



Senior Monica Bohl earned overall champion bragging rights at a major Midwestern sales competition. **P4**



CBA alums and administrators are helping to ensure more graduates can consider working at a top state insurance company. **P6**



Tyler Hartmann and Zach Fiene got more than a grade in their class. They acquired ideas for a business they hope to launch. **P13**



Leticia Peña teaches a class on global perspectives of business. Peña will retire in May after 20 years of teaching at UW-L.

Building Bridges

University of Wisconsin-La Crosse

Peña perseveres

Retiring professor discovered love for teaching through tragedy

When Leticia Peña applied to Harvard University in 1983, she was living on peanut butter sandwiches.

She was in her 30s with about \$300 to her name and big dreams of earning a doctoral degree. Peña's desire for an advanced degree was strong, fueled in part by a tragedy 18 years earlier when her older brother died at age 23 in a car accident. He died right before he could earn his doctorate in engineering at MIT.

"It devastated me," says Peña. "I wanted to honor his wish and earn a doctorate in education at Harvard. Everyone laughed at me but, of course, I made sure I got in."

Peña says it took two tries to get into Harvard. The second time she had the help of a faculty mentor, who talked to admissions after realizing her potential and resolve.

Her time at Harvard led to experience teaching and a career in education. This May Peña will retire after 20 years of sharing her administration and international

knowledge in UW-L's College of Business Administration.

Roots in Mexico

Peña was initially intrigued by worldly affairs as a young girl growing up in Cananea, a small town in northern Mexico. She attended an American school there and had a teacher who shared a fascination with the world.

"I thought I would want to be a diplomat when I grew up," says Peña.

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BILL COLCLOUGH Letter from Dean

It's time to head back to class

Dear friends,

After 20 years of serving as serving as Associate Dean and Dean in the College of Business Administration, it's time to head back to class.

This summer, I will resign as the top administrator of the CBA. I look forward to getting back into the classroom to teach more. Sharing knowledge and being challenged by today's youth are things I've always enjoyed. I look forward to returning to this challenging and rewarding vocation.

But before I head back to class, I'd like to reminisce about my two decades working in the college's administration. I'm proud of the CBA's many accomplishments. Among them:

- Implementation of new programs, including international business, information systems, and an MBA via the Internet.
- Growth in international activity, including the East Central European Scholarship Program, collaborative MBA programs and partnerships, and a growing array of short-term study abroad experiences.
- Significant growth in faculty and staff.
- Success of our students.
- Continued accreditation by AACSB International- The Association to Advance Collegiate Schools of Business.
- Growth in advancement activities, such as the CBA golf outing and many alumni events held throughout the Midwest. Our CBA endowment has grown from less than \$100,000 to more than \$1 million, allowing the college to offer enhanced programming, faculty growth and student scholarships.

I have worked closely with Bruce May who has been appointed dean. I've seen his good work and I am confident he will provide excellent leadership.

I have enjoyed the opportunity to serve this great college and institution. I'm thankful for the many leadership opportunities I've experienced in my 32-year career at UW-L so far. I will miss the people, interaction with alumni, students, employers and other CBA stakeholders.

The CBA has a strong story to tell. The college is well-positioned to grow and flourish. Thank you for all the support you've given to me. I encourage your continued support of the CBA.

Sincerely,

Bill Colclough
Dean, College of Business Administration



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Dean Colclough heading back to class; Associate Dean May to head up CBA



CBA Dean William (Bill) Colclough announced plans in March to return to the classroom this fall. He'll be replaced by current CBA Associate Dean Bruce May, who has been appointed dean.

Colclough joined faculty 30+ years ago

Colclough first joined UW-L in 1980 and has been a professor in the Department of Finance since 1990. He has served as the CBA dean since 2000. He was interim provost in 2007-08 and vice president for Administration & Finance in 2006-07. He was CBA Associate Dean and director of the university's MBA program for 10 years.

Among Colclough's many accomplishments are his commitment to and involvement in internationalization and international program development. He helped develop collaborative programs in Poland, Taiwan, China and Germany. For 14 years he helped direct the East Central European Scholarship Program (ECESP) administered by Georgetown University, bringing nearly \$8 million in grant funding to UW-L. It was the first U.S. educational training program to be implemented under a 1989 federal initiative supporting democratization and privatization in East Central Europe.

Locally, Colclough has board membership in numerous organizations such as Junior Achievement, UW-L Foundation, La Crosse Area Development Corp., La Crosse Medical Health Science Consortium, and currently as chair of the Board of Directors Community Credit Union.

"His leadership as dean will be missed by many of us who have worked closely with him and in a variety of settings," says Betsy Morgan, Interim Provost and Vice Chancellor for Academic Affairs.

May appointed as dean

May has been appointed CBA dean through the 2014-15 academic year. A national search for a dean is expected to occur during the 2014-15 academic year.

