



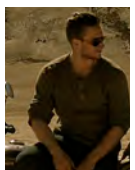
Faculty member, Nabamita Dutta, Economics, has an eye for art.

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Grads make international, local footprints:
Amy Werner, '98 and
Matt Boshcka, '04.

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Sean Patrick O'Keefe, '14,
traverses highest motorable
road in the world.

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UWL student Alicia Buck was in a College of Business Administration program where she completed a series of applied projects, including one for a La Crosse area company.



Building Bridges

University of Wisconsin-La Crosse

BUSINESS STARTERS

Students propel entrepreneurs, business clients and community

Erin and Adam Wolfe opened a toy store in downtown La Crosse because as parents of six kids, they know a lot about toys.

But with no prior business experience, the two were jumping into the retail world a bit blind, admits Erin.

"We thought it would be great to have some outside input and professional expertise to shine a light on a lot of things that were a mystery to us," she explains.

That light came from UWL's Small Business Development Center, which offered the Wolfe's free financial advice, business networking and connection to a UWL marketing class that helped them find the best ways to reach their target market.

"They were able to pull in a lot of statistics — things we couldn't gather on our own because we couldn't get access or didn't have the time," says Wolfe. "The amount of time they put into researching these things for us really helped."



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Message from the Dean

College of Business Administration Dean Laura Milner shares her excitement about the new, e-magazine format of Building Bridges and the many accomplishments of the CBA's students, faculty and staff featured in this issue.



Want to keep in touch with the College of Business Administration and receive our biannual, online magazine?

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Building Bridges

University of Wisconsin-La Crosse

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Get on the green

Annual golf outing raises money for CBA students to go abroad



This group of UWL students returned from a summer trip to Bratislava, the capital of Slovakia, where they worked on consulting projects.

The 13th Annual UWL CBA Golf Challenge will be Friday, June 10, at Trappers Turn Golf Club in Wisconsin Dells. Alumni from all UWL majors are invited to join in the annual event that raises money for scholarships to help CBA students study abroad.

UW-LA CROSSE 13TH ANNUAL CBA GOLF CHALLENGE

STUDY ABROAD SCHOLARSHIP FUNDRAISER

Early Bird registration by Tuesday, May 17, is \$120. After May 17, registration is \$140. For more information contact Janie Morgan, UWL Alumni Association, at 608.785.8495 or alumni@uwlax.edu.

CBA students find many opportunities to learn abroad. UWL student Jake Ruetz and eight other students returned last June from a three-week trip to Bratislava, Slovakia, through the

Global Consulting Program (GCP). Students worked on consulting projects for the U.S. Embassy, Dell, the British Council, a multinational Czech bank and other organizations abroad. Nicole Gullekson, an associate professor of management, has organized the program since she began teaching at UWL in fall 2010. Ruetz enjoyed working with people who brought diverse perspectives.

"Everyone had their own way of looking at a problem, and you had to figure out the best



CBA students studying abroad in Slovakia spent a weekend in a UNESCO heritage town, historically known for mining. Here they take a tour of one of the mines.

way to take all the ideas together and choose the best route to go with," he says.

UWL student Lauren Bastian returned from studying in Spain in January. The accountancy and international business student received the CBA Study Abroad scholarship to help fund her studies.

"It was my first time traveling out of the country, and it was by far the most amazing experience I have ever had," she says.

She expresses her gratitude in this video.



CLICK IMAGE TO WATCH

FACULTY IMPACT

Study snags national attention

Does race play a part in landing a job? UWL study says yes

In the aftermath of the Great Recession, some research has shown black college graduates are experiencing much higher unemployment rates than white college graduates. Research from a UWL economist helps explain why this might be. National Public Radio and Fortune Magazine are just two major media outlets that have featured the research of John Nunley, UWL associate professor of Economics.

Nunley found that black Americans still face discrimination in the job market — particularly when they apply for jobs that involve customer interaction. Nunley and his fellow researchers sent out more than 9,000 resumes in response to online jobs. They found that resumes with typically black names received a 14 percent lower callback rate than resumes with typically white names. And the callback rate was 28 percent lower for jobs involving customer relations.



