



College of Business Administration

THE ADVANTAGE

Volume Six, Number Two



UNIVERSITY OF
Nebraska
Omaha



Last time at Roskens

CBA scholarship recipients and donors posed at Roskens Hall for the last time. A record number attended the 2009 scholarship reception this fall—joining faculty and staff to mark the end of an era. Next year, the 2010 event will be hosted at Mammel Hall!



SEASONS GREETINGS

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Mammel Hall Right on Schedule | NBDC Opens Office in Auburn | CBA Awarded OPPD Grant



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Those of you who have been following the progress of the new building on our web camera at cba.unomaha.edu or have driven by the site recently have observed that the appearance of the building is changing rapidly.

It has been exciting for us to plan for and watch this project move towards fruition. However, the day we look forward to most of all is the first day of classes in the Fall 2010 semester. This is the day that our students, faculty, staff, alumni, partners and other friends will be able to fully experience the advantages associated with this great facility in its unique location.

Indeed, the first time we see students streaming into Mammel Hall's stunning atrium and watch teams of students working together in Mammel Hall's warm and inviting student collaboration areas will be moments we remember the rest of our lives.

We hope to see all of you at the dedication of Mammel Hall on October 15, 2010.

Dean

a good omen? Associate Professor Amy Rodie and Barb Henney, staff assistant, report that the African violets in the marketing department are blooming with unusual profusion this fall.



UNIVERSITY OF
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Unlimited Possibilities



Record breaking campaign supports CBA

In October 2009, the University of Nebraska and the University of Nebraska Foundation launched the public phase of *Campaign for Nebraska: Unlimited Possibilities*, the most ambitious fundraising campaign in the foundation's 73-year history.

The foundation intends to raise \$1.2 billion by December 2014 to meet top-priority needs on all four of the university's campuses. More than \$642 million was raised in gifts and pledges before the campaign went public.

Several priority areas in UNO's College of Business Administration (CBA) will

be supported by *Campaign for Nebraska*. The completion of Mammel Hall, a first-class business education facility and the new home of CBA beginning August 2010 is one of the campaign's priorities. This \$41.5 million project includes \$34 million for construction of the 120,000 square foot facility designed to provide a professional, high-tech learning environment for students preparing to take on the challenges of business. The remaining \$7.5 million will establish an endowment to support the work needed to take CBA programs to the next level.

A second priority area of the campaign is increasing scholarship support for stu-

dents, to encourage the brightest students to stay in Nebraska and attract top business students to CBA.

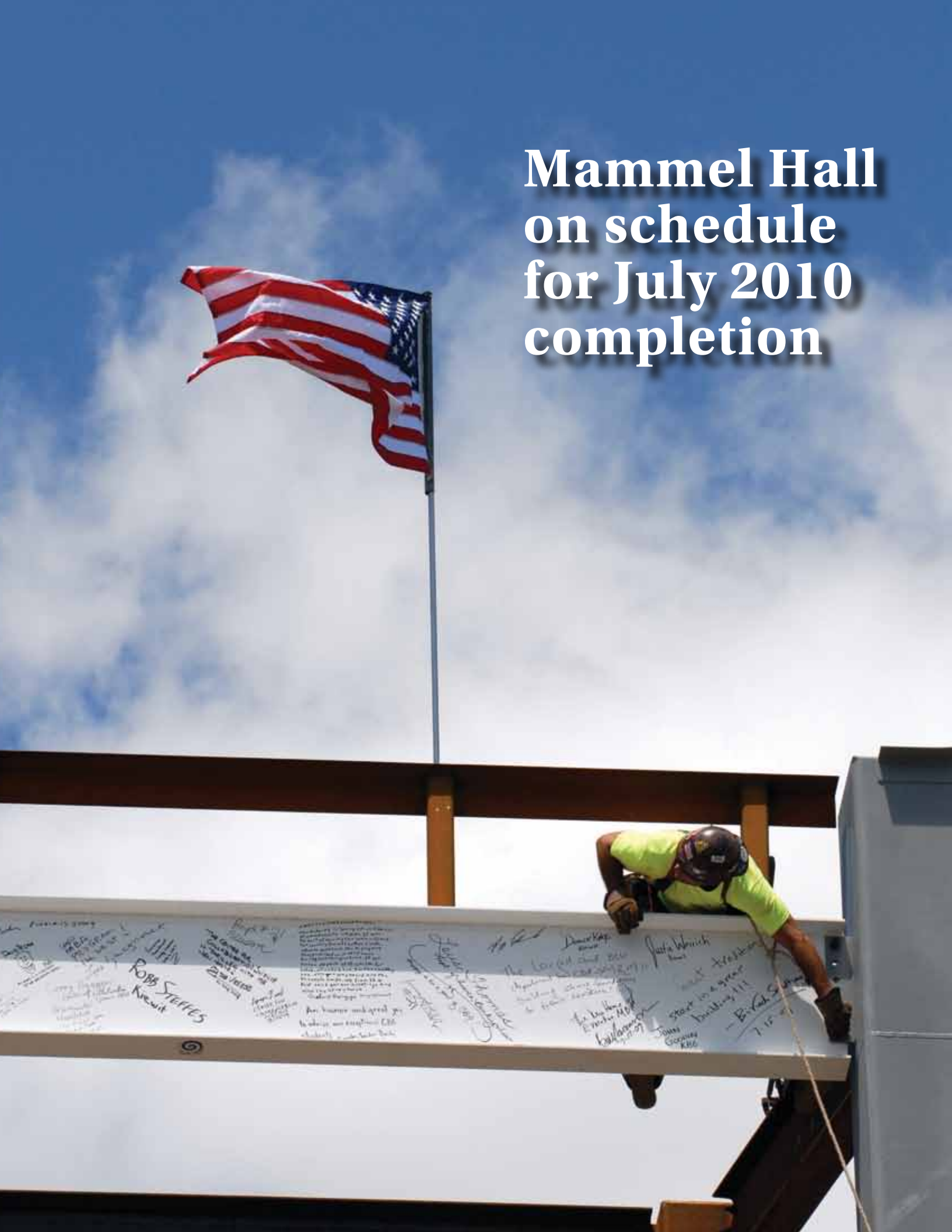
A third priority is to create new professorships and enhance those that already exist. The goals for professorships are to appeal to talented new faculty members and to retain the best instructors and researchers in the college.

