

UNIK

COLLEGE OF BUSINESS AND TECHNOLOGY

ANNUAL REPORT 2013-2014

UNIVERSITY OF
Nebraska
Kearney

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THROUGH EXPERIENTIAL LEARNING

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OF NEBRASKA

UNK

KEARNEY

**COLLEGE OF BUSINESS
& TECHNOLOGY**

1-800-KEARNEY
www.unk.edu/cbt

West Center Building
Kearney, Nebraska 68849



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1,309

Our 2013/14 enrollment, the highest since 2007.

91%

spring 2013 College of Business and Technology graduates were employed within six months of graduation.

\$260,000

amount awarded to CBT students at the Annual and Endowed Scholarship Ceremony.

7%

increase in scholarships from last year, reflecting a significant increase in the CBT Endowment.

FROM THE DEAN...

Greetings from the UNK College of Business and Technology!

We are pleased to bring you the 2013/14 edition of our Annual Report. Following is a snapshot of our key performance outcomes for the year:

Enrollment-Our 2013/14 enrollment was 1,309, the highest since 2007.

Placement-91 percent of spring 2013 College of Business and Technology graduates were employed within six months of graduation, 74 percent in Nebraska.

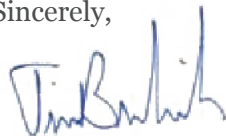
Learning-Seniors graduating with degrees in Business collectively scored in the 73rd percentile on the Educational Testing Services Major Fields Test, compared to Business students from across the United States; several students scored above the 90th percentile.

Support for Students-Over \$260,000 was awarded to CBT students at the Annual and Endowed Scholarship Ceremony, an increase of over 7 percent from last year, reflecting a significant increase in the CBT Endowment. CBT alumni and friends increased annual support by over 17 percent.

We believe that these strong outcomes are driven by collective striving for continuous improvement and innovation in our programming. This year we opened the College of Business and Technology **Career Center** in West Center which assists students with professional development and career planning. We have also launched our newest minor in **Healthcare Management**, an interdisciplinary program targeting the large contingent of UNK Health Sciences students and others interested in careers in healthcare. UNK alumnae William Bauhard has helped us enhance our experiential learning focus through a generous leadership gift to establish the **William L. Bauhard Student Managed Investment Fund**.

Please take a few minutes to learn more about these and other notable accomplishments in this year's report. We appreciate your continued support for our mission of preparing students for success!

Sincerely,



Tim Burkink
Dean, College of Business & Technology



DISTINGUISHED ALUMNAE

Wayne McKinney

Wayne McKinney spoke to the College of Business and Technology graduating honor students after having received the Distinguished Alumnus award. He told them to have patience, tolerance, and integrity. He said, “Always be prepared to learn. Do not expect to be the CEO in 60 days. Roughly two thirds of the jobs in the U.S. will require a baccalaureate degree. You seniors were well placed for your future.”

and K-Club. After joining Platte Valley State Bank as a backroom clerk in 1951, he advanced through various positions from assistant cashier, vice president, and senior vice president to chairman of the board and chief executive officer.

He has received the UNK Distinguished Alumni Award, and the Distinguished Service Award, and established the Wayne and Virginia McKinney Scholarship at UNK.

“ Always be prepared to learn. Do not expect to be the CEO in 60 days. ”
 - Wayne McKinney

Wayne McKinney spent over 60 years with Platte Valley State Bank and Trust Company, a company founded in 1944 that grew into one of the top banking and financial services companies in Nebraska and became part of First National Bank of Nebraska. Wayne was instrumental in leading the company through decades of growth and innovation focusing on investing in the people and capital of central Nebraska.

In addition to his achievements in business, he and his wife, Virginia, created a lasting legacy of service to the region through countless leadership positions in civic and non-profit organizations.



Wayne graduated from Nebraska State Teachers College in 1948 with a Bachelor of Science Degree in Business and later earned a Master of Business Administration from the University of Denver. While at Nebraska State Teachers College, he was active in the Student Council, Caledonians,



The Nebraska Safety Center has received a \$639,329 three-year grant from the Nebraska Department of Roads to train more than 1,000 transit drivers within the state. Lori Skarka, Senior Trainer, and Dennis Holtz, Ag/Transportation Safety Pillar Manager, will be training drivers in defensive driving, passenger awareness, safety and sensitivity, CPR and first aid, emergency procedures, and distracted driving to name a few of the areas.



BILL BAUHARD

Bill Bauhard of Omaha has aided in the creation of The William L. Bauhard Student Managed Investment Program fund through his generous gift of \$90,000 to the University of Nebraska Foundation. Bauhard, a 1967 Kearney State College alumnus, is now retired from a successful career in the financial services industry as well as having been a telecommunications executive. He expressed a sincere regard for the ethical and professional development of UNK/CBT students when he participated in the 2009/2010 Ron Landstrom Executive in Residence program. His desire to further aid in student growth is exemplified through this fund which will benefit students for years to come.

