

# FOCUS

WINTER 2013



UNIVERSITY OF WYOMING  
COLLEGE OF BUSINESS

### Editor

Shalee Turner

### Graphic Designer

Tana Stith

### College Leadership

Brent Hathaway, Dean

Penne Ainsworth,  
Associate Dean

Owen Phillips,  
Associate Dean

Kent Noble,  
Assistant Dean

*The college's primary vehicle for communicating with alumni and friends is through FOCUS, our quarterly electronic newsletter. To subscribe, send an e-mail to [cobfocus@uwyo.edu](mailto:cobfocus@uwyo.edu), or link to FOCUS through the college's home page: [www.uwyo.edu/business](http://www.uwyo.edu/business).*

*Direct inquiries to:*

College of Business FOCUS  
Department 3275  
1000 East University Avenue  
Laramie, Wyoming 82071-2000  
Voice – (307) 766-5505  
Fax – (307) 766-4028  
E-mail – [cobfocus@uwyo.edu](mailto:cobfocus@uwyo.edu)

[WWW.UWYO.EDU/BUSINESS](http://WWW.UWYO.EDU/BUSINESS)

*The University of Wyoming is an affirmative action/equal opportunity institution.*

## MESSAGE FROM THE DEAN

There's a common principle in the business world that's practiced by nearly every successful leader. While variations exist, the basic premise is to *surround yourself with as many talented people as possible and encourage them to do great things.*

Well, here at the UW College of Business, we do exactly that—in fact, I believe we have some of the most gifted faculty and staff members in the world working on behalf of our students. Evidence of their expertise is corroborated in many ways, including our senior class' 95<sup>th</sup> percentile ranking in a standardized exit exam benchmarking business schools.

There's also the fact that the UW College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), an industry standard of excellence which is achieved by fewer than 5% of business schools worldwide (15% nationally).

Furthermore, College of Business faculty members are frequently recognized nationally and internationally for their academic and in-



dustry expertise, especially in the fields of economics, finance, and sustainable business practices.

However, today I would like to spotlight another set of world-class professionals who are devoted to “raising the bar” for UW College of Business students. While you don't necessarily see these individuals in the hallways, the College of Business Advisory Board (CoBAB) has had a significant impact on the college.

How so? Well, consider the following:

The CoBAB actively lobbied and planned for the new \$55 million College of Business building, a facility which combines state-of-the-art technology with world-class design and functionality.

The CoBAB took on the challenge of enhancing placement opportunities for College of Business graduates. The end result was the creation of the Peter M. and Paula Green Johnson Career Center.

A doctoral degree in Marketing with an emphasis on Sustainable Business Practices was



added to the curriculum after a thorough vetting by the CoBAB.

An Energy MBA program was recently developed and launched thanks in large part to the efforts of CoBAB members. Even in its infancy, this program is already attracting students from around the country.

The CoBAB was engaged in the college's previously referenced AACSB accreditation process, a critical academic endorsement for the UW College of Business.

In addition to their time, CoBAB members have also been generous with their resources. Most have participated in naming a facility in the new College of Business building and many are now involved in an effort to financially reward top faculty members.

So, who are these individuals that give so much of themselves to the college? The quick answer is you can find their picture and identities on pages 10-11 in this edition of FOCUS. However, as you can already tell, this dedicated group deserves much more than a brief recognition.

The CoBAB bylaws state that members must be "men or women, who have demonstrated excellence in business, currently hold management positions or have past management experience, and have a demonstrated passion and commitment for the University of Wyoming and the College of Business."

As far as an industry breakdown, several CoBAB members (Nicholas Grooms, Stig

Hallingbye, Heath Hunter, Don Kany, Lyle Knight, Brandy Marrou, Frank Mendicino, Scott Neu, Bud Noffsinger, Pat Rile and Roy Whitney) are active in the financial sector, including the fields of accounting, banking, venture capital and/or investments. Some are entrepreneurs, while others work for small to large financial institutions.

Speaking of entrepreneurs, the College of Business recognizes the importance of entrepreneurship, as small businesses are the backbone of Wyoming's economy. CoBAB members Shaun Andrikopoulos, Dave Augé, Even Brande, Dennis Carruth, Roy Cohee, Russ Mortenson, and Dave True are all entrepreneurs and/or run successful family businesses. Their leadership in this arena is critical to the college as we have an obligation to help UW students understand they don't have to *take* a job...they can *make* a job!