Finally, expansion of academic programs such as investment science, collaboration science, international business, innovation, real estate, entrepreneurship and franchising is yet another high priority of the foundation's campaign.

For more information
402-502-4109 or email
skutschkau@nufoundation.org

CAMPAIGN *for*
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Mammel Hall on schedule for July 2010 completion





VISIT

cba.unomaha.edu/mammel_hall



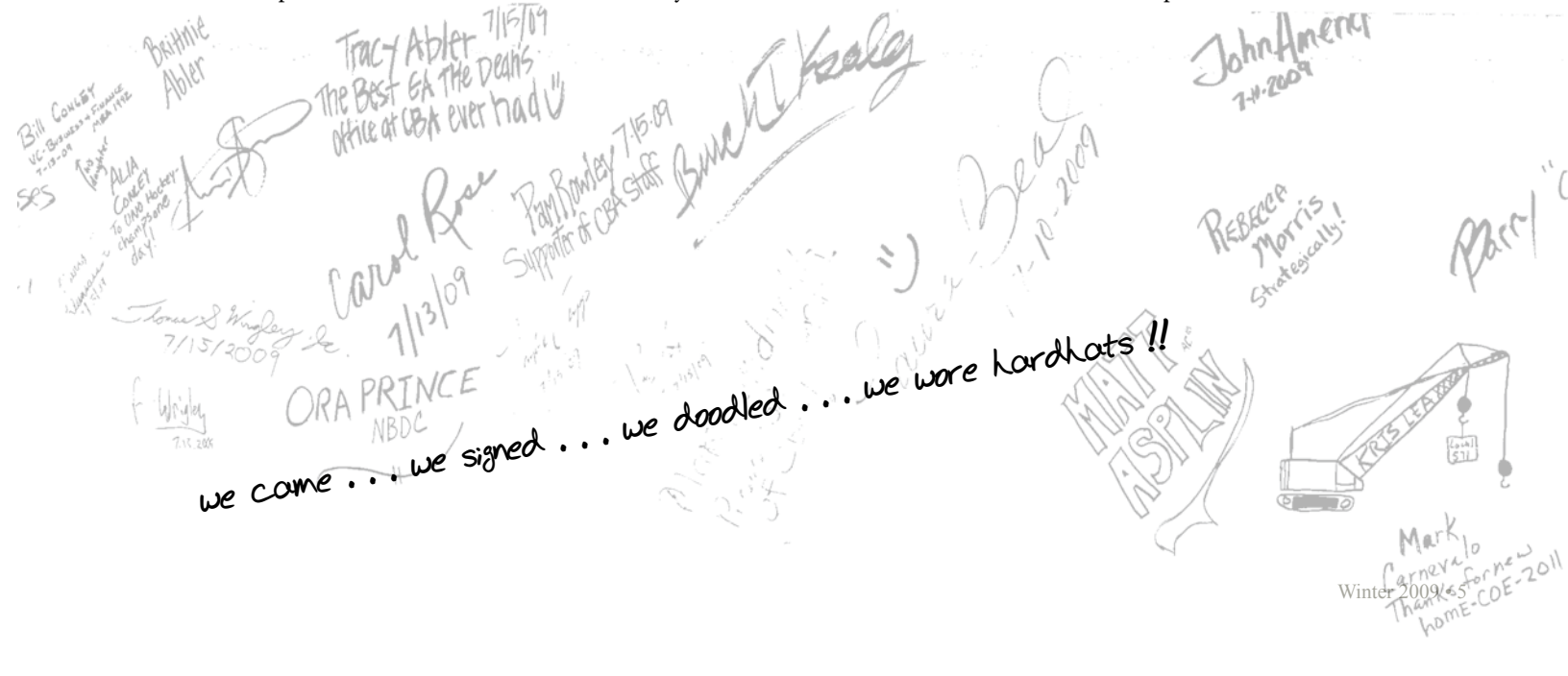
topping Ceremony July 09

The construction site of Mammel Hall, at 67th and Pine Street (at the north edge of Aksarben Village) is a veritable beehive of activity these days. One hundred or more highly-skilled craftspeople work daily installing metal panels and windows, laying brick, and pouring concrete.

In mid-July, the College held a "topping out" ceremony as the final beam was placed atop the atrium section. As faculty, staff, friends and construction crew watched, the beam with their signatures, doodles and well wishes flew to its final home. Hosted by Kiewit construction, participants donned hardhats to tour the facility.

Since then, the building has changed dramatically. The construction schedule calls for enclosing the west end of the structure by the end of November and the east portion of the building by the end of December. Interior work will continue throughout the winter and spring of 2010.