An additional \$10,000 has been added to the investment through Jack Connealy, JFC Services in Lincoln; Ron Eckloff, Kearney certified financial planner; Financial Leaders Student Association; Jay Landell, Wells Fargo Foundation; and Securities America of Kearney. CBT students, while being mentored by faculty, are now well positioned to use real funds to strategize investment decisions and monitor outcomes. The net income generated through the students' experiential learning activity will be invested in students through scholarship funds for undergraduate education. The CBT places a significant emphasis upon the value of experiential learning.



THE HONEST TRUTH ABOUT DISHONESTY

Diann Cattani spent two days in March with CBT students and faculty sharing her experiences regarding unethical and illegal behavior. She studied Business Management and Psychology at Brigham Young University. Upon graduation, she gained real world experience with a human resources consulting firm in Atlanta, GA, where she facilitated leadership development training, executive coaching, and change management for a number of organizations.

Ms. Cattani has shared her personal experience of embezzlement with various entities across the country in hopes that her poor judgment may save another individual from making devastating, life-altering decisions. She spoke of the power of personal responsibility and the slippery slope of rationalization as it applies to inappropriate behavior and the deception of the self.



Diann Cattani, ethics speaker, shared her story of the slippery slope of employee theft that landed her behind bars.

EXPERIENTIAL LEARNING

BRANDON KOPF,

May 2014 Agribusiness graduate originally from the Overton/Lexington area, completed an internship with Kearney's Ward Laboratories where he has accepted a full-time position after graduation. In spite of the fact that they have world-wide customers, Ward Laboratories is primarily dedicated to serving farmers and ranchers within 500 miles of Kearney. With an extensive agricultural background on the family farm, Brandon enjoys learning other aspects of agriculture. He initially prepared and tested soil samples for fertility and feed as they relate to



nutrition, but evolved to the maintenance of laboratory equipment, training, and the supervision of college student employees, as well as some sales. In addition, he has learned business operations and worked with management in the

design and planning of the facility's expansion project. Bradon feels that his internship has helped supplement his agribusiness education at UNK by providing a solid experience in agronomy. Brandon said, "Transferring to UNK allowed me to go home and help as often as I was needed. I made the right choice."

MICHAEL CHRISTEN,

May 2014 Finance and Math graduate from Anselmo-Merna High School, completed a summer 2013 internship in the accounting and finance department at Kearney's Good Samaritan Hospital, part of Catholic Health Initiatives. Michael said, "It was far beyond what I expected in both experiences and challenges. I was able to take part in many different operations and aspects of the organization as well as work with a wide array of individuals." Michael said that one can only learn so much in the classroom and not fully understand all concepts until they are applied in the workplace. Further he stated, "I believe that I have grown significantly as both a student and employee through this internship. Overall, it was a great opportunity with an outstanding organization."

His academic advisor, Dr. Suzanne Hayes, said, "Michael is one of the

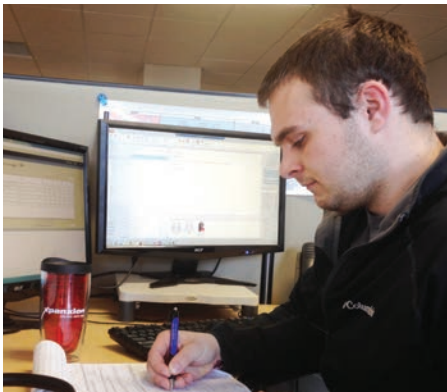


best students I have ever had the pleasure of teaching." He shared that he was applying to graduate schools to pursue an MBA and ultimately a Ph.D. When asked why he came to UNK he added, "Once I was on campus, I felt like I had made my decision. The small community feel and friendliness that I experienced was like none other. This foundation has provided the skills for me to face whatever life brings my way."

He added that being involved with the Catholic Newman Center, Student Government, Chancellor's Ambassadors, Mortar Board Senior Honor Society, and the TeamMates Mentoring Program have all helped with preparing him for the future.

ANSON HUEFTLE,

Management Information Systems (MIS) and Finance emphasizes student from Eustis, NE, expects to graduate in December 2015. Anson began an internship with Xpanxion, a global software quality assurance company in May 2013. “Here I am learning real world knowledge about the processes of developing and testing software. I have increased my knowledge on how databases work and other areas of technology. Every day I am presented with a new learning experience. There is a growing need for technological expertise combined with business knowledge. Qualified MIS graduates will be ready to lead the way by filling the thinking gap between a business mind and a programming mind. MIS students are getting jobs,” remarked Anson. Anson’s favorite area of MIS is data mining and analysis. He also took advantage of an opportunity to study abroad



in South Korea with his MIS professor, Dr. Ross Taylor. “I was immersed in another culture and shared in customs and a lifestyle foreign to me. It gave me a global perspective on everything I look at today,” said Hueftle.