Nunley's research is published in [The B.E. Journal of Economic Analysis & Policy](#).

Listen on [NPR](#).

Read the [Fortune magazine article](#).

A separate study by Nunley was featured in [The Wall Street Journal](#).



Hoffer earns 50K in grants

Adam Hoffer, assistant professor of Economics, has received four grants totaling more than \$50,000 over the past four years. The grants, from the Koch Foundation, primarily fund a weekly discussion group for UWL students on a variety of economics topics, as well as teaching and research fellowship awards for students. Hoffer participated in several discussion groups in graduate school. They remain some of his favorite experiences from college.

CBA faculty member reappointed to Federal Advisory Committee on Insurance

Ever wonder why certain types of insurance, like automobile insurance, aren't more affordable? Associate Professor Elizabeth Brown is on the Federal Advisory Committee on Insurance, which provides advice and recommendations to the Treasury Department on a range of insurance issues, including the affordability and accessibility of insurance products, like automobile insurance.



The U.S. Department of the Treasury first appointed Brown to the FACI in August 2014; she was reappointed in October 2015.

The committee provides advice and recommendations to the Treasury Department's Federal Insurance Office (FIO), which provides advice to the Treasury Secretary. The FIO also provides advice and recommendations to the Financial Stability Oversight Council regarding insurers that pose a systemic risk to the financial stability of the U.S.

Service on the committee allows Brown to implement insights from her research on financial services regulation as well as help enhance the U.S. financial services regulatory structure, she says.

Learn more about Brown's [research](#).

A portrait of Nabamita Dutta, a woman with dark hair, smiling and wearing a blue scarf and large hoop earrings. She is standing in front of a wall covered with various photographs and art prints. Two colored squares, teal and maroon, are visible in the upper right corner of the image.

Nabamita Dutta, Economics, was one of the featured artists in Second Shift, an art exhibit at UWL.

PHONE PHOTOGRAPHY

Faculty member has an eye for art

Anytime she gets the chance to travel — whether it be for professional conferences, research or family visits — economics faculty member Nabamita Dutta takes to the streets with her smartphone to capture striking images of cities and nature.

“This,” Dutta says pointing to her smartphone with built in camera, “is another pair of eyes for me. Maybe I would have noticed moments like this without it, but I don’t know. Each travel adds a little bit to what I am... each time becoming a little less prejudiced, a little less judgmental and a little less biased.”

Dutta’s photographs were displayed at an art exhibit at Murphy’s Mug in UWL’s Murphy Library in December and January. The exhibit, Second Shift, featured five faculty members exploring the role of the visual arts within their scholarly disciplines and life.

“I think people tend to discount art in their lives,” says Marc Manke, public services as-



Nabamita Dutta, associate professor of Economics, snapped this photo using a smartphone camera during travels in Lisbon, Portugal. She hopes her photography inspires others to see if they have an eye for art.

sistant at the library. “People say, ‘I’m not an artist’ because they don’t identify with the title. But in our lives we communicate so much visually, I don’t think you can separate art from life.”

Even though she experiments with more sophisticated cameras, Dutta stresses one doesn’t need fancy equipment to explore art. She hopes students will recognize that they, too, have access to viewing people and places with an eye for beauty and empathy.

“I discovered my passion for traveling and, along with that, trying to capture what I’m seeing. Many times people ask, ‘what kind of camera did you use to capture that?’ They are surprised when I tell them, ‘my cell phone,’ she says. “I think more people should see if they have an eye for photography, and a phone camera can be a good starting point... I’ve seen that traveling and photography has given me more perspective.”

CONTINUED FROM FRONT PAGE

Business starters



Erin Wolfe, right, opened The Toy Shop in downtown La Crosse in July 2015 with her husband, Adam. Here she meets with UWL student Matt Hemmersbach who helped create a marketing plan for her business.



Entrepreneur Erin Wolfe, pictured center, with UWL marketing students who helped her research more effective ways to market her downtown La Crosse business.