More detailed finishing, including installation of the building's information technology infrastructure, lighting fixtures, and artwork, as well as moving and installing furniture, will continue through July. The certificate of occupancy will be secured in the first week of August. The dedication will take place October 15.



New NBDC office in Auburn will provide government contracting assistance

In a grand opening ceremony in August, Nebraska Business Development Center (NBDC) opened a new office in Auburn that will provide consulting assistance to small businesses in southeast Nebraska seeking government contracts. Funded under a grant from the U.S. Department of Defense, the 816 Center Street office will be operated by Julie Wilhelm, a former business owner in Humboldt.

According to Bob Bernier, NBDC state director, the procurement assistance program is designed to improve competition among government suppliers by helping small businesses meet government procurement regulations. Although the program is partially funded by the Defense Department, NBDC is allowed to help businesses win government contracts at any government level and from any federal agency.

Last year, NBDC clients secured about \$150 million in government contracts.

Funding for a small business center at Peru State College was discontinued in 2003 because of a reduction in SBA funds.

“We do not have sufficient SBA funds to re-open that center,” Bernier said. “However, we hope that by having the procurement assistance program in Auburn we can again provide a point of access to all NBDC services for businesses in southeast Nebraska.”

Andrew Alexander, who heads the government contracting assistance program for NBDC, believes that there are excellent opportunities for small businesses in southeast Nebraska to expand their government contracting. “NBDC will reach out to manufacturing firms, service firms and even some retail firms in the region to help them pursue these opportunities,” he said.

Last year, NBDC clients secured about \$150 million in government contracts, up from \$98 million the year before. “We expect to continue our success rate,” Alexander said.

BERNIER RECEIVES ROTARY HONOR

Bob Bernier, assistant dean in the College of Business and state director for Nebraska Business Development Center (NBDC), received the 2009 Outstanding Northwest Rotarian Award for “significant contributions, outstanding dedication and leadership in the field of small business development.”

Bernier has been the state director for NBDC for 30 years and is the longest serving state director in the Small Business Development Center system. He is a strong advocate for small business as the means to attain economic stability in large and small communities throughout Nebraska.



Pictured from left: Pete Kotsiopoulos, vice president for University Affairs; Bob Bernier, NBDC state director; Bob Engles, Auburn mayor; and Louis Pol, CBA dean



Center director is STAR performer

Odee Ingersoll, director of the Nebraska Business Development Center (NBDC) at the University of Nebraska-Kearney's College of Business and Technology was recently honored at the ASBDC Annual Meeting, held in Orlando, Florida.

The Association of Small Business Development Centers recognized individual achievements for each state program at the national conference. Ingersoll was recognized as Nebraska's STAR Performer for 2009 for his work in business exit and succession planning and business valuation services.

This is the second time he has received the award. Ingersoll was previously selected as the 2006 ASBDC Nebraska STAR Performer for his work with small business owners in Mississippi following hurricane Katrina. In addition to the award, Ingersoll was also selected to provide a half-day training session to other consultants and state directors on exit planning models for small business development centers nationwide.



Jeff Burke, NPPR executive director; Jean Waters, national coordinator, P2Rx; and Mike Johanns, U.S. senator from Nebraska

NBDC coordinator named Pollution Prevention Champion

This September, during a ceremony in Washington, DC, the Prevention Resource Exchange (P2Rx) and its coordinator were among the winners of the National Pollution Prevention Roundtable (NPPR) Most Valuable Pollution Prevention awards. P2Rx received a publication award for the 2009 Pollution Prevention Calendar. Jean Waters, P2Rx coordinator, was named the 2009 Pollution Prevention Champion. The Champion honor is given to one individual each year for their significant contributions.

Waters initiated the publication of the first P2 calendar in 2005. Each month, the wall

calendar features a different pollution prevention topic from one of the eight P2Rx regional centers and dates of environmental significance—from the anniversary of the signing of the P2 Act to the birth date of Dr. Seuss. Nature photos are selected from submissions to a Call for Photos from the national P2 community.

The Pollution Prevention Resource Exchange (P2Rx) is a consortium of eight regional pollution prevention information centers, funded in part through grants from the U.S. Environmental Protection Agency (EPA). Waters, an engineer and a consultant with the Nebraska Business Development Center, has been coordinator for six of the last eight years.

 **VISIT**
p2rx.org/calendar



NBDC and CBA launch two online programs

Preparation for online HR professional exams

This fall, Patti Meglich, assistant professor of management, launched an online training program with the assistance of NBDC's professional and organizational development program. The course prepares HR professionals for the computer-based Professional in Human Resources (PHR) and the Senior Professional in Human Resources (SPHR) examinations, both sponsored by the Human Resources Certification Institute (HRCI).

The ten-week long program will be offered again in the spring of 2010 beginning in February. Professor Meglich has experience training via diverse mediums including traditional classroom, distance learning, online and blended learning. She facilitated Society for Human Resource Management (SHRM) Learning System courses from 1998 to 2007.

The SHRM Learning System features comprehensive coverage of key content areas in human resource management, instructor guidance, group discussions, and opportunities to practice taking computer-based tests.

Federal Contractor Certification

In October, NBDC announced its participation in a pilot training program of the U.S. Department of Veteran Affairs targeting business owners seeking contracts with the federal government. The program will help owners understand the basics of federal contracting, respond competently to bid solicitations and perform successfully once they have won a contract.

The program is self-paced and delivered entirely online with the exception of the final exam. Four individual levels of training will culminate in a gold certification award.