“ It was far beyond what I expected in both experiences and challenges. I believe that I have grown significantly as both a student and employee through this internship. ”

- Michael Christen

**AWARDS/
SCHOLARSHIP**



CBT Alumni Scholarship for Outstanding Juniors
Recipients, Seth Onderstal, Kaley Hodgen, and Anson Hueftle with Dr. Steve Hall, Accounting/Finance Chair.



Kay Payne fall Case Competition
Kari Schmitz, Fremont; Lorena Ortega, Lexington, Miranda Kluthe, North Platte, Sarah Schrock, Fremont, Steve Pravecek, Omaha.



NEWS

-College of Business & Technology-

\$90,000

startup for William L. Bauhard Investment Program

\$10,000

donated to worthy regional causes by marketing class

NEW

online Accounting Minor

NEW

Healthcare Minor

FIND YOUR GREATNESS

JoAn Scott, the College of Business and Technology 2013-2014 Executive-in-Residence, presented “Go Global or be Left in the Dust: Think Globally Act Local” to more than 500 students, faculty, and community members. Ms. Scott, a 1986 KSC/UNK Business Administration graduate from Ansley, NE shared the campaign challenge faced by her company, NIKE, as they developed the marketing strategy for the London Olympics. Adidas had paid for sponsorship rights leaving NIKE in a position where they could not use the official term-“London Olympics.” Historically NIKE’s strategy has been to brand the company by telling great stories of winners as opposed to focusing on the product. The creative minds of NIKE found cities throughout the world named London to use as the backdrop for a commercial that evoked emotion as consumers observed diversity in action. Building upon the concept “Find Your Greatness,” individuals were depicted facing and meeting their athletic challenge, one with

which individuals around the world could identify.

In spite of the fact that women’s athletics have grown and many women athletes have broken barriers, JoAn indicated that the business of athletics is still somewhat of a man’s world and it takes perseverance and strong relationship building to make it. “Win while the world is watching,” she said. “You want to align yourself with the very best.” Although her reference applied to Nike’s formula for success, it can be applied to life.

As the former Director of Governing Body Relations for Nike North America, she managed NIKE’s negotiations and relationships with the various departments of the NCAA, National Federation of High Schools and Division I Conferences. She also dealt with NIKE’s relationships with the U.S. Olympic committee and select U.S. national governing bodies, along with Hockey Canada and Canadian NHL Clubs. Previously, JoAn worked for NIKE Sports Enter-

tainment, Basketball Sports Marketing, and College Sports Marketing for NIKE in Beaverton, Oregon. Ms. Scott has recently taken a position as Managing Director of the Men’s NCAA Division I Basketball Championship in Beaverton, Oregon.

UNK friends and family would say, “JoAn has achieved her greatness!”



“Win while the world is watching,” she said. “You want to align yourself with the very best.” - JoAn Scott

MILITARY SCIENCE PROGRAM

STATE AND FEDERAL EXCELLENCE IN DIVERSITY AWARD

The Military Science Program and its Chair, Russell Bartholow, have been awarded the State and Federal Excellence in Diversity Award. According to James D. Lander, LTC, UNL Professor of Military Science, Captain Russell L. Bartholow has accomplished diversity results beyond the standard duties and expectations of an Assistant Professor of Military Science or an Officer. He has increased diversity in the UNK - ROTC program as well as the Army (Guard, USAR, and Army) by 175 percent since fiscal year 2012. He has successfully bridged the gap that exists between different cultures, communities, and ROTC or military services.

Bartholow epitomizes the diligence and emotional intelligence required to be labeled “excellent in diversity.” He has displayed superior performance in mentoring recruits and cadets from all backgrounds and by such has made a significant contribution in the area of diversity. This impact will be felt in ROTC--Guard, USAR, and Army—and the military for decades.



CONTINUED GROWTH

- Military Science Program -

Enrollment in the program has grown 40% since fall 2012 and the quality of the cadets is consistently improving.

CONSTRUCTION MANAGEMENT



The Construction Management program received \$65,000 from the Homebuilder Educator Leadership Program grant through the National Housing Endowment, which is the philanthropic entity associated with the National Association of Home Builders. Eric Holt, construction management professor, indicated that the money would be used to develop curriculum for a certified green professional class.

FINANCE CHALLENGE



State Treasurer, Don Stenberg, and Director of the Center for Economic Education, Mary Ritzenhouse, urge Nebraska high school students to enter the Finance Challenge competition sponsored by the Nebraska Council on Economic Education. A total of \$14,000 in prizes will be awarded to the winners from the Nebraska Educational Savings Trust (NEST), a division of the State Treasurer’s Office.



ALUMNI NEWS



Design by Sandra Agurto.

