

Building Bridges

University of Wisconsin-La Crosse

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SPRING ■ 2020

Celebrating OUR PAST **BUILDING** OUR FUTURE

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Business students visit Milwaukee

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Your invitation to the 50th Celebration

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Alum supports fraternity he helped start

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CLICK IMAGE TO WATCH

Excited about Wittich

UW-La Crosse College of Business Administration student Cate Wiza takes a tour of Wittich Hall as it undergoes renovations to become the new home of the CBA.



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University of Wisconsin-La Crosse

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Inaugural Award



Nese Nasif earns the Faculty Research Award for Extraordinary Service for her equity and diversity efforts

Nese Nasif, UW-La Crosse assistant professor of marketing, received the inaugural UWL award for her efforts to further equity, diversity and inclusion on campus and in the community.

Chancellor Joe Gow announced Nasif's Faculty Research Award for Extraordinary Service, during the All-University Address at the start of the spring semester. The new award is designed to acknowledge and reward the additional service obligations associated with faculty who actively advance UWL's strategic pillar of advancing excellence through equity and diversity. The award provides a one-semester course release in order to support the production of scholarly work among tenure-track faculty members.

Nasif says she is "honored, excited and humbled" to receive the award. She sees many colleagues across campus doing this important work, and she is grateful that UWL is putting resources into recognizing the importance of advancing diversity, equity, and in-

clusion in the community.

"We cannot simply become diverse by bringing in people with marginalized identities because if the space we are bringing them into is not inclusive and equitable, then we are not bringing them into safe spaces. We need faculty, staff, and the community as a whole to continuously work to advance our mission of inclusiveness to achieve a diverse campus," she says. "I am appreciative that UWL values this work, but also recognizes the opportunity costs of this sort of service for probationary faculty. That this award provides time and resources towards my disciplinary research is invaluable."

Nasif's service engagements within and across her department, college, university, and community at large have included several professional development opportunities and volunteer service undertakings.

For more on this story visit news.uwlax.edu/inaugural-award/

TOP PHOTO: Nese Nasif, UWL assistant professor of marketing, receives the Faculty Research Award for Extraordinary Service from UWL Chancellor Joe Gow.



A fresh experience

Business students take trip to Governor's Conference on Diverse Business Development, Milwaukee Public Market

The City of La Crosse is considering plans for a new public market. This cultural hub would be home to many small businesses and local vendors — building on the popularity of the city's seasonal farmer's markets.

With those plans in the works, a group of business students and entrepreneurs from the area traveled to Milwaukee last fall for business inspiration and networking.

"I would like to start my own business one day," says Lisette Martinez, a CBA finance and economics double major. "This trip helped me see how much work and dedication goes into owning a business and will help me get mine started in the future."

UWL's Small Business Development Center collaborated with the Wisconsin Women's Business Initiative Corporation (WWBIC) to secure funding from the YWCA to support women and underserved populations traveling to Milwaukee. They attended a two-day conference related to diverse business development Oct. 23-24. They also visited the Milwaukee Public Market, an indoor retail facility where locally-owned and operated

independent businesses operate year-round. Participants were minority, veteran and women entrepreneurs and business students.

"We wanted the people from our region to have the opportunity to see what the Milwaukee Public Market looked like as they may have products or ideas that could become part of a La Crosse public market," explains Anne Hlavacka, director of UWL's Small Business Development Center.

The three UWL students who participated are student mentors in CBA's Multicultural Business Scholars (MBS) Program, a program that aims to support multicultural business students as they move through their academic program at UWL. Attending the conference, The Marketplace Wisconsin — Governor's Conference on Diverse Business Development, was an opportunity to introduce students to a diverse business ownership and diverse types of businesses, says Hlavacka.

Martinez says the conference pushed her out of her comfort zone to talk to a variety of people from distinct businesses.

"A memorable part of the conference was

seeing all of the minority-owned small businesses receiving awards for all of their hard work and excellence," says Martinez. "The experience will help me after graduation by giving me the confidence to continue my career as a person of color and continue creating connections."

Laurie Miller, senior lecturer in the Economics Department who serves as program director for the Multicultural Business Scholars Program, was excited when Hlavacka approached her with the opportunity to include students. The trip was a new professional development opportunity that will help students find success after they graduate, she says.