The Wolfe's aren't the only ones to benefit from the learning experiences of UWL's business students. Business faculty members are increasingly finding ways to give their students real-world problems to solve by partnering with area businesses and engaging in local community projects.

Kelly Nowicki, '98 & '02, UWL associate lecturer in Management, got her class involved in La Crosse SOUP, a monthly event in which participants share a meal and use the proceeds to benefit a particular community project.

Nicole Gullekson, associate professor of Management, teaches in the Integrated Core Program where business students integrate knowledge from three Core CBA classes into a series of applied projects, including one for an area company.

"We wanted students to research real questions business are faced with and bring their findings back to us," explains John Soderberg, executive vice president of sales support for Fastenal, a Winona-headquartered company that was a client to students in the Integrated Core Program. "I appreciated the amount of time faculty put in to make this project happen. It's good for students and businesses."

READY, SET ... REAL WORLD!

UWL junior Alicia Buck sees herself in a future career in marketing and eventually management. But she wonders if she'll be

prepared for the stress, workplace conflict and creative problem solving that come with the job.

In business classes fall semester, Buck got that career preview. Buck was one of the 28 students in the Integrated Core Program, a series of four courses in Management, Finance and Marketing taught simultaneously to a cohort of students. As the program progresses, assignments become increasingly more hands-on and high-stakes. The final project involves work for a real-business client — in Buck's case that was Fastenal.

Buck learned how to problem solve when she doesn't know an answer, as well as how she deals with conflict and stress. The idea of stepping into the real world of marketing doesn't sound so scary anymore.

"We were thrown these three major projects and all will likely be applicable in my future career," says Buck.

Similarly, UWL senior and finance major Matt Hemmersbach is reaping the rewards after finishing Marketing 309 with Barb Larsen, associate lecturer in Marketing. Larsen had her students develop marketing plans for five area clients supplied by the Small Business Development Center. Hemmersbach was assigned The Toy Shop in downtown La Crosse.

After finishing the class, he landed an accounting internship at the La Farge-based company Organic Valley. "This boosted my resume at the perfect time," he says.



Students pose with Fastenal clients. From left are: Peter Guidinger, Fastenal; Melia Haugen, Fastenal; UWL student Katie Brandt, UWL student Lexie Vaplon, UWL student Lindsey Lagesse, UWL student Alicia Buck, UWL student Turner Jacques, and John Soderberg, Fastenal.

SOUP-ER EXPERIENCE

Other students are seeing their ideas translate to community change.

In October 2015, UWL seniors Cole Solomon and Shane Adler were in Nowicki's management class when they pitched their idea to improve La Crosse to a crowd of about 300 people. They were at La Crosse SOUP, a monthly community event where attendees pay \$5 to get in, enjoy food donated by local companies and vote on ideas to improve the community. Several groups of students from Nowicki's class shared ideas, along with other community members. The most popular idea was to win the nearly \$3,000 collected at the event.

This time it was Solomon and Adler's idea that won. Their project, Tech Trails, will add QR codes to trailhead signs in Hixon Forest, so trail users can scan the code and have access to a website dedicated to the entire 18-trail system in Hixon, including a user's current location and details about the trail such as its difficulty and length.



UWL Senior Cole Solomon by a trailhead sign in Hixon Forest that will be updated with QR codes that lead to location and trail information. Solomon and Shane Adler were in a business class that challenged them to come up with an idea to improve the community.

CONTINUED ON NEXT PAGE



UWL students Cole Solomon, left, and Shane Adler stand with their trophy and money after being selected for funding at La Crosse SOUP. Photo contributed by La Crosse SOUP.

CONTINUED FROM PREVIOUS PAGE

Business starters

“This means we’re getting hands-on experience and basically we have a little business right now,” says Adler. “We are living the entrepreneurial dream for students.”

Solomon wasn’t initially so excited about Nowicki’s class project. On the first day of class when she explained the plan to pitch an original idea to a crowd of hundreds, he felt out of his comfort zone. But by the time he had to present, he’d practiced, and felt ready to do it.

“It was an awesome experience. We were just really confident in our idea and really wanted to be up there,” says Solomon. “She did a good job of building confidence in ourselves and our ideas.”