Andy Alexander, director of NBDC's procurement assistance program, serves on the education committee of the business advisory council of the National Veteran Owned Business Association (NaVOBA) that was instrumental in program initiation and development.

Nebraska is one of the first states to participate in the pilot program and at present is the only state offering the program to non-veteran business owners.



VISIT

ptac.unomaha.edu/events.cfm

nbdc.unomaha.edu/hrprofessional



NBDC REPORT

from business blog of Robert Bernier, NBDC state director
<http://cba.unomaha.edu/blogs>

NBDC helps prepare about \$40 million in successful loan packages annually.

Recently I received two letters from small business owners concerning loan packages facilitated by Nebraska Business Development Center (NBDC) consultants. Of Ingrid Battershell, our consultant in Scottsbluff, Diana Shaddick (owner of Music & More in Scottsbluff) wrote, "I cannot emphasize enough how much I appreciate Ingrid's abilities and professionalism. She did a great job for me."

Of Loren Kucera, our consultant in Wayne, Dean Carstens (co-owner of Twin Diamond Industries in Minden) wrote, "Mr. Kucera was extremely helpful in the application process and the follow-through afterwards."

On an annual basis NBDC helps prepare about \$40 million in successful loan packages—or about a third of the U.S. Small Business Administration (SBA) guaranteed loans in Nebraska. NBDC doesn't make loans. It packages loans made by banks, both with and without an SBA guarantee. For those not familiar with commercial lending, NBDC's role can be confusing. Just what is a loan package?

A loan package is a completed application for a commercial loan. Many times the bank will require a guarantee, which is an insurance policy for the bank. Under a guarantee the bank gets a portion of the loan paid by the guarantor if the loan goes bad. Most commercial loan guarantees are made by the SBA or U.S. Department of Agriculture. The business pays a guarantee fee, just as homeowners do for mortgage guarantees. The loan package provides the bank and the guarantor the information needed to make a decision on the loan.

For a new business, the loan package includes a business plan with financial projections, a description of the management experience of the owners, and a description of the owners' financial condition and equity commitment. For a business being acquired by a new owner the package also requires a comparison of the business plan to the track record of the company, the purchase agreement, and a valuation of the business. The requirements for a loan to an established company are the same as for a new business with the addition of the track record of the firm.

NBDC consultants also help business owners fill out the federal guarantor application forms and can help the bank fill out the lender forms for the SBA. The typical small business owner applies for a business loan only a few times in the life of a business, so believe they shouldn't have to learn the nuances of loan packaging. We can do that job for them.

We can do the job because NBDC consultants are qualified. Each one has a Mas-

ter of Business Administration degree or equivalent, has strong private sector experience as a business owner or manager, and has completed the Economic Development Finance Professional program of the National Development Council.

More than that, NBDC benefits from a team of professionals who have remained with NBDC for many years. Each of our consultants has helped prepare dozens of successful loan packages for many different kinds of businesses. No matter the kind of business seeking a loan, chances are our consultant has seen a similar case in his or her NBDC career.

An example of the benefit of that kind of experience is the America's Recovery Capital (ARC) loans made available by SBA earlier this year. The ARC loan was attractive but almost impossible to qualify for. Then, Ingrid Battershell devised a spreadsheet that fulfilled the SBA documentation requirements. She shared it with other NBDC consultants and soon we had more than twenty approved ARC loans.



TWO FINE IRISHMEN

Todd and Ronda Hatton used NBDC loan packaging and business valuation services when purchasing the Two Fine Irishmen bar and grill at 18101 R Plaza in Omaha.

"The assistance of NBDC, made the process simple and helped us realize our dream of business ownership." — Todd Hatton

NBDC hosts national conference for NIH provides opportunities for Nebraska researchers

This summer, small businesses and university researchers in Nebraska had a golden opportunity to make personal contact with staff from the National Institutes of Health (NIH) at its annual Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) conference.

From June 29 to July 1, the Nebraska Business Development Center (NBDC) hosted the conference titled “Transforming Medicine Through Innovation” at Omaha’s Qwest Center.

Established by Congress in 1982, the SBIR/STTR program sets aside a portion of federal agency budgets in order to award grants to small businesses for innovations with commercial potential. The National Institutes of Health (NIH), comprising 27 institutes and centers, is the primary U.S.

government agency responsible for biomedical and health-related research.

Over the past ten years, Nebraska businesses have received about 115 grants totaling approximately \$18 million, said Lisa Tedesco, NBDC program SBIR/STTR consultant and the coordinator for this year’s NIH conference. In 2008, she said, businesses received nine awards totaling \$2 million.

Tedesco counsels business owners and entrepreneurs on how to submit grant proposals to the various federal agencies, and she helps match researchers with small businesses to bring the inventions to the commercial market.

According to Bob Bernier, state director of NBDC, medicine and health care are tremendous growth areas in Omaha. “It is the

smallest city in the country with two medical colleges,” he said. “Grants like those from the NIH support businesses that contribute to economic development in the state,” Bernier said. “Businesses don’t have to repay the money, and they retain ownership of their inventions.”

Conference sessions addressed topics such as navigating the NIH proposal process, business planning basics, strategies for commercialization, and building corporate partnerships. Researchers and entrepreneurs had the opportunity to pitch their ideas directly to NIH program staff in special one-on-one sessions.

J.B. Milliken, University of Nebraska president, welcomed the conference attendees. In the keynote address, James Greenwood, president and CEO of Bio Technology Organization (BIO), discussed the current state of the bio-industry.