"I think it is good to see people who are like you operating in the business environment. It can be very empowering," notes Miller.

The opportunity was possible because of many groups coming together.

"We appreciate the YWCA's interest in being supportive of women and underserved populations and their willingness to help support businesses in our region gain access to this conference," says Hlavacka.

Learn more click: [Multicultural Business Scholars Program](#) or [Milwaukee Public Market](#)



Products or ideas from the Milwaukee Public Market could serve as inspiration for those who become part of a La Crosse public market.

About the Multicultural Business Scholars Program

The Multicultural Business Scholars Program at UWL was created to help improve the recruitment, retention and graduation of underrepresented students pursuing a major in business.

“I think the Multicultural Business Scholars Program is an important and great program to offer to multicultural students and has been beneficial to me since my first year at UWL,” says Martinez.

Through a comprehensive four-year plan and a partnership with the College of Business Administration and UWL’s Office of Multicultural Students Services, scholars receive academic and personal support while being provided the opportunity to build relationships with their peers and faculty.

Students in the program move through several core business courses as a cohort — with the goal of building a sense of community in the classroom, as well as providing extra support. New this year, the program offers peer mentoring, where juniors and seniors in the program mentor incoming students in the program.



The three UWL students who attended the Governor’s Conference on Diverse Business Development and Milwaukee Public Market are student mentors in CBA’s Multicultural Business Scholars Program. They include, from left, Lisette Martinez, Mercedes Szabelski and Amrutha Sreeram.

“Now that I am an upperclassman, it is very rewarding to help my first-year mentees,” says Martinez. “I would have liked to have had a mentor when I was a first-year student.”

Some of the students in the program are the first in their family to come to college, so they may not feel as well prepared as they had hoped when they arrive, explains Laurie Miller.

“It is important to hear someone else say, ‘It’s OK, I’ve been there too. It doesn’t mean you don’t belong here,’” says Miller.

SBDC serves

The Wisconsin Small Business Development Center (SBDC) at UWL is part of a statewide network of SBDCs working with business owners and entrepreneurs to facilitate business growth and improvement, and to launch successful new companies. Learn more at www.uwlax.edu/sbdc.

Celebrating OUR PAST **BUILDING** OUR FUTURE

A lot has changed in the last half century.

In 1971 the world's first electronic stock market was created and the first email was sent. At UWL, change was also underway. Enrollment growth and employer demand for economics and other business-related majors led to a stand-alone college — the School of Business Administration. Today that college has expanded to become the successful, Association to Advance Collegiate Schools of Business (AACSB)-accredited UWL College of Business Administration.

The CBA will celebrate its 50th year during the 2020-2021 academic year.

What will happen to this college in the next 50 years? It must be transformational and transcendent, explains CBA Dean Laura Milner. But that goal doesn't come without challenges. The resource

base for public universities has radically changed in the last 50 years with diminishing state support and no authority to raise tuition.

The CBA's future hinges on successfully competing for students and faculty. And stakeholder investment is vital in sustaining engagement that transforms and transcends.

Long-term support for faculty and students will create resources to:

- Recruit and retain the best professors
- Provide every student with meaningful professional development opportunities
- Enable students to focus on learning through coursework and jobs connected to their careers.

A LOOK BACK What was happening in the U.S. in 1971 when the College of Business Administration began?

1971



First store opens in Seattle's Pike Place Market



Nasdaq stock market begins

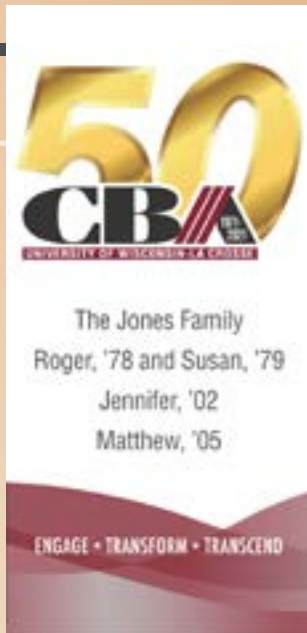
2020 is the beginning of an exciting year of celebrations for the CBA.
Add these events to your calendar.