Andrew Londre, ’13, who started La Crosse SOUP, was so inspired by all of the pitches from UWL students that he was determined to get them funded. He launched a Kickstarter campaign and surpassed his goal to raise \$10,000 to fund the 10 student ideas that didn’t get funded during La Crosse SOUP.



Two of Barb Larsen’s marketing classes developed marketing plans for five area business clients during fall semester 2015 and then presented their final projects to clients. Here Matt Hemmersbach presents.



Barb Larsen, right, associate lecturer in Marketing, worked in corporate marketing for 25 years prior to working in academia. Here she is pictured with CBA Dean Laura Milner.

WHAT CLIENTS HAVE TO SAY

CBA students like Buck, Hemmersbach, Solomon and Adler are excited about what they’re learning, but so are community businesses.

Soderberg was impressed with the research students provided his company. It helps the company understand what motivates and attracts potential employees to a particular company if pay and benefits are equal.

“The topics they suggested either brought new ideas to the table or reinforced what we also recognize as important,” he says.

Students gave The Toy Shop owners ideas about how to more efficiently use their advertising dollars and analyze whether those dollars were well spent.

“We are so wrapped up in running our business, sometimes we can’t see the bigger picture,” says Wolfe. “Having all these students look at it from the outside gave us a better perspective.”



Joanna Binsfeld, a UW-Madison program administrator, was the first Silver Eagles scholarship recipient.

TAKING FLIGHT

How Silver Eagles scholarships shape lives

Joanna Binsfeld was the first UWL student to receive a Silver Eagles scholarship. The financial gift was rewarding then, but it also played a part in Binsfeld's future.

The added financial boost freed her up to get more involved on campus, which ultimately ignited her interest in a career in higher education.

Today Binsfeld, '01, is a program administrator at UW-Madison, helping connect UW-Madison law school students to lawyers in the profession who share real-world expertise.

She's also been a member of the Silver Eagles Board since 2013, bringing networking and other opportunities to UWL students too.



Binsfeld recalls what it was like to be a busy student paying her own way through college. Throughout college she was a Vanguard, resident assistant and worked part time in the Office of International Education and the Chancellor's Office. It was nice to have the Silver Eagles recognize her for those efforts, she says.

She was invited to the Silver Eagles Board meeting her senior year.

"I could feel that it was a great organization," she recalls. "They were very welcoming and cared so much about students."

Binsfeld has watched the organization grow and continue to support students. She attends Take An Eagle to Lunch, a Silver Eagles and CBA Board of Advisors event, every year where she sits down to eat and network with current business students. She shares the path she took after graduating — one in education.

"That's the beautiful thing about a degree in business," she explains. "There is a lot you can do that you don't necessarily realize when you are a student."

Through business classes she learned skills she could put to work today helping guide students preparing for their career path.

"I was given this great opportunity and, now, I can give back to the other students coming up," she says.

Joanna Binsfeld, a UW-Madison program administrator, was the first Silver Eagles scholarship recipient in 2000. After graduating from UWL, Binsfeld earned a degree in Student Affairs Administration from Ohio University. She moved back to Wisconsin because she enjoys the quality of life, cost of living and scenic beauty of the state. Today she lives in Columbus, Wisconsin, near Madison, with her husband and two kids.

Grads make international

COMING HOME

After international career, grad takes the helm at Historic Trempealeau Hotel

Amy Werner left the country after graduation in 1998 with \$250 and a roller bag.

The day after her plane landed in London, she launched a successful, nearly decade-long international marketing career. But three years ago Werner decided to leave corporate life and return to the Driftless Region.

She is still marketing a business, but this time it's her own. The Historic Trempealeau Hotel, located in the historic river town just upstream from La Crosse. She and her partner, who have run the business since 2012, pride themselves in bringing quality, local foods and music to the community — a business venture that she says is more satisfying than her corporate career.

"I'm right here seeing the customer experience it," she says. "It's wonderful to bring people music they wouldn't otherwise hear and local food that comes from just down the road."



