

# FOCUS

## COLLEGE OF BUSINESS

SUMMER 2016



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BUSINESS

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## COLLEGE LEADERSHIP

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Profiles can be adjusted to reflect attendance or graduation from our College of Business to stay connected

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## LETTER from the EDITOR

I received an email a few months ago from a recent graduate of our College of Business who interned for me during her senior year. The email was to inform me that she had been offered her dream job. A job that she had never imagined having until she transferred to UW. She expressed her gratitude for not only what she learned while she was here, but the ways in which she learned that went far beyond the textbooks. The opportunities she was afforded and the time invested in her from College of Business faculty and staff had truly transformed her into someone she could never have envisioned. She ended her note with a reminder to me that if we ever needed help with anything she would stay in touch.

This is an example of what our College of Business does best. We provide a personal touch to our education that I would argue cannot be matched. Many schools treat their students as nothing more than a number in the greater population. Here, our students are engaged inside and outside of the classroom. Faculty and staff take pride in the transformation our students make and recognize that our students' successes are our successes as well.

Our dedicated Academic Advisors interact with every student in the college individually. They are there for every student's milestone moments from registering for classes to the nervous changes of majors or minors, and finally watching them walk across the stage at graduation. They learn so much about our students on such a personal level, that it would be hard not to be emotionally invested in their successes.

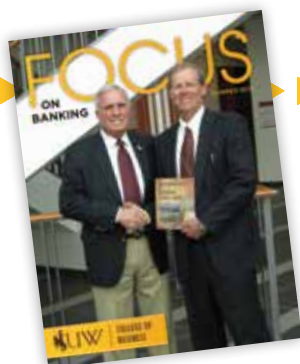
The Johnson Career Center staff are there for the creation of a student's first resume or LinkedIn profile. Years later and with many follow-up consultations, the first place students go after getting a job offer is back to the career center to celebrate the good news.

Students aren't just getting help from a select few faculty or staff members either. There is a mindset at our College of Business that is rooted in a willingness to make a difference at an individual level. I felt it when I was a student here and if it is possible I think it is even more apparent today. At this crucial time during our students' lives, we want to be right there with them along their transformation. They are a part of our family and they carry our name with them to whichever part of the world they end up. We want them to be as proud of being a part of this family as we are of them.

In this issue, we wanted to remind our College of Business family and friends of what this transformation looks like. When you pick up this magazine and think about the successful career you have, we hope that you can look back to who you were in college. What did your transformation look like? If this issue reminds you of anything, it should remind you of yourself. There is a student at our College of Business right now that is walking through your footsteps. Maybe those footsteps faltered a bit when you were here, as do most at some point in time during college. What if students here had support along the way to help them skip over the few times where footsteps faltered before? As a family we should be willing to offer help so that our students can stand on our shoulders to reach new heights. If you are interested in learning about opportunities to get more involved with our students please feel free to email me any time: [srusse18@uwyo.edu](mailto:srusse18@uwyo.edu) I hope you enjoy your read.

Respectfully,

Steve Russell



FOCUS is produced and distributed once a year as a way for the College of Business to serve the State of Wyoming as well as our alumni and friends. For additional copies, email [srusse18@uwyo.edu](mailto:srusse18@uwyo.edu) or call (307) 766-4112.

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Tim VanDreew –  
Ernst & Young



