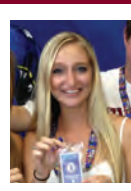




A look back: For the first time in its history, the CBA will have a building of its own to call home. **P4**



Navigating international life: New U.K. trip prepares CBA students for the world. **P8**



Meet Mitchell Reiser, this year's Hoeschler Award winner. **P11**



Andrew Rock, '04, initially joined track at UW-L to surround himself with good people.
Photo courtesy of UW-L Sports Information.

Building Bridges

University of Wisconsin-La Crosse

Preparing for the business of their future

Business alums share lessons learned through CBA academics, athletics

When people think of College of Business Administration graduates, they don't likely think of star athletes like Olympic gold medal winner Andrew Rock. But Rock, '04, like many CBA alums, was a college athlete who valued a well-rounded education that blended athletic and academic challenges.

"Part of the reason I came to UW-L was that I wanted to have a balanced life," says Rock. **"I wanted to be a high level athlete and student."**

UW-L has a rich history of incorporating mind and body balance. The university's official seal has the Latin phrase "Mens Corpusque," which means "mind and body," and exemplifies the university's commitment to a quality education for the whole person.



Andrew Rock, '04, was a finance major who became a gold medalist at the 2004 Olympic Games. He is currently head track coach at Bethel University.



BRUCE MAY

Letter from the Dean

Welcome to the Fall 2014 issue of Building Bridges.

With the start of the 2014-15 academic year, we look forward to the College of Business Administration (CBA) moving into a soon-to-be renovated Wittich Hall. With that building's storied history, it is a good time to reflect on the important connections that university athletics, physical education and sports have to the CBA.

In discussions with alumni, I am consistently reminded of the role athletics and sports have played in their university experience and their post-university lives. Although many people may not think of sports as part of a business program, a large number of our business graduates had life-shaping experiences as participants in university athletics. Even if they did not directly participate as a student athlete, they enjoyed the camaraderie and excitement generated by attending university sporting events.

Physical education, athletic programs and student-athletic organizations have been an integral part of UW-L since its beginnings in the early 1900s. Coincidentally, the university's original physical education building, the 100-year-old Wittich Hall, will become the new home for the CBA after the building is renovated.

Sometimes the important role that university sports and athletics play in transforming and enhancing student lives is lost. At UW-L, our athletes are students first and athletes second. In fact, the university's combined student-athlete grade point average consistently ranks highest among all Wisconsin Intercollegiate Athletic Conference schools.

A strong business education also shares many of the same values found in sports participation. These values include dedication, sacrifice, teamwork, integrity and leadership. Instilling these values enhances the contributions our alumni make to society, family and their careers. Athletics also encourages gender equity and appreciation for diversity.

In this edition of Building Bridges, enjoy reading about some of the lessons our graduates have learned from a well-rounded education.

Best regards,

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

Building Bridges

University of Wisconsin-La Crosse

Vol. 20, No. 1 | *Building Bridges* is published biannually for UW-La Crosse College of Business Administration alumni and friends.

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Thanks for the Memor
Best Wishes
Amelia!



CBA 'GO-TO' PERSON

Dittman retired after 40-year career at UW-L



LEFT: Amelia Dittman, '73, pictured right, greeting guests at her retirement reception. Dittman was a French education major who started working at UW-L after graduation and stayed for her career.



LEFT: Amelia Dittman, '73, and UW-L Chancellor Joe Gow at her retirement reception in May.

Amelia Dittman has spent her career helping students grow.

But, at a university, it's not only the students who do the growing. Dittman has enjoyed a 40-year career surrounded by "intellectually challenging, fun and witty people," she says. "I've learned how much you can grow at any age."

Dittman, '73, retired in July.

She started at UW-L working as an administrative staff person for the School of Education and climbed the career ladder, eventually becoming the assistant to the dean in the College of Business Administration.

Dittman had never considered some of the questions she encountered while working on a college campus — about not only business courses and curriculum, but also diversity and inclusivity issues. She earned the 2005 Most Accessible Academic Staff Member award from Students Advocating for Potential Ability (SAPA) and was also recognized by the Office of Multicultural Student Services for her years of service related to diversity issues.

One of Amelia Dittman's first projects when she joined the CBA in 1981 was assisting the college to gain initial accreditation from the Association to Advance Collegiate Schools of Business in spring 1982. It's a prestigious accreditation the college still holds today.

She established the CBA's freshman of color mentoring program; planned annual CBA "diversity lunch" presentations; and helped establish a new peer-mentoring program for incoming freshmen of color. She was also responsible for overseeing the CBA's expectations for "Design for Diversity" and "Plan 2008," which were the forerunners of Inclusive Excellence in the UW System.

"Amelia was committed to the success of all students, but she also had a passion for diversity and inclusivity issues," says Antoiwana Williams, director of Multicultural Student Services.

Dittman also grew in her role in the CBA dean's office. She started as an educational services assistant in 1981, and, over the next 33 years, became the "go-to" person for the college, her colleagues agree.