May served as CBA interim dean for two years and associate dean for eight years. He came to UW-L with 10 years of teaching and internationalization experience at the University of South Dakota.

May brings a wealth of academic, business, and leadership experience to the position. It includes teaching and leadership awards, business ownership, practice as a California business attorney, and service as a U.S. Naval Flight Officer. He holds a bachelor's in psychology from UW-Eau Claire, a Doctorate of Business

Administration in international business from the United States International University, and a Juris Doctor degree from the University of San Diego.

May was appointed dean, rather than interim dean, because CBA faculty wanted his experience to facilitate the maintenance and development of the college's international, business, donor and alumni relationships.

"The appointment of Dr. May will provide the college with stable leadership over a period during which the College will undergo its AACSB accreditation visit, academic program review, and contribute to the university's Higher Learning Commission (HLC) accreditation visit," says Interim Provost Morgan.

9th annual CBA Challenge is June 8



The 9th annual Greater UW-L CBA Challenge hits the links Friday, June 8, at the Wild Rock Golf Club at Wilderness Territory in Wisconsin Dells.

Shotgun start for the scramble begins at 1 p.m.; divisions include men's, women's and mixed.

Registration is \$120 before May 19 and \$140 after. Registration includes 18 holes of golf, gifts, cart, beverages on the course and dinner. Proceeds benefit CBA scholarships. The challenge is open to all alumni and friends.

To register or for more information, visit: www.uwlax.edu/ba



SOLD!

Senior is top salesperson in Midwest competition

You might say marketing major Monica Bohl talked her way into a regional championship.

The senior from Muskego was named overall champion at the fifth Great Northwoods Sales Warm-up collegiate competition at UW-Eau Claire in November. Bohl brought home a trophy, \$1,500 and a \$1,000 custom business suit. She also received several job offers.

“We were pretty big underdogs going into the competition,” says Bohl, noting this was her first time competing in a sales competition. “The many hours of role-playing going into the event really paid off.”



UW-L Marketing Major Monica Bohl, a senior from Muskego, was named overall champion at the fifth Great Northwoods Sales Warm-up collegiate competition in November. She's pictured with faculty coach Susan Whitewater, '93, and the trophy she brought home.



The competitive sales event included 48 students from 16 universities in nine states. Runner-ups were from Baylor University (Waco, Texas) and Illinois State University (Normal, Ill.) The two other UW-L students in the competition were Kristen Anderson and Lindsey Sjobeck, who was named school champion and received an iPad, \$150 and a trophy.

The three were given marketing cases from Hormel and SuperValu in mid-October before role-playing in front of judges at the competition. Bohl and the other two finalists then took a new challenge. They were given 30

minutes to prepare before role playing in front of judges while the other competitors watched via TV.

Associate Lecturer of Marketing Susan Whitewater, '93, who coached the CBA students, says her team entered the competition prepared and motivated. “They worked together as a team even though at the event they competed against each other,” she notes. “All three did well and I’m proud of how they finished.”

The students came home with great hands-on experience and business connections, along with job offers or prospects.

Pure water for Peru

UW-L business alum Dean McHugh recalls visiting the Peruvian family with four fellow Rotarians in 2008. A Peruvian woman with five children had just received a water filtration system from the Holmen Area Rotary Club. As they stood inside her home, a dirt floor surrounded by sheets of cardboard and tin, they knew the difference it made, says McHugh.

“I was the only one in the group who spoke Spanish, but I didn’t need it,” says McHugh, ’89. “You could hear in her voice and see on her face how appreciative she was.”

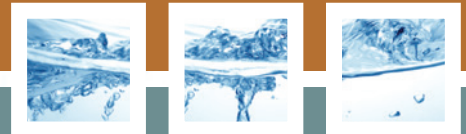
One half of children under age five who live by the Rimac River in Lima, Peru, suffer from chronic diarrhea. This and other diseases are a result of contaminated drinking water. That’s why the Holmen club started a partnership with the La Molina Vieja, a Rotary Club in Lima, in 2007 to bring water filters to Peruvian families who live along the river. Today the club has provided about 750 Biosand Filters to families along the polluted Rimac. Rotary clubs in the U.S., Canada, Italy and other places worldwide joined to have collectively delivered about 4,000 filters.

The filter, three feet tall and a foot wide, is made of concrete. Gravity forces polluted water through three layers of filter aggregate.

The goal is to deliver 5,000 filters by the end of 2012. The Holmen club hopes to contribute 500.



Holmen Area Rotary Club started a partnership with the La Molina Vieja, a Rotary Club in Lima, to bring water filters to Peruvian families who live along the Rimac River. Here UW-L business alum Dean McHugh helps to distribute the filters.



The Holmen Area Rotary Club has provided about 750 Biosand Filters to families along the polluted Rimac River.

Want to help?