Every organization needs strong marketing and sales personnel and ours is no exception. Fortunately, Tom Davidson, Kyle Hultquist, Mike Nolan, Peter Sherman, Krista Treide, and Jim Willms bring a wealth of experience in these areas. Whether it's heading up a major advertising agency, brand development, sales and/or product fulfillment, these CoBAB members have "been there...done that."

To have an effective business board in Wyoming you must also have strong representation from the state and energy sectors. Dick Bratton, Jona, Inc.; David Emery, Black Hills Corporation; Joan Evans, Wyoming Workforce Services; Gus Fleischli, Fleischli Enterprises;

Meg Hayes, PLS, Inc.; Bob Jensen, Wyoming Business Council; Rita Meyer, Rocky Mountain Power; and Peter Johnson, Sinclair Oil provide the muscle the College of Business needs in these important areas.

Okay, now add the wisdom and talents of Mike Ceballos, previously with Qwest Communications; Mike Golden of Cognizant Technology Solutions; John O'Grady, formerly with Bridgestone/Firestone; and Pam Ruehle, a retired Accenture executive and you can see the College of Business is in extremely good hands.

In closing, I would like to take this opportunity to personally thank the outstanding members of our CoBAB for all they do for UW's business school. I truly appreciate their dedication, as well as their gifts of time, talent, and treasure. These extraordinary community and business leaders are tremendous resources for our college and students. I am amazed by their devotion to serving and supporting Wyoming and humbled by their faith in our college.

---

“ I believe we have some of the most gifted faculty and staff members in the world working on behalf of our students.”

# FOCUS ON ENTREPRENEURSHIP

Congratulations to the finalists in the 2012-13 \$30K Competition. Good luck with your presentations in April!

- Avid Games
- EOS LABs
- New Dimension Entertainment
- Pollution Control Technologies
- RhoZero Fermentation
- T&T Enterprises

Bright Agrotech, the 2011 winners of the competition will be presenting at the 2013 National Green Centre Show.

For more information on the National Green Centre Show visit, <http://nationalgreencentreblog.org/2012/12/27/teaser-alert-catch-bright-agrotech-at-the/>.

To learn more about Bright Agrotech, LLC visit their website at [www.brightagrotech.com](http://www.brightagrotech.com)

University of Wyoming Agronomy PhD student, Nate Storey and University of Wyoming graduate, Paul Bennick, founded Bright Agrotech, LLC in May of 2009.

Bright Agrotech, LLC has developed several products to encourage people to farm. Their products include the Hanging ZipGrow™ Tower and ZipGrow Matrix Media™ Re-

*Nate Storey works in a greenhouse on the UW campus, February 2012*



placement. These hydroponic production towers are highly productive, modular, and are functional in a variety of plant production settings.

Bright Agrotech, LLC has designed a product that can be used for commercial greens production as well as landscape design. Their product allows produce to be displayed whole and un-harvested in the marketplace and gives consumers the ultimate experience in freshness, nutrition, and flavor.





# FOCUS ON ALUMNI

The College was thrilled to have the opportunity to catch up with another outstanding graduate. Blake Fisher received a BS in accounting in 1986 and while he currently lives in Denver, CO he is serious about staying connected to the College of Business and University that gave him his start.

*Update us on what you have been doing since graduating from the UW College of Business?*

Shortly after graduation I began my career in Denver with a large movie theater chain. The job was real-estate related and turned out to be a wonderful way to learn most aspects of the real-estate business including real-estate development, site selection, and asset management. After 10 years there, I joined our family owned investment business, Fisher Capital Partners. Fisher Capital is a private equity investment business. We describe our business as “opportunity capital”. We look for opportunities to deploy capital in projects or companies that we feel have a good chance of returning that capital with a positive return. Much of our work is in the commercial and residential real-estate sectors. I continue to work there today with two of my brothers, one of which is also a graduate of the UW College of Business with a finance degree.



*Blake Fisher*



I have been married for 18 years to my wonderful wife Julie, and have two daughters that are currently in high school. I spend a great deal of time these days convincing them that there is no better place for college than Laramie! Negotiations are ongoing.