As assistant to the CBA dean, Dittman had diverse responsibilities ranging from advising students to helping manage CBA and MBA courses and curriculum. But working with students was what Dittman enjoyed most. She loved watching them work hard and eventually graduate.

However, she was also there when that didn't happen. She often had to be the bearer of bad news when students

weren't accepted into the program or had to be dismissed. She had compassion in this role, says Bill Colclough, a CBA professor and former dean of the college.

"When I think of Amelia, I think of someone who was always passionate about the success of our students," says Colclough.

And, when students succeeded, many made a point to tell Dittman 'thanks' for everything from help with course credit overloads to major life decisions and dreams.

Recent finance graduate Nadia Tirandazi, '14, says Dittman recommended the right courses and helped her transfer courses when she entered the CBA late.

"College wasn't a breeze, but knowing she believed in me and supported me made all the difference," says Tirandazi.

At the point of her retirement, Dittman was a consultant on university-wide committees on curriculum, academic standards and general education. She was the dean's consultant on CBA curriculum and international business. She chaired the CBA scholarship committee and was responsible for a number of activities related to the Silver Eagles alumni group. She coordinated faculty advisers and the CBA honor society, Beta Gamma Sigma.

"I was able to develop this position into a lot more than it was, and I liked that challenge," says Dittman.



GRANDVIEW DORMITORY BUILDING



GRAFF MAIN HALL

A LOOK BACK: CBA HISTORY

1956: The first “real” business faculty member Cloyce Campbell is hired.

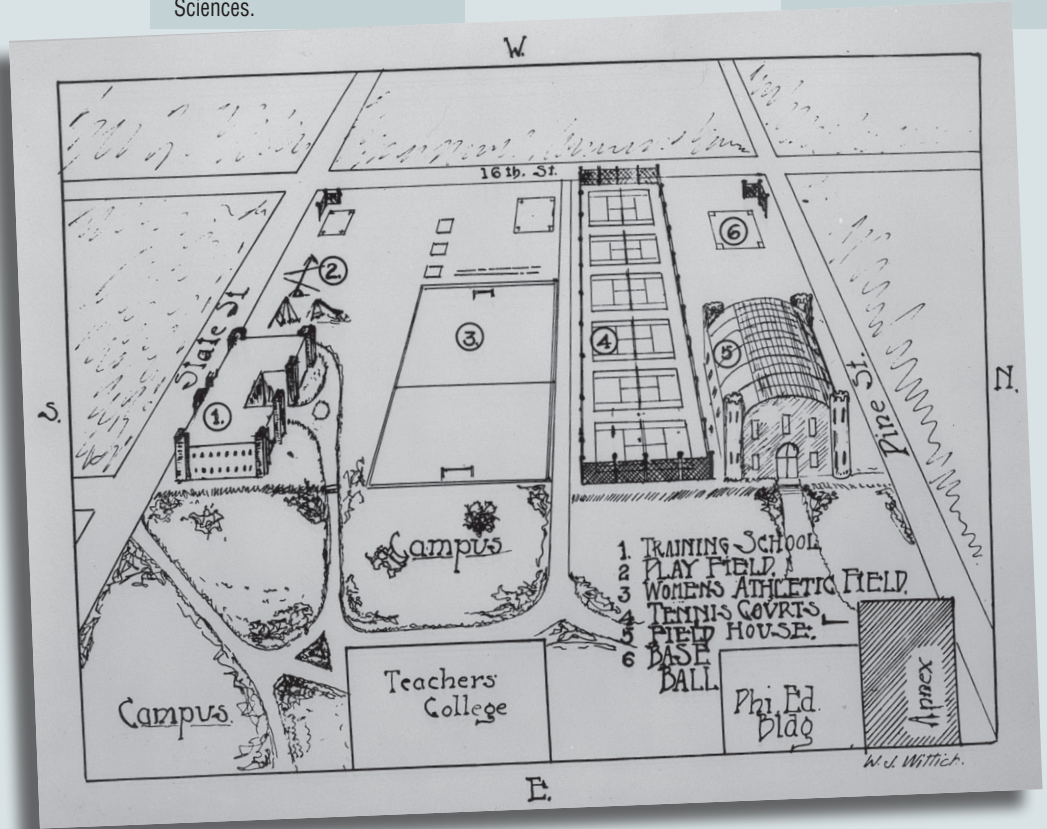
1968: 35 courses are offered in the Department of Economics and Business Administration in the College of Arts, Letters and Sciences.

1971: School of Business Administration is created.

1974: School of Business Administration splits from the College of Arts, Letters and Sciences.

1975-76: Master of Business Administration degree first offered.

1982: College earns initial accreditation from AACSB international.
Small Business Development Center established.



A hand-drawn campus plan by Walter Wittich, possibly soon after the physical education building was built in 1920. The training school building (Morris Hall) had not been built yet, but Wittich has drawn it where the Florence Wing library (now Wing Technology Center) would eventually be situated. Morris Hall, the future training school building, was actually built on the corner of State and 16th streets. Wittich also drew the annex to the physical education building to the north, whereas it would eventually be attached to the south side of the building 10 years later. The original drawing is in the Walter Wittich Collection. Drawing courtesy of Murphy Library, UW-La Crosse.