Nearly 60 percent of the approximately 500 participants representing 41 states were from small bio-tech businesses, 30 percent were University researchers and the remaining 10 percent were service providers. Attendees from Nebraska included researchers from UNMC, Creighton, Boys Town and UNL; service providers from NEDED, NBDC, UNeMed, Epacor, MEP and UNL Technology Park; and representatives from many businesses. (Bernier and Tedesco quotations from Omaha World Herald article by Stefanie Monge)



Left: Lisa Tedesco, NBDC SBIR/STTR consultant and conference coordinator. Below: NBDC volunteers at the conference, from left Gretchen Heal, Vicki Jones, Melissa Kramer, Kate Carlin, Marisol Rodriguez and Veronica Doga, assistant conference coordinator.





CBA researchers clockwise from left: Amy Rodie, Christopher Decker, Rick Yoder, Jonna Holland, Mark Leonard

OPPD awards CBA grant to study energy reduction

Researchers from CBA received a \$159,580 grant from OPPD to identify and study factors that affect the adoption of energy-reduction programs by commercial and industrial firms. Economists Christopher Decker and Mark Leonard are investigating the characteristics of companies that choose to participate in conservation initiatives.

Marketing faculty Jonna Holland and Amy Rodie are examining motivations and barriers that influence whether companies adopt energy programs offered by utilities. Rick Yoder, director, Pollution Prevention Regional Information Center, Nebraska Business Development Center, is providing assistance to the study.

USDA grant to NBDC

The Nebraska Business Development Center (NBDC) received a \$40,000 grant from the U.S. Department of Agriculture to provide transition assistance to targeted businesses in rural Nebraska. NBDC has recognized for some time that many small businesses in rural Nebraska are owned by people who are at or beyond retirement age. This grant will help NBDC test a new method of encouraging those business owners to transfer their businesses to a new generation of owners rather than sell off inventory and close the door. The system includes a form of financing that allows an employee of a business to build equity that qualifies as a down payment on the purchase of the business. This is the first grant that NBDC has received from the USDA.

Diamond award

Art Diamond, professor of economics, has been awarded a \$10,000 grant from the Charles C. Koch Charitable Foundation. The grant will provide support to develop and improve a course on the economics of entrepreneurship.

AWARDS & GRANTS

From March 1 to August 31, the UNO CBA centers raised \$2,640,331 in awards and grants.

\$525,000 received by NBDC for the Procurement Technical Assistance Program from Department of Defense, Defense Logistics Agency

\$611,111 received by NBDC for Small Business Assistance for the State of Nebraska from the U.S. Small Business Administration

\$250,000 received by NBDC for the Nebraska Manufacturing Extension Partnership from the Nebraska Department of Economic Development

\$1,216,180 received by the Institute for Collaboration Science for BattleSpace ActionCenters, Phase 2 from U.S. Department of Defense / Air Force

\$16,000 received by UNO Center for Economic Education for the Kazanjian Web Project from the Kazanjian Economics Foundation

\$22,040 received by UNO Real Estate Research Center for Estimating the Current and Potential Economic Values of Out-of-Stream Water Uses in the Niobrara Basin from the Nebraska Game and Parks Commission

SIX MONTH TOTAL \$2,640,331*

*does not include more recent grants described on this page



Bob Kreitner and Margaret Sova with their 2009 scholarship students

Kreitner/Sova scholars to name study area in Mammel Hall

Scholarship donors Bob Kreitner and Margaret Sova are making it possible for all their former scholarship recipients to participate in naming a student study area on Mammel Hall's third floor.

The couple has set up a special fund and is challenging everyone who received a Kreitner/Sova scholarship to help with the effort. No matter what the level of participation, each contributor will be recognized on a plaque that will be displayed in the study area.

In 1999, Kreitner and Sova established a fund to provide scholarship assistance to deserving students in UNO's College of Business Administration. Since its founding, over 40 students have been awarded the opportunity to earn a business administration degree via the Tuition Scholarships and Book Awards provided by the Robert Kreitner and Margaret A. Sova Scholarship Fund.



with help from its alumni the Executive MBA fares well in tough times

A “perfect storm” contributed to a daunting recruiting challenge for CBA’s new Executive MBA program director. “In recent years, Executive MBA programs have flourished. Many are delivered long distance via technology, and those programs attract up-and-coming professionals in the Omaha area,” said Bill Swanson, Executive MBA class of 1991 and program director since fall 2008. “Tough economic times have created more demanding workloads for the high-potential executives who are ideal for UNO’s program. This, coupled with employers reducing or eliminating tuition assistance, has made recruitment a difficult task.”

The challenge was finding the best way to communicate to prospective candidates about the Executive MBA degree and to encourage those interested in the degree to apply. The solution? Engage the Executive MBA alumni in recruiting.

Interested alumni formed an advisory council and helped plan a series of informal networking receptions that gave prospective candidates opportunities to interact with alumni, professors and students in the program.

Three events were held, with attendance ranging from 35 to 50 people. Alumni came out in force to reconnect with one another and help recruit candidates. “When I was joining the EMBA program, I looked forward to contact with the previous class,” said David Blair, Executive MBA class of 2001. “I wanted their perspective and to hear about their experiences. I assume that holds true for those now considering the program.”

Rodrigo Lopez, Executive MBA Class of 1998, and his wife Mary hosted a final reception to encourage interested candidates who had not yet completed the admissions process to join the program. “We were pleased to support UNO’s EMBA program by hosting an event for the class of 2010,” Lopez said.

