

Building Bridges

University of Wisconsin-La Crosse

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THE Next Entrepreneurs

SBDC launches new programs to foster young entrepreneurs



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Students attend annual shareholders meeting, hear insights from financial giant in person.

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CLICK IMAGE TO WATCH

Message from the Dean

College of Business Administration Dean Laura Milner shares some of the ways faculty are offering amazing opportunities to students.



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COVER IMAGE: Christine and Elizabeth Hlavacka participated in The Innovation Generation Program and won a statewide business plan competition.

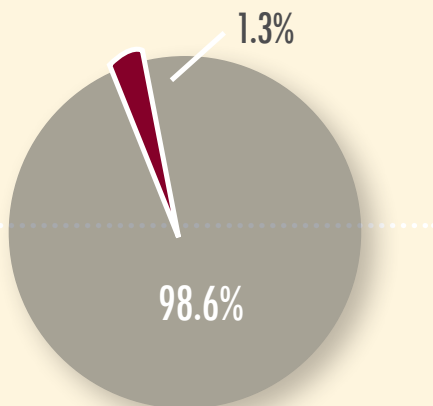
UNIVERSITY of WISCONSIN
LA CROSSE
 COLLEGE OF BUSINESS ADMINISTRATION

Academic excellence, career success and community engagement through enriching interactive experiences



CURRENT CBA ENROLLMENT:
1,978*

● UNDERGRADUATE
 ● GRADUATE



CBA ACADEMIC PROGRAMS

8 majors
7 minors
MBA program

MOST POPULAR MAJOR
MARKETING

CBA FACULTY PROFILE

64
 full-time faculty

77%
 hold a Ph.D. or terminal degree

72% tenured or tenure-track

31% international faculty representing nine countries

3.11**
 Average GPA

FROM 2011-16
20%
 CBA undergraduates graduated with honors

CBA student body comes from:

11
 states

California	Minnesota
Florida	Ohio
Iowa	South Carolina
Illinois	South Dakota
Indiana	Wisconsin
Kentucky	

12
 countries

Australia	Republic of Korea
Brazil	Pakistan
China	Saudi Arabia
Denmark	United States
Finland	Vietnam
Germany	Zimbabwe

CBA POPULATION

FEMALE **38%**

MALE **62%**

STUDENT CAREER OUTCOMES?

50%
 employed or continuing education **BEFORE** graduation

Source: CBA spring 2016 exit survey

98%
 had "career outcomes," whether finding a career in their major, outside of their major or continuing their education.

Source: First Destination Report for 2015-16 UWL Bachelor's and Associate's Degree Graduates

For the facts for the entire university:

www.uwlax.edu/admissions/explore-uw-la-crosse/fast-facts

* Fall 2017 headcount

** Fall 2017 degree-seeking, full-time, undergraduate



Ben Jordan helped his team secure a championship trophy in Men's Outdoor Track and Field at the NCAA Division III Outdoor championship — the 15th time in UWL school history. Jordan earned his third, All-American honor at the national championship.

The economics major and Spanish minor plans to attend the University of Wisconsin Law School, and eventually become an attorney in corporate, international or immigration law.



A WINNING MINDSET

Track athlete shares what kept him running through four years of college

Ben Jordan's heart pounded as he crossed the finish line in the 4×400 meter relay — the last event of the NCAA Division III Men's Outdoor Track & Field Championship in May.

As he and his relay team collapsed from exhaustion, they learned their seventh place finish gave UWL enough points to clinch the national victory. The relay team hugged. The whole team put on championship team hats and T-shirts. They raised the trophy high in the air.

But that's the end of the story.

The beginning starts when Jordan was a UWL freshman, just learning what it meant to be a college athlete. He would have to get up at 6 a.m. on weekends for meets, return near midnight and study all day Sunday.

But he wasn't alone. Other track athletes were staying up just as late and working just as hard. The team and Head Coach Josh Buchholtz went about all this work with a mindset that motivated Jordan. "We believed going into every meet, regardless of what the points were on paper, that we were going to win," says Jordan.

UWL's team ended up winning a lot — all eight Wisconsin Intercollegiate Athletic Conference championships, and five of eight national championships in his four years at UWL.

That winning mindset carried over to Jordan's school work and life. If he could finish a grueling workout, he could certainly finish an English essay.

Jordan, an economics major and a Spanish minor, also began to push himself outside of class. He was an active member of the CBA honor society, Beta Gamma Sigma, a track and field team representative on the Student Athlete Advisory Committee and chief justice to the UWL Student Association.

By Jordan's senior year, he wasn't just becoming a better runner, he was becoming a more confident person. With each late night studying and each difficult workout, he always came out the other side ready to do it again.

In 20 years Jordan probably won't remember the time his relay team clocked in at nationals. But he will remember the people who held the trophy up in the air, the work and the mindset that got them there.

"I owe a lot of my success at UWL to this team," says Jordan.

Ben Jordan received the The Jake and Janet Hoeschler Award for Excellence, which recognizes a CBA graduate for academic accomplishment and leadership on campus and in the community.



Understanding Urdu

Student awarded prestigious U.S. government scholarship to learn critical world language

Marketing major Madeline Dorman is practicing Urdu.

The language most Americans have probably never heard of happens to be of particular importance to Dorman's future — and the U.S. government.

Dorman received the Critical Language Scholarship, a fully-funded summer overseas language and cultural immersion program for American undergraduate and graduate students. The program is part of the U.S. government's effort to dramatically expand the number of Americans studying and mastering critical foreign languages.

"Critical" languages are those less commonly taught in U.S. schools, but are essential for America's engagement with the world, according to the U.S. Department of State. The scholarship program aims to prepare U.S. students for the 21st century globalized workforce, increase American competitiveness, and contribute to national security.

Dorman says Urdu is a dominant language in areas of the world with high population growth such as India and Pakistan. With many U.S.-based companies outsourcing jobs to India, it is critical for young people to learn the language, she says. Her goal is to one day hold a leadership role within a U.S. company that has close ties with India and Pakistan.

Madeline Dorman, a marketing major and professional writing minor, studied the Urdu language in Lucknow, India this summer as part of a selective U.S. government language immersion program.

"These companies are in need of leaders who have control over a target language to successfully achieve the set goals and standards," she explains. "Additionally, these leaders need to be aware of cultural differences, such as holidays, traditions and ideas that could create conflicts that could've been avoided just by being aware."



Dorman is first recipient from UWL

Madeline Dorman is one of approximately 550 American students at U.S. colleges and universities who received a Critical Language Scholarship award in 2017. About 5,000 students typically apply each year. Dorman is the first UWL student to receive the scholarship.

Q&A: Learning Urdu

Q: What three words would you use to describe learning Urdu?

A: Challenging, rewarding and amusing.

Q: Have you learned any jokes in Urdu?

A: My roommate told me a joke while I was learning the names of food.

What did the police officer do to the man who was stealing eggs?

He put him andah-arrest.

انڈے (andah) is Urdu for eggs.

Madeline Dorman has had some opportunities to sightsee while in India. She visited the Taj Mahal and Fatehpur Sikri, a small city in northern India built in the 16th century.

THE Next Entrepreneurs

SBDC launches new programs to foster young entrepreneurs

Generation Z

Born after the millennials, this generation was raised in a world of smartphones and social media.

They are also predicted to be a bunch of entrepreneurs.

About 72 percent of teens say they want to start a business someday, according to a study by [Millennial Branding and Internships.com](#).