SANDRA AGURTO, 2000 Interior Design graduate originally from Grand Island, has received the National Association of Home Builders (NAHB) sponsored Best in America Living Award’s “2013 Room of the Year Award” at Lake Tibet, Orlando, Florida for her kitchen design. Sandra’s design was part of a team project for an entire house. She is employed by Cabinetry Creations, Inc. based in Orlando, FL.

ANDREA REXROTH ANTHONY, Marketing graduate, is the Development Director at Community CROPS in Lincoln, NE.

JORDAN GERMAN, Marketing Emphasis graduate, is a representative for Union Pacific in Omaha.

KELLY WELLS GEWECKE, Marketing Emphasis and MBA graduate, is the Business Development Consultant for The Nebraska Department of Economic Development (DED) covering west central and southwest Nebraska.

KAREN GORACKE, 1988 UNK Business Administration alum originally from Omaha, has been named Borsheims Jewelry’s President and Chief Executive. Warren Buffet’s Berkshire Hathaway owns the retailer and has announced that Goracke will begin her new position December 31, 2014.

ALAN HAUSCHILD, Business Administration graduate, has been hired by Continuum Financial in its Omaha office. He has 15 years of professional experience in

human resources and has expertise in employee benefits and payroll solutions for business owners in the Omaha area.

KIM HERRICK is the branch manager for Associated Staffing in Kearney. She previously worked for a local wireless company as a training specialist and sales manager. She has a degree in Organizational Communications with a minor in Marketing/Management.

VANESSA JONES, Marketing Emphasis graduate, is the Director of Development at the National Organization for Rivers (NOR). NOR focuses on defending the public’s right to recreate on rivers, based on historically established river law. She completed an internship with the organization in the spring and summer of 2013. She said, “I have had a strong desire to work in the non-profit world, and this organization even includes sports, so it is a great fit!” She is pursuing a Master of Science and is a graduate assistant at Daniels College of Business at the University of Denver.

SCOTT KIBURZ, Marketing Emphasis graduate, has a Keller Williams real estate franchise in Phoenix, AZ. He spent 20 years selling capital equipment in the operating room for JnJ Ethicon, Pfizer, Ohmeda/HP, and a start-up company, Omnicell. Scott’s 19 year daughter, Eliza, is in Spain in a GAP Year program for college. Son, Sam, is a junior at Acardia high school in Phoenix.

JOE LIENEMANN, Business Administration graduate, has been hired by Five Nines Technology Group as an account manager in its Lincoln office. He has nearly a decade of sales and account support experience. He will be responsible for enhancing communication and cultivating relationships for service clients.

RYAN MEYER, UNK Accounting/ Finance and UNO MBA graduate, has been promoted to Senior Associate/technology consultant with McGladrey, a leading provider of as-surance, tax, and consulting services focused on the middle market. He joined McGladrey in 2011.

HOA NGUYEN, UNK 2009 Finance Emphasis graduate, is having an economic impact on Vietnam due to his CBT education. After graduation, he worked as a tax advisor for KPMG in Ho Chi Minh City. Currently, he is involved with a company that he raises capital for public/private equity partnerships for major infrastructure programs. However, he has been offered a position with the Vietnam Ministry of Finance where he will work on the continuing privatization efforts of Vietnam, specifically in energy.

MARISSA NIDAY, 2013 Management Emphasis graduate, is an Underwriting Specialist at Berkshire Hathaway Homestate Companies in Omaha.

KELLEN SKARKA, Business Administration 2009 graduate, was

promoted to the rank of captain at the Marine Corps Air Station in Miramar in January 2014. He deployed to Afghanistan in the summer of 2012 in support of Operation Enduring Freedom where he earned the distinguished Navy and Marine Corps Achievement Medal for his actions during the Camp Bastion base attack and a downed aircraft recovery. He is serving with Marine Tactical Air Command Squadron 38 as a senior air coordinator in the Tactical Air Command Center.

DARREN SANCHEZ, 1993 Marketing Emphasis graduate, is the Assistant Vice President of Cornerstone Bank in Grand Island.

JUSTIN WELLER, May 2005 Marketing and Economics graduate, is the Division Sales Manager of four regions across the southern part of the U.S. for Cadbury Schweppes.

FALL 2014 NEW HEALTH CARE MINOR



- Developed for practitioners to learn business fundamentals for good stewardship of patient and public resources.

- Designed for health care providers and business people seeking jobs in health care.

Contact
Dr. Michelle Fleig-Palmer
at 308.865-8869 or
fleigpalmerm@unk.edu for
additional information.



UPCOMING PROGRAMS

- at the Nebraskan Student Union -

MONDAY, SEPTEMBER 15, 2014, 7:00 P.M.

How Psychiatric Drugs Do More Harm Than Good

Dr. Breggin—Biological Psychiatry Versus
Empathy and Human Connection

THURSDAY, OCTOBER 2, 2014, 11:00 A.M.