The networking and information sharing between alumni and candidates resulted in one of the largest Executive MBA classes in ten years. The fact that participants’ spouses had the opportunity to meet and even began formulating plans for support groups was another indication of success.

“The receptions and other events have provided a great opportunity to engage Executive MBA alumni,” noted Swanson. “There will be many more opportunities to involve this incredible resource in support of the program.”

To learn more about the Executive MBA program and alumni activities, call 402-554-2612 or email wswanson@unomaha.edu.



From left: Christian Graham (class of 2010), David Blair (class of 2001), and Bill Swanson, program director (class of 1991)



A group of Executive MBA students and alumni at networking reception



VISIT

cba.unomaha.edu/emba

4 hours
52 minutes
23 seconds!

Professor completes marathon course in San Francisco



Professor Wei Rowe ran her first marathon October 18 in San Francisco on one of the toughest marathon courses in the country. Along with 20,000 other female runners, Rowe ran in the Nike Women's marathon that raised \$14 million for cancer research for The Leukemia and Lymphoma Society.

"It was an amazing experience! It was much harder than I anticipated," said Professor Rowe. "The hills were so steep and there were so many of them, but I conquered them all! For one day, God gave me wings because I was doing angel's work."

"Imagine the sight of 20,000 runners lining up at the starting line in Union Square," said Rowe. "Imagine running close to five hours nonstop through the notorious hills of San Francisco. Imagine both your body and mind telling you to stop, but you keep moving forward because your heart says so. That's just what I did, for hope; for others, so they may no longer have to suffer; for saving lives; and for myself. Since I endured this, I know now that I can do anything if I put my heart into it."

Rowe added, "My friends and many others are the heroes behind the \$14 million donated to the Leukemia and Lymphoma Society. They deserve a medal too, because they made this miracle happen."

Rowe's finish time put her in the top 29 percent among all the runners in her age group. She credits her accomplishment to guidance from two experienced coaches, Dan and Kelly McCann, and to the strong support system provided by the Team in Training, Nebraska Chapter.

Professor Rowe is continuing to fund raise for the Leukemia and Lymphoma Society and plans to participate in a triathlon in Omaha in August 2010. For more information, contact her at wrowe@unomaha.edu or read her blog about the marathon training experience at <http://wrowe.wordpress.com/2009/08/05/week-one>.



NEW FACULTY



Clockwise from top left: David Blair, marketing/management department; Xiaoyan Cheng, accounting department; Robert O. Briggs, marketing/management department; Roopa Chandrasekhar, accounting department

David Blair joins CBA as an instructor in the marketing/management department teaching “Corporate and Business Strategy.” He graduated from UNO’s Executive MBA program in 2001. Blair is an investment professional at Manarin Investment Counsel. Prior to joining Manarin, Dave spent thirty years working in the insurance and reinsurance industry on a variety of strategic projects, both in the domestic and international markets.

Roopa Chandrasekhar teaches “Principles of Managerial Accounting” for CBA’s accounting department. Her professional experience includes: financial advisor with Merrill Lynch, research technical assistant with Propulsion Research Center, and entrepreneur with Swift Travels, a travel agency she founded and managed in India. She has taught at UNL and Creighton University. Chandrasekhar is a Certified Financial Manager and a member of the American Accounting Association and the Institute of Management Accountants. She earned her Ph.D. at the University of Nebraska-Lincoln in 2008 and has a Master of Science in Management degree from the University of Alabama in Huntsville.

Xiaoyan Cheng joined CBA’s accounting department from a teaching position at UNL. She teaches “Principles of Financial Accounting.” Cheng’s academic research addresses earnings management and issues related to accounting for employee stock options. She is a Certified Public Accountant and earned a Silver Medal Award for her performance on the CPA examination. Cheng has professional experience with China Eastern Airlines and is a member of the American Accounting Association. She earned her Ph.D. at the University of Nebraska-Lincoln in 2009 and has a Master of Accounting degree from the University of Missouri-St. Louis.

Robert O. Briggs is associate professor of management in CBA and teaches Principles of Collaboration. He is director of academic affairs for UNO’s Center for Collaboration Science. Briggs researches the cognitive foundations of collaboration and uses his findings to design collaborative work practices and technologies. He has designed and facilitated more than 1,000 collaborative sessions in the field at all levels of industry, government, and the military. Briggs is currently working with the U.S. Strategic Command and the U.S. Air Force’s Global Strategy and Innovation Center on processes ranging from joint intelligence to strategic deterrence planning. He is co-inventor of the ThinkLets design pattern languages for collaborative processes and co-founder of the collaboration engineering approach to work practice design. From 1999 to 2005, Briggs served as director of innovation for GroupSystems Corporation, where he created conceptual designs for a new generation of collaboration technology. He earned his Ph.D. from the University of Arizona in Management and Information Systems in 1994.

Student from Gambia studies international business at CBA

When he crosses the stage at commencement in December, Austin Jones, 19, will be the youngest person to earn an MBA degree at UNO. His diploma will confirm receipt of an MBA with a concentration in international business and a minor in economics.

Jones came to the U.S. from Gambia in 2005 after completing high school at the age of 15 (school policy allowed top-ranked students to advance to a higher grade level). After one term at a community college, he enrolled at Strayer University, Washington, D.C., where he completed a series of CLEP exams to fulfill basic requirements and earned a B.S. Information Science degree, Cum Laude, in two and one-half years.