As a student, Werner loved learning and took nearly every course she could. Marketing Professor Steve Brokaw challenged her to set a five-year plan. Werner was interested in international marketing and decided the best chance to launch that career would be in a major city abroad.

She was right. The day after she arrived in London, Werner had already landed three interviews for marketing positions at major software companies. She was at the right place at the right time as the Internet was booming and company enthusiasm for online marketing was growing.

Werner was first hired at Intershop. The company created the first software to buy and sell online. She was promoted within six months to director of marketing for all of the United Kingdom and Ireland. She later became Yahoo's head of business-to-business marketing for all of Europe and then later for Yahoo Hot Jobs in New York and then California.

That position became stressful when a company hiring freeze left Werner picking up co-workers workloads. She left the company in 2009 and returned to a cabin she owned on the Black River, 12 miles from the Trempealeau Hotel.

When Werner and her partner heard the long-time owners were retiring, they thought their backgrounds in marketing and publishing, as well as passion for good music and food, would combine to "make the business sing," says Werner.

She confirms the business today is going "incredibly well."

"There is a lot of loyalty here," she says. "Those friends you left are still your friends when you come back ... People have come out of the woodwork to support us and that is precious."

onal, local footprints

GROWING LOCAL

Alum is a pioneer of La Crosse's downtown restaurant business boom

As co-owner of three businesses, Matt Boshcka, '04, says there are plenty of college classes he doesn't use today. For instance, he isn't directly benefiting from his memory of Biology 101.

But remembering exactly what he learned in any one course wasn't the point, he adds. The point was that he learned how to work. He learned the more effort he put in, the more successful he was.

"You may see me struggle, but you'll never see me quit," says Boshcka. "That's what I learned in college. You put your head down and do your best."

Today Boschka is co-owner of Dublin Square Irish Pub & Eatery in downtown La Crosse and Burger Fusion Co. in Valley View Mall. His latest business venture was opening Valley High Golf Club in Houston, Minnesota, in July 2015.

Boschka was named 2015 Outstanding Restaurateur of the Year Award Winner for the Wisconsin Restaurant Association. The recognition honors his success in business, community service and dedication to the restaurant industry.

In addition to his entrepreneurial endeavors, Boshcka is also an active community volunteer. He received the 2015 Rising Star Award from area Rotary clubs.

After graduating from college, Boshcka became a financial advisor, mortgage broker and worked for the pharmaceutical industry before he found a way to fulfill his long-term dream to work for himself.

He opened Dublin Square in 2010 with friends Matt Birnbaum and Tim Larsen at the beginning of the downtown restaurant boom. The business filled a niche as the only Irish pub in the area. It was also the first downtown restaurant to offer outdoor seating. That wasn't easy — laws and licensing had to be rewritten.

Boshcka has been highly motivated to keep his businesses — and the La Crosse area — thriving. He has a love for this place. Growing up in La Crosse, he volunteered with his mother for some of the same organizations they received assistance from such as Toys for Tots and Mobile Meals.

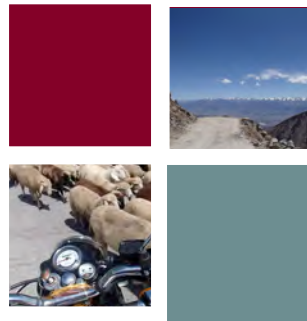
"I didn't grow up in privilege, but we still found time to do things for the community and participate," he says. "We were on the receiving end of such great community volunteer work that it was instilled in me."

Boshcka's volunteer/service work:

- Mobile Meals of La Crosse
- Rotary Youth Leadership Awards camps
- Fundraisers and food drives
- Volunteer mission trip to St. Lucia where he worked with inmates and troubled youth and helped build homes for families in poverty.



Matt Boshcka, '04, pictured center, opened Dublin Square in 2010 with childhood friends Matt Birnbaum, right, and Tim Larsen at the beginning of the downtown restaurant boom.



UWL Alum Sean Patrick O'Keefe, '14, traveled 1,300 miles alone across Ladakh, India. Here he is pictured on the highest motorable road in the world.