The Journey From Undisciplined Ability To Enduring

Success and Happiness-Richard Salmen
Ron Landstrom Executive-in-Residence

A MAJOR DEAL

CBT students who have performed exceptionally well on the fall 2013 Major Field Test include Jordan Rehnstrom, Hartington, NE, 97th percentile, Bridget Seberger, Lexington, NE, 95th; Kristie Rehler, Austin, TX, 93rd; Anthony Alfano, Ogallala, NE, and Shelby Woods, Benkelman, NE, 91st; and Andrew Broadfoot, McCook, NE, and Josh Lydic, Maxwell, NE, 90th percentile. In the spring of 2014, Jessica Telford, Kearney, scored at the 95th percentile while the following performed at the 90th percentile: Andrew Bellew, North Platte; Luke Conrad, Valley; Abby Rosenbaum, Sidney; Audrey Gilg, Central City; Michael Florance, Papillion; and Brittany Bochart, Rockville.

measures the critical knowledge and understanding obtained by students in a major field of study. ETS develops, administers, and scores more than 50 million tests annually such as the GRE and The Praxis Series. These students were tested in the field of business.

The Major Field Test, which is administered by Educational Testing Service (ETS), is a comprehensive undergraduate and graduate outcome assessment that



Central NE Aviation Scholarship Recipient Jordan Weber & Faculty Presenter, Terry Gibbs.



Delia Garrett Scholarship Recipient Aaron McCauley & Dr. Toni Hill, FSID Faculty.

CAN THE FREE MARKET CURE OUR HEALTHCARE ILLS?

THE 2013 MARIENAU SYMPOSIUM

The 2013 Marienau Symposium, “Can the Free Market Cure Our Healthcare Ills?,” brought seventeen academic and professional speakers to campus for two days. Experts shared through in-class visits, four topical panel discussions, and a keynote address by Thomas A. Bowden, J.D., Analyst for the Ayn Rand Center.

“This is an exciting time to bring a discussion on healthcare to a college campus. Our students, as future workers, entrepreneurs, and business owners, will have to operate in an environment shaped by public healthcare policy. Regardless of what you think about the Affordable Care Act, the American healthcare system is going to go through fundamental changes in the next ten years. We spend 40 percent more on healthcare than other industrialized countries, which puts us at a competitive disadvantage in the global marketplace,” remarked Dr. Allan Jenkins, UNK Economics Professor and event coordinator.

Students and faculty were exposed to a wide range of informed opinions from speakers. In the Keynote address, “Healthcare’s Forgotten Individuals,” Mr. Bowden focused upon individual rights. He argued that health care was like any other market activity, and individuals should be personally and financially responsible for their own healthcare.

“We spend 40% more on healthcare than other industrialized countries, which puts us at a competitive disadvantage in the global marketplace – Dr. Allan Jenkins”

Further, he argued that no individual had any responsibility for providing healthcare for others and that any government intervention was wrong. In his opinion, the intrusion of government into healthcare would stop talented individuals from pursuing medical careers, since their practice is heavily regulated and their incomes are heavily taxed. The keynote session ended with a lively exchange between Bowden and the audience. Some in the audience agreed with the speaker’s concern about growing government involvement in healthcare, while others pointed out that other countries with considerable government involvement also had high quality healthcare systems.



The panels were primarily made up of practitioners and academics that challenged students to think about end-of-life issues, whether healthcare is a right, and the operational challenges resulting from the implementation of the Affordable Care Act. Front-line decision-makers discussed the ongoing technological transformation of healthcare delivery.

Symposium participants also spent time with CBT faculty discussing possible internships for students, potential program or course changes, and future employment opportunities in healthcare management and technology.

The event was sponsored by John & Jane Marienau, the Anthem Foundation for Objectivist Scholarship, Catholic Health Initiatives, the Lexington Regional Health Center, and the College of Business & Technology, and coordinated by Dr. Allan Jenkins, who has assumed the leadership role since the inaugural event in 2011.

STUDENTS 2013-2014

Awards and Accolades



UNK'S ENACTUS TEAM

UNK's Enactus team became the National Quarter Final Runner Up and qualified for nationals in the opening round in Cincinnati, Ohio; at the Enactus National Exposition in April 2014. Along with two trophies, they won a total of \$1,750.

The Enactus team, which competed against 200 university teams, delivered a seventeen-minute group presentation that identified their application of business concepts in their on-and-off campus outreach projects aimed at improving the quality of life and standard of living for people in need. Enactus is an international non-profit organization that focuses upon the power of entrepreneurial spirit and business principles to improve the lives of citizens throughout the world.

CONSTRUCTION MANAGEMENT

Construction Management students from the UNK student chapter of the American Concrete Institute (ACI) participated in the fall conference and an international

competition in Phoenix, AZ. The competition problem statement was to design a concrete mix (primarily for parking lots) that would allow rainwater to pass through the concrete into the substrate, rather than run off of the concrete, thereby contributing to sustainable construction by eliminating the typical erosion problems and pollution of water runoff. Documentation of design mix calculations, a written report/presentation, and actual testing of concrete specimens determined the scoring protocol for the competition. Out of 34 international teams, some of which were engineering programs, UNK's team ranked tenth for calculations and written report and sixteenth for split tensile strength results.