UW-La Crosse's Small Business Development Center is providing support for the generation's spirit for self-employment.

The SBDC, which helps entrepreneurs grow, improve and launch businesses, kicked off a program catered toward middle school through college students — the Innovation Generation Program — in January. The program is a partnership between the SBDC,

the UWL Center for Entrepreneurship and Innovation; Collegiate Entrepreneurs Organization, a UWL student club; and WiSys Technology Foundation. Merchants Bank is its primary financial supporter.

The Innovation Generation Program fosters innovation and entrepreneurship in this group of young people through workshops, mentoring, competitions and more. The leg of the program geared at high school and college-aged students met every Sunday for nine weeks during the spring semester.

"The first night, I think some of the students were not sure what they signed up for!" jokes Anne Hlavacka, SBDC director.

The meetings pushed students to think critically about their business ideas. They surveyed potential customers to improve business concepts and then developed business plans that were financially sound and truly satisfied a need.

UWL student Tony Volk, who was developing a mobile app, says after talking to SBDC staff, as well as local business owners, he drastically changed his original idea. But he made it much better, he says.

The app, called SIPP, won the people's choice award, first place and over \$2,000 in financial support and services from local businesses during the UWL Eagle Eye Business Competition in April. During the event, all high school and college level Innovation Generation Program participants presented their ideas to judges.

At the competition, it was obvious the group had made tremendous progress, says Hlavacka.

Volk, a UWL management major and economics minor, says he almost didn't join the Innovation Generation Program. He was studying for finals when an email popped



Anne Hlavacka, center, SBDC director, says the SBDC plans continue the Innovation Generation Program during the 2017-18 school year, including the addition of an "Idea Generation" competition in the fall. Here Hlavacka is pictured with her two daughters, Christine left, and Elizabeth Hlavacka, who participated in the program and won a statewide business plan competition.



While high school and college students in the Innovation Generation Program presented their ideas to judges during the April UWL Eagle's Eye Business Competition, middle school students participated in a middle school business fair in May.

in his inbox saying the deadline to join was extended. He clicked.

"My life has really changed since then," he says. "There is a lot of opportunity for this thing to blow up."

The app will go live in Madison and La Crosse in late September. It primarily helps bars connect to patrons while offering information on friends there, wait times, food and drink options, links to transportation and more.

Close to heart

Two other young entrepreneurs with a budding business idea are close to the heart for Hlavacka. Her two daughters, Christine

and Elizabeth Hlavacka, both 10th graders at Aquinas High School in La Crosse, also participated in the Innovation Generation Program and earned third place in the April competition. They went on to win the grand prize in a statewide youth business plan contest for students in middle school and high school, Wisconsin YES! The competition had 148 entries and 24 finalists.

The girls created WeWork.Biz, a website that more effectively matches youth with employers for jobs and career readiness-related opportunities.

Hlavacka says the youth entrepreneurial programs come at an important time in young people's lives. Entrepreneurial think-

ing tends to start around middle school age when kids start taking on small jobs for extra cash such as babysitting. Throughout high school and college, many young people are beginning to think about what career path they want and whether they will one day go into business for themselves, she adds.

Volk encourages others to take opportunities like the Innovation Generation Program when they come.

"There are a lot of good ideas out there. My advice to people still in school is to use your opportunities while you have them," he says. "You are only this young once and have nothing to lose."

CONTINUED ON NEXT PAGE



Fai DeMark shares ideas for starting a landscaping business during the middle school business fair May 8. The fair is part of the Innovation Generation Program.

STATE STAR

Terri Urbanek, of UW-La Crosse's Small Business Development Center, is receiving state and national recognition for the proactive and valuable support she provides to regional business clients.

Urbanek, an SBDC consultant and outreach specialist and '97 graduate of UWL, received the 2017 SBDC State Star Award from the Wisconsin Small Business Development Center in June. She was also recognized at the national conference for SBDCs in Nashville, Tennessee in September.

Each state selects one award winner after a state-wide vote among SBDC professionals based on criteria such as impact on clients, innovative approach, team spirit and willingness to go the extra mile.



Terri Urbanek, '97, an SBDC consultant and outreach specialist, received national recognition for the proactive and valuable support she provides to regional business clients.



UWL student Tony Volk presents his idea for a mobile app during UWL Eagle's Eye Business Competition in April at the culmination of the Innovation Generation Program. Volk credits several fellow students for helping to make his app idea a reality. Among them, Steven Lee developed the app from scratch and Leah Laliberte designed it.

"There are a lot of good ideas out there. My advice to people still in school is to use your opportunities while you have them," Tony Volk says. "You are only this young once and have nothing to lose."

CONTINUED FROM PREVIOUS PAGE

The SBDC is no stranger to entrepreneurship

The SBDC at UWL is a key player in a statewide strategy to support Wisconsin's entrepreneurs, says Bon Wikenheiser, state director for the Wisconsin SBDC Network.

Annually, Wisconsin SBDC Network:

- Assists more than 3,000 Wisconsin entrepreneurs before and after they are in business.
- Helps more than 200 new businesses get started.
- Helps businesses attract millions in investments. In 2016, SBDC clients attracted more than \$75 million in investments to grow their enterprises.

"UW-La Crosse SBDC works with other UW campuses and outreach offices across the state to coordinate efficient, effective services. The UWL office is also part of a nationally accredited network," says Wikenheiser. "Anne [Hlavacka], Terri [Urbanek],

Marie [Rieber] and their staff do a great job, and I am honored to work with them."

In addition to its collaboration with the statewide network, the SBDC also collaborates locally. In 2014, a Center for Entrepreneurship and Innovation was founded. An initiative of the College of Business Administration and the campus more broadly, it collaborates with the SBDC and others in the region to provide additional support to foster entrepreneurial opportunities, support innovation, engage the community and develop best practices for sustainable businesses.

"One of the major issues with business education these days is the lack of connection between concepts — what's taught in the classroom — and practice — how things are done in the real world," says Kenneth Rhee, CBA associate dean and professor of management. "The activities we are engaged in at UWL, and particularly through these new collaborations with the SBDC, are a perfect way to bridge such a gap."

2017 TOP TEACHER

Long-term marketing professor is among this year's Eagle Teaching Excellence Award winners

Gwen Achenreiner, professor of Marketing, is among the six UW-La Crosse faculty members being recognized for excellence in teaching. A UWL committee selected the 2017 Eagle Teaching Excellence Award winners after the Provost Office received approximately 800 teacher nominations from UWL students.

UWL student Mariah Ring wrote that Achenreiner teaches her favorite UWL class thus far — “Buyer Behavior.”

“I truly looked forward to coming to her class because every day she had a new activity that related to both our lives as college students and how to better our future in marketing,” she says. “This made learning about the field much more interesting and solidified my choice of marketing as a major.”

Achenreiner calls the opportunity to teach and get to know UWL students a privilege.

Her favorite part of the job is constantly trying to figure out creative ways to better engage students.

“I love it when I see — or hear — students getting as interested and intrigued by the topics being studied as I am,” she says.

Outside of the classroom, she enjoys activities and events that connect students and faculty with the business community.

“I believe these experiential learning activities are really helpful in extending learning beyond the classroom and in better preparing our students for success in their future careers,” she says.

Eagle Teaching Excellence Award winners were announced at the end of spring semes-

ter and as part of spring commencement. They were also recognized among colleagues at the Chancellor's All-University Address in fall.