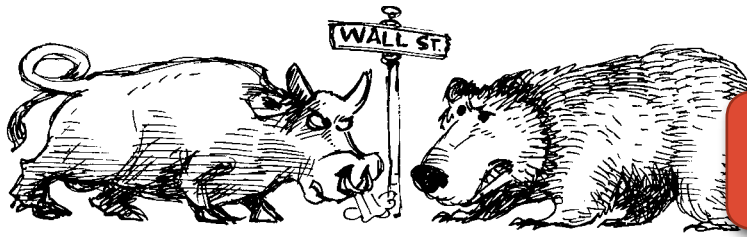
Jones considered several factors when researching MBA programs. His priority, however, was to identify quality programs located in communities with strong business environments. He chose UNO because the MBA program is accredited by AACSB, the gold standard for business colleges, and because of the number of Fortune 500 companies headquartered in the Omaha metropolitan area. He was also aware that Warren Buffett resides here.

Jones has described his experience at UNO as “outstanding.” He enjoyed the two years he has lived here, working as a budget assistant for the Thompson Learning Community and graduate student worker for the UNO Service Learning Community. Additionally, he served as a camp counselor for the health, physical education and recreation department for two summers; president of the Pan African Student Organization and web administrator for the MBA Association.

“My MBA studies have been challenging and rewarding,” said Jones. “They have prepared me for the continuation of a lifelong journey of learning, in which the next step is law school.” He hopes to remain in the area—and perhaps be the youngest person to enroll in law school at Creighton or UNL.

A portrait of Austin Jones, a young Black man with short black hair and glasses, wearing a dark blue V-neck sweater over a white collared shirt. He is looking directly at the camera with a neutral expression. The background is a bright yellow with faint, glowing white lines.

**meet UNO's
youngest MBA**



STOCK MARKET CHALLENGE

The second Annual Stock Market Challenge fundraiser for Boys and Girls Clubs of the Midlands was held November 12. Jonna Holland, associate professor of marketing, helped organize the event and coordinated CBA's participation.

During an afternoon event, over 100 high school Boys and Girls Club members competed in teams of four. Each company traded \$500,000 in mock equities in order to increase their net worth. Tyler Sims, Aaron Gallagher, Scott Klusaw and Taylor Uleman from Westside Boys

and Girls Club placed first in the student competition. Each team member received a \$1,000 CBA scholarship from an anonymous donor.

A separate Stock Market Challenge competition was held as a fundraiser for the Boys and Girls Clubs. Forty-six teams represented Omaha companies and raised \$135,000 in the fast-paced event. Teams from Tenaska came in first and second. Placing third overall was CBA's student team, The Maverick Investment Group.

The student team included Jessica Coufal and officers from CBA's real-life student

investment program: Lew Adams (portfolio manager), Paul Lime (director of marketing) and Andy May (president).

Forty-eight CBA finance students volunteered as floor traders for the two sessions. They entered trades on hand-held wireless devices that allowed the simulation to approximate the moves of market prices during Wall Street trading.

Members of the CBA Faculty Fun(d) team (David Blair, Wendy Guo, Mary Lynn Reiser and David Volkman) scored the highest portfolio growth rate of all 46 teams, achieving an incredible 251.05 percent!



Left: Nickolas Jasa, floor trader and CBA student team members Jessica Coufal, Lew Adams, Paul Lime, Andy May; Center: CBA finance student volunteers; Right: Faculty team members Mary Lynn Reiser, Wendy Guo, a student volunteer, David Volkman, David Blair



MBA wins best case award

Amy Lussetto, former MBA student, won the award for the best student-authored case presented at the North American Case Research Association conference held in Santa Cruz, California, October 29-31. Her presentation, "Abbott Laboratories: Hero or Villain in the Global HIV/AIDS Epidemic," was chosen as winner from cases submitted from Pennsylvania State University, UCLA, University of Denver, Baylor University, Marshall University, Maryville College, and Grand Valley State University.

Becky Morris, associate professor of management, was honored as the faculty advisor for the case. UNO is the only school to have garnered the award more than once, winning in 2003 with a case by Sarah Smith-Shull.



Buffet meets students for third year

A group of CBA finance students and journalism students from UNO's college of communication met with Warren Buffett at the Berkshire Hathaway offices in Omaha this fall. This is the third year that CBA students have had the opportunity to meet the Omaha investor and highly respected businessman.

Buffett spoke with the students, treated them to a steak lunch and posed for pictures with groups and individual students. UNO students were joined by business students from several additional universities including Columbia University and The Wharton School of Business at the University of Pennsylvania. Students began the day with a private tour of Nebraska Furniture Mart.

MONEY SMART WEEK



Kath Henebry, associate professor of finance

In November, UNO's Center for Economic Education together with CBA hosted a week long series of seminars in conjunction with Money SmartNebraska, a statewide initiative of the Nebraska Financial Education Coalition. The purpose of the annual program is to increase knowledge about personal finance among the campus community and the general public.

"It is easy to fall on hard times financially, especially in the current economy. The best solution is to understand how the problems begin and the smartest ways to correct them. Our presentations were designed to help do just that," said Mary Lynn Reiser, associate director of the Center for Economic Education and UNO coordinator of the event.

New topics on the program this year were "Insurance 101" presented by UNO's Kath Henebry, associate professor of finance; "Identity Theft" by the National Student Loan Association; and "Bankruptcy Basics" presented by Legal Aid of Nebraska.

One of the most popular sessions this year was "Tips on Your First Home Purchase" presented by Roger Sindt, CBA professor of real estate. "This topic is especially timely with the current tax incentives for home buyers," Reiser said.