REACHING NEW HEIGHTS

Alum traverses highest motorable road in the world

Sean Patrick O'Keefe, '14, rode alone through lifeless deserts, mountain ranges, glaciers and rivers. He reached the highest motorable road in the world on an 18-day motorcycle ride across Ladakh, India from Aug. 31-Sept. 17 2015.

O'Keefe took on the challenge while in Bangalore, India, for six months where he worked on a business development team for the technology firm, Venturesity.

O'Keefe returned to campus spring semester to talk to UWL international business and management students about working in an international setting. He says faculty member Nicole Gullekson was one of his favorite UWL professors — thus his visit to her class.

"She was remarkably adaptive to fit my learning style and use my personal experiences as class examples. It made me feel more connected to the course material," he says. "She made a sincere effort to help me understand concepts when I was struggling. It was something I was very grateful she did. Now, I want to see if I can make that same impact as an alumnus."

The motorcycle journey to India was motivated by his long-term love of adventure. He read Jack London books as a child and has de-



CLICK IMAGE TO WATCH

cided to live by the author's credo, "I would rather be ashes than dust! I would rather my spark should burn out in a brilliant blaze than it should be stifled by dry-rot ... I shall not waste my days trying to prolong them. I shall use my time."

Prior to the trip, O'Keefe spent weeks evaluating the risks. With no cell phone coverage and limited GPS, he'd have to navigate with a map, compass, stars and sun.

He'd face near military conflicts, mechanical breakdowns and extreme weather conditions. He'd ride on some of the most dangerous and highest roads in the world — at one point reaching about 18,000 feet.

"There were moments I was scared for my life, and others when I would fall to my knees and marvel at the scenery around me," he says. "It was truly a trip of a lifetime."

O'Keefe has also motorcycled across Cambodia, dirt biked through the southern Sinai desert in Egypt, sailed the Caribbean, worked at a sea-turtle rescue facility in Greece, hiked and snowboarded in the Swiss Alps, and sky-dived and surfed.

His advice to anyone looking to accomplish a goal is to carefully plan and be able to adapt when the plan doesn't happen.

"Failure means the inability to adapt," he says. "Success is dictated by how fast you move to control variables before they become insurmountable."



Sean Patrick O'Keefe was ascending on a mountain pass to the border of China and India when he took this photo. At the peak there was more than seven feet of snow bordering the roads.



JIM PAULSON, '82

WHY I GIVE BACK

Alumnus reflects on UWL experience and why he started a scholarship

Jim Paulson, '82, remembers his broad experiences as a UWL student. The alumnus hit nine home runs on the baseball field, served as a resident assistant in Drake Hall and graduated with a business degree. "My academic, social and athletic experiences at UWL were just exceptional," he says.

Since graduation, he's earned his stripes in the workforce and found big success. Thanks to that, he's in a position to set up an endowed scholarship for College of Business Administration students.

The scholarship is designed to help middle-class students from hardworking families, like Paulson was, that get a little aid, but not enough to pay for school. "I hope to help those kids to realize their dreams like I have," says Paulson.

It's not the first time for Paulson to give a gift to the university. He started giving



CLICK IMAGE TO WATCH

small amounts when he was young and, as he got older, and more financially comfortable, the number grew. He emphasizes those small donations are the ones that make a big difference.

"People need to realize that 10 gifts of \$100 is \$1,000," says Paulson. "And 10 more of those pay for an entire year of schooling."

SUPPORT STUDENT SCHOLARSHIPS

The Share the La Crosse Experience Scholarship Campaign raises money for UW-La Crosse student scholarships. The campaign aims to make sure the quality education offered at UWL remains affordable and accessible in a time of declining state funding for higher education.

The campaign has so far raised \$6.7 million — nearly half of its \$15 million campaign goal. Learn how you can contribute on the [UWL Foundation website](#).

UWL Foundation

CBA HAPPENINGS

ADVANCING HEALTHCARE — TOGETHER

Nearly 70 attendees representing 20 different education, private sector and public sector organizations attended an inaugural symposium, “Innovative Healthcare Partnerships: Best Practices & Key Trends,” in October 2015.