This year's winners:

Gwen Achenreiner ~ Marketing

Rita Chen ~ Education Studies

Faye Ellis ~ Biology

Gary Gilmore ~ Health Education/
Health Promotion

Brad Nichols ~ Art

Lindsay Steiner ~ English

THE GWEN ACHENREINER FILE:

YEARS AT UWL: 19

TEACHES: Predominantly teaches MKT 362 “Buyer Behavior.” She also serves as chair of the Marketing Department and as the American Marketing Association collegiate chapter advisor. She also teaches or has taught MKT 309 Principles of Marketing; MKT 367 Market Research; and MKT 415 Senior Seminar.

HISTORY: Achenreiner has taught marketing and management at both public and private institutions. She worked as a marketing analyst prior to teaching.

MARKETING PROFESSOR GWEN ACHENREINER



Cultural immersion + consulting

Trip to Slovakia provides many firsts for business students

UWL business student Garrett Montalvo calls it the most beneficial experience of his college career so far.

That is because when Montalvo went to Bratislava, Slovakia this summer, he did consulting work for a multi-national business for the first time. In three short weeks, he met the firm's charge of gathering market research, studying the competition, and generating a report to present to company executives. He did all of that in collaboration with a team of four students representing diverse cultural backgrounds from the U.S, Slovakia and Macedonia.

Montalvo was one of 12 UWL business students who worked collaboratively with students from Ekonomická Univerzita v Bratislave (University of Economics in Bratislava) on consulting projects for multi-national firms related to marketing, management and economics issues May



The International Business Consulting Program gives UWL business students an opportunity to work collaboratively on consulting projects with students from the University of Economics in Bratislava. Facing the camera are UWL students Michael Kurth and Hannah Teye.

"It is a very intense program with a lot of time commitments and stress from both the projects themselves and the cross cultural teams in which students are working, but these experiences are what make it so impactful," says Gullekson.

23-June 10, in Bratislava, Slovakia as part of UWL's International Business Consulting Program.

Nicole Gullekson, UWL associate professor of Management, started the program at UWL in 2011 in partnership with Ohio University where she attended graduate school.

Her alma mater had run the program for more than a decade in nine other countries, and Gullekson had been conducting research on the impact of the program for students. She liked how it introduced students to a new culture on a deeper level than traditional study abroad experiences. Throughout the three weeks, students interacted heavily with locals and in the business community to complete consulting work.

"It is a very intense program with a lot of time commitments and stress from both the projects themselves and the cross cultural teams in which students are working, but these experiences are what make it so impactful," says Gullekson.

UWL partnered with Ohio University for five years and then it became a UWL-only program in 2016 and 2017. UWL has

consistently sent about 10-12 students to Slovakia each year, and approximately the same number of students from the Slovak university also participate.

During this year's trip, students did consulting work for Johnson Controls, Dell, Soitron, Slovak Telekom, TPA Horwath, and the U.S. Embassy.

Those assigned to the U.S. Embassy worked on anti-corruption efforts to facilitate U.S. business investment in Slovakia. Students working with Johnson Controls aimed to increase the Slovakia-based company's appeal to new job applicants.

"These were not simulated issues. These were all real issues these businesses needed help with," says Nese Nasif, a faculty advisor on the trip and UWL assistant professor of Marketing. "I think students were surprised how much of what they learned in the classroom applied to the solutions they were seeking for their business clients."

Nasif, who previously worked as a consultant for a multi-national firm, was also impressed with students' ability to complete the projects while immersed in a different culture.

Montalvo, an international business and finance major, says Soitron needed help primarily with marketing its information technology monitoring.

He was initially intimidated by the large



UWL business students find the study abroad program to be challenging because they are working to solve issues for real companies in a new culture. At left is UWL student Max Courtney. Sitting across from him is UWL student Shelley Bretl.

amount of work that his team of four would need to complete in a matter of weeks. But the group tackled it by establishing their expectations from each other, dividing up the work, setting deadlines and discussing any potential cultural differences in how they approached the work from the start. He says the teamwork aspect was beneficial as was the intercultural interaction.

"When you travel, especially to places that are not as popular for tourists, you learn about yourself and it makes you more aware of how American culture is. You get that global perspective," says Montalvo. "In the future, when I meet someone who is not from the U.S., I will feel much more prepared to interact with them."



Participants also had time to sightsee on weekends.



Maggie McDermott



Nese Nasif



Nicole Gullekson

FACULTY LEADERS

Nese Nasif and Maggie McDermott, Marketing, were faculty advisors on the trip. Nicole Gullekson, Management, started the International Business Consulting Program in 2011 and helped coordinate this year's trip.

DIVING IN

Junior writes home to Dean Milner about adventures abroad



UWL Accountancy Major Jon Barnes skydiving over Queenstown, New Zealand, during a weekend break while studying abroad. Above, Barnes bungee jumping off Kawarau Gorge Suspension Bridge. He says studying abroad has inspired an “unquenchable thirst to travel.”

UWL Accountancy Major Jon Barnes has jumped into quite a few things in college.

He is a member of Beta Gamma Sigma, Golden Key and Delta Sigma Pi — to name a few.

But spring semester, Barnes was literally jumping in — and diving in.

During a study abroad program in Wellington, New Zealand, Barnes was testing out his adventure skillset during weekend breaks in Queenstown. A world-renowned location for adventure sports with a panoramic view of the Southern Alps, Barnes went skydiving and bungee jumping off Kawarau Gorge Suspension Bridge.

He wrote home to share the experience and his “school spirit” — wearing

a UWL T-shirt in photos — with College of Business Administration Dean Laura Milner.

“I have many adventures ahead, so I’ll wear the shirt and take some cool pictures to send your way,” he writes to Milner.

Barnes, who is a UWL senior this fall, also reported that he was adapting to the style of teaching in New Zealand. Filling some general credit requirements, Barnes took New Zealand Sign Language, photography and international business. In the international business class, he was able to view America from a different vantage point.

“New Zealand is a small country and plays a minor role in the global market-

place compared to America,” he says. “It has been interesting to see how America is viewed from a foreign country’s perspective.”

Barnes, who returned in July, described study abroad as an opportunity to grow. It allowed him to experience a new culture, meet people from all over the world, and travel to places he has never been. Along the way, he made amazing friends and some of his favorite memories.

“Getting out of your bubble allows you to see what this world has to offer,” he says. “Studying abroad has created an unquenchable thirst to travel and allowed me to realize the person I am and the person I want to become.”

A talk and a tribute

Alum shares expertise with students, honors professor with new scholarship

Perry Lowe was all smiles in front of a crowd of UWL students.

Lowe, CEO and president of Six Month Smiles, was one of four featured speakers during the Citizen's State Bank Executive Lecture Series — a new initiative bringing top alumni and community business leaders back to campus.

In April, he shared the struggles and success on his journey from salesman to industry executive. “My hope was for one student to walk out of that room and say, ‘it’s really possible to have a dream and go for it,’” says Lowe.

After graduation, Lowe, '91, went on to become a salesman before founding, growing and selling a multi-million dollar dental company. Lowe is now CEO of Six Month Smiles, a cosmetic orthodontic company owned by Huron Capital Partners.

Lowe credits his success as a first-generation student to the opportunities offered in the community, such as coaching swimming. He also credits UWL faculty such as Professor of Marketing Stephen Brokaw.

As for the business success, Lowe looks to his love of reading, particularly business books and other texts that challenge him to think deeply about people and business models.