WIMBERLY HALL



WING TECHNOLOGY CENTER

1993: Significant growth in international and exchange programs.

1994-95: College offers first courses in distance education.

2000: International Business major developed; Information Systems Department and major added to the college.

2005: Internet MBA Program obtains degree-granting authority.

2012: A total of 21 new teaching positions added since 2008 through the Growth, Quality and Access Initiative.

2017: CBA to open the doors of its new home in Wittich Hall.

WHERE THE CBA IS GOING, AND WHERE IT'S BEEN

In August, the UW System Board of Regents approved a \$24.6 million renovation of Wittich Hall to become the new home for the College of Business Administration. Construction is expected to start in 2016 with the goal of reopening the building in fall 2017.

"The Wittich building is in dire need of renovation," says UW-L Chancellor Joe Gow. "It's almost 100 years old and we are thrilled that it will be modernized to serve as the new home for our College of Business Administration."

The project will preserve the historic integrity of the 1916 building, which is on the Federal Register of Historic Places. The building was originally built as the campus physical education building and is named after Walter Wittich, a prominent pioneer of UW-L's physical education program.

Bringing the college unity, identity

The CBA is a good fit for the building as the college has, throughout much of its history, lacked a central location and strong identity.

In the 1970s, UW-L's School of Business Administration split from the College of Arts, Letters and Science to become a separate administrative unit. Offices for faculty and staff who had been in the old Grandview Dormitory Building (demolished in 1974) and Main Hall were moved to the new classroom building, which later was renamed North Hall in the 1970s and then Carl Wimberly Hall 2000. In 1982 the Small Business Development Center was established in the building as well. The CBA is now located on various floors of Carl Wimberly Hall, mixed in with other departments, and in Wing Technology Center.

The Wittich project is funded by program revenue dollars. No state tax dollars will be used. The State Building Commission is scheduled to review the project in March 2015.



The Wittich Hall renovation is one of \$241 million in projects on the horizon at UW-L. The others include:

- a new student center,
- parking ramp addition,
- west campus chiller plant,
- Recreational Eagle Center addition,
- student fieldhouse,
- new residence hall and
- new science labs building.

Read more at: news.uwlax.edu/summer-renovations-revive-campus-history/

CONTINUED FROM FRONT PAGE

Preparing for business



Michelle Nerison Richgels, '96, was an accountancy major and track athlete. She is currently the controller at TCI Architects/Engineers/Contractor Inc. in La Crosse.

That commitment is still evident today. This past academic year was the 15th consecutive year UW-L athletes posted the highest grade point average among the nine Wisconsin Intercollegiate Athletic Conference (WIAC) institutions. And student athletes have a higher combined GPA at UW-L than the overall student body.

Being involved in academics and athletics taught alumni like Rock some indispensable life lessons to prepare them for the business of their future. Those lessons are:

BALANCE:

As a freshman, Michelle Nerison Richgels, '96, wasn't sure if she'd run track. She knew the commitment would pull her in a lot of different directions. She ended up joining the team late that year — a decision she's glad she made.

Today, as a working professional, wife, mother and friend, Richgels still encounters the struggle of being pulled in multiple directions and needing to find balance. She's glad to have had plenty of practice during college.

"I learned time management and prioritizing early on in college — when the repercussions were maybe less severe," she says.

UNITY:

Rock joined track because he could connect with a community in college.

"Ultimately, I wanted to surround myself with good people," he says.

Rock's track teammates and former UW-L track coach Mark Guthrie became close. They mentored Rock and pushed him to develop and improve every year. Without that push, Rock says he wouldn't have known he had the ability to pursue Olympic competition.

And those close relationships sometimes lasted long after college.

"The friendships I started in college have continued to this day," says Jeremy Richter, '94, who majored in marketing and played football. "In fact, I do business with some of those friends."

SUPPORT:

Today Rock is the head track coach at Bethel University. He says Guthrie's support as his track coach taught him about the kind of coach he wants to be — one who cares about the athlete more than their performance.

"I know Coach Guthrie wanted me to be the best runner I could be, but I know that he cared about me as a person even more," says Rock. "That was very motivating to me and made me want to work hard and be successful."

The average GPA of student athletes has been higher than the undergraduate student body overall for the 12th time in the last 13 years.

Overall undergraduate student GPA = 3.18

Undergraduate student-athlete GPA = 3.24

- Statistics from the 2013-14 academic year, Records and Registration



Jeremy Richter, '94, majored in marketing. He is the owner of Richter Studios, a Chicago-based firm that creates commercials, brand films and corporate video productions for clients around the world.

Today College of Business Administration students make up 18 percent of UW-L student athletes.

STUDENT ATHLETES IN THE COLLEGE OF BUSINESS

Accountancy	20
Economics	4
Finance	16
Information Systems	4
Management	25
Marketing	29
TOTAL	98

- Kim Blum, UW-L interim director of Athletics

Rock aims to be a resource for his track team in their athletics, academics and life.