Speaker's  
Bureau



John P. Ellbogen  
\$30K Competition



Meg Weldon –  
Marketing Graduate

ACADEMIC  
YEAR  
2013-14

ACADEMIC  
YEAR  
2014-15

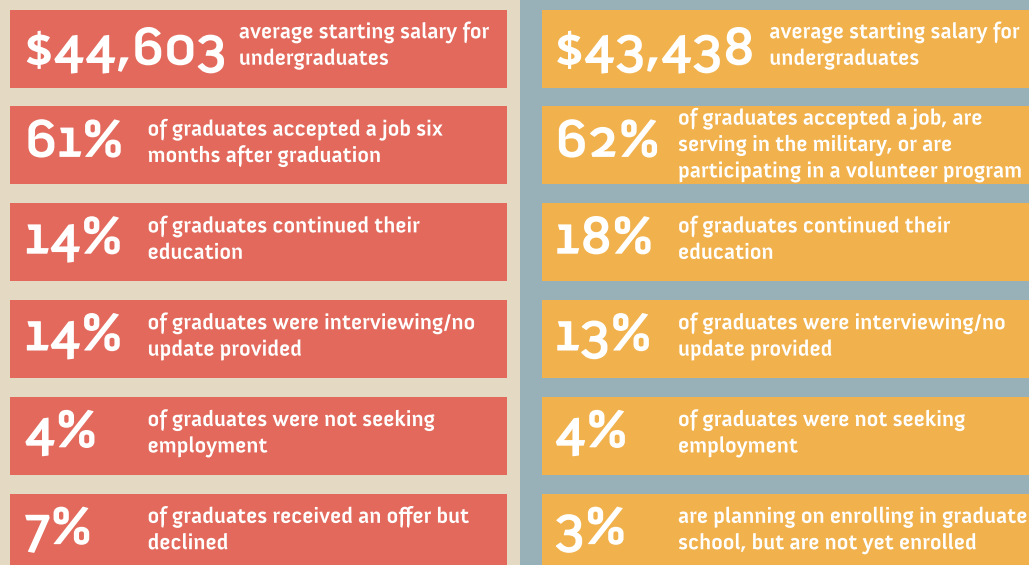


Data collected from 88% of the undergraduate class in the College of Business.

190/214 graduates reported data (89%)

212/240 graduates reported data (88%)

## Within 6 Months of Graduation





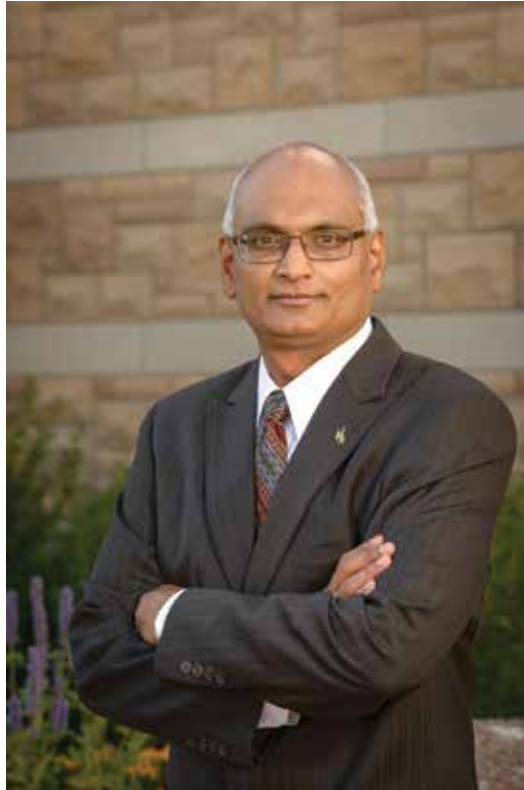


# TRANSFORMATIONAL LEARNING EXPERIENCES

This was the first year I have not taught a college course in over 20 years. I missed the interaction with our students and the opportunity to see them grow throughout an academic year. With so many moving parts to a college it can be challenging for me to focus in on the individual students, but I wanted to make time. Each month I held student office hours to understand the areas where we could improve the student experience. They could speak to me about programming they wished we had or interests of their student organizations that we could assist with and anything in between. Most of all, I got the privilege of connecting with the young people that we are here to serve.

Through the insights of our students during these meetings, I have a better understanding of what college means to them. Students enter college with big dreams that seem daunting to them at the time. They might be questioning whether they will ever land that accounting job with one of the Big 4 or what it is going to take to end up on Wall Street. It is our job to not only educate our students in the classroom, but in a way that gets them closer and closer to their dreams.