***How has being a UW College of Business graduate helped you since graduating?***

The UW College of Business is obviously well respected and has only improved over the years thanks to the leadership of Dean Hathaway. I envy today's students who use that incredible facility and all the programs that are available to students. Although I have to say I have no complaints. I graduated from UW with the full set of tools needed to tackle most challenges and opportunities. More importantly, I graduated with the confidence that with hard work, I could achieve any goals I had set for myself.

***What is one of your most memorable experiences at UW?***

I'm not sure it would be possible to mention just one memory from my time at UW. I have so many wonderful memories of the school, the people, and the entire state. A beautiful day at Vedawoo, the Snowy's, the AA, or at War Memorial. It was all the best! I remain very close to so many of my school friends and get back to the state as often as possible. An absolute

“ The University of Wyoming has a special place in my heart. It had a lot to do with making me who I am today so giving back to UW is important to me.”

— Blake Fisher

testament of the wonderful people and the beautiful state of Wyoming!

***What advice would you give current business students?***

I have learned so many good lessons over the years. Some of the best lessons learned are what “not” to do, or how “not” to run a company. Always pay attention to what works and what doesn't. Keep all those lessons in your head as your career progresses. They will all come in handy later. In addition, don't worry about starting at the bottom. Everyone has to do it. Find a job you enjoy, work hard, and the rest will take care of itself.

Most importantly, never ever forgot the business ethics you learned in business school. Ethics and doing things the right way is the only way!

***What would you say are some of your current career goals?***

I have reached many of my career goals and I would like to think over the next several years I am able to start to wind down my career. The goals I have yet to reach are personal in nature. To be the best husband and father possible, and to ensure my kids are raised with great respect and become good citizens.

***Is there anything else you would like to share?***

The University of Wyoming has a special place in my heart. It had a lot to do with making me who I am today so giving back to UW is important to me. I currently sit on the boards of the Cowboy Joe Club and the Athletic Director Advisory Board. Spending time on athletics is very fulfilling to me as I know it plays a large role in all aspects of the university. Strong sports programs play a key role in admissions, alumni relations, and fundraising.

**GO POKES!**

# FOCUS ON STUDENT DEVELOPMENT

You often hear employers claiming they like to hire UW grads. Students graduating from the UW College of Business have the skills and tools it takes to contribute and be successful in their chosen fields of work. Rest assured, this is not by coincidence.

During his tenure as the Director of the Peter M. and Paula Green Johnson Career Center, Steve Farkas worked tirelessly to give students relevant information and experiences in order for graduates to hit the ground running. Thanks to Steve and a recent partnership with Northwestern Mutual, graduates will now be even more marketable and prepared when they leave campus.

Through a recent gift to the University of Wyoming College of Business, Northwestern Mutual will now sponsor career and professional development courses at both the undergraduate and MBA levels. Jesse Jorgensen, Director of Development for Northwestern Mutual commented, “Northwestern Mutual’s decision to engage in the gifting opportunity with the UW College of Business stems from the success and goodwill we have received from the university over the years. Steve Farkas has worked tirelessly with our organization to bring value to our team through recruiting opportunities, talks on campus, and staying up to date on new initiatives within the college. We have never felt more connected and appre-

“I’ll be the first to admit that I have a bias for helping and hiring UW students, and here’s why: UW students are hard working, intelligent, well-rounded, appreciative, and solid team members.”

— Jesse Jorgensen

ciated as a partner of this great institution and look forward to more opportunities to serve students and faculty. Being a UW College of Business graduate, I have personally benefited from the quality education UW provides as it has played a large part in my professional development and success. Many of our regional financial representatives and leaders are also products of the college and we are all very excited to engage in this new opportunity. This is a fun and meaningful way for myself and our entire team to say thank you.”

The primary goal with these courses is to provide students with current, practical ap-



plications of classroom topics. Northwestern Mutual has handpicked several members of their recruiting and organizational development teams to help teach specific career and professional development topics, each chosen for their specialty and daily involvement for the discussion at hand. Northwestern Mutual and the College of Business hope to bring current relevance to discussions and give students insight into what employers are looking for in ideal candidates; how various industries within business apply the principles they are learning; and ultimately help students become more marketable from an employer’s perspective. Students are receiving an incredible value by honing the subtle nuances that will enhance their potential of receiving the ideal job or internship based on their goals and area of study.