Grand Re-opening of Wittich Hall

The CBA's new home

Thursday, Sept. 3, 2020

4 p.m., followed by a reception



Sharing CBA pride

UWL campus banners honor and support CBA's 50th

UWL campus banners are being sold to alumni, friends and businesses to honor and support the CBA's 50th anniversary. The banners will adorn campus lamp posts starting with CBA's Wittich Hall Grand Re-Opening and stay up through April 2021.

[Get your banner today!](#)



YOU are invited to celebrate the College of Business Administration's 50th Anniversary!

Activities include a pub crawl, brunch, campus tours, Wittich Hall open house (*the new home of the CBA*) and football game.

Your to-do list includes:

- Go to www.uwlax.edu/cba/50th-anniversary
- Purchase a CBA campus banner for 2020-2021 to show your support.
- Register for a hotel room ASAP ... they will sell out.
- Register for the Pub Crawl.
- Register for the All In for 50 Years Forward brunch.
- See the list of activities to know all that is going on.
- Show up** because you don't want to miss out!

It is a once-in-a-lifetime celebration!

Questions? Contact the Alumni Association at 608.785.8489 or alumni@uwlax.edu.



Historic gift

UWL's first philanthropically-supported faculty fellowship

The College of Business Administration has received the first philanthropically-supported faculty fellowship in UWL history.

UWL alumnus Scott Swenson, '85, and his wife, Cynthia Baier, will be providing a "quasi-endowment renewable gift" to fund the "Swenson Baier Engaged Faculty Fellow" position within the CBA. Swenson indicated an interest in recognizing the important work faculty do to impact a student's academic, career and life successes.

"A boss or a manager, a good one, can have an impact on hundreds or thousands of people. Clearly that's the same with a professor," said Swenson during a return visit to campus for a public lecture this spring. "If you have a great, motivated professor that can relate

to those students and bring in things from the outside world, it's going to impact so many people and really set them up for their future."

Swenson, who earned his degree in accountancy, remembers a couple of UWL professors who were integral to his own success in college and afterward. He now has 35 years of leadership experience in general management, financial and executive roles. Swenson has owned Quest Engineering, a distributor of flow control parts, since 2013. Prior to that, he was a vice president at Polaris Industries where he directed all operations for Polaris Snowmobile, PG&A (parts, garments and accessory), and financial services divisions, which generated more than \$600 million sales and over \$200 million operating income.

Later in the spring semester, the CBA will put out a call for applications for a faculty or instructional academic staff member to be se-

Above: Scott Swenson, '85 returned to campus Feb. 7 to discuss "Oh, the Places You Will Go" during the UWL College of Business Administration Benson Management First Friday Lecture Series.

lected as the fellow based on evidence of active professional engagement with community and/or business partners that enhance the educational experience of students. This named fellowship is for five years.

"I would strongly encourage people to give back to UWL and the College of Business Administration," says Swenson. "It's super impressive what's happened over the last 30 years — the investments in facilities and in people. Dr. Milner is very impressive in her passion for the students being successful and her vision for the university."



Surprise scholarship

Ten UWL students honored for their work with \$500 scholarships at conclusion of College of Business Administration program project

Students in the College of Business Administration's Integrated Core Program got a big surprise as they wrapped up their fall semester's work. Ten students in the program each received a \$500 scholarship from Reinhart Foodservice, the community client they assisted as part of a final project.

The awards, given to students who provided the strongest deliverables to Reinhart Foodservice, went out during an end-of-semester banquet celebrating the efforts and accomplishments of students in the program, as well as those who make the program possible such as community clients.

Jeff Olson, center, senior finance director for Reinhart Foodservice, congratulates students after announcing the \$500 scholarship for 10 students in the Integrated Core Program.

Jeff Olson, senior finance director for Reinhart Foodservice, made the announcement of the awards at the banquet, noting he was impressed with the caliber of students in the program and the quality of the work they presented.

"This was a way to recognize these students and give back to the university. UWL has a huge talent base we tap into," says Olson, who is also a 2003 alumnus. "We are hiring finance, accounting and IT professionals every year from UWL."

Olson is a 2003 graduate of the Accountancy program. "UWL has a special place in my heart," says Olson. "The foundation UWL gave through the business school has been critical to the success of my career years later."

Students were charged with helping solve two challenges for Reinhart as part of their program coursework. The first was doing research on the

value of a diversity and inclusion program. The second was focused on employee engagement through an acquisition as Reinhart is currently in the process of being acquired.