"We are looking forward to holding next year's Money Smart Week in Mammel Hall," Reiser said. "We can't wait to invite students from IS&T and the College of St., Mary along with our new neighbors in the Aksarben area."



Robert R. Johnson (BSBA 1980), PhD., CFA, is senior managing director at CFA Institute, a global, non-profit association of over 100,000 investment professionals in 139 countries.

David Vanlandingham (BSBA 1983) was appointed vice president of finance, chief financial officer, of the Visiting Nurse Association.

Lisa Turner (BSBA 1990) founded Turner Events and Marketing in Omaha in 2006. She assists corporations and nonprofit organizations with the planning of office parties, fundraisers, meetings and other events.

Scot Thompson (MBA 1992) has been named as president and chief executive officer for C&A Industries, an Omaha-based staffing and recruitment firm.

Randall Hallett (BSBA 1993) has returned to Nebraska from Kansas where he served as director of institutional advancement, Saint Thomas Academy, to accept the position of director of development operations at the University of Nebraska Medical Center.

Mike Hesser (BSBA 1986) is owner of the Praxi Group, a primary market research consultancy headquartered in Evergreen, Colorado.

Doug Ramsey (BSBA 1986), group vice president, Segeti, manages the Omaha branch. Segeti is a member of the Capgemini Group, one of the world's largest consulting services organizations.

Garrett Anderson (MBA 1996) is co-owner of Anderson Print Group which recently merged with Business Printing Services.

David Filipi (MBA 1996), MD, was elected president of the Nebraska Medical Association.

Dan Davis (Executive MBA 1998) brings more than 17 years of experience in auditing, accounting and business consultation services to his new position, director of audit and accounting, at Frankel Zacharia, LLC.

Miranda Templeman (BSBA 1999) has been promoted to deputy director, finance and operations, Joslyn Art Museum.

Ben Titus (BSBA 1999) has been appointed senior vice president, treasury services at Mutual of Omaha Bank. He is responsible for managing and developing the Treasury Management Division in the bank's central region, which includes Nebraska, Iowa, Kansas and Texas.

Jason Ruegg (BSBA 2000) has joined CB Richard Ellis/Mega as a senior associate.

Mabel Alarcon (MBA 2002) has joined the Omaha branch of AXA Advisors as a financial professional.

Bruce Batterson (MBA 2003) is vice president for administration and finance for Peru State College.

Wesley Moore (MBA 2004) was promoted from field supervisor to supervisor transportation administration and engineering, Facilities Management Division, Omaha Public Power District.

Jake Dinan (BSBA 2004) is a registered representative of Securian Financial Services specializing in designing financial strategies for individuals, families and small businesses.

Joe Puetz (BSBA 2005) recently joined the sales team at United Insurance Agencies of Omaha.

Paul Allen (MBA 2007) is business manager, sustainment operations for Insitu, in Bingen, Washington.

Bart Jeseritz (BSBA 2007) joined Renaissance Financial as a financial advisor.

Daniel Hebenstreit (BSBA 2008) recently joined Renaissance Financial as a financial advisor.

Joseph Conry (BSBA 2009, current MAcc student) is a financial institution specialist for the Federal Deposit Insurance Corporation.

Beth Harris (BSBA 2009, current MBA student) has been hired by Rebel Interactive as an interactive specialist.

Connor Holt (BSBA 2009) is working on capitol hill for Nebraska State Senator Mike Johanns and will start with Deloitte in the Boston office in September, 2010.

Share your news! Email us a line about what you're doing.
lkaczmarek@unomaha.edu

CALENDAR

DECEMBER 2009

- 16 Executive MBA graduation banquet at Champions Run
- 19 Commencement

JANUARY 2010

- 11 Spring classes begin

FEBRUARY

- 1 CBA scholarship applications due
- 2 MBA Leadership Series
- 9 "Inside CBA" high school visit

MARCH

- 3 MBA Leadership Series
- 11 CBA in Ireland
- 15-19 Spring break
- 29 CBA honors & awards and BGS inductions

APRIL

- 4-8 UNO Honors Week

MAY

- 7 Commencement
- 12 Distinguished Alumni Recognition luncheon

JULY

- 29 Skybox at Omaha's Cox Classic through August 1

AUGUST

- 23 First day of classes in Mammel Hall

OCTOBER

- 15 Dedication of Mammel Hall



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SEASONS GREETINGS

Naming opportunities and endowed funds provide one of the best avenues for showing your support for the College of Business Administration and provides you with the opportunity to leave a legacy or honor a loved one. Carl and Joyce Mammel have taken the lead in funding the stunning new home for CBA, Mammel Hall, but our funding is not yet complete. Many opportunities still exist that encompass a broad range of giving levels and interests.

Student Study Rooms: \$5K-\$10K
Meeting Rooms: \$10K-\$25K
Conference Rooms: \$15K-\$25K
Student Lounges: \$25K-\$100K
Outdoor Courtyard: \$25K-\$125K
Endowed Scholarship: \$25K+
Business Training Rooms: \$25K

Classrooms: \$30K-\$100K
Office Suites: \$100K-\$250K
Endowed Professorship: \$250K+
International Business Lab: \$500K
Executive Decision Lab: \$500K
Investment Science Lab: \$1 million
Grand Atrium: \$3 million

If you are interested in one of these naming opportunities, please contact me for more details at 402-502-4109 or email skutschkau@nufoundation.org.

Sue Kutschkau

Development Director
College of Business Administration



