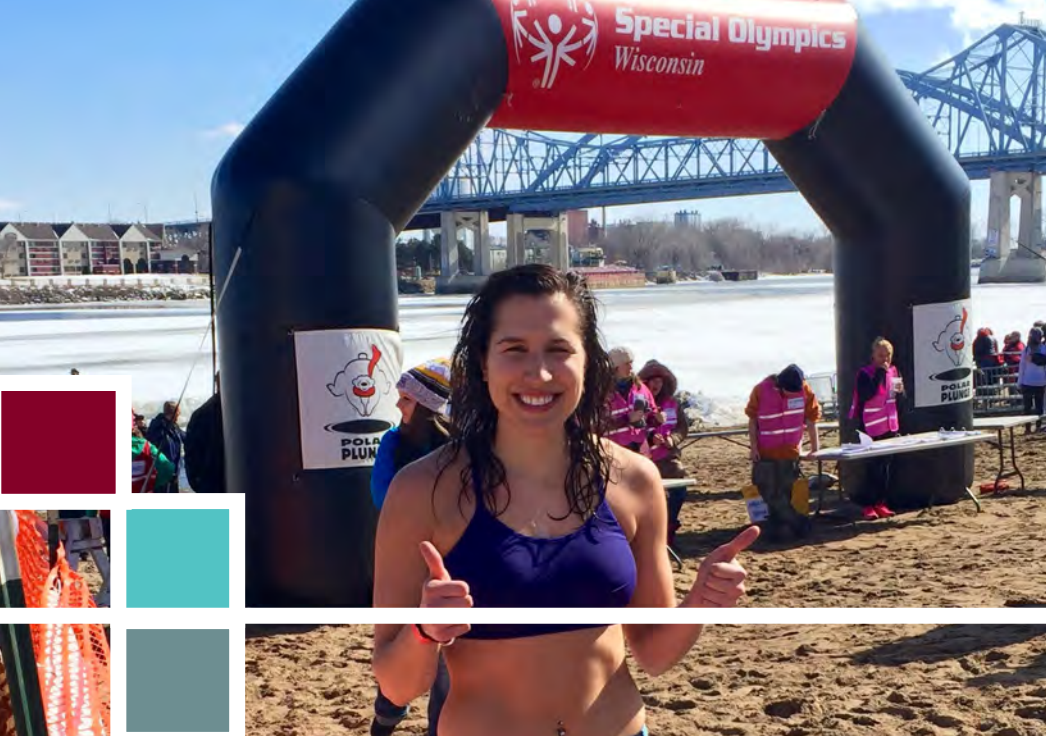
"A good day is getting email from an alum who is now in a position to be an employer and they want to hire another UWL alum," says Brokaw.

## UWL ALUMS WORKING FOR THE PEACE CORPS

Hokenson helped start a discussion between UWL and the Peace Corps about developing a partnership program that would prepare undergraduates for intercultural fieldwork. Hokenson says UWL's renowned programs in health, science and business are the ideal educational background for Peace Corps volunteers and service work is a natural transition for students who come from a community that fosters curiosity, creativity and tenacity.

A total of 15 UWL graduates are serving in Peace Corps and about 250 alums have served since Peace Corps' inception in 1961.

After serving in the U.S. Army war-torn Kosovo, Hokenson volunteered for the Peace Corps helping farmers in Thailand strengthen their business skills to make a secondary income. Volunteering for an organization Hokenson describes as "mission-driven" and "professional" is what made him look for other opportunities within it. As the numbers person behind the Peace Corps' recruitment efforts, he analyzes data such as the demographics of the volunteer applicant pool and current recruitment trends. He hopes to help find the best volunteers who will help him and his colleagues advance the Peace Corps mission.



May graduate Sam Wallace, former president of the CBA's Student Advisory Council, participates in the Polar Plunge fundraiser in March 2014 — one of many volunteer efforts she joined or organized during her UWL career.

# TAKING THE PLUNGE

## Student learns joy of leadership, involvement

Sam Wallace was an active UW-La Crosse student leader who volunteered for her campus and community. She led a student organization, decorated trees for Rotary Lights, collected food for the hungry and took the Polar Plunge in the middle of March.

But there were moments — like jumping into that 30-some degree water — when Wallace wondered if all the activities she was doing really mattered.