To do this, we focus our energy on creating transformational learning experiences for our students. It takes four years to provide the education necessary for a student to understand one business discipline well. College education goes beyond one discipline though. Communication skills are crucial to the success of our students in business. Recognizing and realizing career interests and opportunities is necessary for a successful start to their careers. Everything from



volunteer work to study abroad experiences allow our students to transform more completely than students at other institutions.

As a College of Business, we must facilitate these additional student learning opportunities formally and informally to truly provide a well-rounded education that will prepare our graduates to succeed. The implementation of new student-focused initiatives is priority number one for me and that is where our alumni and friends can play a large role. There are many ways to get back involved with our college that will make a serious impact on student education.

I encourage you to sign up for our Speaker's Bureau to come back to the college and work with a class. If your organization has a business problem, we would be honored if you would allow our students to put their learn-

ing to practice in working with you. Many organizations also find success while implementing internship programs that our students can participate in. At advanced levels, our MBA students complete consulting projects year round for a myriad of different companies. The idea behind this type of experiential or action learning is that it will allow our students to become much more immediate contributors to the organizations they join following graduation. This is a priority that students have shared with me and I'm listening.

Respectfully,

A handwritten signature in dark ink, appearing to read "S. P. ...".

## EXPERIENTIAL LEARNING

Teamwork, decision making and problem solving: high priority skills executives are charging their HR teams to identify in their recruiting efforts. Individuals demonstrating the ability to apply these in combination with relevant technical knowledge and excellent communication skills, have an increased probability of securing meaningful employment in today's highly competitive job market.

Our College of Business through its diverse corporate relationship portfolio actively leverages hiring insights shared by senior executives to benchmark curriculum delivery to ensure our business students bring these skills to the table. What specifically is our College doing to prepare its students? Two words: experiential learning.

Taking a proactive approach to working with its company partners, our College's faculty and staff often spend time onsite with executives and HR teams to better understand opportunities for student engagement as well as to evaluate these opportunities relative to the company's operating environment and strategic planning. This approach allows our College to identify ways to tailor its engagement to ensure high degrees of mutual value along with creating unique opportunities for student experiential learning. Our student's access to companies, their leaders, and real business issues has translated to meaningful connections between classroom curriculum, applied learning and increased student placement across broad industry segments.

Experiential learning is afforded to all College of Business students and varies from developing marketing strategies for corporate clients at the undergraduate level to analyzing and recommending hedging strategies for oil producers through the MBA program. Our College's internship pro-



gram continues to grow through the efforts of the Peter M. and Paula Green Johnson Career Center and recent opportunities to showcase faculty and student talent in Wyoming have developed through various local, regional and state economic development project initiatives.

Beyond the US, our students have been introduced to experiential learning in foreign markets through the newly created undergraduate International Marketing degree and International MBA programs. These opportunities afford our students international business curriculum immersion through a partnership with Germany's Pforzheim University in addition to project based work with Pforzheim's company partners. The MBA program will have 2 students pursuing the international business track beginning fall 2016 and will spend the second year of their MBA studies in Germany. Upon completion, these students will earn two MBA degrees: an MBA from

the University of Wyoming and an MBA in International Management from Pforzheim University.

I am often contacted by other schools seeking information about our experiential learning models and even had an article shared with me from a Front Range newspaper featuring a story submitted by a regional university describing their experiential curriculum as "first of its kind" in addition to noting "no other school" is doing this type of work. The reality is, other schools are attempting to catch-up to the University of Wyoming's College of Business. Based upon feedback from participating companies and their executives throughout the US, we have created a very unique experiential learning model that incorporates an unmatched mutual value delivery system.