Senior Construction Management (CM) student, Jared Pettit from Sidney, was awarded the Nebraska Chapter American Concrete Institute (ACI) 2013 "Outstanding Student Award," along with a \$1,500 scholarship. He was in competition with UNL and UNO CM and Engineering program

students to be the only state recipient in 2013. The award is based upon a demonstrated interest and ability to work in the field of concrete construction or design. Dr. Kennard Larson said, "Jared has served as the point person for both of the ACI student chapter concrete competition teams put forth by UNK this year. He is a self-starter and requires very little coaching as he leads his fellow student team members. He is a natural leader and has the leadership style that commands top performance and motivation from his team members."

Pettit is a Staff Sargent and squad leader in the 189th Transportation Company. He completed a summer 2013 internship with Kearney Concrete. "My time in the UNK Construction Management program gave me a very well-rounded education and a base from which to launch my career. It is great being a part of such a successful program," remarked Pettit.

A Nebraska Chapter representative said, "Jared's leadership qualities



are a direct reflection of his duties as a soldier. He has proven to be more than qualified to be the first President of the American Concrete Institute Student Chapter of UNK.”

The Construction Management Program was named an American Concrete Institute (ACI) Excellent University for 2013.

HIROYUKI ADACHI

Hiroyuki Adachi, Airway Science student, received the 2013 International Society of Transport Aircraft Trading (ISTAT) Foundation Scholarship in the amount of \$10,000. The ISTAT Foundation Scholarship Committee found his achievements exemplary and believe he shows great potential as a member of the aviation community.

MICHAEL LECHOWICZ

Michael Lechowicz from Omaha represented the Enactus Team at the Rural Futures Conference Undergraduate Student Poster Competition in Lincoln this fall and

received co-first place and \$750 for the Rural Revitalization Poster he presented. Michael has donated his winnings to UNK’s Enactus.

COLIN MILLAR

Senior **COLIN MILLAR** is the National Association of Home Builders (NAHB) Student Chapters’ 2014 Student of the Year and collegiate President of NAHB. He received national recognition at the International Builders Show and a gift card from NAHB.

The CBT Chapter of Beta Gamma Sigma has been recognized as a 2013 Premier Chapter. Dean Tim Burkink received the award at a fall 2013 luncheon held in conjunction with the MidAmerican Business Deans Association 2013 Conference in Chicago. Chapters who have at least an 85 percent acceptance rate from qualified students are eligible for recognition as a Premier Chapter. The College also qualifies for a \$1,000 matching scholarship for achieving this distinction. Dr. Heather Schulz, Marketing, is the Chapter Advisor.

TAYLOR BECK & HAYDEN MCKELVEY

Taylor Beck from Bassett and Hayden McKelvey from Kearney, Industrial Distribution majors, are the recipients of the \$10,000 Gary Buffington Memorial Scholarship award for 2013 and 2014 respectively. Taylor is the third UNK winner of this scholarship and Hayden the fourth. There have been eleven annual scholarships given to a student in the nation. Taylor said, “Receiving this scholarship has been an honor. I truly appreciate the family, committee board, and Industrial Supply Association (ISA) for recognizing the University of Nebraska-Kearney and me. It was a humbling experience to be able to speak at the ISA conference and network with people across the nation.” Rexel, the company for which she interned, has hired her upon graduation in May 2014. In 2013, Hayden completed an internship with Eaton Corporation in Minneapolis, Minnesota, where he worked on a sustainable rolling forecasting model that was used by

[CONTINUED ON PAGE 16](#)

STUDENTS 2013-2014

CONTINUED

the area sales managers and district managers to increase forecast accuracy up to 90 days. During the summer of 2014, he will once again work for Eaton Corporation, this time in Chicago where his internship will focus on the OEM industry. Hayden will graduate in May of 2015. Hayden said, "Being awarded the Scholarship is truly an honor."

INTERIOR DESIGN

The Interior Design program received the National Kitchen and Bath Association (NKBA) Excellence in Education award for their students' national test scores which ranked them at the 90th percentile when compared to other NKBA programs. As a part of NKBA endorsement, students annually take this hands-on test in which they work with a design problem, drawings, and perspectives.

JORDAN BLOESSER

Jordan Bloesser, spring Management graduate from Colorado Springs, CO, gave the Senior Address at the Honors Convocation/Breakfast. This summer she will be working with the Pikes Peak Marathon, Inc. Organization in Manitou Springs, CO. She expects to seek career opportunities planning athletic events in Colorado.