Receiving The Jake & Janet Hoeschler Award for Excellence at the end of her final year at UWL was confirmation that it did, she adds. The \$1,500 award recognizes a CBA graduate for academic accomplishment and qualities of leadership demonstrated in campus and community activities.

"It made me feel good to have that involvement recognized," says Wallace. "It reinforced my decision to do all the things I did throughout my UWL career — taking on leadership roles and trying to get people involved."

TJ Brooks, chair of the Economics Department, says Wallace is one of the most deserving students he's met during his 15 years at UWL.

"I have been fortunate to witness some of the many leadership achievements she has had on campus and I cannot fathom a more worthy recipient," says Brooks in a letter nominating her for the award.

Among her many volunteer efforts, Wallace worked to get her CBA classmates signed up to pledge to be active alumni after they graduated. She served on the search and screen committee for a new dean, participated in the American Marketing Association campus chapter, and served as president of the Student Advisory Council for two years — a group that provides a link between CBA students and the dean's office. Over her four years, she led and organized numerous student volunteer efforts on and off campus.

"I learned a lot in the classroom, but all these experiences with SAC, studying abroad and other experiences outside of the classroom are what I think benefited me the most personally and professionally," says Wallace.

Through her college extra curricular activities, she learned public speaking and communication, leadership, the importance of philanthropy and the joy of taking on responsibility and seeing projects through to the end.

"It's funny to look back on high school because I'm such a different person now," she says.

After graduation Wallace started her career as an assistant in the media department at Cramer Krasselt, an advertising agency in Milwaukee.



The Jake & Janet Hoeschler Award for Excellence, established by Janet Hoeschler, '40, extends the Hoeschlers' belief in excellence, education, philanthropy and the La Crosse Community.

Left: May graduate Sam Wallace, a marketing major, stands with Janice Hoeschler, the daughter of the late Janet Hoeschler, '40, who established The Jake & Janet Hoeschler Award for Excellence.

# After motorcycle accident, student pursues business



UWL Senior and Silver Eagles Scholarship recipient Nick Dobbs pictured with his mother, Julie. After an accident left him paralyzed, he couldn't see himself "sitting at home and doing nothing productive." The scholarship is helping him realize a dream of earning a business degree.

It takes UWL business student Nick Dobbs an entire day to type an essay that would take most students two hours.

The UWL senior uses the hunt and peck method to find each letter using a switch he operates with his tongue.

"It was difficult last semester in a management theory class where you have to keep the ideas flowing," he says. "I thank God for my teacher, Allan Macpherson, who kept me going. He was a fantastic professor."

Dobbs, who was paralyzed in a motorcycle accident in 2011, says he may have some challenges the typical college student doesn't face, but he's determined to earn his business degree and one day own his own business in La Crosse or the surrounding area.

"I'm happy for him. I think he's made a good choice (coming back to school)," says Julie Dobbs, Nick's mother. "Just because he has a disability and is not able to use his arms, legs or breathe on his own, doesn't mean he can't be a productive member of society."

## SCHOLARSHIP CAME AT A CRITICAL TIME

Dobbs was awarded a Silver Eagles scholarship in the name of CBA graduate Eric Jungbluth, '85, in April 2015 to support his educational goals.

The money comes at a critical time. Dobbs is approaching the limit on how much federal financial aid he can borrow after four years in college — including two at UWL. Also, the number of credits he can use under the GI Bill benefit are running out. He receives the benefit for the military service of his father who died of cancer when he was five.

Meanwhile, Dobbs has added expenses beyond books and housing such as repairs to the vent he uses to breathe or the mouthpiece on his wheelchair.

"A scholarship makes quite a big difference for me because I'm not able to work and generate those extra funds like a lot of students are," he says.

## AFTER DOBBS' ACCIDENT, HE SETS GOAL OF SUPPORTING HIMSELF

Dobbs was pulling out of his driveway on his motorcycle to go to work in August 2011. Because of the tall grass, he didn't see a tractor coming down the road and the two collided. "They said it wasn't a very solid match up," quips Dobbs.

He had enrolled to attend UWL that fall, but ended up taking two years off to recover instead. Dobbs could have stayed home and lived off government assistance, but decided that wasn't the life for him.

"I would have gone crazy sitting at home and doing nothing productive with my life," he says.