It takes a collaborative effort from within and outside our College to not only provide a highly relevant business education for our students, but to ensure that we remain at the forefront of understanding the dynamic needs of our global business community. Experiential learning is a strategic priority for our College of Business and with the help of a strong executive team, faculty, college advisory board and corporate partnerships, I firmly believe our commitment to these learning initiatives will prove to be a differentiator for our students and key contributor to their success.

To sustain our experiential learning program momentum, your participation will be critical. If you and/or your company would like to learn more, please contact me. I look forward to hearing from you and Go Pokes!

Steve Farkas, Assistant Dean





**Chair: Even Brande** (B.S. 1991, business administration; MBA 1995) – CEO, Handel Information Technologies, Inc., Laramie, WY



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



**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



**Richard J. Bratton** (B.S. 1982, accounting) – Owner, RJB Consulting, Casper, WY



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



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



**Gregory C. Dyekman** (B.S. 1977, accounting; J.D. 1980) – Attorney/Partner, Dray, Dyekman, Reed & Healey, P.C.; Cheyenne, WY



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



**Joan K. Evans** (B.S. 1988, finance, M.Ed. 1998) – 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



**Amy Grenfell** (B.S. 1998, marketing; MBA 2015) – Director of Administrative Services/City Clerk, City of Evanston, Evanston, WY



**Nicholas R. Grooms** (B.S. 2003, accounting) – Director, Grooms & Harkins, Casper, WY



**Stig Hallingby** (B.S. 1977, general business management; M.S. 1982, agricultural economics) – Senior Vice President, Security First Bank, Cheyenne, WY



**Patrick J. Higgins** (B.S. 1975, accounting; MBA, 1980) – CEO, Orrison Distributing, Ltd.; Cheyenne, WY



**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) – Chief Financial Officer, Warbonnet Construction, Inc., Greeley, CO

## UNIVERSITY OF WYOMING COLLEGE OF BUSINESS ADVISORY BOARD • 2016-2017



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**Ann M. Nelson** (B.S. 1986, business management and accounting) – Cheyenne, WY



**Ty Nelson** (B.S. 1994, finance) – President, First Bank of Wyoming, Cody, WY



**Scott P. Nolan** (MBA 2008) – Business Instructor and Department Chair, Casper College, Casper, WY



**Michael J. O'Connor** (B.S. 1984, biological sciences secondary education) – COO, US Medical Management, Troy, MI



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**Todd A. Peterson** (B.S. 1978, international ag) – Regional President, Pinnacle Bank, Torrington, WY



**Richard P. Reimann** (B.S. 1982, accounting) – Partner, Lenhart, Mason & Associates, LLC; Casper, WY



**James H. Rinehart** (B.S. 1986, business management) – Real Estate Broker, Western United Realty, LLC ([www.ranchbrokers.com](http://www.ranchbrokers.com)), Laramie, WY



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



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



**Christopher M. Tice** (B.S. 1993, finance; MBA, 1984) – CEO, Pharmacy Solutions and CEO, PharmaC, LLC; Jackson, WY



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



**Diemer True** – Diamond Companies; Casper, WY



**Jim Wilms** – Consultant, University of Wyoming Manufacturing-Works, Cheyenne, WY



## AN OPPORTUNITY TO IMPROVE

It is a great honor for me to serve as the New Chair of the College of Business Advisory Board (COBAB). In the company of almost 40 highly successful individuals who serve on this board, I keep asking myself: “Why me?”. I want to thank Pam Ruehle who has served as Chair for these past two years. Pam, you set the bar high. I am also thankful that other past chairs including Dennis Carruth, Peter Johnson, and Jim Wilms, are still very much involved and that they let me lean on them for support. Last but not least, I am very appreciative and humbled having Frank Mendicino coming in as our new vice-chair. On what board at UW has Frank not served? This past fall UW publicly recognized his dedication to the university by justly honoring him with the UW Medallion Service Award.