“I’ll be the first to admit that I have a bias for helping and hiring UW students, and here’s why: UW students are hard working, intelligent, well-rounded, appreciative, and solid team members,” Jorgensen said. “The quality of education students receive from the College of Business is unsurpassed and our entire team at Northwestern Mutual is excited to help support that quality. We simply want to thank the entire college for the opportunity to partner with this highly respected university. GO POKES!!!”



# FOCUS ON COLLEGE ADVISORY BOARD

The College of Business Advisory Board (CoBAB) consists of business leaders throughout the Rocky Mountain region and beyond. The CoBAB serves UW College of Business students, faculty, and administrators by offering strategic counsel regarding specific areas of growth, impact and improvement to the college's programs, its academic standing, and the success of its graduates. To get to know these outstanding individuals that give so much to our college, each Focus will spotlight one of our board members.

Even Brande was born and raised in Oslo, Norway. After graduating from High School in Oslo and completing required service in the Norwegian Army he followed his dream to go to college in the United States. Depending upon who you ask, he either chose Wyoming because it was the only place in the US that he could find that was as cold and beautiful as Norway, or it was because a family friend had been on the UW Track Team. In either case, he enrolled at the University of Wyoming College of Business in the fall of 1988. In 1991 he graduated with a bachelor's degree in Business Administration. After graduation, Even was hired as a management trainee for Tandy Corporation. In 1992 he returned to UW and in 1993 received his MBA. Upon graduation Even was hired as a Customer Services Executive for Aspen Tree Software, founded by Dr. Brooks Mitchell, his entrepreneurship professor from the College of Business. In 1997 he founded Handel Information Technologies,



Inc., a market leader in enterprise software for human services agencies. As the President and CEO of Handel, Even is involved with sales and marketing, finances, and most importantly, overseeing the strategic planning for the company. Even is also a graduate of Leadership Wyoming, Class of 2006. In his spare time you may find him out running, hiking, fly-fishing, cross-country skiing, or playing guitar with his band. Even lives in Laramie, WY with his wife Anne and their three children, Emily, Laura, and Nicholas.

Over the years, Even has served on numerous boards both locally and nationally. Even joined the CoBAB board in 2011. He finds serving on CoBAB particularly rewarding. "For me, being

able to give back to my Alma Mater is incredibly rewarding. Living in Laramie, I have gotten many opportunities to interact with the College of Business. Over the years I have had the honor of guest lecturing in the college, I have served as a judge on the 30K competition, we often do internships with COB students, and regularly hire COB students upon graduation. In fact, as we speak, about 20% of our workforce have a degree from the COB. However, having the opportunity to serve on CoBAB has taken my interaction with the College of Business to a new level. I am both honored and humbled to be on this board. I can safely say that I have never served on a board with such a great number of talented people. CoBAB consists of a group of extremely accomplished individuals and it is truly rewarding to be able to serve with them. When being asked to serve on a board I always ask myself if this is a place where a) I can make a difference, and b) it is something I can truly become passionate about. With CoBAB I can safely say that I have found both. As a member of the External Relations Committee I am excited to put my background in sales and marketing to good use. More importantly, I am so proud of the accomplishments of the College of Business over this past decade, and I am very honored to be a small part of their future. As our corporate world continues to be challenged with business ethics, I am so proud to be associated with the College of Business and everything it stands for, and in particular, how it embraces the Code of the West."





## COLLEGE OF BUSINESS ADVISORY BOARD (CoBAB)

**Chair: Dennis Carruth** (B.S. 1966, management information systems; MBA 1968) – President, Carruth Properties, Littleton, CO