The CBA's new Healthcare Management Program led the event, which was a starting place to collaborate on ideas for advancing the healthcare industry and its professionals. Collaboration is key for the healthcare industry to improve quality, increase access and reduce costs, organizers say. Event co-chairs were James Gillespie and Christa Kiersch, both UWL assistant professors of Management, as well as Cameron Kiersch, a registered nurse for Gundersen Health System.



Welcome, new freshmen!

The annual CBA Meet and Greet at the start of fall semester is an opportunity for freshmen to learn more about the college's programs while meeting faculty and other students.



UWL's sales team includes students, from left, Kayla Peterson; Kyle Madaus; Lindsey Burger, alternate; Breanne Berger, student coach; Jackie Jorgenson; Jared Karns, alternate; and Stephanie Streicher, student coach.

College students warm up to sales

UWL students interested in sales had a chance to try their skills during UW-Eau Claire's Great Northwoods Sales Warm-Up in October 2015. UWL's Sales Team competed against students from 22 universities across the country. Sales Warm-Up contestants make sales presentations to sales professionals who act as buyers. Then, a panel of sales managers from sponsoring companies evaluate their performance.

UWL student Kayla Peterson placed fifth overall. The other two UWL contestants finished in the top 20 out of almost 70 participants.

“All of the students were incredible representatives of UWL and were widely sought out by the businesses in attendance to discuss future opportunities with their companies,” says Stacy Trisler, sales competition coordinator and associate lecturer for Marketing.



UWL student Kayla Peterson placed fifth overall in the Great Northwoods Sales Warm-Up.

EAGLES HIRING EAGLES

UWL students are seeking internships and full-time positions. If you or your employer have internship or career opportunities available at any point in the future, consider the well-prepared students attending UWL. Forward any opportunities to Aiyana Dettmann, UWL Career Services, at 608.785.6950 or adettmann@uwlax.edu. Thanks for supporting Eagles Hiring Eagles.

James Finch, Ken Winter granted emeritus status

Retired UWL professors James Finch and Ken Winter, both retired UWL professors, were granted emeritus status with unanimous votes from the Marketing and Accountancy Departments, respectively.

Winter served UWL for 27 years. He was chair of Accountancy for 15 years and CBA interim associate dean for four.



Finch served UWL for 29 years and was chair of Marketing for 12 years. He also served as interim associate dean for two years and was director of the Masters of Business Administration program for three years.



RAM CHARAN



Leadership lecture series launched

A generous gift from the Cleary Family inaugurated the Russell G. Cleary Distinguished Speaker Series in October with Ram Charan, an internationally renowned business speaker. Charan was featured at a luncheon and also gave a public lecture on "Global Tilt," which attracted more than 800 people.



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.uwlaxalumni.org
- Alumni Association 608.785.8489 | 1.877.UWL.ALUM



CBA retirees



BARBARA EIDE

Professor, Accountancy

Years at UWL: 18

Retirement date: June 17;
granted emeritus status

Your favorite part of work:

"The best part has been working with the students. Over the years I worked with Beta Alpha Psi, a student honor society, taking students to regional and national meetings. In the classroom and in my responsibilities as chair, I was able to help promote our program to prospective students; guide students through the principles classes; encourage our majors in upper level classes; and ultimately see them graduate and start their careers."



LISE GRAHAM

Professor, Finance

Years at UWL: 25

Retirement date: May 29;
granted emeritus status



JOE KASTANTIN

Professor, Accountancy

Years at UWL: 35

Retirement date: June 30;
granted emeritus status

Your favorite part of work:

"I like being a teacher because in every class I have two to three students who light up the place with excellence. It is interesting to me that those who light the place up tend to thank me. I remind them that they did all the work. ... I liked getting encouragement to help globalize our students and the CBA curriculum. This encouragement led directly to more than 14 years working and teaching in Europe, including a Fulbright grant to research and teach in Slovakia. I like it that my wife, Linda, has and will continue a leadership role in the UWL Alumni Board after I retire and that Linda was by far the main cheerleader at each hurdle I had to clear to get here. I like being an honorary Silver Eagle even though I am not a UWL alum. I am grateful to the late Bill Cress, former Accountancy chair, and Ron Bottin, former Accountancy chair and CBA Dean, for giving me opportunities that would have otherwise never revealed themselves to me."