To learn more about the Rotary project or contribute, contact Dean McHugh, member and past president of Holmen Area Rotary Club, via the club’s Facebook page or at McHugh Excavating, 608.783.1404.



UW-L senior A.J. Smith, right, an accountancy major from Dodgeville, talked about career goals with ACUITY Human Resources Specialist John Krechel and Commercial Lines Underwriter Laura Wagner, '05.

Ensuring a connection

Relationship helping CBA grads find jobs

CBA alums and administrators are helping to ensure more graduates will work at ACUITY, one of the state's most profitable insurance companies.

During a recent visit to eastern Wisconsin, CBA Dean Bill Colclough and Collegiate Gifts Officer Pat Stephens visited the highly rated insurance company.

Tonia Gibeault, a Senior Human Resources Specialist with ACUITY, says the company has strong relationships with many universities. But, she says, ACUITY's relationship with UW-L is one of its strongest.

"We have outstanding jobs, you have outstanding people," explains Gibeault. "Building the relationship with UW-La Crosse is advantageous for both parties in that the students not only are beginning fulfilling, rewarding and meaningful careers immediately out of college with ACUITY, but ACUITY is gaining valuable talent and fresh perspectives for the innovative work we do."

Gibeault is impressed with the background CBA grads have. "The knowledge and experiences they gain while attending UW-La Crosse has a profound impact on their success at ACUITY, which makes us all the more interested in continuing the relationship," she notes.

Gibeault says UW-L students give a "great" first impression at career fairs with their dress and knowledge of ACUITY. Along with good communications skills, the students are prepared to work in insurance. "UW-La Crosse offers coursework in risk management and insurance," she notes. "That gives students a significant competitive advantage."

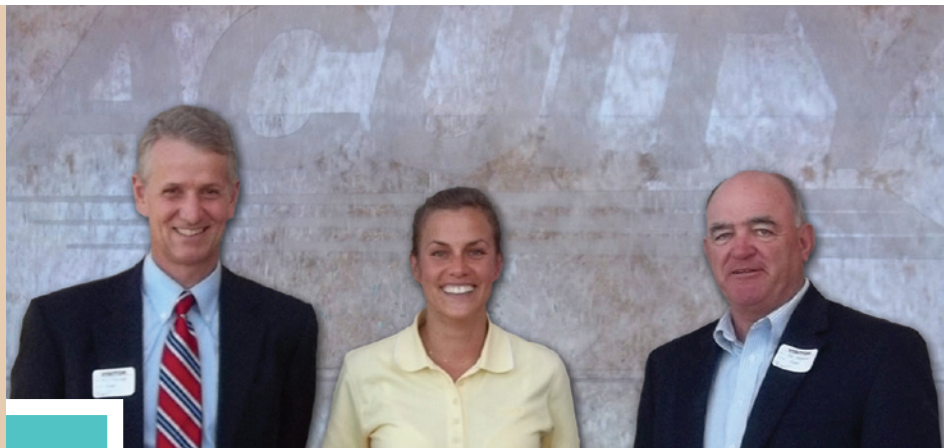
Laura Wagner, '05, an ACUITY Commercial Lines Underwriter, was one of them. "I actually ran across ACUITY at the university's Career Fair seven years ago," she recalls.

In February, she was back on campus talking with students. "I had a ton of fun connecting with students," she said after sharing details about ACUITY to those soon to enter the workforce. "It was been a great experience."

For Wagner, it was easy to impress students about ACUITY. "They have an absolute stellar training program," she explains. "Their corporate culture has been key for me."

About ACUITY

- A S&P A+-rated region property and casualty insurer headquartered in Sheboygan. ACUITY's voluntary turnover is less than one percent.
- No. 1 mid-sized employer in the nation by the Great Place to Work Institute. Named one of the top five medium sized companies to work for the past eight years by the institute.
- Has 850 employees and manages more than \$2.4 billion in assets.
- Named to InformationWeek 500 as a top technology innovator in the nation the past eight years.
- Named to Top 50 Best Run Insurers in the nation by Ward Financial Group the past 12 years.
- Early in the year had more than 40 entry-level openings.



CBA Dean Bill Colclough, left, and Pat Stephens, Director of Collegiate Gifts, right, visited with ACUITY Senior Human Resources Specialist Tonia Gibeault at the company's headquarters in Sheboygan.

Meeting a demand for insurance know-how

A new insurance faculty member in the College of Business Administration will help meet the demand of insurance firms in the state, says CBA Dean Bill Colclough.

CBA will hire a new faculty member to teach insurance and selected courses in finance in 2013. Recruiting for the position will start in fall.

Colclough says statistically Wisconsin ranks high among the 50 states for the number of insurance firms.

“As I have visited and worked with those insurance firms, they certainly are signaling a large demand for our graduates — particularly if they have background in insurance,” says Colclough.