JON NELSON MARKETING, MIS, & SCM SCHOLARSHIP



Recipients of the inaugural award of the Jon Nelson Marketing, MIS, & SCM Scholarship are Renee Hoekstra and Austin Edghill. Marketing faculty, Marsha Yeagley presented the scholarship.

The Department established this endowed scholarship using funds from its University-wide Departmental Teaching Award. The Chancellor also generously provided partial support. The scholarship is named for Jon Nelson, former KSC/UNK lead marketing faculty member who served as a mentor to many of the current marketing faculty members.

The College of Business and Technology Career Center

opened in the fall of 2013 with the mission of preparing business and technology students for professional opportunities after graduation. Starting during the freshman year and continuing through graduation, students are assisted by the Career Center staff as they explore majors and careers, polish their professional skills and portfolio, attend career fairs, and complete internships and experiential learning.

Events include:

- Fall and spring career fairs
- Career fair prep sessions and employer panels
- Networking receptions
- Etiquette workshops
- CBT On The Road days
- Career exploration days and high school recruitment events
- Internship workshops
- Resume and cover letter workshops

Career Center staff:

Kate Bombeck-Career Center Director

Janice Woods-Director of Business Internships and Experiential Learning



NEBRASKA PROUD

- College of Business & Technology -

74% of the graduates work in Nebraska

LEARNING BY Giving

Marketing Philanthropy Students

Marketing philanthropy students received a \$10,000 grant from the Learning by Giving Foundation. Their job during the fall semester course, taught by Dr. Sri Seshadri, was to learn the value and processes of philanthropy. As a result, they needed to determine how and to whom they should distribute money to 30 worthy organizations in Buffalo, Hall, and Adams counties.

Following are the recipients and their financial award:

- Families Care, Kearney/Grand Island/Broken Bow — \$2,000 to provide children in low-income households with backpacks, school supplies, and clean undergarments.

- Arc of Buffalo County, Buffalo County — \$2,000 for Arc KidZone Respite evenings, Teens in Action programs, and one-on-one support for Kearney Inclusive Recreation Project that serves young adults, teens and children with developmental disabilities.

- Buffalo County Community Partners, Buffalo County — \$2,000 to educate caregivers, students, and others about Alzheimer's disease and strategies that can improve the lives of affected individuals and families.
- Nebraska Children's Home Society, Tri-Cities — \$2,000 for Pregnancy Navigators program that targets low-income pregnant women, with the primary focus of ensuring that healthy babies are born to women with unplanned pregnancies.

- Crane River Theater Co., Tri-Cities — \$1,000 for children's theater production workshops.
- Grand Island Literacy Council, Grand Island — \$500 to teach English and literacy skills for free to low-income populations.

- Rowe Sanctuary, Tri-Cities—\$500 for CPR, first aid, and automated external defibrillator training for staff and volunteers.



ENTRANCE INTO WORKFORCE

- College of Business & Technology -

91% placement for spring 2013 graduates within six months after graduation

ADMINISTRATION, FACULTY, AND STAFF

NEW HIRES

ALLEN GROENKE is the Entrepreneur-in-Residence in the College of Business and Technology. He has a Bachelor of Science in Mechanical Engineering from the University of Minnesota and a J.D. from William Mitchell College of Law. Mr. Groenke is a patent attorney with 25 years of experience related to the invention, patenting, and commercialization of new technologies. He has been named inventor on seven U.S. patents and is the founder of a consulting company that advises entrepreneurs at small startup companies.

ERIC HOLT is an Assistant Professor in the Department of Industrial Technology, Construction Management. He has a Bachelor of Science in Building Construction Technology, a Master of Science in Building Construction Management, and is ABD, all from Purdue University. Mr. Holt has been in the residential construction industry for over 20 years. He has spent the past six years teaching at Purdue University prior to joining UNK.

DALE PORTER is an Assistant Professor in the Department of Industrial Technology, Construction Management. He has a Bachelor of Science in History, a Master of Science in Construction Management, and is ABD, all from Colorado State University.

MITCH VATERLAUS is an Assistant Professor, Department of Family Studies and Interior Design. He has a Bachelor of Science in Psychology, Master of Science in Family, Consumer, and Human Development: Marriage and

Family Therapy, and a Ph.D. in Family Studies and Human Development, all from Utah State University. Social media and relationships, adolescent psychosocial development, and relationship education are the focus of Dr. Vaterlaus's research interests.

MICK ANDERSON is the Operations Manager of the Nebraska Safety Center. Mr. Anderson founded and holds the position of Executive Director of the Great Plains Safety and Health Organization. He has more than 25 years of experience with regulatory compliance issues, has conducted numerous safety training classes, is an OSHA Outreach Instructor for General Industry Standards/Construction Standards, and has received additional safety training certification.

CHARLES BECK is the Procurement Assistance Consultant with the Nebraska Business Development Center. He has a Bachelor of Science in Business Administration from the University of Nebraska at Kearney. Mr. Beck's professional experience includes sales, marketing, consulting, grant/proposal writing, and education/training.