Learning of the \$500 award was “awesome” and “totally unexpected,” says UWL marketing major Roman Kryshak.

“I am so grateful to Reinhart Foodservice for allowing us to work with them. It has been a great experience,” says the UWL junior. “I feel very proud of myself and my teammates.”

Kryshak enjoyed the program that incorporated real business challenges and working with a local client.

What is the Integrated Core Program?

The Integrated Core Program, in its seventh year at UWL, is a series of four core courses in Management, Finance and Marketing taught simultaneously to a cohort of 30 students over the course of a semester. The students use their diverse skills and apply their knowledge

to come up with solutions to three complex problems, the final one engaging a community client. Fall semester’s courses were taught by Christa Kiersch, Management; Diana Tempski, Finance; and Maggie McDermott, Marketing. During the award banquet, multiple students praised these faculty members for their dedication to the program and students.

The program focuses on giving students experiences with critical thinking, problem solving, teamwork, professional communication and leadership — preparing them for what lies ahead in the real world.

Alumni return to share how the program helped

Instructors in the Integrated Core Program typically hear back from alumni who are glad they experienced the rigor of the program prior to embarking on their careers. In fact, in a follow up survey administered to past program participants, 100 percent said they would do it again.

Some of these grateful program alumni returned fall semester to share their experience with current students in the program. They shared how ICP experiences were foundational as they embarked on their careers.

“In your future job someone might hand off a project to you while you’re passing in the hallway — they are not sure what the problem is or what the answer is, but it is your responsibility to figure it out,” explains Emily Holldorf, a UWL alumnus and past participant in ICP who now works at Organic Valley.

The program helps students handle that kind of ambiguity, alumni agreed.

“When assigned a case for Integrated Core, you typically get a sheet of paper or less. That’s it. In professional world, you don’t even get a sheet of paper. You need to figure out your own way of solving that problem,” says Rodrigo De la Pena Alanis, a past program participant. “That’s why the Integrated Core Program is so great. It prepares you for this.”



Integrated Core Program alumni returned to campus fall semester to speak with current students in the program. Many alumni explained how the program helped them learn to work with peers with diverse skillsets whether strengths in creative, analytical or finance and economics — much like work in the business setting.



Growing as future leaders

Students in Society for Human Resources Management reflect on insights from state conference

UW-La Crosse business students heard about transformational leadership, financial literacy, robots in business and more during the 2019 Wisconsin Society for Human Resources Management State Conference in October in Wisconsin Dells.

Students in the UWL organization, Society for Human Resource Management (SHRM), attended the conference with the goal of learning

about current human resources topics, skill sets and issues.

“Overall, the conference was a great success,” says Abby Christopherson, UWL student and vice president of SHRM. “Along with learning more about different HR topics and leadership competencies, we also enjoyed the time we got to interact with one another and grow as a group.”

Above: Students in the organization, Society for Human Resource Management (SHRM), attended the SHRM state conference with the goal of learning about current human resources topics, skill sets and issues.

SHRM is a student-run organization, for all majors, that promotes professional development and workplace topics through speakers and activities.



Top MBA program

UW MBA Consortium ranked among top 3% in nation

For the third time overall and second time in the last two years, *U.S. News & World Report* has ranked the University of Wisconsin MBA Consortium program among the top 10 programs in the nation in its Best Online MBA Programs rankings.

The UW MBA Consortium — a partnership among UW-Eau Claire, UW-La Crosse and UW-Oshkosh — placed 10th in the 2020 rankings, tying for the second highest the program ever has been ranked by the prestigious publication.

Building on its past successes, the UW MBA Consortium will launch an updated curriculum in fall 2020 to provide a more streamlined experience for students. Students have always valued the opportunities for flexibility and personalization that the curriculum offers. Students can focus their elective offerings in areas such as health care management and project management.

The UW MBA Consortium is the only program in the Upper Midwest included in the top 10 in the 2020 rankings. U.S. News evaluated 335



distance education MBA programs to create its 2020 rankings list. Rankings are determined by factors such as admissions selectivity, reputation for excellence among peer institutions, and academic and career support services offered to students.

For more information about the UW MBA Consortium contact Robert Erffmeyer, director of the UW MBA Consortium, at erffmerc@uwec.edu.