I can go on and on about all the talented individuals who serve or have served on the COBAB. These are alumni, business executives, community leaders—all people who are passionate about UW and our College of Business. They travel from near and far to

serve the COBAB during our three annual meetings (spring, summer, and fall). The COBAB, as the name implies, serves as an advisory to our College of Business and our College of Business Dean. Over the years, many accomplishments of our College began as ideas and discussions at a COBAB meeting. Most recently we can point to the Energy MBA and the Marketing Initiative (including the hiring of Steve Russell) as initiatives that started at COBAB. Several COBAB members have also had significant impact on the College on their own. The Peter and Paul Johnson Career Center and the Mendicino Chair in Sales are two fine examples.

In the past year, both the University of Wyoming and our College of Business have been in a period of leadership change. Add to this the current financial difficulties facing Wyoming and UW, and it is easy to conclude that times are difficult for both the University and our College of Business. I believe leadership change and financial cycles are inevitable, but we should see the current challenges as opportunities for change and ultimately an opportunity for improvement. In my personal business every time we have faced financial difficulties, it has forced us to make difficult decisions, but which ultimately have always made us stronger in the end. I believe the new leadership at UW will see the current financial challenge as an opportunity to create a leaner and better-run operation. Ultimately, this will benefit all the stakeholders: students, faculty, staff, the community and Wyoming at large.

COBAB just finished our annual summer retreat. In the interest of our current financial situation we chose to meet in Laramie as opposed to a more luxurious resort community we have enjoyed in previous years. During the retreat we discussed several new initiatives that all support Dean Putrevu’s



*Even Brande*

key priorities: Student Success, Research, and Community Engagement. COBAB’s next meeting takes place in our College of Business in early October.

I strongly believe our UW College of Business offers one of the best return on investments for a college business degree anywhere in the U.S. I am very excited to be chosen to lead the COBAB for these next two years. It is an exciting time to be part of UW and the College of Business as our new leadership settles into place and we work our way through the current financial situation. I am convinced that in 5-10 years from now, we will look back and all agree that the changes we make today will have enabled us to get to a better place than we were today.

Sincerely,

Even Brande  
CEO, Handel IT



**I strongly believe  
our UW College of  
Business offers one  
of the best return  
on investments for  
a college business  
degree anywhere in  
the U.S.**



## TIM VANDREEW – ERNST & YOUNG

Tim VanDreew, from Evanston, Wyoming, just completed his undergraduate degree in accounting with a minor in finance. He is currently enrolled in our Accounting Master's degree program, with the plan to graduate in May 2017. At that point, Tim will begin working for Ernst & Young in Denver, Colorado as a staff auditor. He will be a part of their financial audit engagements in the Denver area handling both private and public sector financial audits.

Long term, Tim considers the possibility that he could have a very successful long career with Ernst & Young. He plans to complete the CPA exam before he even begins with their firm in 2017, as his desired focus is in public accounting. He recognizes that not everyone has the opportunity to work for one of the Big 4 accounting firms and he intends to immerse himself in everything that he can to hopefully be able to explore additional opportunities within the firm.

As Tim thinks back to the internship that he earned with Ernst & Young, he recalls how excited he was to receive the offer and how appreciative he was of all the help that the Johnson Career Center staff provided him with at our College of Business. He took advantage of interview preparation services numerous times, including a realistic mock



*Tim VanDreew*

interview, which he feels made him much more confident going in to his interview. Tim proclaims that, “The Johnson Career Center was essential in helping me meet my career goals”.

Along with the career center, Tim has numerous people to thank for his continued success. His two favorite teachers are Department Chair, Penne Ainsworth and Rob Glasscock. He credits his strong accounting foundation to them and their ability to teach him on a level that was engaging and fun. Even before any of Tim's collegiate success, he recalls sitting in Accounting 1 his first semester with Michele Beracha. He admits that this class was extremely impactful because it helped him find his interest and talent in accounting.