MARTINA SKOBIC

Director, Masters of Business Administration
and International Programs

Years at UWL: More than eight years,
including part-time and
consulting work

Retirement date: Oct. 2, 2015

Your favorite part of work:

"I thoroughly enjoyed being part of UWL. I loved every aspect of my quite diverse work, in particular recruiting and advising our domestic and international students, interacting with our great faculty and staff, and contributing to the development of academic collaborations with universities from other parts of the world. Helping students to overcome some difficulties and witnessing their successes was very rewarding."

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Click on "Give Now" at the top of the page and under "Other gift information" indicate the faculty member you are honoring.

CBA new faculty

ELIZABETH F. BROWN

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SHERRY FONTAINE

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SOOHYUNG KIM

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TAO SUN

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BEHIND THE SCENES

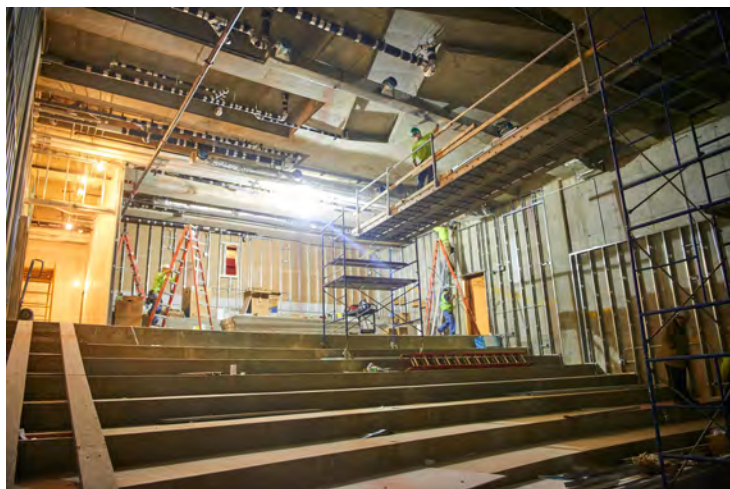
New student center construction — completion by spring 2017



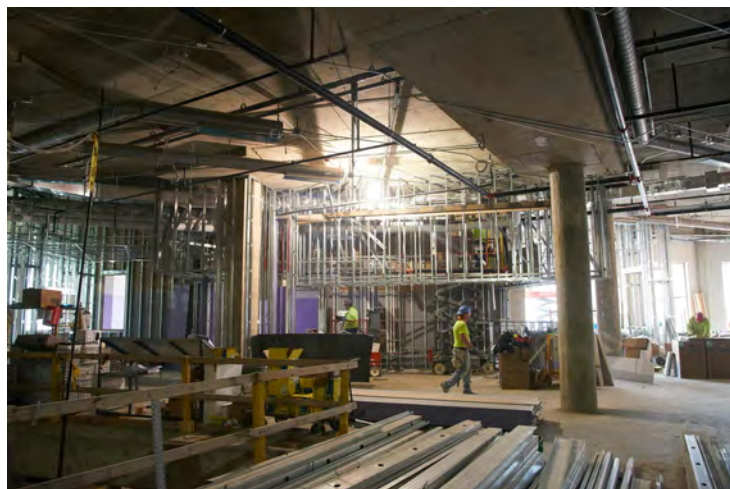
Contractors work on the south entrance of the student center. The edifice is designed to emulate Grandad Bluff.



Workers place insulation on the roof of the student center. The building will incorporate a sustainable design strategy with the goal of achieving Leadership in Energy and Environmental Design (LEED) Gold Certification.



Contractors finish up HVAC and electrical in the movie theater.



The main floor will mimic the convergence of the three rivers in La Crosse with three main entrances converging upon an information desk and central gathering place.

Building Bridges

CBA
UNIVERSITY OF WISCONSIN - LA CROSSE

University of Wisconsin-La Crosse