Alum, CBA board member shares cybersecurity knowhow — nationwide

“The little secret about sharing information through publications and presentations is that you learn so much in the preparation of the material,” he says. “The more we help others, the more all of us grow.”

When he is not writing books, teaching courses or serving as a keynote speaker on the topic of cybersecurity, Alumnus Todd Fitzgerald returns to his alma mater to serve on the College of Business Administration’s Advisory Board.

“It really is a privilege to be able to serve on the board and help the current students, just as someone else invested their time for me,” says Fitzgerald, ’79, adding his daughter Erica Cooley, ’09 graduated from the College of Science and Health.

Fitzgerald, managing director and CISO of CISO Spotlight LLC., has built and led information security programs for Fortune 500 companies across multiple industries. When Fitzgerald started leading Information Security Departments, security was not a household conversation. Today, it affects everyone.

Fitzgerald shares this critical cybersecurity information widely. In addition to serving on the CBA board, he has shared his knowledge through conference lectures and four books on information security leadership.

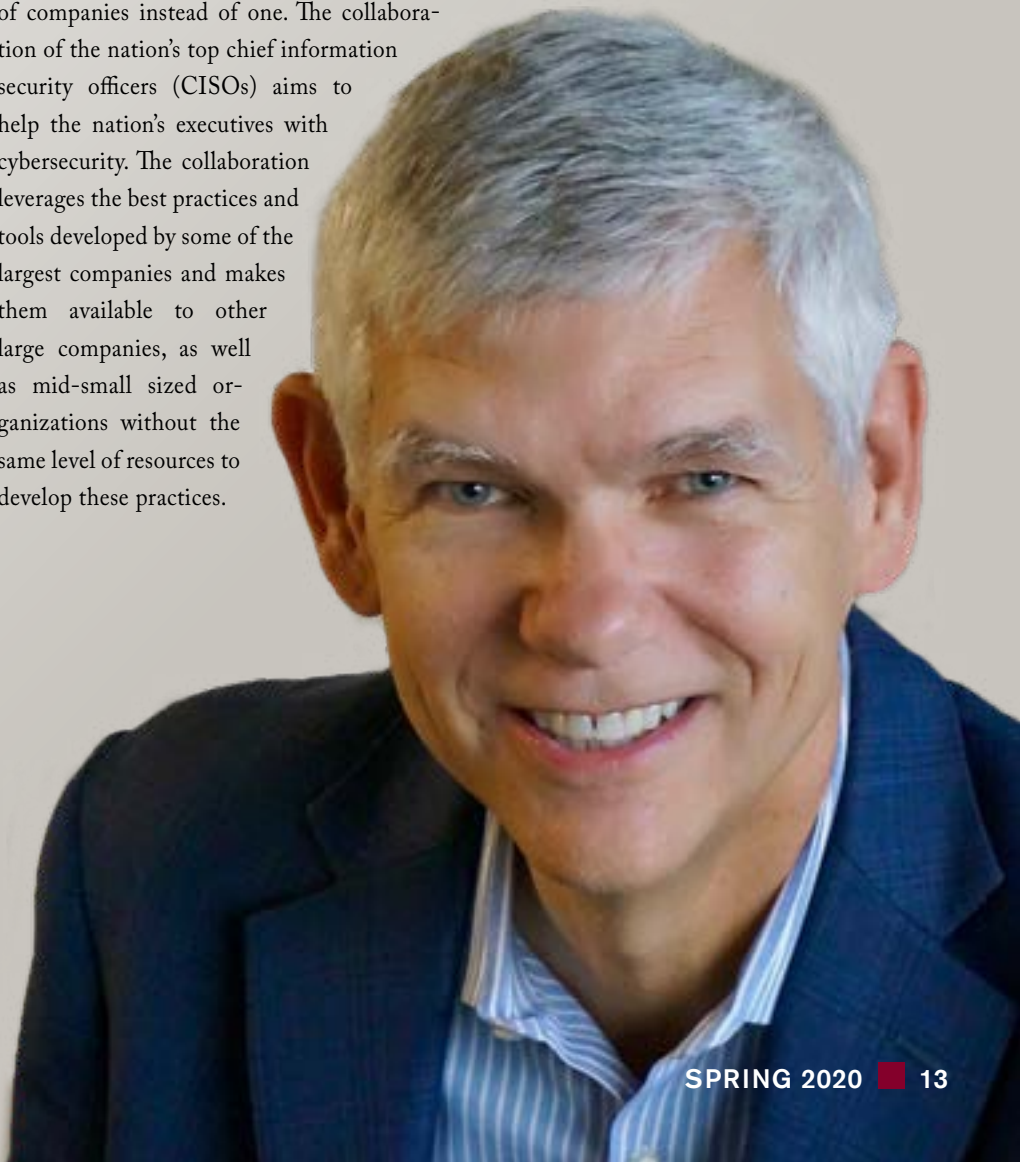
Todd Fitzgerald, ’79, of Deerfield, Illinois, was named 2016-17 Chicago CISO of the Year and was ranked among the Top 50 Information Security Executives in 2013.