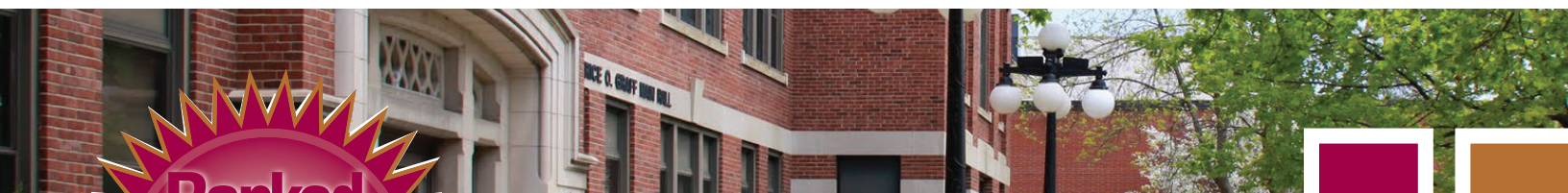
In insurance classes students learn about topics such as life insurance, property insurance, the operation of insurance companies and more.

The hire also helps the college return to previous staffing levels after two CBA faculty who taught insurance, Bob Carney and Tom Aiuppa, retired five years ago. In 2009, Professor Steve Tippins was hired to help fill insurance education needs, but his classes are filling up.

“Every semester we have more demand than seats for the Principles of Insurance course,” says Tippins noting most recently 15 students were on the waiting list.



STEVE TIPPINS

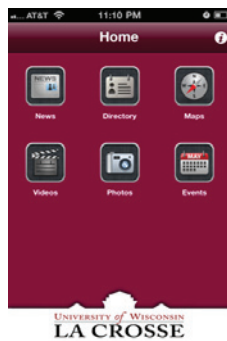


UW-La Crosse: No. 2 in the Midwest

UW-L has again been ranked the No. 2 public university in the Midwest – and the top comprehensive in the UW System. The rank is from *U.S. News & World Report's* 2012 America's Best Colleges list of Best Regional Universities in the Midwest. “Even with our continued budget challenges, we've been able to maintain this impressive ranking because our people take great pride in this university and its reputation,” says Chancellor Joe Gow. UW-L has been ranked second or third among Midwestern public universities for the past 11 years.

Still a Kiplinger's 'Best Value' among colleges

UW-L remains on *Kiplinger's Personal Finance's* list of 100 best values in public colleges in the country. In the February 2012 issue, UW-L was ranked No. 62 for in-state and No. 52 for out-of-state students. Rankings cite the top 100 four-year schools that “combine outstanding education with economic value.” UW-L is still the top ranked UW comprehensive university. See complete rankings at: www.kiplinger.com/reports/best-college-values.



There's an app for that

You can get the new UW-L mobile application for free from iTunes. The app allows you to view UW-L videos, news and current events. Mohamed A. Elhindi, UW-L's Chief Information Officer, says the app helps people navigate campus, learn about UW-L, and find events and activities quickly.

UW-L is 'Military Friendly'



G.I. Jobs has placed UW-L on its 2012 list of Military Friendly Schools. The list honors the top 15 percent of colleges, universities and trade schools that embrace America's veterans as students. To make the list schools must have good results for recruiting and retaining military and veteran students, along with academic accreditations.



Have degree, will climb



Business alums Travis Pernsteiner, left, and Jacob Hoffmann, are pictured with Mount Katahdin in the background.

The Appalachian Trail stretches 2,200 miles from Georgia to Maine. It traverses 14 states through cow pastures, rocky cliffs, waterfalls and open plains. The upward treks are the equivalent of hiking Mount Everest 16 times. UW-L business alums Robert “Jake” Hoffmann and Travis Pernsteiner started hiking the trail two days after their May 2011 graduation.

Pernsteiner, a management and economics major, and Hoffmann, an international business, finance and German major, say making the trek right after college felt right.

“I worked 30 hours a week in college and had three majors. I was pretty burned out,” says Hoffmann. “I wanted to get away and do something most people when they are 50 look back and wish they would have done.”

They averaged 18 miles a day with everything they needed slung behind their backs in 20-pound packs. They slept in tents or lean-to shelters and collected drinking water from streams. They began to slow down and appreciate what was around them.

“I worked 30 hours a week in college and had three majors. I was pretty burned out,” says Hoffmann. “I wanted to get away and do something most people when they are 50 look back and wish they would have done.”

“At times it was perfectly silent and quiet and I could hear the leaves rushing or an animal off in the woods,” says Pernsteiner.

But it wasn't always peaceful. Hoffmann recalls the day he bought a new pair of shoes and, after walking 15 miles out of town, he realized they were too small. It was 100 miles to the next town.

“That was a dark time,” he recalls.