“There’s nothing that’s overly new. However, concepts are often applied and layered in very different ways with the purpose of creating value,” he says. “I don’t think you can get enough examples of how companies or people succeed.”

That made it easy for Lowe to come back to campus and share what he’s learned during



Alumnus Perry Lowe, left, a dental industry executive, has endowed a scholarship to honor Marketing Professor Stephen Brokaw, right. The Lowe Family International Studies Scholarship will be awarded in 2018.

his 25-year career — while remembering his UWL roots.

Lowe starts first endowed scholarship in Marketing

Perry Lowe and his wife, Kristina, established the Marketing Department’s first endowed scholarship. It will help students study abroad. While attending UWL, Lowe studied in the United Kingdom. It was a “profound experience” that challenged him to write and think critically, much like Professor Stephen Brokaw challenged him, he says. The scholarship honors Brokaw who Lowe has kept in touch with for more than 25 years.

“Steve and I would have a talk about a topic, and he would say, ‘Why don’t you look into that more, write something up or be prepared to discuss that the next time in class,’” recalls Lowe. “He was really engaging that way, and it really challenged me to learn more.”

STUDY ABROAD



Alumnus Perry Lowe, '91, CEO and president of Six Month Smiles, speaks during the Citizen's State Bank Executive Lecture Series. He earned UWL degrees in marketing and political science.

Lowe shares more in this video.



DATA DUTY

Alum helps state's rural healthcare leaders make informed decisions



In an age when data is king, hospitals can save a lot of money and improve service by digging into healthcare data. What procedures are they performing most often? Could they hire a new specialist patients have been traveling hundreds of miles in the other direction to see?

While these are important questions, a lot of rural hospitals don't have the resources to find the answers.

Enter UWL alumnus Tony Mirasola, '16, an analytics and outreach specialist for the Wisconsin Hospital Association Information Center, who has been visiting rural hospital executives and their staff since he started the new position in October 2016. He's providing them with data consulting services and web tools to generate their own reports of statewide hospital discharge data. Understanding those reports can ultimately help executives make informed decisions on topics related to market share, services, charges and more.

"So many of these hospitals are in very rural, small towns. They are critical to en-

From left, Tony Mirasola, '16, economics and public administration, and Kyle O'Brien, '09, finance and marketing, both work for the Wisconsin Hospital Association. Mirasola was hired at the WHA Information Center in October 2016 after learning about the career through O'Brien, who has stayed connected to UWL through the Alumni Association Board and the Healthcare Analytics Management Advisory Board.

suring patients continue to have access to healthcare," explains Mirasola.

Since Mirasola started, nearly 30 rural Wisconsin hospitals have signed up to use federal grant money from the Wisconsin Office of Rural Health to get their healthcare data through the project Mirasola runs, the Rural Health Dashboard Project. That strong participation is telling of the project's success and Mirasola's efforts, says Jean Doeringsfeld, vice president of the Wisconsin Hospital Association Information Center, a subsidiary of WHA.

"Tony is a really great combination of someone with technical skill and also the personality we need to go out there and have these conversations with hospitals," she says.

Meeting workforce demand

The healthcare industry has a high demand for people like Mirasola who can analyze data and communicate it effectively, says Doeringsfeld.

Mary Hamman, UWL assistant professor of economics, has heard that sentiment from other state healthcare executives. Under the guidance of an 18-member advisory board made up of healthcare executives from Wisconsin and beyond, Hamman is developing a new minor in Healthcare Analytics Management.

Reasons for growth in this area include the digitization of medical records, which has created new opportunities for analyzing healthcare data that weren't feasible when records were paper-based, says Hamman.

Also, as people continue to see a greater portion of their resources consumed by healthcare-related spending, healthcare companies need skilled employees who know analytics to figure out where better efficiency and outcomes can be gained, says Jeff Kessler, '81, of Allergy Associates of La Crosse who also serves on the CBA Advisory Board and the Healthcare Analytics Management Advisory Board

"The pressure to find healthcare products and services that deliver the improved outcomes at lower costs is going to mean showing the proof that something works, and how it delivers the value," says Kessler. "I think that is going to require a base level understanding of the healthcare industry challenges and a lot of analytics."

Alumni connection was key

Mirasola knew he wanted a job in healthcare analytics when he graduated in spring 2016, but finding entry-level job openings proved challenging. Most positions required at least three to five years of experience. Hamman handed out Mirasola's resume at one of her board meetings.

A fast growing career path

Between 2014 and 2024, employment of medical and health services managers is expected to grow by 17 percent, making it one of the fastest growing occupational groups in the U.S. economy, according to the Bureau of Labor Statistics

"I said 'If I am going to build this minor, I want to make sure we can employ our students — Tony is one of the best grads I have. Who is going to hire him?'"

UWL alumnus Kyle O'Brien, '09, was serving on the board and forwarded Mirasola's resume within his organization, the WHA. Mirasola was asked to interview for the new position to administer the dashboard project.

Mirasola says his experience working with clients in UWL CBA courses helped him feel prepared for the communication role in his new job.

"I thoroughly enjoy what I'm doing now. It is great to go out and work with hospitals — meeting with CEOs, CFOs and staff and talking about how the project can benefit them," he says.

O'Brien has enjoyed serving on the board to develop a much-needed healthcare analytics management minor that will serve healthcare facilities statewide. But he never envisioned that his role would be a direct benefit to his own organization.



Jean Doeringsfeld, vice president of the Wisconsin Hospital Association Information Center, a subsidiary of the WHA



Mary Hamman, UWL assistant professor of economics



Student voice in the CBA vision

Group offers dean real-time student perspective on college

They are the most visible student ambassadors of the College of Business Administration. And when they talk, the dean listens.

CBA Dean Laura Milner created the Council of Presidents in fall 2016. The group of student leaders from all 12 CBA-related student organizations bring student perspective and feedback to college decision making. The students have been great partners in guiding the CBA's future steps, says Milner.

The Council of Presidents helped with the architectural design planning of Wittich Hall, the future home of the CBA. In particular, students helped envision the lower level, which will offer many student-friendly learning and study spaces. The group has also been a sounding board for developments with the CBA's website.

"We are all about the student. They are a major stakeholder in the success of the College of Business Administration," says Milner. "We need to be able to hear that important constituent voice."

In the process, students have also heard each other. At the council's monthly breakfast meetings, students can share strategies with other group leaders from how to improve attendance at club meetings to how to pay for pizza.

The club leaders and their faculty advisors have played an integral role in the hosting of speakers through The Citizens State Bank First Friday Lecture Series, which provides students and faculty an opportunity to hear about business management and leadership directly from business leaders. Each club is

responsible for coordinating a social hour with the speaker, as well being a visible presence at the lecture. This gives students an opportunity to learn from speaker's experiences and practice soft skills at the social hour.

The backbone of the Council of Presidents is the group of faculty advisors in the CBA who give time outside of classes to provide guidance and support to groups, says Milner.

"Being an advisor to a club is a labor of love," she notes. "It is a service commitment to mold students in a different way than you would find in a classroom. Club advisors are integral to the professional development of their students in a setting beyond the classroom."