"It's about so much more than four years, and it's about so much more than running fast in circles," says Rock.

INTENSITY:

Richgels, who majored in accounting, says her UW-L track teammates and business classmates had an intensity about their work that matched her own. UW-L's accounting program students are consistently top performers nationally on the CPA exam. Back in the 90s, the women's track team was placing among the top three teams at national Division III meets and Richgels was a member of the third-place, 4x100-meter relay team at the 1994 NCAA III Outdoor Championships.

Today Richgels is the controller at TCI Architects/Engineers/Contractor Inc. in La Crosse. She finds the same intensity among colleagues in the construction industry.

"Construction is fast-paced and everyone is type A," she explains. "We are intense about what we do, which can create some heated discussions occasionally."

Richgels says she learned in college what it takes to work with people who are just as passionate as she is — acting with tact and treating others with respect. In the end, channeling all that passion toward the same goal yields some amazing results.

NERVE:

Richter recalls football games when the scoreboard didn't look so good. But the team stuck to the game plan and ran on the field with the same conviction they had at the start of the game. Likewise, during Richter's first few years as a UW-L student, his grades were low and the outcome of graduation didn't look so good.

Richter says embracing a winning mentality paid off. His football team only lost five games during his four years. And he graduated from the CBA with a 3.4 grade point average. Sticking to the game plan taught him about other parts of life.

"In business, if you don't have the fortitude to put up with some failures in order to grow as a company, you're not going to survive," he says.

ENDURANCE:

Athletics and CBA classes are similar in that both give back based on what you put in, says Rock. "I learned to not accept anything but being my best."

Today that mentality helps him push through some of the challenges he finds as a track coach in recruiting and managing a team of 90 athletes.

SACRIFICE AND **S**UCCESS:

Richter had to make some sacrifices in college to be on the football team. "I spent a lot less time being social in college," he says. "You have to make sacrifices, but, on the flip side, that taught me a lot about what it takes to be successful."



UW-L Junior Jordan Porter, an accountancy and international business major, pictured in Brighton, England.



Navigating international life

New U.K. trip prepares CBA students for the world



Prior to departing for the United Kingdom, Steve Brokaw told his students not to think of themselves as tourists. After all, they weren't going to Disney World.

"We weren't going to the Magic Kingdom. We were going to the real kingdom," says Brokaw, a UW-L marketing professor. "I wanted to get across to students that everyone on the street is not their best friend. Students may very well be in someone's way."

In London, a city of about eight million people with a history dating back more than 2,000 years, life is a lot different than La Crosse. Brokaw wanted his students to discover that life and learn enough about it to return to London, or another international city, on their own some day.

The UW-L study abroad group pictured in front of the Royal Courts of Justice, a court building in London, which houses both the High Court and Court of Appeal of England and Wales. From back left are: Jordan Porter sitting on top of the shoulders of Geordin Panagopoulos, Emmanuel Munoz and Sam Olson. From front left: Meghan MacMillan, Norah Jahnke, Katie Zink and Gretchen Wojciechowski.

"As an international business major, I hope to be involved in international travel for a future career," says UW-L Senior Meghan MacMillan, an international business and economics major who went on the trip. "Having the experience of living on my own in a foreign country and having to navigate, feed and look after myself makes going again for an extended period of time seem much less daunting."

Eight students studying both marketing and international business traveled with Brokaw to the United Kingdom, July 1 - Aug. 4. They attended Kingston University in southwest London, joining 12 other UW-L College of Liberal Studies students. This is the first time the CBA has partnered to offer the Kingston University program, catered to international business majors who are required to complete an out-of-country experience.



UW-L Senior Katie Zink, an international business and marketing major, pictured during one of her first days in London. She is by the Tower of London where she was amused to find a promotion for the book, "Katie in London."

"I have traveled in the past, but there was always someone by my side for the most part. During my trip to London, I got the chance to explore the city on my own free will. I have the competence now to get on trains and the underground by myself and feel comfortable in a big city."

- Katie Zink, UW-L international business major

Brokaw wanted his students to experience life in London — take public transit, handle foreign currency, walk the streets and hear English spoken in a way they may not recognize. As part of a Comparative Marketing Systems class, he asked students to figure out what they would pay for rent, gas and food to live in London. He asked them to check out the prices on some of the most expensive shopping streets in the world.

"I learned that some cities are way more expensive to live in than others. London, in particular, is one of the most expensive in the world and rent prices are extremely high — even in one of the suburbs," says Katie Zink, an international business major. "This is going to be a future consideration of mine in picking a place of permanent residence."

Brokaw recalls many UW-L alumni who have used their international experience to land international careers. UW-L Junior Jordan Porter, an accounting and international business major, hopes to use the experience to help him land a career in central London.

"I was uncertain traveling to London and learning about a different economic system," he says. "However, it was an easy adjustment and fantastic learning experience."

Maybe it wasn't Disney World, but Brokaw hopes the trip opened students' eyes to a world of possibility.