Four months after they had started, with full-grown beards the two hiked the last stretch five miles straight up Mount Katahdin. Through the foggy morning mist they touched the sign at the summit, but they didn't feel a sense of completion. They thought about what might be next — an even longer hike or going back to school for a master's.

“Everyone has definite amount of time on this earth and I don't want to waste it,” says Hoffmann. “Why not keep being that person who seeks adventures and does things they love?”



Travis Pernsteiner, left, and Jacob Hoffmann, reach the 1,000 mile point.

Hike facts

People: They passed 528 people from start to finish

Youngest hiker: 18

Oldest hiker: 88

Starting pack weight: 35 lbs

Finishing pack weight: 18 lbs

What did they ditch? Excess food, water, socks, boxers and toilet paper. They found a lighter mattress pad.

Motivation? Bacon cheese burgers and chocolate milkshakes at small-town diners.



Jacob Hoffmann and Travis Pernsteiner stand at the summit of Mount Katahdin with other hikers they met on the trail. From left by trail name, Frodo (Pernsteiner), Sweet Tea, Happy Feet, Samwise (Hoffmann) and Stretch. The two came up with trail names based on Lord of the Rings characters.



CONTINUED FROM FRONT PAGE

Peña perseveres

As a young adult, she started down that international career path working as a tri-lingual interpreter, director of a language school in Mexico, a social services coordinator for the Hispanic community in California and an intern at the United Nations Educational, Scientific and Cultural Organization (UNESCO) in Switzerland.

But Peña never became a diplomat. Instead, in her 30s, she began pursuing a master's in international affairs at Columbia University and a doctoral degree in education at Harvard.

"I wanted to return to school in my 30s after my first husband (a former seminarian) asked me for a divorce," says Peña, "I was inspired by a lovely couple of Jungian psychologists to think of what I had always wanted to do in my life that I had not yet done. I said I wanted to live in New York and return to school."

Peña says Harvard afforded her so many opportunities to learn and teach. One of her professors was offered a job at mid-semester and asked Peña to take over management classes at Northeastern University in Boston. Peña taught there for three years before landing a tenure-track position in the Management Department at UW-L where she ended up staying until now.

"I spent more time than I thought I would here because I was impressed with the quality of the people," she says. "I felt an affinity. I thought I could offer something to the students here — especially with my love for the global world."



"I spent more time than I thought I would here because I was impressed with the quality of the people," she says. "I felt an affinity. I thought I could offer something to the students here — especially with my love for the global world."

Global outreach

During her career at UW-L, Peña helped start linkages with universities in Mexico, Brazil and China. She taught in France and recently took a group of students to New Zealand and Australia over winter break to learn about business sustainability practices in the South Pacific.

Peña helped create a campus United Nations Film Festival and design an international education website. She has won numerous awards, including the UW System "Women of Color in Higher Education" award, an "International Education Award," and an "Excellence in Service Learning Award."

In her management classes she constantly challenges students to think globally. "Peña's class focuses on management issues and breaks up the traditional, 'American way of thinking' about business concepts," says UW-L Senior Tristina Davis.

"You can't succeed in business today without being global. It's just not going to happen," says Davis who

one day wants to work for Disney World. "The topics are interesting and very relevant today."

Peña met her second husband, Dayr Reis, while working in the Management Department. Reis, who also taught in the department, died May 2007 at age 73. Peña says life has been a challenge without him.

"Understanding death has been a very core issue for me," she explains. "What I've learned is that all you have is today, so make sure you go to bed every night with the feeling that you have done your very best."

Peña says life really is about connecting the dots backward as the late Steve Jobs, Apple CEO, explained in his Stanford University commencement address. Peña learned of her love of international business early on, but says she is grateful to her brother who really helped her discover her true love of teaching, which led to so much more.

"Rather than shy away from painful events we have had, it is there that we can really find our passion," she says. "I think my brother would be so proud."

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



Bice retiring after 31 years providing the real-world business view

Adjunct Professor Phil Bice says he is retiring at the most challenging time he has witnessed in history.

Overpaid bankers, bad business management and wasteful government spending populate the news headlines. Meanwhile, students are attempting to discover their future in a professional career.

For students, "It's not about the institution. It's really about them," says Bice. "They have to find what they love to do."

Yet, they also need to be in touch with the aforementioned reality in the world of business, which they are preparing to enter.

That real-world view is something Bice has experienced with as an owner of an accounting firm for more than 30 years, Bice Associates LLC. Bice both taught accounting full-time and managed the accounting practice. He'll retire in May.

"I like the way he teaches," says Mbaye Diaw, a UW-L international student. "He is not just focusing on the book, but he talks about what it's like in real life."

Bice says he started teaching when he was young because, with his age, he thought he could relate well to students. As he has grown older, that relationship has changed, but he still finds students are his primary inspiration to teach.

As students develop professionally, he reminds them, it's not all about the grades.