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Above photo: Spring 2017 CBA Council of Presidents and Advisors. Front row, from left, Donna Anderson, Beta Gamma Sigma advisor; Gwen Achenreiner, American Marketing Association advisor; Christa Kiersch, Society for Human Resources Management advisor; Megan Molling, International Business Association president; CBA Dean Laura Milner; Michael Berens, Beta Alpha Psi president; Michaela Hader, Beta Gamma Sigma president; Nilakshi Borah, Financial Management Association advisor; Nicole Gullekson, IBA advisor; Nirmalee Raddatz, BAP co-advisor. Middle row, from left, Luke Russell, Delta Sigma Pi president; Kelly Nowicki, DSP advisor; Anne Hlavacka, Collegiate Entrepreneurs' Organization advisor; Sarah Balfanz, SHRM president. Back row, from left, Will Maas, BAP co-advisor; McKenna Bocik, Healthcare & Life Sciences Student Association president; Peter Kopanon, FMA president; Steven Switalla, CEO president; Kevin Karwoski, Student Advisory Council president; Kayla Peterson, AMA president. Not pictured: Mary Hamman, HLSA advisor, Paul Gaska, ISA president; Peter Haried, ISA advisor; Ryan Trabant, Investment Club president; Adam Stivers, IC co-advisor; Jared Linna, IC co-advisor; T.J. Brooks, SAC advisor.

Warren Buffett wisdom

Students attend annual shareholders meeting, hear insights from financial giant in person



Millions watched the live-stream video.

UWL students — at one point — took seats just below the stage where Warren Buffett sat.

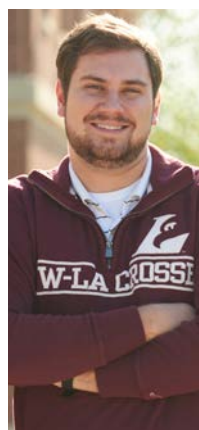
Buffett, the world's most famous investor, and his business partner Charlie Munger, spent five hours answering questions at the Berkshire Hathaway Shareholder meeting at the CenturyLink Center Omaha on May 6. UWL students, the majority in UWL Assistant Professor Adam Stivers' FIN 380 class and UWL's Investment Club, attended the meeting and heard the two financial

giants answer questions from shareholders, journalists and stock market analysts.

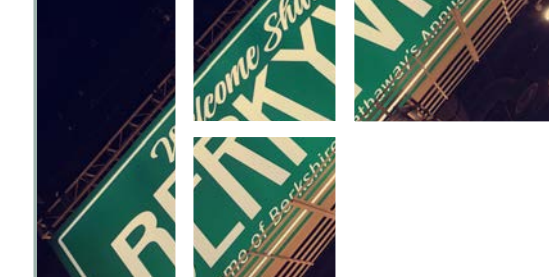
"It's not every day that you have the chance to see two of the most influential people in the finance world speak," says UWL graduating senior Bryce Hartl. "Listening to the knowledge, correlations and world topics that Buffett spoke about was impressive. He was drawing connections to things that I never would've thought of, and he was just so knowledgeable."

Buffett provided his views and advice related on topics ranging from the Republican healthcare bill to the influence of driverless cars.

"I never contemplated how that [driverless cars] would have a negative effect on the car insurance industry, especially as I enter the insurance industry as a career," says Hartl, who was hired at commercial lines under-



Bryce Hartl graduated in May and started a career in the insurance industry. He says hearing Warren Buffett speak helped him draw connections between topics he never thought of such as the impact of driverless cars on the insurance industry.



writer for Acuity Insurance in Sheboygan, Wisconsin, after his May graduation.

Stivers calls the meeting a tremendous opportunity for students to see and hear from Buffett and Munger, likely the most successful investors and finance practitioners in history. Around 40,000 people attended the Omaha meeting.

"While the event is live-streamed online, there is something to be said about experiencing it in person and seeing Warren Buffett — and Bill Gates, who is on the board and a large shareholder — live and up close," says Stivers.

The last hour of the meeting involved taking care of company business such as the election of directors and voting on proposals.

The opportunity to attend the annual meeting was possible through a donation from Kevin Spellman, who also made the original donation to start the Gordon Spellman student-managed investment fund at UWL. Department Chair Rob Wolf, and Maureen Spencer, academic department associate in the Finance Department, helped Stivers with the trip preparations and logistics.



Students at the annual shareholder meeting, from left, Tian Jin Yang, Ryan Trabant (Investment Club president), Wanli Liu, Adam Stivers, Kory Beerchiocher, Michael O'Connell, Ryan Nelson, Ben Taft, Megan Preston, Nick Fortney, Waranyu Saengthawweep, Bryce Hartl, Anna Dineen and Dennis Crow.

A look at labor relations

Professor co-writes textbook covering labor's history to emerging trends

Recent changes in Wisconsin laws have impacted labor unions in the state. But the badger state has a long history of labor, including being a pioneer in the development of workman's compensation and unemployment insurance.

Readers will learn about labor's history, as well as current and emerging trends, in the 11th edition of a labor-management relations textbook, "The Labor Relations Process."

UWL Professor of Management William Ross co-wrote the book with an influential professor from his undergraduate years — Bill Holley, of Auburn University.

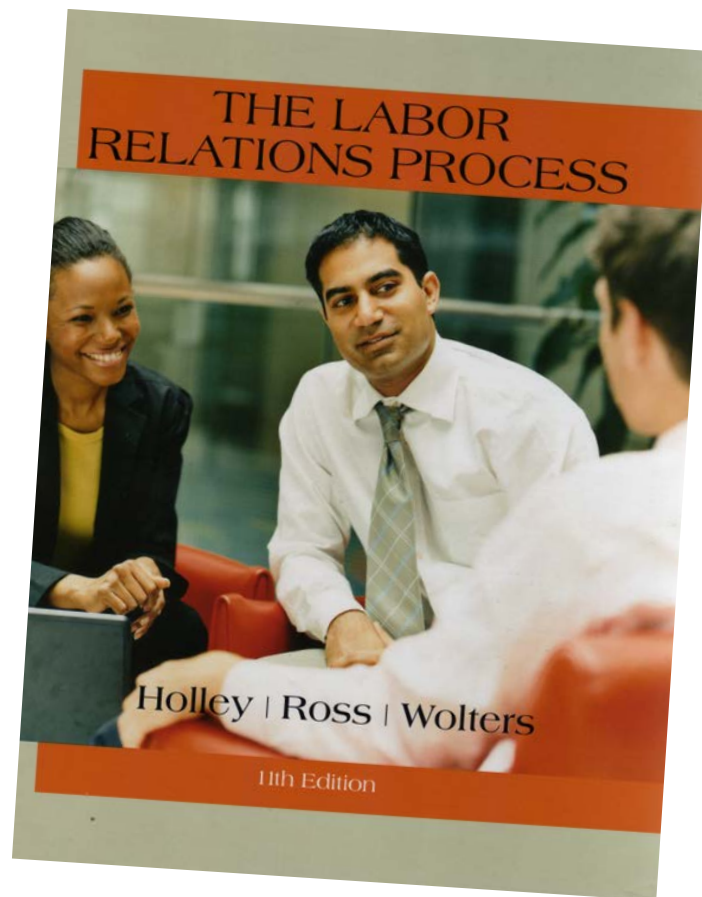
With another co-author from Auburn, Roger S. Wolters, the authors have nearly a century of experience with the labor movement, labor relations and collective bargaining.

Q&A with Will Ross, professor of Management.

Q: In a nutshell, how did labor history start in the U.S.?

A: Labor unions are almost as old as the U.S. When people immigrated to America, they often enrolled in apprenticeship programs to learn trades from skilled masters. While the masters may have been skilled artisans, they sometimes were poor managers. Consequently, their apprentices organized to demand better working conditions — and to prevent certain practices, such as outsourcing work to poorly-trained, poorly-paid prison labor.