While Tim wraps up his last year within our College of Business he continues to enjoy his time at UW. Not every student is excited to come to class each day, but between his peers, the quality of the instructors here, and the teaching environment he has truly enjoyed the experiences he has had. When Tim transferred to the University of Wyoming he could have never imagined being a part of everything that he has been here. The only thing that Tim knew when he decided to join our College of Business was that he believed we were a place where he could succeed and reach his full potential. “I can honestly say that making the decision to attend the University of Wyoming was the best decision I have made in my life” he says with a big smile on his face.



**“I can honestly say that making the decision to attend the University of Wyoming was the best decision I have made in my life”.**



# GEOFF VICKREY – ERNST & YOUNG

Geoff Vickrey is a current partner at Ernst & Young and acting Americas IT Advisory Leader. He is responsible for the EY IT Advisory practice, including IT transformation, strategy, analytics, and enterprise applications. Twenty-six years ago, Geoff could have never imagined such a successful career as he was getting ready to graduate from the then UW College of Commerce & Industry.

After graduation, Geoff saw value in furthering his education with us and chose to earn his Master's degree in finance, which lead to him joining Andersen Consulting where he started his career. He has been in consulting ever since, ranging from owning his own firm focused on providing systems integration consulting services to becoming a partner at Price Waterhouse Cooper, and even leading the Asia-Pacific and global practices for IBM out of Tokyo, Japan. When he joined Ernst & Young a little over five years ago, he not only held some of the most elite experiences in business, but he had also racked up a few airline miles to say the least.

Whether he was traveling internationally or being promoted into a new area within an organization, Geoff recognizes the challenges in always having to travel and dealing with the constant change. Rather than shy away from new opportunities due to the added travel or relocation, Geoff committed to embracing the opportunities presented to him. The only constant during a career is change.

His wife of sixteen years, Kimberly, and his two children Colin and Elizabeth live in Westlake, Texas. Travel is of course difficult with family and relocation in particular; however, Geoff knew that the opportunities provided gave him the ability support his family and continually be engaged and enthusiastic about the work that he was doing.



**His advice to our students is to embrace change. He even suggests that students seek out opportunities in college outside of their comfort zones to practice handling change and creating successful opportunities for themselves.**



He even cites a time when his children were two and a half years old and nine months old when he was relocated to Tokyo from Atlanta as an extremely challenging time. At that point in time he was already prepared for change and comfortable with it and because of that his family was able to have a tremendous experience and his career progressed even farther forward.

His advice to our students is to embrace change. He even suggests that students seek out opportunities in college outside of their comfort zones to practice handling change and creating successful opportunities for themselves. When Geoff was at the University of Wyoming he took a class with our Scarlett Chair in Business Administration, Larry Weatherford, who taught a quantitative analytics course at the time. Geoff recalls this class being a bit out of his comfort zone, but gave him the perfect opportunity to learn more about how his math skills could be used in a variety of business contexts. He enjoyed the fact that Dr. Weatherford took academic concepts and applied them. It challenged Geoff to become confident in the knowledge that he had, which he attributes to his success to this day.

In addition to change, Geoff recognizes that out of all the places he has worked, Ernst & Young allows its employees a lot of oppor-



*Geoff Vickrey*

tunities and abilities to do different things due to how diverse their client base is. He is hopeful that EY can recruit as many UW students as possible as he knows that the experiences gained while working there will translate anywhere in addition to providing a steady ladder to climb into many different and exciting areas of business. Finding an organization to work for that exposes its employees to many different facets of business allows the employees to understand more about business and more about how they can affect change in the best way within an organization.



# UNION PACIFIC LEADERSHIP SUMMIT

On April 14<sup>th</sup>, three UW College of Business students found themselves in downtown Omaha, Nebraska at the beautiful Union Pacific facility. Victoria Dahlstrom – a sophomore finance student, Emily Calzolari – a freshman accounting student, and Michael Curtis – a senior accounting student. They were joined by 25 other students, representing 12 different universities for the first Annual Union Pacific Leadership Summit.