"Bill Gates dropped out of school. Steve Jobs dropped out of school," he notes. "I communicate to students that it is their interest in their studies that matters most."

And he tells them when they decide on that interest, it's important to learn all they can.

"Students will say, 'Why do I need to know this? I'm never going to use this,'" says Bice. "I tell them, 'You'll never use what you don't know, but if you know something you may be able to use it.'"

He says his own accounting business has been successful because he has the interest and, through teaching and practice, he has continued to learn.



UW-L adjunct professor Phil Bice teaches a class in Wimberly Hall. He retires this spring.

Professor Emeritus Earnest dies

Professor Emeritus Kenneth "Ken" Earnest, died March 4, 2012, in La Crosse.

Friend and former colleague Professor Joe Kastantin shared the following about Earnest:

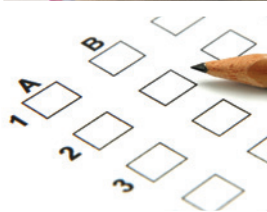
Ken taught cost accounting. His under-graduate education was in engineering. He later earned his doctorate in accounting and then joined the UW-L Department of Accountancy. Ken was an avid outdoorsman with great love of hunting and fishing. In part due to his love of the outdoors he was also a devout environmentalist. His passion for the great outdoors inspired him to ask many questions about commercial destruction of the environment. He was not satisfied with just government

environmental regulation. He sought to hold commerce accountable where it mattered the most: in the entity's financial statements. His objective was to force commercial entities to include costs associated with damage to the environment in the entity's overall cost and financial reporting structure as the damage was inflicted on the environment. Any conversation with Ken Earnest would invariably include his pressing passionately to hold commercial entities financially responsible for environmental damage.

For a complete obituary visit: http://lacrossetribune.com/lifestyles/announcements/obituaries/kenneth-ken-r-earnest/article_09617f60-67e8-11e1-97e4-001871e3ce6c.html



Professor Steve Tippins teaching a class.



No test required

Finance professor explains why he doesn't give exams

Business Professor Steve Tippins has never given his UW-L students a test. Answering A, B, C or D doesn't have much application in the world of business, he says.

"I've never had a boss ask me a multiple choice question and if they did 'none of the above' never would have been an option," he explains. "You can guess the right answer in multiple choice. The true measure of learning is applying something."

Tippins, who teaches financial planning and insurance classes, assesses knowledge through projects and writing assignments. The closest thing to an exam in his insurance class is a "quiz" where students are charged with coming to his office for five minutes to talk.

"That's the quiz. They individually have to come to my office," he says. "I want to get to know students better."

In his finance class the "final exam" is an end-of-the-semester project where students must draw up a financial plan for the next 50 years of their life. Students can display that information in an essay, poster, video or another creative way.

"They can sculpt it out in mashed potatoes if they want to," Tippins says. "I don't care how they do it. They have to show they understand the concepts."

Tippins says there is no way students will get their financial future right in a condensed class project, but that's not the point. The point is to get them thinking and preparing for future expenses such as children, investments and retirement.

Getting students to think and apply what they've seen — even outside of class — is really what he hopes students leave class with every day. He begins each period asking if students have any questions — about anything.

"Come on, I know someone has a question," he says at the beginning of a Friday morning class period.

Students are at first shy, but then a question comes from the back row about recent news of a car accident. Soon the class is discussing the financial insurance implications of a six-car pile up.

"To be able to come in and ask any question, you're able to wrap your mind around the material you're learning in the real world," says Junior Derek Nelson.

Junior Dylan Luther says the questions in class lead him to ask more questions throughout his day. That curiosity about the world and how things work is something he can see being important in the world of business.

"A lot of times when you have a test, you cater your learning to what is on that test and you get a narrow view," says Luther. "Without it I think you get a better vision."

It's job-related

Career adviser given campus honor

As a CBA alum, you probably met Karla Stanek when you sought career advice. The director of Career Services and the Academic Advising Center, has been helping students land internships and jobs since 1976 — nearly as long as the CBA has existed.

Helping students is what Stanek, who advises primarily CBA students, enjoys. "Being in the trenches with the students is still my most favorite part of the job," she says.

When Stanek, '75 and '80, began working in Career Services, office staff helped place 80 students in internships. Last year, more than 800 students worked at internships coordinated through the office. That growth puts UW-L at the top of UW comprehensive campuses with the largest centralized internship program. She also oversees the Ac-

ademic Advising Center. Campus colleagues recognized her with the 2011 Academic Staff Excellence Award.

Along with counseling and working with talented staff and students, Stanek enjoys being a conduit among businesses and organizations, and campus. "I enjoy the opportunity to be able to interact with business people and others who are off campus," she notes.

Working in the community has helped her see what it has to offer. She appreciates the wide variety of activities and services the area has provided for her husband, John, and their two children, Kasey and Kelly.