With the growth of factories in the late 1800s, unskilled labor also began to unionize. However, unionization efforts encountered significant opposition, both from employers and the government. During the Great Depression, when involuntary unemployment soared and wealth became more concentrated, the public came to sympathize more with union goals. The National Labor Relations Act of 1935 was passed by Congress, giving most private-sector workers the right to organize, should a majority of the workers vote to do so.



William Ross, UWL professor of management, was co-author of the 11th edition of "The Labor Relations Process," with William H. Holley and Roger S. Wolters, both of Auburn University.

Q: What is one current labor issue discussed in the book?

A: Suppose you are a pro-union employee in a non-union firm; can you send an email to co-workers, inviting them to a union organizing meeting after work? In recent years, there have been several legal issues pertaining to whether employees can legally use a private employer's email system to solicit for a labor union. Courts have grappled with the medium itself: Is it equivalent to workers discussing the matter face-to-face, one-on-one in a breakroom at lunch, which is protected activity under federal labor law? Is it equivalent to posting an announcement on a physical bulletin board, which may receive greater regulation? Or is it equivalent to using the employer's photocopier at the employer's expense to print pro-union flyers, which the employer can prohibit?

The NLRB has decided that employees do have a presumptive right to use their employer's e-mail system to send union-solicitation messages, provided that the messages are sent during non-work time (e.g., lunch break).

[Read the full interview.](#)

2016 journal publications from CBA faculty

- Achenreiner, G. R., Christensen, E., Erffneyer, B., Fenton, M., Hollingsworth, L., Kleckner, M. J., Knight, P., Loeb, J., Miller, D., Ranganathan, S. (2016). Recruiting new college graduates: what are Wisconsin students looking for? *Wisconsin Business Voice* (18), 36-37.
- Anderson, D. M. (2016). Affirmative Action: A Feminist Economics Policy to Counteract Implicit Bias in Employment. *International Journal of Gender & Women's Studies*, 3(2), 1-11.
- Anderson, D. M. (2016). High School Girls Sports and Booster Clubs. *Sport Management International Journal*, 12(2), 61-75.
- Babakhani Teimouri, S., Dutta, N. (2016). Investment and Bank Credit Recovery After Banking Crises. *Journal of Financial Stability*, 26, 306-327.
- Brown, E. (2016). Lessons from Efforts to Manage the Shift to Defined Contribution Plans in Australia, the United Kingdom, and the United States. *American Business Law Journal*, 53, 69.
- Cooray, A., Dutta, N., Mallick, S. (2016). Does female human capital formation matter for the growth effect of remittances? Evidence from developing countries. *Oxford Development Studies*, 44(4), 458-478.
- Cooray, A., Dutta, N., Mallick, S. (2016). The Right to be Free: Is media freedom good news for women's rights? *Journal of Institutional Economics*, 13(2), 327-355.
- Diebolt, C., Hauptert, M. J. (2016). Clio's Contributions to Economics and History. *Revue d'Economie Politique*, 126(5), 971-89.
- Dutta, N., Roy, S. (2016). State Fragility and Transparency. *International Journal of Development Issues*, 5(3), 202-223.
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- Dutta, N., Sobel, R. S., Roy, S. (2016). Foreign Aid and Business Climate: An Empirical Analysis of SSA countries. *Journal of Entrepreneurship and Public Policy*, 5(3), 365-382.
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- Giddings, L. A., Hoffer, A. (2016). Exercising Willpower: Differences in Willpower Depletion among Athletes and Non-Athletes. *Contemporary Economic Policy*, 34(3), 463-474.
- Gullekson, N., Dumaisnil, A. (2016). Expanding Horizons on Expatriate Adjustment: A Look at the Role of Emotional Display and Status. *Human Resource Management Review*, 26(3), 260-269.
- Hamman, M., Kapinos, K. A. (2016). Colorectal Cancer Screening and Health Insurance Mandates. *Health Economics*, 25, 178-191.
- Hoffer, A., Pincin, J. (2016). The Effects of Revenue Changes on NCAA Athletic Departments' Expenditures. *Journal of Sport and Social Issues*, 40(1), 82-102.
- Kim, S., Jordan, B. D., Liu, M. H. (2016). Growth Opportunities, Short-Term Market Pressure, and Dual-Class Share Structure. *Journal of Corporate Finance*, 41, 304-328.
- Kim, S., Seo, H., Tompkins, D. L. (2016). The effects of capital infusions after IPO on diversification and cash holdings. *Journal of Accounting and Finance*, 16(1, 2016), 124-134.
- Komissarov, S., Murray, J. (2016). Factors that influence undergraduate information-seeking behavior and opportunities for student success. *Journal of Academic Librarianship*, 42(4), 423-429.
- Mirabito, A. M., Otnes, C. C., Crosby, E., Wooten, D. B., et. al. (2016). The Stigma Turbine: A Theoretical Framework for Conceptualizing and Contextualizing Marketplace Stigma. *Journal of Public Policy and Marketing*, 35(2), 170-184.
- Nunley, J., Pugh, A., Romero, N., Seals, R. A. (2016). College Major, Internship Experience, and Employment Opportunities: Estimates from a Résumé Audit. *Labour Economics*, 38(1), 37-46.
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- Stapleton, A. M., Nandialath, A. M. (2016). The role of NVOCCs and OTIs on reducing the threat of counterfeits: A contracting perspective. *Journal of transportation law, logistics and policy*, 83(4), 295-308.
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- Vidden, C., Vriens, M., Chen, S. (2016). Comparing Clustering Methods for Market Segmentation: A simulation study. *Applied Marketing Analytics*, 2(3), 225-238.

IMPRESSIVE COLLEGE OUTREACH

By engaging with hundreds of business representatives during the 2016-17 year, the CBA supported its mission of academic excellence, career success and community engagement.*