**Vice Chair: Pamela C. Ruehle** (B.A. 1978, journalism; MBA 1982) – Retired Senior Executive, Accenture, Denver, CO

**Shaun Andrikopoulos** – Co-Founder & President, PointWest Resources, LLC, Jackson, WY

**David Auge** (B.S. 1977, general business management) – President, Teton Motors, Inc., Jackson, WY

**\*Tyler Batchelor** (B.S. 2004, economics and finance) – Commercial Coordinator, Chevron Corporation, Houston, TX

**Even Brande** (B.S. 1991, business administration; MBA 1993) – CEO, Handel Information Technologies, Inc., Laramie, WY

**Richard J. Bratton** (B.S. 1982, accounting) – CPA, Jona, Inc., Casper, WY

**\*Toni Campbell** (B.S. 1991, business administration) – President, Mizzen Energy, LLC, Denver, CO

**Michael A. Ceballos** – Former Wyoming President, Qwest Communications International Inc., Cheyenne, WY

**Roy Cohee** – Owner, C & Y Transportation Company; Representative, House District #35; Casper, WY

**Tom Davidson** (B.S. 1961, agriculture) – retired advertising executive, Mukwonago, WI

**David Emery** (B.S. 1985, petroleum engineering) – Chairman, President, and CEO, Black Hills Corporation, Rapid City, SD

# COLLEGE OF BUSINESS ADVISORY BOARD (COBAB)

**Joan K. Evans** (B.S. 1988, finance, M.Ed. 1998) – Director, Wyoming Department of Workforce Services, Cheyenne, WY

**Gus Fleischli** – President, Fleischli Enterprises, Inc., Cheyenne, WY

**Michael E. Golden** (B.S. 1988, business administration) – Client Partner, Cognizant Technology Solutions, Chicago, IL

**Nicholas R. Grooms** (B.S. 2003, accounting) – CPA/Partner, Mader, Tschacher, Peterson & Company LLC, Laramie, WY

**Stig Hallingbye** (B.S. 1977, general business management; M.S. 1982, agricultural economics) - Executive Vice President and Chief Credit Officer, Wyoming State Bank, Cheyenne, WY

**Margaret R. Hayes** (B.S. 1999, economics) – Director, PLS, Inc., New York, NY

**Kyle A. Hultquist** (B.S. 1984, journalism) – Senior Vice President, Marketing & Communications, StandardAero, Tempe, AZ

**Heath R. Hunter** (B.S. 2003, finance; M.S. 2005, finance) – Manager of Treasury Operations, JBS USA Holdings, Inc., Greeley, CO

**Robert Jensen** (B.S. 1981, business management) - CEO, Wyoming Business Council, Cheyenne, WY

**Peter M. Johnson** (B.S. 1972, finance) - President, Sinclair Oil Corporation, Salt Lake City, UT

**Donald J. Kany** (B.S. 1969, business administration; MBA 1975) - Owner, KARKCO, LLC, Englewood, CO

**Lyle R. Knight** – Former President and CEO, First Interstate BancSystem, Billings, MT

**Brandy M. Marrou** (B.S. 2000, accounting) – CPA/Senior Manager, McGee, Hearne & Paiz, LLP, Cheyenne, WY

**V. Frank Mendicino** (B.S. 1962, business administration; J.D. 1970) - Managing Director, Access Venture Partners, Westminster, CO

**Rita C. Meyer** (B.A. 1982, middle school education; B.S. 1989, accounting) – Vice President for Wyoming, Rocky Mountain Power, Cheyenne, WY

**G. Russell Mortenson** (B.S. 1971, business administration) – Retired, Spicewood, TX

**\*Ann M. Nelson** (B.S. 1986, business management and accounting) – Regional President, ANB Bank, Cheyenne, WY

**Scott M. Neu** (B.S. 1998, electrical engineering) – Vice President, Goldman, Sachs & Co., Atlanta, GA

**Robert W. (Bud) Noffsinger, III** (B.S. 1999, economics) – President/CEO, RWN3, LLC., Windsor, CO

**Michael J. Nolan** (B.S. 1989, biological sciences secondary education; MBA 2006) – Vice President of Marketing, Medical Sciences; Life Technologies Corporation, Pleasanton, CA

**\*Michael J. O'Connor** (B.S. 1984, biological sciences secondary education) – President and General Manager, Univita Health, Inc., Miramar, FL

**John O'Grady** (B.A. 1962, political science) -

retired President of Bridgestone/Firestone, Saratoga, WY and Lake Havasu, AZ

**Patrick C. Rile** (B.S. 1964, business administration) – Senior Vice President, Wells Fargo Advisors, Scottsdale, AZ

**\*Kevin E. Schaff** (B.A. 1997, business communications) – Founder and CEO, T3Media, Denver, CO

**Peter K. Sherman** (B.S. 1986, journalism) – EVP Worldwide/Managing Director, BBDO EUROPE, Italy

**\*Diane J. Shober** (B.S. 1984, marketing) – Director, Wyoming Office of Tourism, Cheyenne, WY

**Krista A. Treide** (B.S. 1991, sports marketing) – Founder, modus, and Partner, Made for Good/Jedidiah, Santa Barbara, CA