Our Johnson Career Center staff has built up a very strong relationship with Union Pacific and values the way that students are recruited and trained there. When this event was created, the career center immediately sent out notes to all students encouraging them to apply for this great experience. The great response of applications really proved that students were interested in this chance to meet with UP.

“I felt really honored to be there because I’m a freshman. I appreciate the fact that they are willing to start their recruiting process at a younger age. This experience has given me a lot more realistic expectations for what I need to do during college to make sure that I’m a candidate they want to offer a position to by graduation” – Emily

When they arrived they were greeted by five or six employees who were all alumni of our College of Business. Clearly our students could see that students from UW were successful with UP. Not only did our students feel more comfortable after this introduction, but they all felt very confident in their skill sets considering they were coming from the same programs that many of these UP employees had gone through as well.



*Emily Calzolari, Victoria Dahlstrom, Michael Curtis*



**“It sounded like a cool opportunity. I’ve heard a lot about Union Pacific around the College of Business and I knew that a bunch of our alumni had been placed there.” – Victoria**



“I didn’t realize how much UP recruits from UW. My advisor even gave me a list of alumni I should try to say hi to while I was there” – Emily

Students enjoyed networking, but were pleasantly surprised that their days were spent with very “hands-on” learning opportunities that also encompassed detailed information about UP. Students were intrigued to learn about all of the different industries that were represented through the work that UP does and were amazed at the number of employees they got to interact with.

“I wasn’t very familiar with UP when I came to UW, but after having a guest speaker from UP come to our business fraternity meeting it got me interested. I was able to connect with her in Omaha and she suggested a lot of great things I could do to intern with UP during college during the summer” - Emily

Auditors and analysts from UP walked through various processes and answered questions for our students during both days. Students left with a much greater understanding of what it takes to not only work for UP, but to be successful in the career paths they have chosen. The CEO, Lance Fritz, even visited with students to ensure the experience they were having was as beneficial as it could be.

“It was really incredible to see what the UP headquarters looked like. It gave me a great feel for what a career opportunity in my field of interest would actually look like. I knew that UP was a large organization, but I was truly blown away by their facilities” - Michael

# SPEAKER'S BUREAU

Our College places significant emphasis on experiential learning opportunities for our students. The opportunities take a variety of different forms – visiting a company site, mock interviews, a visiting class speaker, working with a company on solving a business problem, etc. The opportunity to put what they have learned to the test with realistic business problems allows our students to have confidence in their education and abilities. Although we take tremendous pride in ensuring our students develop a strong fundamental business education in their respective disciplines, we recognize the value that experiences and interaction with business members in our communities have on our students.

In order to provide these opportunities within every class our students take, it is important that we are able to connect with all of our alumni and friends who are willing to share their experiences and expertise. Students that interact with the business community throughout their academic careers will be much more immediate contributors to the organizations that they join following graduation.

To join our College of Business Speaker's Bureau please visit the [www.uwyo.edu/business](http://www.uwyo.edu/business) website and locate the alumni tab to find the application. Speakers are able to specify their location, the regularity of how often they would like to be contacted, the different subject matter they are willing to cover, and their potential interest in student mentorship as well. Please consider signing up today to continue to make your alma mater a better place for students to receive their business education.



**"I find College of Business students to be highly engaged with outside speakers. Students participate in the discussions, ask thoughtful questions and even stay afterwards to seek additional conversation. I would come back and speak at the College of Business any time!" – Tori Campbell – President, Mizzen Energy**

**"I love coming back to Wyoming to speak! I enjoy coming back to an institution that taught me so much about working hard, being passionate about what you do and giving back. Meeting the students here is exciting and helping them with career goals and objectives is something I truly enjoy." – Kevin Rochlitz, SVP Business Development, Baltimore Ravens**



# KIRBY LAWRENCE – U.S. CENSUS BUREAU

“I have had so much support from the Economics faculty to blend my economics and statistics training together. They pushed me to dream big and to seek answers and opportunities which lead to me applying to jobs that I thought were too big of a reach.”