"I wanted them to have a good time and I wanted them to realize some of their dreams," he says.

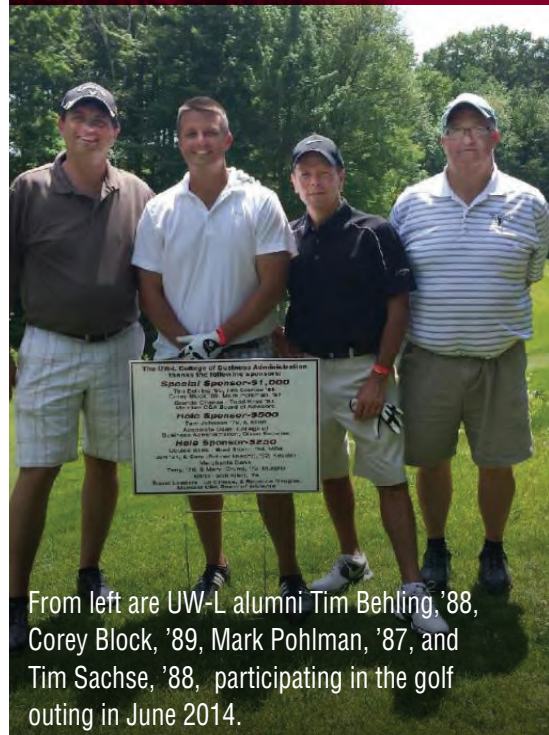
UW-L AND KINGSTON UNIVERSITY

UW-L's relationship with Kingston University started in 2011. Professors Kelly Sultzbach and Adam Putz, both English, took a group from the College of Liberal Studies in summer 2013. This is the first time business students have joined the partnership. The CBA hopes to offer the program again in 2015.

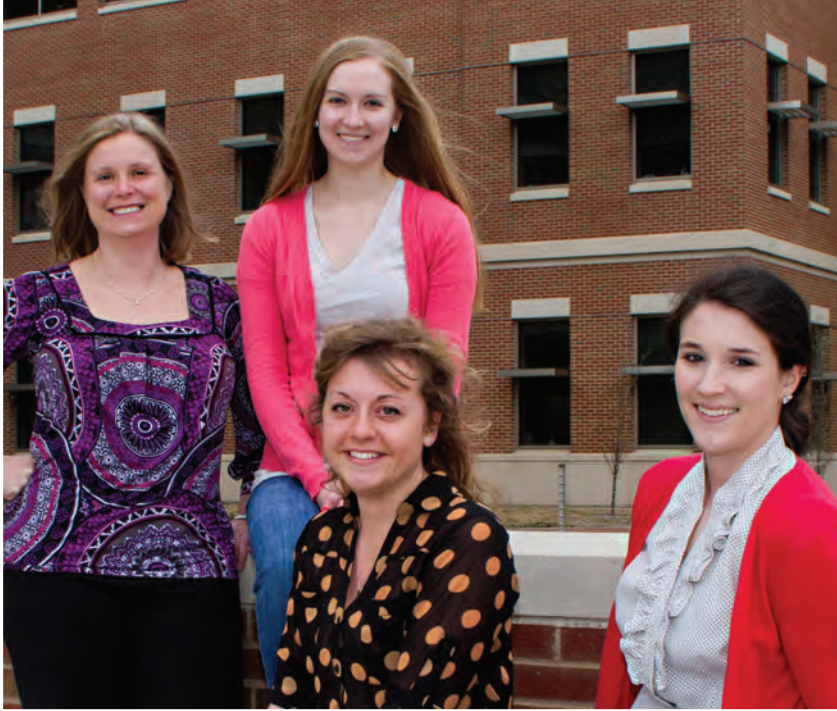
The CBA has two other short-term international programs in operation: one to New Zealand and Australia, and another to Slovakia.

DID YOU KNOW?

The annual CBA golf outing supports scholarships to help CBA students afford to study abroad through programs like this.



From left are UW-L alumni Tim Behling, '88, Corey Block, '89, Mark Pohlman, '87, and Tim Sachse, '88, participating in the golf outing in June 2014.



Activities planned by the leaders of the AMA group have been a major reason for the club's recent growth. They include, from left, Kristy McManus, faculty adviser; Kelly McClone, president elect; Danielle Wiedmeyer, president; and Katie Hartnett, director of membership.

AMA IS A-OK

Campus chapter sees 'amazing' growth

Professional and service activities have triggered growth — and national recognition — for the UW-L American Marketing Association. In less than four years, membership in the campus-student group promoting marketing has more than doubled: from 50 in fall 2011 to 108 in spring 2014.

"The growth the chapter has seen over the last three years has been nothing short of amazing," says Danielle Wiedmeyer, president of the campus AMA chapter. "I think people are really beginning to see that AMA is a strong, professional organization on campus that can really help members in the job search and into the future."

Wiedmeyer says the group has been involved in both professional and service activities, ranging from Run with the Chancellor during Family Weekend to attending regional conferences in the Midwest.