“The little secret about sharing information through publications and presentations is that you learn so much in the preparation of the material,” he says. “The more we help others, the more all of us grow.”

Along those lines, Fitzgerald recently became executive-in-residence and chair of the Cybersecurity Collaborative Executive Committee, where he is able to impact thousands of companies instead of one. The collaboration of the nation’s top chief information security officers (CISOs) aims to help the nation’s executives with cybersecurity. The collaboration leverages the best practices and tools developed by some of the largest companies and makes them available to other large companies, as well as mid-small sized organizations without the same level of resources to develop these practices.

Fitzgerald’s books

- *CISO COMPASS: Navigating Cybersecurity Leadership Challenges with Insights from Pioneers* (2019)
- *E-C Council Certified Chief Information Security Officer Body of Knowledge* (2014)
- *Information Security Governance Simplified: From the Boardroom to the Keyboard* (2012)
- *CISO Leadership: Essential Principles for Success* (2008)



Superior scores

Only about 40 percent of people worldwide who took the CFA Level 1 exam in June 2019 received a passing score. UWL May 2019 graduate Garrett Montalvo not only passed the exam, he had an overall score above the 90th percentile score of all level 1 exam candidates.

The exam includes 240 questions broken into sections from portfolio management to corporate finance. It covers basic knowledge and comprehension questions focused on investment tools.

Montalvo, who earned a double major in international business and finance and a minor in accountancy, took UWL's FIN 447, a prep-course through Kaplan Schweser that was a large help in preparing for the exam, he says. Required and elective courses at UWL also directly relate to the content on the exam, he adds.

"It was the hardest exam I've ever taken," he says. "It required a lot of discipline and a religious study schedule."

Montalvo, of Burr Oak, Wis., is currently working as a financial analyst at Epic, a software development company in Verona. He is a sergeant in the Army Reserve as a Civil Affairs Specialist.

Garrett Montalvo during a trip to Iceland while studying abroad in Germany.

ACCOUNTANCY ACCOLADES

Four accountancy majors had a lot to celebrate in December 2019. They passed all four parts of the CPA (Certified Public Accountant) exam and landed great careers at Baker Tilly, Eide Bailly and KPMG — prior to graduation. December graduates Brittany Do-Mckenzie, Joel Hadro, Maggie Gorman and Jaime Hagen make the CBA proud!

The students thanked their professors for pushing them to reach their potential and advise other students to not be afraid to reach out to professors for help.

"They are there to help you to succeed," says Hadro. "Sending that one email or going to office hours can make a huge difference. I thank my advisor Julie Ancius for being a resource that helped me through my career as a student."

College is what you make of it, adds Do-Mckenzie. "UWL has outstanding professors who want to see their students to do well, but from there it is up to us as students to take advantage of what they have to offer," she says. "There are no greater people to learn more from than those who have experienced and know the most about the careers we aspire to be in."



Kwik Trip tour

CBA faculty and staff toured Kwik Trip corporate headquarters in La Crosse in October. The CBA continually connects with the businesses community to gain insights in industry with previous faculty field trips to major Fox Valley area employers, Ashley Furniture and Harmony Enterprises. The group learned about Kwik Trip's dairy endeavors, marketing, community outreach, profit sharing, accounting, finance and more.

Getting involved: iFeed

UWL CBA Dean Milner and students joined a community-wide effort to alleviate hunger in the world and locally. The group of more than 400 volunteers helped pack more than 97,000 nutritious, soy-rice meals for children in Nicaragua and another 35,000 for the Hunger Task force to fill local food pantries during iFeed Saturday, Nov. 2, at Logan High School. Organized by seven La Crosse Area Interact Clubs, the iFeed event was the culmination of smaller food drives throughout the community leading up to Nov. 2, including a UWL campus-wide food drive.