**David L. True** (B.S. 1973, business administration) – Partner & Member, True companies, Casper, WY

**Ralph R. Whitney, Jr.** – Chairman and CEO, Hammond, Kennedy, Whitney & Company, Inc., Wheatland, WY and New York, NY

**Jim Willms** – President & CEO, Unicover Corporation, Cheyenne, WY

## *Ex Officio Student Members*

**Bradley Parry** – Graduate Economics Student, Craig, CO

**Libby Stetson** – Graduate Accounting Student, Rapid City, CO

**Sean Valentine** – MBA Student, Rock Springs, WY

*\*Term will begin in April 2013*



# FOCUS ON FACULTY

*By Steve Kiggins*

Jason Shogren isn't in the business of answering easy questions. What, after all, is easy about today's economy?

No wonder he seemed to savor such a simple question: What do you most enjoy about working at the University of Wyoming?

"My favorite part has always been the students," Shogren says as a smile cracks his face. "Students have opinions—and that's good. It's part of my job to get them to voice those opinions and, to me, helping other people find their voices is the best part of the job."

He has quite a voice of his own.

An internationally respected economist who was a member of the Intergovernmental Panel on Climate Change that shared the 2007 Nobel Peace Prize with former Vice President Al Gore, Shogren is not only among the most distinguished faculty members at his alma mater but also an accomplished musician who uses the stage to help connect with his students.

The front man for J Shogren Shanghai'd, a five-member band that plays an eclectic mix he calls Wyoming Mountain Blues, Shogren has become a favorite of many regional music aficionados. In addition to his role as lead vocalist, Shogren plays the guitar and the man-



dolin for a band that will represent Wyoming at the 29th International Blues Challenge, which, in 2012, attracted 226 acts from 14 countries.

Though Shogren admits he long tried to keep his professional life separate from his longtime hobby, UW's Stroock Professor of Natural Resource Conservation and Management says he has come to learn that music can serve as a powerful conduit to the younger generation.

"I think it probably makes me seem more normal rather than just the guy blabbing at the front of the classroom," says Shogren, who began playing in a band at age 12 with childhood friends in his native Minnesota. "I get some students who come up to me where I'm playing and they'll say, 'Hey, you're my professor!' You try to pull it out of them in class. But, a lot of times, they'll see you outside of class

and want to engage you in a discussion. When I do, I say, 'Tell me what you're thinking about economics now.'"

Even when he's not on stage, Shogren's expertise keeps him in the spotlight. He was the White House senior economist for environmental and natural resource policy in 1997, a member of Wyoming's Environmental Quality Council from 2000-04 and is one of 14 international scientists who have served, by invitation, as Royal Guest Professors of Sweden's King Carl Gustaf XVI.

But it's his current appointment as chair of UW's Department of Economics and Finance that may be his crowning achievement.

"This department made it its mission, back in the mid-1970s, to be one of the best in environment and natural resources economics," says Shogren, who taught at Appalachian State, Iowa State and Yale universities before coming to UW in 1995. "I'm thrilled that I've been able to help keep alive a tradition that Tom Crocker, Ralph d'Arge and Bill Morgan started more than 40 years ago. When our generation hands off the baton at some point, I know it's just going to keep going."

"The goals will always be the same: to be one of the best in the world and to help our students believe they can accomplish anything they choose in life."

# SEEN AND HEARD AROUND THE COLLEGE OF BUSINESS

The College of Business would like to congratulate Steve Farkas as the new MBA Director. Farkas has been the Director of the



Peter M. and Paula Green Johnson career center for the past four years where he was able to significantly increase industry engagement and student exposure to new employment opportunities, allowing the College of Business to achieve the highest graduate job offer rate on campus. As the Director of the MBA program, Farkas plans to continue his industry outreach efforts to identify strategic opportunities for MBA's to gain access to business leaders and industry best practices, while partnering with faculty to ensure a highly integrated, industry relevant curriculum. Increased program marketing and candidate recruitment are also priorities, as Farkas believes UW's MBA Program has competitive strengths, especially in energy, that create distinct advantages over other programs. Farkas added, "When you combine nationally recognized faculty with highly engaged industry partners in a state of the art learning environment, you have a recipe for MBA student success."