"We strive to provide members with opportunities for professional development and to provide them with experience that will speak to employers in the job search, as well as into their careers post-graduation," notes Wiedmeyer.

Program success and stellar growth has caught the eye of national AMA organizers. The UW-L chapter earned two national AMA awards: Outstanding Membership

MEMBERSHIP GROWTH

Semester	Total membership	% increase from Fall 2011
Fall 2011	50	--
Fall 2012	70	40%
Fall 2013	91	82%
Spring 2014	108	116%

and Outstanding Communications. "It really shows how far our chapter has come in the past four years," notes Wiedmeyer.

AMA President Elect Kelly McClone says the chapter has more activities and professional conferences planned for 2014-15. "We'll be providing more opportunities for member involvement, so they can get the most out of their membership," she says.

Faculty adviser Kristy McManus became AMA adviser when she began at UW-L in fall 2011. She had served as adviser for a similar organization previously and knew of the benefits.

"As marketing majors, it is very important that these students understand how the theories learned in the

classroom relate to the real-world jobs they will be holding in the future," McManus explains. "AMA gives these marketing students, and students of any major, these types of hands-on projects that round out their education."

McManus says many students land internships because of AMA. "When companies are looking for students to fill marketing positions, they automatically think of AMA as their best resource," she explains.

IT TAKES THE CAKE!

AMA has partnered with Dining Services to deliver cakes for family and friends on or near campus. Place an order at amacampuscakes@uwlax.edu.



Meet Mitchell Reiser, this year's Hoeschler Award winner

This year's top CBA graduating senior hopes to stay in the Seven Rivers Region to grow his business and help his dad with his company.

Mitchell Reiser graduated in May with a bachelor's degree in finance and economics.

During college, Reiser served as vice president of the UW-L Collegiate Entrepreneur Organization, as well as a financial peer mentor for the university's award-winning It Make\$ Cents! financial literacy program. Also, he was active in Assistant Professor Adam Hoffer's economic discussion group.

Off campus, Reiser took part in entrepreneurial ventures, first with TR Electronics LLC and then DR Rentals LLC, where he is still active. Following graduation, he plans to stay in the La Crosse area to expand his real estate business and work with his father in his business, The Floor Guys of Eitzen, Minnesota.

Reiser plans to return to campus in the near future to complete a Master of Business Administration degree. His parents are Curt and Peggy Reiser, of Eitzen.

The Jake and Janet Hoeschler Award for Excellence recognizes a CBA graduate for academic accomplishment and qualities of leadership demonstrated in campus and community activities. Janet Hoeschler, '40, established the award in 1992 to signify a partnership of business and the university. The award extends the Hoeschlers' belief in excellence, education, philanthropy and the La Crosse community. Recipients receive \$1,500.



More about Mitchell Reiser

- **MY FAVORITE UW-L PROFESSOR** was Adam Hoffer because he really helped increase my interest in liberty and freedom at our economic discussion group meetings. Even though I never actually had the opportunity to take one of his classes, I still learned a great deal from him.
- **MY OTHER FAVORITE PROFESSOR** was Robert Wolf because I learned a lot from his classes and he always seemed to come to class with some excitement. He was always a very personable professor and made his classes interesting.
- **MY FAVORITE CLASS IN COLLEGE** was my finance capstone class, Problems & Cases in Finance, because we analyzed business, both small and large, and made decisions on what actions the company should take. Even though it required a lot of work, it was a great class because we were able to take the things we learned throughout all of our business classes and apply them to solve the problems of each different business.
- **IF I HAD THE CHANCE I WOULD RETAKE** my accounting class because I took it online during a three-week winter session while I was in track. It would have been a lot smarter to take it during a regular semester.
- **WHEN I WAS 6**, I wanted to be a scientist who studied dinosaurs because I really loved all of the "Jurassic Park" movies.
- **WHEN I'M 40**, I want to have started a family in the area and still be running my real estate business, as well as any other ventures I take part in.

Siblings or other family alumni of UW-L? Yes, my sister Ashley Reiser, '06.

After college, I plan to continue building my real estate business in La Crosse (DR Rentals LLC), and work for my father at the Floor Guys of Eitzen. I plan on living in the Caledonia area. I also plan on eventually coming back to UW-L to complete my MBA.

Interested in helping students like Mitchell Reiser succeed? Consider setting up a scholarship, or contributing to one. In the Milwaukee area, contact Jay Scott at 262.424.7940 or other areas contact Jeff Meyer, 608.785.8502. Get scholarship details at uwlax.edu/scholarship-campaign.



Brad Piazza, '93, is dean of the school of business at Waukesha County Technical College. Piazza earned his undergraduate degree in marketing at UW-L and earned a master's degree from UW-Milwaukee. He is currently earning his doctoral degree from UW-Madison in Educational Leadership and Policy Analysis with the goal of graduating in May 2015.

Expanding the reach of international education

Alum sees need for technical college internationalization

Brad Piazza learned his love of international business at UW-La Crosse. Now a leader in technical college education, he wants to expand the reach of international education beyond four-year schools like his alma mater.