Supporting what he started

Alum provides scholarships to students in business fraternity he helped launch more than 50 years ago

Doug DeMuth, '69, recalls business fraternity outings in college that ceremoniously winded down with a cold one in the Cartwright Center Cellar. All of the bonding the fraternity members did — often times with local business professionals — was a lot of fun, he recalls. It was also useful.

“In the long run it taught me the power of networking,” notes DeMuth, now a financial advisor with Edward Jones in Arizona. “We

can only do so much as an individual, but as a group, there are endless possibilities.”

DeMuth was the president of UWL's chapter of the Eta Rho fraternity when it aligned nationally with Delta Sigma Pi business fraternity. He is pleased to see Delta Sigma Pi continues to provide UWL students professional development and personal friendships more than 50 years later.

Back in the day, DeMuth and fraternity members pitched in to help get the group off the ground. “We may have provided the framework, but other people who followed us built on that framework and made it what it is today,” he says.



Doug DeMuth, '69, was a business major and mass communications minor. A transfer student from Illinois, he quickly found campus to be friendly and the faculty to be “extremely helpful, open and accessible.”

Below: Doug DeMuth, second row far right, pictured with members of Circle K in the 1968 La Crosse yearbook. Photo courtesy of Murphy Library Special Collections.



That's why DeMuth is supporting the UWL fraternity. He set up an endowed scholarship for members of Delta Sigma Pi, granting up to 15 scholarships a year for members.

"The scholarship has instilled the idea that hard work and dedication can be rewarded in various ways," says Jenna Arts, a UWL senior marketing major and past recipient. "It is nice to be recognized for the effort I put in to helping the Eta Rho chapter of Delta Sigma Pi succeed. It has also instilled the 'pay it forward' mentality that is prevalent in this organization."

What has kept the organization going strong all these years is the "environment of like-minded, motivated people," adds Arts, who has held multiple positions within the organization including historian, web admin-

istrator, chancellor, social chair and now social media chair. Members genuinely want to see each other and the chapter succeed, and they are always looking for ways to improve, she says. Her favorite part of being in Delta Sigma Pi is the life-long friendships made.

"It is heartwarming that something as significant and important to me 50 years ago is still significant and important to the student body today," says DeMuth. "As I am wrapping up my professional career, if I can do something to help those people in the same field I have been in my entire life, that is rewarding to me."

In addition to Delta Sigma Pi, DeMuth recalls other UWL experiences that shaped him. Hosting UWL etiquette dinners in conjunction with dining services as a student led

to an appreciation for professionalism — not to mention a chance to eat really good food. Joining Circle K in college was his first experience with a service organization, which helped him launch a Rotary Club later in life. It also introduced him to what it feels like to be part of a group helping others, which he continues to do today.

In addition to his yearly scholarships, DeMuth set up an estate gift to UWL that will carry on his support for UWL long after he is gone.

"Life has been good to me and it's important to give back in the world. Some do that through church, charities or other causes," says DeMuth. "My hope, as I get closer to the end of life, is that I can look back and say, 'Hey, I did some good.'"



Spring 2019 recipients of Alumnus Doug DeMuth's scholarship. Front row, from left, Maddy Larrabee, Malea Hinton, Kendra White, Cara Capodice, Olivia Mueting and Fadil Jonuzi. Back row, from left, Adam Urban, Jacob Streeter, Nolan Gaffney, Austin George, Breanna Breunig, Samantha Ballweg, Jenna Arts, Rebecca Olson and Katherine Hibner.

THANKS FOR YOUR SUPPORT

2019 CBA Honor Roll

We are proud to continue acknowledging those who have supported us fiscally during the prior year using an Honor Roll list in Bridges. The individual list and the company list are for those cash donations given Jan. 1, 2019-Dec. 31, 2019. Mere words cannot express profoundly enough our appreciation to those who, through their gifts of scholarships and professional development monies, support our efforts for students and faculty. For the year 2019, cumulatively these gifts total over \$1 million — a record. Whether you have given before, gave in 2019, or will give in the future, we humbly thank you.