Stanek says it's only right to volunteer to keep the community strong. "I firmly believe that no matter where you work, if you enjoy your community then you should give back," she explains.



Stanek has given back. Her volunteer work is vast and she's been recognized for that. One honor she received was Mrs. Oktoberfest, given to a La Crosse area woman who has impacted the community in her profession and as a volunteer.

Her dedication to community service was seen in the theme she selected for her 2010-11 reign: "Take Time to Give Back."

Students have a magic idea — and business classes to back it up

Tyler Hartmann and Zach Fiene recall late nights in their Drake Hall room brainstorming business ideas to make them millionaires.

It was just the two of them inside the cinder block walls with the “magic basketball hoop” — a small, plastic basketball hoop Fiene received for his birthday. They would ask the basketball a question and shoot. If they made it, the answer was ‘yes,’ and, if not, ‘no.’

“It was always right. That’s why we called it the ‘magic basketball hoop,’” says Fiene. “It even accurately predicted the Badger-Duke basketball win.”

It was a simple game, but the hoop helped them make a pretty big business decision. One of the many questions they asked the hoop was whether they could succeed with a business idea called dorm decals.

The decals would be large cling-on posters designed to fit over room windows. On the outside people would see a high definition image, but, from the inside, the window decal would be completely see through. It would serve as a window blind and a way for students to express themselves to the outside world, explains Hartmann.

“We tested it (on the magic hoop) and it told us we would be millionaires,” he says. “I tried extra hard to make that one.”

The idea became a long discussion over many late nights.

“Sometimes I was so excited, I couldn’t fall asleep,” says Hartmann. “I wanted to start doing something about it.”

So they did. The two UW-L juniors and finance majors took their idea to a UW-L business class in spring 2011, Business and Economics Research and Communication, where they did a semester-long market research project. The goal of the class was to understand research methodology. Fiene and Hartmann had even bigger goals.

With nearly three million students living in residence halls on campuses in the U.S. and a market that turns over every four to five years, the two thought their product had potential, but they needed evidence. They hoped the class would help them understand whether there was demand for dorm decals among college students.

“Every now and then we get students like these who have a real business decision that they want to research,” says Betsy Knowles, a senior lecturer who taught the class. “Students find it gratifying to have a project where they know they will have an end use. It makes it more real to them.”

For the class research project, Fiene and Hartmann surveyed UW-L students and found about 3.9 percent of their sample — what they figure would equate to about

400 students on a campus of 10,000 students — were interested in dorm decals at a profitable price. The research gave them evidence that they did have a market. So they took the idea to a business marketing class and, again, used dorm decals as a basis for learning how to create a marketing plan.

Because dorm decals could feature sports stars and celebrities, they want to partner with Fathead, a company that makes life-size, officially licensed wall graphics and street grips. So, they recently sent their marketing plan to Fathead. Now, with a prototype in hand, they await a response and continue to look for classroom opportunities to polish their product.

They still think the magic hoop was right and hope their idea will one day lead to self-employment. If not, at least they know they gave it a shot.



Finance majors Tyler Hartmann and Zach Fiene have taken their idea of dorm decals — on the outside people see a high definition image, but from the inside the window decal is see-through — to a company in hopes of marketing the idea to college students nationwide.

Alum builds close-knit business



Danica Leigl, '06, models hats she makes.



Danica Leigl, '06, left, and Abby Kohlmann, '06, wear the ponytail hats Leigl knits while marketing them at UW-L during a November visit.

It was an accident that led Danica Leigl, '06, to start an international, online hat company.

The UW-L business minor says the first hat she ever knit was made with bright pink yarn and had a gaping hole in the middle. She laughed at the goofy mistake, pulling her brown curls through the cap.

To her surprise, she instantly loved it.

That was a holiday break from school in 2003. Today Leigl's knitting mistake has blossomed into a business venture. In March 2007 she launched Peek.a.Boos. ponytail hat business, based out of Milwaukee.

Abby Kohlmann, '06, a marketing major and close friend, assists Leigl with her online marketing strategy.

"To sell something I believe in and know is a good product with my best friend — I don't know how I could ask for anything more," says Kohlmann.

Leigl's business minor came in handy as she began to understand how she would manage finances. She learned about tracking inventory, hiring models and

starting a website. She even attempted to mass produce the hats instead of hand making them, but wasn't pleased with the product.

"They weren't cool anymore," she says. "They were itchy, thin and smelt funny."