Piazza, '93, dean of the School of Business at Waukesha County Technical College, is conducting research that aims to help technical colleges provide international exposure to their students.

"Having talked to many employers, I'm a firm believer that when students graduate from college, it doesn't matter which school, they need to leave with a certain level of global competency," says Piazza.

While internationalization is a priority at many four-year comprehensive campuses and community colleges that are rooted in liberal arts education, international exposure is not traditionally part of a technical college education. In addition, little, if any, resources have been published on technical college internationalization.

Technical colleges have a sharper focus on skills training, so some may argue that including international competency is not part of their mission, says Piazza. But business no longer operates only in a domestic market place, so all education needs to adapt, he says.

That's where Piazza hopes to make a difference. His doctoral dissertation, due in May 2015, is focused on how technical college leaders can bring internationalization to their campuses. He is conducting a qualitative case study — interviewing college leaders at two technical colleges that have an international focus. He hopes to come away with results schools can use.

Piazza was selected by the Department of Educational Leadership and Policy Analysis to receive the Morgridge

Wisconsin Distinguished Fellowship in Technical College Leadership for the 2014-15 academic year. The financial award will provide him support to conduct the research.

Piazza says his interest in international business started at UW-L in an international marketing class with Professor Steve Brokaw.

"To this day, he was the hardest professor I ever had. He would give me a paper back full of red stuff," says Piazza. "He sees potential and will push and push and push — until he gets it."

Piazza was a shy student, yet there was nowhere to hide in Brokaw's class, he says. Brokaw noticed his interest in international business and asked if Piazza had ever thought about going overseas. He ended up taking a semester abroad with the Wisconsin in Scotland program.

"Brad was just naturally curious and willing to put effort into learning. He took being a student seriously," says Brokaw. "He also put topics together, which is important to me. He 'got' why international marketing was so serious to me in economic terms. That made it important to him as well, and I think it informs what he is doing now."

Piazza says he hasn't forgotten Brokaw's influence. His former professor is on his dissertation committee for the final defense of his thesis. And he still serves as a mentor and role model to him in higher education.

"My life's work is in higher education," says Piazza. "That's where I want to stay and Brokaw is the reason for that. He truly loved what he did every day and it was clear."



Robert Allen, '74, and his wife, Laurel (Peek) Allen, who works in athletics administration for the La Crescent School District.

Advancing leaders

Scholarship assists CBA's student leaders

In 1973, UW-L's professional business fraternity was looking for a student to step up and be elected as the chapter's new president. Robert Allen, '74, was a junior who had never been a leader. But he took the challenge anyway.

"I thought others were probably more qualified," says Allen. "But opportunities happen in life, and, if you take them, it gives you the confidence to go out and do more. It really did for me."

Today Allen has made a career in leadership. He is La Crosse branch manager for Stifel Financial Co. in La Crosse and a business adviser to that same fraternity he was president of long ago, Delta Sigma Pi.

Taking the opportunity to lead was life changing, says Allen.

"I found out that I can do it and I like it," he says. "Had I not taken that opportunity, I wouldn't have been as bold with decisions in my career."

Allen says the importance of leadership experience isn't emphasized enough in college.

That's why Allen and his wife, Laurel, recently established the Robert S. and Laurel M. Allen Leadership Award for the College of Business Administration, which is awarded to CBA students who demonstrate leadership on campus. The gift is one of three set up through the Allen's estate and will mean about \$4,000 in scholarships for business students each year.

When Allen was a junior, the CBA was just separating from the College of Arts, Letters and Sciences. Allen, who has served on the CBA Board of Advisers since it started, has watched the college grow and make a name for itself among business schools internationally.

"I wanted to do something special for the college and reward our students that help make the school of business one of the best," says Allen.



SERVING THEIR COMMUNITY

In addition to their financial support in the community, Robert and Laurel Allen also serve their community through involvement. Robert has served on the CBA Board of Advisers since it started, was president of the UW-L Foundation Board of Directors and is a long-term adviser to the Delta Sigma Pi, UW-L's business fraternity. He is also active with the Boys and Girls Club of Greater La Crosse and Rotary.

NEW FACULTY BRING REAL-WORLD CONTEXT TO THEIR CLASSROOMS

New CBA faculty this fall bring diverse experience and a global perspective.

New Associate Lecturer Armine (Mina) Herron is an emigrant from Armenia who grew up in the former Soviet Union. She says her personal experiences and perspective on world economies add to her ability to teach accounting.

Assistant Professor of Finance Nilakshi Borah earned an undergraduate degree in India before moving to the U.S. to continue her education and start a teaching career. "I hope that CBA graduates leave the school with a satisfaction of earning a business education that prepares them for the global market," she says.

Assistant Professor Justin Kraemer, who has traveled to more than 20 different nations, brings research interest in building and sustaining an intercultural relationship in the workplace. He aims to engage students in intercultural experiences hands-on or virtually.

Weina Ran, a lecturer in management, brings six-years of teaching experience at both Chinese and American universities. "As an educator, my overarching goal is to help my students become not only knowledgeable professionals in their own fields, but also engaged citizens with critical thinking abilities and cultural sensitivity needed in today's global society," says Ran.