Getting used to his paralysis and how life changed for him was difficult for the whole family, says Julie. "His life changed dramatically, but our lives changed too," she explains.

Dobbs decided to go back to UWL in 2013 and major in business management and finance. He sees advancing his education as the primary way to eventually support himself again.

Julie says the decision to pursue school and a career has helped her as well. She now is at UWL with her son four days a week helping him get to classes.

"Getting out and showing what he can do is gratifying because he's a smart kid," she says. "If he wants to make use of that in business then I fully support him."

Dobbs says he couldn't do it without support of his mother, family and friends as well as the professors who provide extra help outside of class. In addition, he's grateful for donors who've helped not only him, but also other deserving students.

"It's so amazing there are great people out there to help us out like that," he says.



Over the summer, UWL Senior Nick Dobbs was a geometry and statistics tutor for Upward Bound, a program that prepares high school students for college. Here he tutors Destini Robinette, an Upward Bound participant from Tomah High School. Before his accident, Dobbs, who enjoys working with kids, had considered teaching.



## Annual lunch supporting business scholarships will be Oct. 16

The annual UWL College of Business Administration “Take an Eagle to Lunch” will be 11 a.m. Friday, Oct. 16. All UWL Silver Eagle and Associate Eagle members are invited to attend the annual Silver Eagles meeting at 10 a.m. and the lunch, which includes a presentation from keynote speaker Marc Gall, '03. Invitations are sent by mail in September.

Also, anyone is welcome to support the event by sponsoring a table or students. Information on sponsorship is sent with the invitation.

The deadline to reserve a spot at the TAETL lunch will be on or near Friday, Oct. 9. For more information contact TAETL committee co-chair Marlin Helgeson at [mhelgeson@peoplefirsthrsolutions.com](mailto:mhelgeson@peoplefirsthrsolutions.com).

TAETL was created to provide a mentoring opportunity for business students. All funds raised through the event are applied to the Silver Eagles Scholarship endowment.

## Support the Silver Eagles Scholarship fund

To make a gift to the Silver Eagles Scholarship Fund, visit the UWL Foundation at [www.foundation.uwlax.edu](http://www.foundation.uwlax.edu), click on Give Now, designate the College of Business Administration and note “SilverEagles2015bb.” Or contact Jeff Meyer, UWL senior development officer, at [jmeyer@uwlax.edu](mailto:jmeyer@uwlax.edu) or 608.785.8502.

The Silver Eagles are CBA graduates who provide scholarships, along with networking and other opportunities to CBA students. Learn more or become a member at [www.silvereaglesuwl.org](http://www.silvereaglesuwl.org).



## Keep up your La Crosse pride!

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

- [alumni@uwlax.edu](mailto:alumni@uwlax.edu)
- [www.uwlalumni.org](http://www.uwlalumni.org)
- Alumni Association 608.785.8489 | 1.877.UWL.ALUM



Bill Colclough, a long-time UWL and CBA leader, retired in May. Here Colclough, left, shakes UWL Chancellor Joe Gow's hand during his retirement reception.

# Long-time business professor and administrator retires

Bill Colclough, a long-time leader of the CBA and UWL, retired in May. During his 35-year career on campus, he was a professor, Finance Department chair, director of the MBA program, associate dean and dean of the CBA, interim provost and interim vice chancellor for Administration and Finance. Most recently, Colclough has served as interim president of the UWL Foundation and plans to continue some of those duties in retirement.

In 2012, Colclough returned to the classroom to teach in the Finance Department. Working with students was one of his favorite parts of his UWL career, he says.

While Colclough made a difference for students inside classrooms, he also worked toward college-wide goals outside of the classroom. Colclough led the CBA in expand-

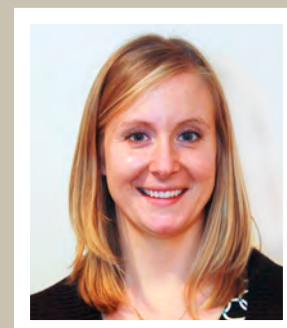
ing programs and advancement activities. He developed international programs in Poland, Taiwan, China and Germany and provided leadership in UWL's involvement in the East Central European Scholarship Program for 14 years. He helped lead the CBA in continued accreditation from the Association to Advance Collegiate Schools of Business, an international accrediting agency for business schools.