INTERNSHIPS AND JOBS

3 Rivers Technologies	Epic Systems	La Crosse Promise	SEVEN Magazine
3M	Eric Insurance	LaForce Inc.	Sherwin Williams
Advicent Solutions	Exact Sciences	Land O'Lakes	Shopko
Advisors Management Group	Fastenal	Lands' End	Snap-on Inc.
Aerotek	Festival Foods	Lavelle Industries	Staples Business Advantage
Aflac	Fetch Rewards	Logistics Health Inc.	State Farm
Alliance for Sustainability	First Supply LLC	Marine Credit Union	SVA Certified Public Accountants
Alliant Engineering Inc.	FITBENCH	Marriott Vacations Worldwide	TaLuk Presents
Allscripts	FloorTech Interiors	Mayo Clinic	Target
AllyCorinne Photography	FOCUS (Fellowship of Catholic University Students)	Mayville Engineering Company (MEC)	TEKsystems
American Family Insurance	Forever Joint Tops LLC	MBE CPAs	Th3rd Brain Management
American Foods Group LLC	Freelance	Medical College of Wisconsin	The Buckle
American Packaging Corp.	Geek Squad	Menards	The Digital Ring/Keep Wisconsin Warm and Cool
Ameriprise Financial	General Beverage	Midwest Financial Group	The Douglas Stewart Company
Ashley Furniture Industries	Gillette & Associates LLC	Midwest Marketing	The Ultimate Salon & Spa
Aspen Glen Golf Club	Goldman Sachs	Modern Woodmen of America	Theodore Roosevelt Medora Foundation
Associated Bank	Great Harvest Bread	Morrison & Associates	Thrivent Financial
Badger Mutual Insurance Co.	Gundersen Health System	Mueller Sports Medicine	Town of Grand Chute
Baker Tilly	Hawkins Ash CPAs	Mutual of Omaha	Trane
BDO	Hays Companies	Nalco	Transamerica Life Insurance Co.
Becker Tax & Bookkeeping	High Sierra Pools	Northern Wisconsin State Fair Association Inc.	Trust Point
Bell Laboratories	Ho-Chunk Nation	Northwestern Mutual	U.S. Geological Survey
Belmark	Hormel Foods	Olmsted Hospital	U.S. Post Office
Boyum & Barescheer	Howie's on La Crosse	Olson Thielen	Uline
Bridget Peters/ Whipp's Dining Hall	Humana	Organic Valley	UWL College of Business Administration Dean's Office
Buckle	IBM	Padres	UWL Residence Life
C.H. Robinson	iHeartMedia	PeopleFirst HR Solutions	Verizon Wireless
Camp Chipinaw	Image Works	Perkins	Viterbo University
Catholic Charities	Inland	PMG	Walgreens
Cielo	J.H. Findorff & Son Inc.	Radisson Hotel La Crosse	WASTE EQUALS
Citizens State Bank	James L Stott Inc.	Redpath and Co.	Wegner CPAs
City Brewery	J.F. Brennan	Reinhardt Foods	West Bend Mutual Insurance Co.
City of La Crosse	John Deere Dealership	Renewal by Andersen	Wipfli CPAs and Consultants
CliftonLarsonAllen	Johnson Block CPAs	RitzHolman	Wisconsin Department of Transportation
Colony Brands	KAPLAN	Riverfront	WXOW News 19
Concur Technologies	Kiel James Patrick	Rottinghaus Co.	Wyatt Bicycles
Countryside Animal Hospital	Kitchen Solvers	RSM US LLP	Yangest Concept Inc.
Dairyland Power Cooperative	Kohler	SAP	Yelp
Deloitte & Touche LLP	KPMG	Scanlan International, Inc.	YMCA
Dick's Sporting Goods	Kwik Trip	Schechter Dokken Kantor	
Eide Bailly	La Crosse Area Family YMCA	Schenck CPA	
EMC Insurance	La Crosse Courtyard by Marriott Hotel	Security Health Plan	
Enterprise Rent-a-Car			

*Not a complete list.

7,000

touchpoints between
speakers, faculty, staff
and students



A GUEST FROM THE GREEN BAY PACKERS

Alumnus Craig Benzel, vice president of Sales and Business Development for the Green Bay Packers, returned to campus spring semester to share a behind-the-scenes look at Packers and NFL business and economics activities as part of UWL's celebration of Money Smart Week. "I enjoy speaking to college students," said the '91 MBA graduate. "I always explain, 'everyone once sat in your chair.'"

[WATCH THE VIDEO](#)

2016-17 CLASS, CLUBS AND COLLEGE SPEAKERS*

Acuity Insurance — John Krechel
 Adidas — Josh Van Winkle
 Allegheny County Parks & Recreation — Andrew Grobe
 Allergy Associates of La Crosse — Jeff Kessler
 Altra Credit Union — Craig Sacia
 American Container Line — Lynn Baespflug
 Ameriprise Auto & Home Insurance — Patrick Teske
 Ansay & Associates — Angie Sikowski
 Ashley Furniture — Greg Kammer
 Ashley Furniture — Kelsey Clark
 Ashley Furniture — Emily Balfanz
 Atos IT Solutions and Services A/S — Carlos Macia
 Atos IT Solutions and Services A/S — Marilyn Shultz
 B&E's Trees Bourbon Barrel Aged Maple Syrup —
 Bree Breckel
 Baker Tilly Virchow Krause — Tara Tomter
 Becker CPA — Amy Napolski
 Boys & Girls Club — Nicole Brei
 Cargill — DeAnn Tournoy
 Cisco — John Morgridge
 Citizens Climate Lobby — Larry Slezniak
 City of La Crosse — Tim Kabat
 Coca-Cola — Tracy Clark
 Consumer Credit Counseling Services — Alex Volten
 Cool Beans Coffee Shop — George Baldwin
 Coulee Bank — Joe Zoellner
 CPG International (retired) — Eric Jungbluth
 DISCERN — Harry Blount
 Eat Street — Erica Euch
 ED Children's Museum — Anne Snow
 Eide Bailly — Jenn Faust
 eLearning Innovation — Kristin Koepke
 Epic Systems — Valerie Paulus
 Essential Health Clinic — Kelli Cornett
 Fastenal — Riley Shields
 Fastenal — Peter Guidinger
 Fastenal — Nolan Schmidt
 Fastenal — Paul Quiggley
 Fastenal — Mark Kotsmith
 Federal Prison Camp — Barry Minkow
 Federated Insurance — Jolene Kunkel
 Federated Insurance — Jolene Kunkel
 Festival Foods — Dave Skogen
 Fowler & Hammer (Emeritus) — Sue Christopherson

GEA Group — Maddie Drewskie
 George Mason University — Bryan Caplan
 Gillette Pepsi — Steve Berg
 Global Groundwork — Mitch Lown
 Goldman Sachs — Al-Muthana Aljuboory
 Green Bay Packers — Craig Benzel
 Gundersen Health System — Michael Richards
 Hawkins Ash CPAs — Becky Hughes
 Healthcare System — Roxroy (Kevin) Barrett
 High Jump Software — Katie Tucker
 Howie's — Ryan Johnson
 Inland Printing — Danielle Spahn
 Johns, Flaherty, & Collins, S.C. — Greg Bonney
 Kohler — Krystal Gossen
 Kohler — Amy Fox
 Kohler — Zavinta Makejenko
 KPMG — Miranda Wolfe
 Kwik Trip — Caryn Meinert
 Kwik Trip — Johnathan Steede
 Kwik Trip — Kyle Bredeson
 Kwik Trip — Zoe Katrichis
 Kwik Trip — Mike Ancius
 Logistics Health Inc. — Don Weber
 Logistics Health Inc. — Thomas Foster
 Logistics Health Inc. — Johnny Brevik
 Logistics Health Inc. — Don Weber
 Marine Credit Union — Ashley Foreman
 MassMutual/Charterpoint — Dan Odenbach
 Mayo Clinic Health System — Ajay Jayakumar
 Mayo Clinic Health System — Teri Wildt
 Mayo Clinic Health System — Mike Eckstein
 Meditech — Jens Holt
 Mutual of Omaha — Eric Guth
 New York Red Bulls — Elizabeth Martin
 Northwestern Mutual — Scott Pagenkopf
 Northwestern Mutual — Jamie Bottcher
 Northwestern Mutual — Bennett Johnson
 Northwestern Mutual — Shane Stuhr
 OCC — Michael Dane
 Office of U.S. Senator Tammy Baldwin —
 John Medinger
 Onalaska High School — Andrew Beckstrom
 Organic Valley — Kevin Schliecher
 Pearl Street Brewery — Tami Plourde