James Gillespie, assistant professor of Management, brings a diverse perspective economically. He grew up in a single parent household, and for most of his life up until college, he lived in housing projects and survived on public assistance. "This experience has usefully served to give me increased empathy, perspective and understanding in business and in life, and it has made me a better teacher, researcher and citizen," he says.

New faculty academic expertise ranges from the mass media's effect on public health to the link between CEO compensation and a firm's major decision making.

Herron says her expertise comes in the form of practical work experience in accounting. "The most important thing I hope to bring into the classroom is the connection between real-world work experiences and the materials students will study in my classes," she says.

Similarly, Associate Lecturer Katie Rick, '12, a CBA alum, has worked in audit, financial accounting and businesses for more than six years. She's also taught in some capacity since she was 16 years old.

"The ability to pass on knowledge and inspire others is a privilege," Rick notes. "It is through good teachers and advisers I was challenged, encouraged and inspired to follow my intellectual curiosity."

Nilakshi Borah, assistant professor, Finance
Highest degree: Ph.D., Business Administration, Louisiana Tech University
Courses teaching this fall: Finance 355: Principles of Financial Management and Business 730: Decision Framing and Decision Making in Complex Environments I



Nilakshi Borah

James Gillespie, assistant professor, Management
Highest degree: Ph.D., Northwestern University
Courses teaching this fall: MGT 404: Healthcare Management and MGT 449: Administrative Policy Determination



James Gillespie

Armine (Mina) Herron, associate lecturer, Accountancy
Highest degree: Three master's degrees, including a Master of Accountancy degree, Southern Illinois University, in Carbondale, Illinois.
Courses teaching this fall: ACC 221: Principles of Financial Accounting and ACC 222: Principles of Managerial Accounting.

Justin Kraemer, assistant professor, Management
Highest degree: Ph.D., Rutgers
Courses teaching this fall: MGT 360 and MGT 420

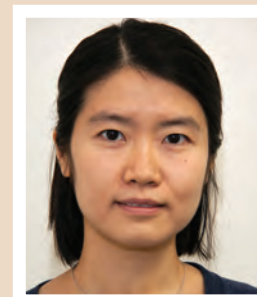


Armine (Mina) Herron



Justin Kraemer

Weina Ran, lecturer, Management
Highest degree: Ph.D., Washington State University
Courses teaching this fall: MGT 300: Business Communication



Weina Ran



Katie Rick

Katie Rick, associate lecturer, Accountancy
Highest degree: Master's, UW-L
Courses teaching this fall: ACC 327 Accounting information Systems



Gov. Scott Walker participates in economic breakfast

Wisconsin Gov. Scott Walker attended the Economic Indicators: An Update for the Seven Rivers Region breakfast Tuesday, April 22, at UW-L. The program had the largest turnout yet with about 280 people, says TJ Brooks, UW-L associate professor of economics.

Remembering Jim Prudhome

A former leader of the Silver Eagles Jim Prudhome, 68, of La Crosse, died Friday, May 23, 2014.

“He was one of the most dedicated Silver Eagles,” says Joe Chilsen, who started the alumni group. “We are going to miss that commitment and dedication.”

Prudhome, a charter member of the Silver Eagles, served as president of the organization for nearly 10 years. The alumni group provides scholarships, along with various opportunities to CBA students as they prepare for business careers.

Prudhome served as the Silver Eagles Alumni Network representative on the UW-L Alumni Association Board of Directors for nine years. After his term on the Silver Eagles board expired, Prudhome continued to be involved with the Take An Eagle to Lunch program and attended the UW-L Foundation scholarship reception each year. He enjoyed meeting the student scholarship recipients, says Janie Spencer, executive director of the UW-L Alumni Association.

“Jim loved the students, and was so proud of the College of Business Administration,” says Spencer. “He lit up when he talked about the students he met and the impact the scholarship dollars were having on their lives.”



Jim Prudhome



Becky Vianden is the CBA's new assistant to the dean

Becky Vianden has nearly 15 years of work experience in higher education in the areas of academic advising and career services. Now she is the new assistant to the dean for the CBA.

“As a career adviser and instructor to UW-L CBA students over the past few years, I have gotten to know the CBA's people and programs, giving me a head start in this position,” says Vianden.

She looks forward to working on CBA retention. This includes interacting with students who may be struggling and helping them find resources to succeed.

Three things you probably don't know about Becky Vianden.

1. She started running a couple years ago and now actually enjoys it. She has run several 5K races.
2. She grew up on a farm in Iowa where she showed pigs and won the hay-stacking championship at the county fair.
3. She lives in a bilingual household where both English and German are spoken.

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UW-L Assistant Professor of Marketing Elizabeth Crosby pictured in London, England. Crosby presented a paper at the Macromarketing Conference at University of London in Egham, Surrey in early July with UW-L Marketing Major Elissa Cook.



■ Volume 20, Issue No. 1 ■ Fall ■ 2014

Building Bridges

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