All the while, Colclough maintained a commitment to the La Crosse community serving on numerous organizational boards. "I have always believed in the Wisconsin Idea. For me it means sharing your talents and knowledge with the local community," he noted in an article on his retirement in the La Crosse Tribune.

## Support, networking for accountancy students



More than 30 scholarships totaling about \$63,000 were awarded to UWL accountancy students at the accountancy banquet April 29. In addition, \$24,000 in freshman scholarships were awarded separately. The annual event honors students and gives them an opportunity to meet with the representatives from organizations who have donated to their education.



Nicole Gullekson, Management Department, received the Burt and Norma Altman Award for Leadership at the International Banquet April 10 at UWL.

## Advisory Board brings together health care leaders

A diverse board of advisors with health care leadership experience is helping guide the development of the CBA's new health care management program. Members include:

- Daniel Bonk, chief executive officer, Aspen Valley Hospital, Aspen, Colorado
- Patti Cullen, president and chief executive officer, Care Providers of Minnesota
- Bob Daley, Jr., vice president of Fiscal and Information Systems and chief financial officer, Black River Memorial Hospital
- Brett Davis, vice president of Provider Relations, WPS Health Insurance
- Eric Erikson, vice president, Primary Care, Franciscan Skemp Healthcare - Mayo Health System
- Jay Fulkerson, president and chief executive officer, Health Payment Systems
- Shawn Guse, president and chief executive officer, Intuitive Biosciences
- Kevin Hayden, chief executive officer, Group Health Cooperative of South Central Wisconsin
- Eric Horler, president and chief executive officer, Swallow Solutions, LLC
- Joe Kachelski, chief executive officer, Wisconsin Statewide Health Information Network
- Jeff Kessler, chief executive officer, Allergy Associates
- Mary Ellen McCartney, chief learning officer, Gundersen Health System
- Matt Otterstatter, general partner, Vilicus Ventures
- Mark Platt, senior vice president, Gundersen Health System

# AMA chapter achievements

UWL's American Marketing Association chapter has strong leadership and a successful track record. The chapter won two national AMA awards for outstanding membership and communications in 2013-14, an award for outstanding chapter planning in 2014-15, tripled its membership in the last five years and is earning other national accolades.

During fall semester 2014, the chapter earned an honorable mention in the AMA Collegiate Council for Advancement and Support of Education (CASE)

competition after writing a full marketing plan for The Coca-Cola Company's Glacéau Vitaminwater. Because of the chapter's overall success, two student members were invited to present during a leadership session at the 2015 AMA International



Kristy McManus

Collegiate Conference in March in New Orleans. Also, Kristy McManus, UWL assistant professor of marketing who advises the group, received the Hugh G. Wales award for Outstanding Faculty Advisor from the AMA in March.

AMA provides students with the opportunity to be part of an on-campus group interested in current marketing practices, issues and events.

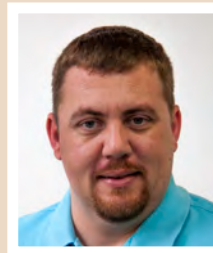
## The CBA welcomes new faculty this fall



Elizabeth Brown  
associate professor,  
Accountancy



Sherry Fontaine  
associate professor,  
Management



Ben George  
associate lecturer,  
marketing



Kenneth Graham  
assistant professor,  
Marketing



Susan Herbers  
associate lecturer,  
Information Systems



Ana Elisa Iglesias  
assistant professor,  
Management



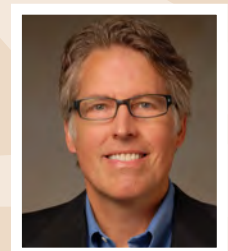
Jose Iglesias  
lecturer, management



Soohyung Kim  
assistant professor,  
Finance



Gregory Liyanarachchi  
associate professor,  
Accountancy



Scott Reber  
lecturer, Management



Tao Sun  
assistant professor,  
Finance



Samantha Samreth  
associate lecturer,  
management



Stacy Trisler  
associate lecturer,  
marketing



Marco Vriens  
associate lecturer,  
Marketing

Not pictured:  
Nirmalee Summers  
assistant professor,  
Accountancy

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College of Business Administration  
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Bruce May, former College of Business Administration dean, retired in August.

Here he tosses the keys to the CBA's new dean, Laura Milner. She brings a wealth of experience in leadership, business outreach and international education.



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Building Bridges

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