## UW PROFESSOR'S WORK APPEARS IN TWO PRESTIGIOUS JOURNALS

In the world of academics, having one of your works published in the scientific journal *Science* is a major accomplishment. The same goes with *Nature*, another of the world's top peer-reviewed academic journals.

Edward Barbier, the John S. Bugas Professor of Economics at the University of Wyoming, has achieved the distinction of being published in both *Science* and *Nature* -- in the same year.

In March, Barbier's commentary, "Tax 'societal ills' to save the planet," appeared in *Nature*, outlining several steps that could foster further growth in the green economy worldwide via additional global commitments and



funding mechanisms. And in the November 16, 2012 issue of *Science*, an article by Barbier, "The Green Economy Post Rio+20," makes many of the same arguments, calling for the Group of 20 Finance Ministers and Central Bank Governors (G20) to take further action to encourage sustainable development.

"It's truly rare for a professor to publish in both *Nature* and *Science* in the same year, especially as a sole author," UW Provost

Myron Allen says. "Professor Barbier's accomplishment is a testament not only to his hard work and deep insights, but also to the value of an outstanding community of scholars, such as UW's Department of Economics and Finance."

**[Read more here.](#)**

In January economic experts gave an overview of the state of Wyoming's economy at the Central Wyoming Economic Luncheon. The event, sponsored by the Wyoming Business Report, heard from a panel of experts whose interpretations came through the lens of electricity generation, health care reform, carbon recycling and the fiscal cliff.

Anne Alexander, economist and director of international programs, at the University of Wyoming took a swing at outlining why folks are nervous about the so-called fiscal cliff with its across the board cuts and tax increases. To listen to the talk on K2 radio, **[click here.](#)**



# SEEN AND HEARD AROUND THE COLLEGE OF BUSINESS

Mark Peterson of the Management and Marketing Department won the Best Paper in Ethics and Entrepreneurship at a national entrepreneurship conference for academics held in January 2013 in San Francisco.



Peterson was especially pleased with this recognition because his paper

“Social Enterprise for Poverty Alleviation in an Era of Sector Convergence” was an adaptation of a chapter in Peterson’s recently SAGE Publications book *Sustainable Enterprise: A Macromarketing Approach*.

The conference was the annual meeting of the United States Association for Small Business and Entrepreneurship® (USASBE)—the largest independent, professional, academic organization in the world dedicated to advancing the discipline of entrepreneurship. With over 1000 members from universities and colleges, for-profit businesses, nonprofit organizations, and the public sector, USASBE is a diverse mix of professionals that share a common commitment to fostering entrepreneurial attitudes and behaviors.

Assistant professor Eric Sims joined the Accounting department in fall 2012. He earned his PhD in accounting from the University of Mississippi.



His expertise lies in financial and managerial accounting as well as accounting information systems. In the past Eric has established his own CPA firm, served as CFO for a national mortgage company, and also as Vice-President of Accounting and Finance of the Institute for International Research.



In January Linda Childears, Daniels Fund President & CEO, shared her experience with MBA students and talked to them about navigating a career, entrepreneurship, and the importance of having a personal code of ethics.



Joy Embree is a new assistant professor in accounting, joining the college in spring 2013. She attended University of Nebraska, Lincoln where she finished her PhD program in 2012. In addition to her doctorate she has an MBA with a finance concentration from the University of Akron and Bachelors from Oral Roberts University. She has extensive experience in public accounting as well as having taught at Kent State and the University of Akron.

## SEEN AND HEARD

The UW College of Business is very pleased to announce that Jo Chytka will serve as the new director



of the Peter M. & Paula Green Johnson Career Center as of April 1, 2013.

“Jo is one of those special leaders that is widely respected at UW and beyond,” said Brent Hathaway, Dean of the College of Business. “Landing someone of her caliber is a real accomplishment for the college.”