BRANDON BENITZ is the Transportation Safety Manager with the Nebraska Safety Center. He has a Bachelor of Science in Education majoring in Social Science/History and a Master of Art History from Northwest Missouri State University. He is the former Assistant to the Dean for Student Affairs at UNK. His background includes law enforcement and nearly 15 years as a driver education and traffic safety instructor.

KATHERINE BOMBECK was the 2013-2014 Career Center Director in the College of Business and Technology. She has a Bachelor of Science in Business Finance and a Master of Business Administration, Management Information Systems from the University of Nebraska at Kearney. Ms. Bombeck's previous experience includes management, financial, and fleet management positions at Johnson Controls, Inc., in Kansas City and Milwaukee.

KATIE NIXON, MBA, and Jean Pierre Birbal, Marketing, are Graduate Assistants for the College of Business and Technology.

FACULTY IMPACT AND ACCOLADES

DR. ALLAN JENKINS, Economics, and **DR. RON KONECNY**, Management, contracted with the South Dakota Association of Healthcare Organizations to examine the impact of Medicaid expansion. As a result of their efforts, a 51-page report was provided.

DR. SYLVIA ASAY and **DR. JENNIFER CROSSWHITE**, FSID, aided by Denise Rice, Family Studies and MBA graduate, had their research referenced in *The Huffington Post* as well as a link to the paper provided. *The Huffington Post* is an influential outlet which reaches millions of readers.

DR. KARL BORDEN, Finance, had two columns published in *The Wall Street Journal*, a very influential outlet which reaches millions of readers.

DR. JANET TREWIN, Accounting, had two papers accepted in *Strategic Finance* which has a circulation of 70,000.

DR. BRENDA ESCHENBRENNER, Accounting & Finance, had a paper published in *The Cutter IT Journal* – The Journal of Information Technology Management, which is described as “The Harvard Business Review of IT.”

DR. JAKE MESSERSMITH, Management, has published multiple papers in journals which rank in the top ten journals as measured by impact factors.

DR. BREE DORITY, Economics, presented research on school consolidation to the Nebraska Legislature’s Education Committee.

THE CRRD BUSINESS IDEA AND BUSINESS PLAN competitions have helped jump start multiple successful businesses, including *Her View from Home*.

DR. GREG BENSON, Industrial Technology, and **JEFF NORDHUES**, Interior Design, were promoted to Assistant Professor; **DR. JAKE MESSERSMITH**, Management, was promoted to Associate Professor; **DR. SUSAN JENSEN**, Management, and **DR. JEANNE STOLZER**, FSID, became Full Professors; and **DR. JANET LEAR**, Economics/Education, was granted tenure. **DR. SUSAN JENSEN**, Associate Dean, and coauthors Fred and James Avery have received recognition for their paper, “Psychological capital: a positive resource for combating employee stress and turnover” (Human

Resource Management, 2009). It has won one of the prestigious Citations of Excellence Awards for 2013. It is recognized as one of the top 50 articles with proven impact since its publication date (2009 in this case to allow for citation impact to be accurately measured) from the top 300 management journals in the world, including Harvard Business Review; Journal of Finance; Journal of Marketing; Strategic Management Journal; MIT Sloan Management Review; Long Range Planning; Academy of Management Journal; and MIS Quarterly. These 300 journals publish approximately 15,000 articles annually so receiving a Citation of Excellence is an extraordinary achievement.

MICHELLE FLEIG-PALMER, Management, has been selected to be a panelist for the Midwest Academy Symposium, “Innovating in HR Scholarship: Challenges & Opportunities.” She is also the recipient of the CBT Undergraduate Student Research Mentor Award for 2013-2014.

The Faculty Awards for the academic year 2012-2013 are **Non Tenured Teaching:** Dr. Noel Palmer, Management.

Tenured Teaching: Dr. Greg Broekemier, Marketing. **Service:** Dr. Jake Messersmith, Management. **Tenured Scholarship:** Dr. Susan Jensen, Management. **Non Tenured Scholarship:** Dr. Heather Schulz, Marketing.

The CBT 2012-2013 Undergraduate Mentor Award was received by **DR. JENNIFER CROSSWHITE**, FSID.



DR. NATHAN BARRY, Construction Management, was awarded the Associated Schools of Construction Region 4 Outstanding Teaching award at the annual Region 4 ASC Conference and Student Competition. Region 4 is comprised of universities with Construction Management programs from Nebraska, Iowa, Kansas, Missouri, South Dakota, North Dakota and Minnesota.



DR. KENNARD LARSON, Construction Management, was recognized by the National Association of Home Builders (NAHB) as the National Outstanding Educator. He was recognized at the NAHB International Builders Show and Student Competition in Las Vegas in February.

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fax to 308.865.8387, or email yeagley@unk.edu