LIFETIME BUILDER LEVEL, \$250,000+ Russell L. & Vera M. Smith Foundation Ronald G. Stratton The Menard Family	CORPORATE MANAGING PARTNER LEVEL, \$10,000+ Benson Management Inc. Johnson & Johnson Family of Companies River States Truck and Trailer Inc. Russell L. & Vera M. Smith Foundation Schwab Charitable The Menard Family	ASSISTANT PARTNER LEVEL \$1,000-\$1,999 BKD LLP CPAs & Advisors Eide Bailly Hawkins Ash CPAs Mayo Clinic System - Franciscan Healthcare Network For Good Online Packaging Inc. Olsen Thielen & Co. Ltd. Todd and Linda Taylor Charitable Fund Thrivent Financial for Lutherans Wipfli LLP	INDIVIDUAL BOARD LEVEL, \$50,000+ Anonymous CEO LEVEL, \$25,000-\$49,000 Eric & Kristin Jungbluth Joseph Laux PRESIDENT LEVEL, \$10,000-\$24,999 Barbara & Brian Benson Gordon W. & Barbara Gade VICE PRESIDENT LEVEL, \$5,000-\$9,999 Ronald Gillies & Laura Jensen Robert Hetzel Laura M. Milner Terry & Mary Murphy David & Megan Smith Tim Stadthaus Richard & Edith Sylla DIRECTOR LEVEL, \$2,500-\$4,999 Gary & Holly Kimm
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PATRON LEVEL, \$50,000-\$99,999 Andrew & Linda Temte Anonymous Baker Tilly Virchow Krause LLP Janet & Jake Hoeschler Family Trust Jess and Marilyn Ondell Joseph Laux Joseph & Linda Kastantin Schwab Charitable Wipfli LLP	JUNIOR PARTNER LEVEL, \$3,000-\$4,999 CliftonLarsonAllen Graham Holdings Merchants Bank Wipfli Foundation Inc.	ASSOCIATE PARTNER LEVEL, \$2,000-\$2,999 Citizens State Bank Strodthoff Family Foundation Strohm Ballweg LLP	

Keep in touch with the College of Business Administration by submitting or updating your information at:

<https://www.uwlax.edu/alumni/contact/whats-new-with-you/>.

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Jeffrey Mathe & Phyllis Creek
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Uncovering more about Internships

Five questions you probably have about internships and the research to help you answer them

Companies are increasingly offering internships, which can help a firm identify talent and recruit future employees. Meanwhile, internships are also good for college students. They are the most influential characteristic a student can have to land a job, employers say, according to National Association of Colleges and Employers Job Outlook 2018.

Despite the obvious importance of internships for both students and employers, people know little about them.

UW-La Crosse Economics Professor John Nunley and a team of co-authors collaborated on a National Bureau of Economic Research working paper. It outlines nationwide studies the authors used to better understand the demand for interns and what leads to success in the internship market.

Their results help answer questions for both college students and employers.

Here are just a few.

- Q.** Should an internship be paid or not? This is a question many employers wonder about.
- Q.** An internship gives experience, which is valuable in and of itself. Yet, if an intern is contributing to a company's bottom line — a strong argument could be made for the need to pay. Before making the judgement call, Nunley says it's important to know more. Their research found internships are more likely to be paid when:
- They are more closely associated with a specific occupation
 - The local labor market has lower unemployment
 - The local and federal minimum wage are the same
- Q.** Is there a link between pay status and whether an internship is full-time? There is a strong link between full-time internships and pay status with 71% of full-time internships being paid. The opposite is true for part-time internships where 74% are unpaid.
- Q.** When are employers more likely to respond to a resume for an internship position?
- Q.** A strong determinant of success in landing an internship is having held a previous internship. Prior internships raise the probability of a positive response for a subsequent internship by about 30 percent. This is different from usual college jobs such as lifeguarding or retail work that have little to no effect. (based on an audit of 11,500 applications).

[See the online paper for more results.](#)



UWL Economics Professor
John Nunley

Other co-authors on the study include:

- David A. Jaeger, School of Economics and Finance, University of St. Andrews
- Alan Seals, Department of Economics, Auburn University
- Eric J. Wilbrandt, Peachtree City, GA



POP QUIZ ANSWERS (from page 7)

1. D. Joel | 2. A. Lowering the legal voting age to 18. | 3. C. The Vietnam War