Jo received both her Marketing and MBA degrees from the University of Wyoming. She has served as the Director of UW’s Center for Advising and Career Services since 1986 and most recently as the Interim Registrar for the university. Jo has also served on numerous professional and university committees to further the career awareness and success of UW students. She is currently a member of the Career Benchmarking Group, comprised of top career center directors from thirty nationally recognized universities, a think tank for the profession.

Please join us in welcoming Jo Chytka to the UW College of Business family.

## FOCUS ON DEVELOPMENT

### OUTSTANDING ALUMNA ENCOURAGES NONENDOWED SCHOLARSHIPS

Lois Mottonen, an outstanding graduate of the University of Wyoming, was a pioneer in the field of accounting in Wyoming. When she graduated she was the only woman majoring in accounting and she received the college accounting honor book. Her CPA license is the second one granted to a female graduate of the University.

Lois’ solid business education from the University was the cornerstone of her success. She worked as an accountant, auditor, financial manager, researcher and publicist. She received many awards for her work and was the first woman in government to be elected President of the American Women’s Society of CPAs. In addition to Lois’ professional affiliations that are too numerous to list, she also works tirelessly in her community. A few of the nonprofit organizations in which she served as a leader include: the Laramie County Historical Society, University of Wyoming Alumni Association, University of Wyoming College of Commerce and Industry Advisory Committee, and the American Association of Retired Persons. She was also active in and supported tennis.

Lois believes young people need a quality education more than ever. “Nearly 60% of jobs require postsecondary education,” said Lois. “Without a degree people may fall out of the American middle class in this country.”

When she attended UW there were no student loans and her scholarship paid just a part of her education. She and her parents struggled to pay the cost. Since her education at UW launched her career, she wants to help others to be successful. “My college education was the key to a successful career and opportunities I never dreamed I would have,” Lois said. She donated six nonendowed scholarships in the past two years. They are awarded on the basis of financial need and a minimum 3.0 grade point.

Please join Lois in helping to change the lives of aspiring business leaders at the University of Wyoming. A nonendowed scholarship may be created with a minimum gift of \$5,000, payable over five years. For more information, please contact John Stark ([jdstark@uwyo.edu](mailto:jdstark@uwyo.edu), 307-766-3930).

“My college education was the key to a successful career and opportunities I never dreamed I would have.”

— Lois Mottonen





## CODE OF THE WEST

Promoting excellence, scholarship, and progress, the College of Business is dedicated to fulfilling, and exceeding, the mission of the University of Wyoming. It strives to do so by promoting excellence in teaching, internationally recognized intellectual contributions, integration of teaching with scholarship, and service that has tangible impacts on the state and professional community. The College of Business is driving an effort to expose Wyoming businesses to the ten principles of The Code of West—the official code of the State of Wyoming—with the goal of having each firm adopt it or a code of their choosing/creation.

*Derived from the book Cowboy Ethics, by James Owen*

- Live Each Day with Courage
- Take Pride in Your Work
- Always Finish What You Start
- Do What Has to Be Done
- Be Tough, but Fair
- When You Make a Promise, Keep It
- Ride for the Brand
- Talk Less and Say More
- Remember That Some Things Aren't for Sale
- Know Where to Draw the Line

*What's your code?*



Please accept my/our gift to the UW College of Business in the amount of:

☐ \$125   ☐ \$250   ☐ \$500   ☐ \$1,000   ☐ \$2,500   ☐ Other \$ \_\_\_\_\_

This gift is designated for:

- ☐ College of Business Excellence Fund      ☐ Department of Economics and Financing  
☐ Department of Accounting      ☐ Department of Management and Marketing  
☐ Also, please send me information on naming opportunities in the new College of Business building

I/we would like to make my/our gift to the University of Wyoming in the form of:

- ☐ Check (Please make payable to the University of Wyoming Foundation)  
☐ To give via a credit card, please go to the UW Foundation's secure site [www.uwyo.edu/giveonline](http://www.uwyo.edu/giveonline)

To give via phone, please call the University of Wyoming Foundation during normal business hours:

(307)766-6300 or (888) 831-7795. Please Be sure to indicate that you wish to have your gift directed to the College of Business.

- ☐ Yes, please send me information about planned giving (wills, trusts, etc.)  
☐ Yes, UW is named in my will.  
☐ Yes, my company matches my gifts. I have included a form from my company.



Please Return to the University of Wyoming Foundation (1200 E. Iverson, Laramie, WY 82070)