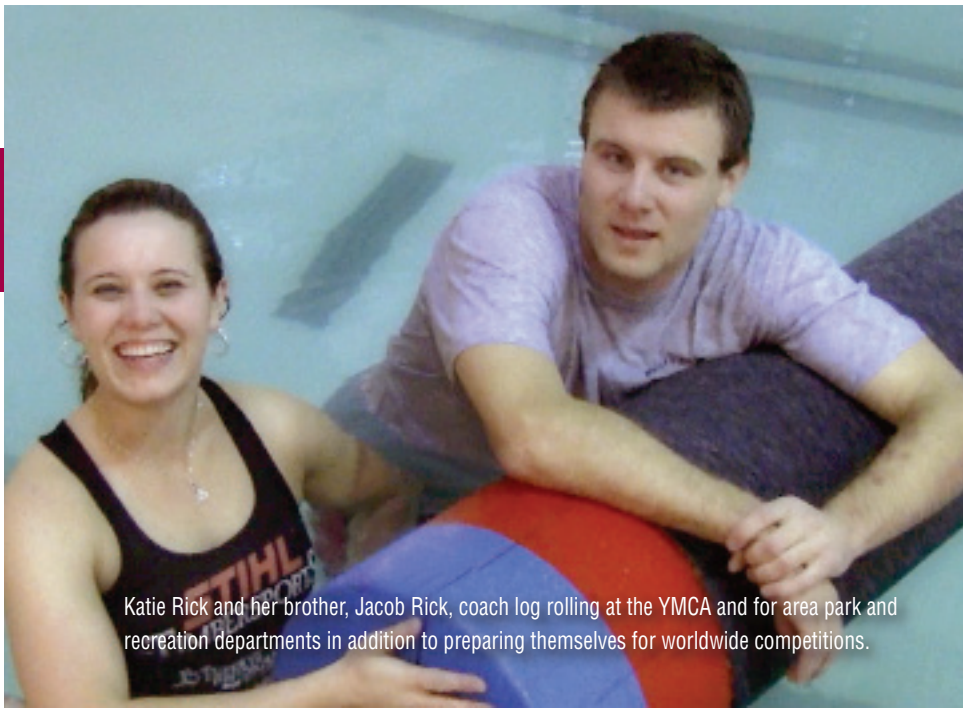
Leigl reverted to hand knitting every one, some days spending up to 18 hours knitting. The chemistry major with a concentration in business learned her work ethic at UW-L. Her best advice for entrepreneurs: patience.

"I did it wrong first. Then, I did it right," she explains. "The only thing I did right was not quit my job too soon."

Her business started turning a profit this year. The most exciting part of the business is seeing others enjoying the product, they say.

"I saw a woman wearing one the other day at the crosswalk and I almost peed my pants," jokes Leigl. "That's what gets you through ... spotting these out and about."

Want one?
www.peekaboos-hats.com



Katie Rick and her brother, Jacob Rick, coach log rolling at the YMCA and for area park and recreation departments in addition to preparing themselves for worldwide competitions.



Rolling along

UW-L students find steps to success

Master of Business Administration student Katie Rick and her brother, UW-L student Jacob Rick, know all about balance — on logs and in life.

They've both placed within the top five in World Championship competitions in log rolling and boom running — sports that involve the art of staying atop moving logs in water. They've also mastered balance

in life — both earning a UW-L semester grade-point average above 3.8 last fall while working and coaching log rolling locally.

Katie, an '08 alumna and full-time MBA student, and Jacob, a UW-L junior and recreation management major, recall spending summers since age five challenging each other on logs in the Mississippi River backwaters.

In addition to log rolling, UW-L MBA student Katie Rick, '08, works as the accounting and business manager at The Waterfront Restaurant & Tavern in La Crosse and is a graduate assistant in UW-L's Accountancy Department.

In addition to log rolling, UW-L student Jacob Rick coaches track at Onalaska High School and works various part-time jobs.

It physically prepared them for competitions and mentally prepared them for life.

The sport comes up in almost every job interview and rolling a 3-foot log on stage was her talent act when she ran for Miss La Crosse/Okttoberfest in 2004. While Katie didn't win the crown that year, she feels log rolling has likely helped her land jobs.

It shows she has the discipline to take on a competitive sport and balance her future business goals. Katie looks to continue to excel in the field of business, and maybe eventually pursue a doctorate degree.

"This sport has taught us to keep at it," she says.

Play ball

Brewers' skipper was tops, says CBA prof

The Milwaukee Brewers didn't make it to last year's World Series, but they may have had the best manager in baseball. UW-L Economics Professor Michael Hauptert said last October in a Washington Post article that Ron Roenicke, rookie manager of the Brewers, was the best manager in baseball last season.

"As an economist, I am interested in efficiency," Hauptert wrote. "The best manager is the one who produces the most with the talent he is given. After all, how hard can it be to manage the deep-pocket Yankees, who can purchase the best players each year to satisfy their manager's every desire?"

For the complete article, search "Why the Milwaukee Brewers have the best manager in baseball" at www.washingtonpost.com.





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Centennial Hall

Business alums Robert "Jake" Hoffmann and Travis Fernsteiner headed to the Appalachian Trail two days after graduating last spring.



Professor Leticia Peña shares how she got into teaching — and her plans for retirement.