PeopleFirst HR Solutions — Gary Schettle
 PeopleFirst HR Solutions — Marlin Helgeson
 Quad Graphics — Allison Groom
 Rakuntor Productions — Billy Corben
 Raymond James & Associates — Scott Brown
 Reinhart Food Service — Jenna Schmidtknecht
 Reinhart Food Service — Mandy Zeman
 Reinhart Food Service — Kelsey Cmeyla
 Reinhart Food Service — Megan Micke
 Reinhart Food Service — Joshua Gran
 Richter Studios — Jeremy Richter
 Ritz Homan — Kris Franceschi
 Riverfront Inc. — Mary Kessens
 Robert W. Baird — Dan Hampton
 RSM — Brianna Haus
 Safe Harbor LLC — Chun Wong
 Schenck — Jill Dequaine
 Schenck — Christa Baldridge
 Self employed — Eric Dillaber
 Sherwin Williams — Mary Wolf
 Sherwin Williams — Mary Wolf
 Smithfield — Andrew Gerlach
 Stifel — Michael Linse
 Stifel — Jay Jaehnke
 Student Health Center — Pam Woods
 Target Corp — Adekunle Samuels
 The Citadeal — Russ Sobel
 Thomson Reuters — Paul Lemke
 TrustPoint — Michele Seidel
 United — Pat Volk
 University of Michigan — Rod Fort
 UWL Career Services — Lindsay Steiner
 UWL CST department — Nici Ploeger-Lyons
 UWL Student Health Center — Pam Woods
 WDFI — Cheryll Olson-Collins
 WI DNR — Michael Ross
 WI Legislative Audit Bureau — Emily Albrecht
 WI Legislative Audit Bureau — Emily Pape
 Wipfli — Cathryn Rooney
 Wisconsin Hospital Association — Kyle O'Brien
 Wisconsin Legislative Audit Bureau —
 Michelle Hoehne

*Not a complete list.

The Russell G. Cleary Distinguished Business Leader Lecture

James Reynolds, Jr.

Founder, Chairman and
CEO of Loop Capital

*A Forty Year Journey: Career
Strategy, Business Strategy,
and Service to Community*

Tuesday, Oct. 24 | 4 p.m.

Hesprich Auditorium

Graff Main Hall

1725 State St. | La Crosse

[Click here to register](#)

Sponsored by the Cleary Kumm Foundation

Jim Reynolds founded Loop Capital in 1997 with a simple guiding motto: "To provide client service beyond expectations." It has grown from a staff of six to more than 175 professionals in 30 locations. Reynolds oversees all aspects of Loop Capital, including investment banking, brokerage and financial advisory services. He has led the firm to becoming the largest minority-owned financial services firm and one of the largest privately-held investment banks in the U.S. Reynolds earned a bachelor's degree in political science from UWL in 1977.

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



JAMES REYNOLDS, JR.

Company Crawl

Thirteen members of the UWL chapter of the American Marketing Association attended the first Chicago Company Crawl Feb. 10. Attendees visited Reinhart Food-service, Mabbly: Digital Marketing Agency, and Richter Studios. Attendees enjoyed visiting popular Chicago sites, networking with marketing professionals, socializing and learning about the current marketing environment.



At Richter Studios, AMA members met with Jeremy Richter, a UWL marketing alum.



AMA members from left, Christine Barinka, Abbey Hintze, Melissa Weiss, Taylor Douma, Dylan Wojtkowski and Kayla Peterson.

ART + ECONOMICS

Students in Donna Anderson's Environmental Economics class combined art, conservation and economic science spring semester by helping crochet a coral reef — for display as part of Creative Imperatives Festival Feb. 27-March 1 at UWL. UWL's school reef project was inspired by The Crochet Coral Reef project started in 2005 with Margaret and Christine Wertheim of the Institute For Figuring, a Los-Angeles based non-profit. The Wertheims took crochet skills taught by their mother and combined them with geometry to re-create coral reefs. They called it a fusion of science, conservation, mathematics and art. "As it turns out, many ocean beings are variations of a geometric form known as hyperbolic space," says Anderson. "Mathematicians had long thought this type of geometry was impossible to represent physically. However, in 1997, Cornell's Daina Taimina did just that using the art of crochet." Kathleen Hawkes, UWL assistant professor of art, brought the coral reef project to campus.

"I am constantly seeking ways to help students make connections across disciplines. I thought Dr. Hawkes' art project was an opportunity to do just that."

- Donna Anderson, professor of Economics



UWL's school reef project combined the skills of students from a variety of academic disciplines.



Students crocheting in Donna Anderson's Environmental Economics class are from left, Kelsey Martel, Michael Kelly, Brett Neverman and Matt Cull.



Building on history

Regents give green light to renovation project for new CBA home

The UW System Board of Regents approved UWL's Wittich Hall renovation project during a meeting Friday, June 9, at UW-Milwaukee. Wittich Hall, built in 1916 with an addition in 1931, originally housed the university's rising physical education program. Its renovation will create an iconic and modern new home for the College of Business Administration.

The proposal will also require approval from the State Building Commission. It is anticipated the project will be on the agenda when the building commission meets later this year.



UWL College of Business Administration

FIRST FRIDAY LECTURE SERIES

The series provides scholarly dialogue about business management and leadership directly from today's business leaders.

**Friday,
Nov. 3**

**Gary
Kimm**

Area vice president of sales in Texas for Ethicon, a subsidiary of Johnson & Johnson



GARY KIMM

Gary Kimm oversees the subsidiary that specializes in minimally invasive surgery, advanced energy, bio-surgical and wound closure medical devices. Kimm, a 25-year veteran of the company, will discuss what it's like to work at the world's largest healthcare conglomerate, Johnson & Johnson. Kimm earned a Bachelor of Science in business administration from UWL in 1983.

**Lecture at 3:30 p.m.
Reception following
Stzrelczyk Great Hall
Cleary Alumni & Friends Center
615 East Ave. N. | La Crosse**

**Friday,
March 2**

**Michael
Pellegrino**

President and chief growth officer at Sargento Foods Inc.



MICHAEL PELLEGRINO

Michael Pellegrino oversees Sargento business units, strategic planning and the growth agenda. He previously led the Consumer Products Division's efforts as division president from 2009-16. Pellegrino was included on the "Forty Under 40" list in Crain's Chicago Business magazine in 2002. He received a Bachelor of Science in marketing in 1988 and an MBA in 1989 from UWL.

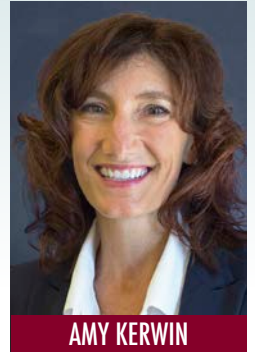
**Lecture at 3:30 p.m.
Skogen Auditorium
1400 Centennial Hall
308 N. 16th St. | La Crosse**

**Reception following lecture in
Cameron Hall of Nations**

**Friday,
April 6**

**Amy
Kerwin**

Vice president of community investments at Great Lakes Higher Education Guaranty Corp.



AMY KERWIN

Amy Kerwin manages Great Lakes' philanthropic strategy to help more students from low-income families, students of color, and first-generation students earn postsecondary degrees. She oversees an annual grant-making budget in excess of \$40 million. Kerwin received a bachelor's degree in accountancy, summa cum laude, from UWL in 1990.

**Lecture at 3:30 p.m.
Skogen Auditorium
1400 Centennial Hall
308 N. 16th St. | La Crosse**

**Reception following lecture in
Cameron Hall of Nations**

UNIVERSITY of WISCONSIN
LA CROSSE



Building Bridges

University of Wisconsin-La Crosse