Kirby Lawrence, a dual economics and statistics major with a minor in the honors program, graduated in May with more experience on her resume than almost any other student. Born and raised in Wheatland, Wyoming she made it a point to explore opportunities that would stretch her comfort zone. Her first attempt at this was a big jump when she graduated from high school and became a Rotary Student Ambassador in Quito, Ecuador for almost a year. After such a big leap, she realized that although she wanted new experiences, they didn't have to be as far from home as she thought. She could find them right here at the University of Wyoming, and she did.

Kirby wasted no time at all seeking out the top-notch resources that our College of Business provides and found herself inside of the Peter M. & Paula Green Johnson Career Center visiting with Jennie Hedrick. Jennie and Kirby spent time preparing for an interview Kirby had with Senator Barasso, whose internship opportunity she accepted. Following that summer internship, she began to explore what she could do the upcoming summer – a great time for her to intern with T. Rowe Price as a risk analysis intern.

With two successful internships under her belt, Kirby did not get complacent. During the school year she earned the honor of being an Anadarko Fellow for Excellence in Energy, completing research with College of Business faculty members regarding oil and well facility violators at an extremely high level for an undergraduate student. This experience lead to her third summer intern-



*Kirby Lawrence*

ship with The Heritage Foundation's Center of Data Analysis which lead up to her senior year. Kirby spent the Fall semester of her senior year in Disney World with their internship program and when she came back she needed to figure out where she would be working following graduation after all of her experiences.

Kirby Lawrence accepted a job as the mathematical statistician in the Economic Statistical Methods Division of the US Census Bureau. She will be working on improving the samples for the Census of Governments evaluation, conducting research which looks at local governments' finance and employment levels, and may even work with the Criminal Justice Branch on their surveys. This opportunity is something that she truly

felt was out of her reach, but with the preparation she received from the Johnson Career Center, the support from the Economics faculty, and all of her hard work, she now has an extremely coveted position where she feels confident that she can succeed.

With so many successes already, we expect that Kirby will only continue to make us proud. She knows that the federal government has many opportunities to move up and eventually she hopes to focus on the analytical and research side of policy by being able to present the most accurate data to policy makers. She recognizes that she will need to seek out and be willing to accept new opportunities within the Census Bureau in order to get there, but she feels that she will be intellectually stimulated all along the way.



# ALBERT FORKNER – WYOMING DIVISION OF BANKING

Albert Forkner is the Commissioner for the Wyoming Division of Banking, an extremely important position within our state. He is also a 1995 graduate of our College of Business, making us very proud to call him a College of Business alum. Albert earned his bachelor's degree in economics with a minor in finance while he was in Laramie and was an active student within our business fraternity.

Since his graduation, Albert has been involved with a number of state and federal agencies. Right out of college he worked with the State of Wyoming on banking regulations and was an assistant bank examiner for the state. He then moved to the federal level working for the FDIC before he realized that he was involved in the regulation of banks despite never having worked in one.

In 2000, Albert began working as a commercial lender in the agriculture industry. He saw what it took to be a banker and suggests to this day that it is much harder to be a banker than to be a regulator. This experience also allowed him to see just how many lives are touched by community banks. The new perspective on the industry provided Albert with a better concept of what should be more well-rounded regulation which



*Albert Forkner*

would not hinder banks from supporting the people they take care of. Empathy became a very powerful attribute, which he credits much of his success towards.

After his stint in commercial banking, Albert came back to the Wyoming Division of Banking and acted as the Chief Bank Examiner and the Assistant Banking Commissioner prior to his current role. When he discusses the roles he has had and the direction his career has gone, there are many valuable insights that young College of Business students could benefit from understanding.

The first thing that Albert wants to instill in our students is the idea that having a degree does not mean everything. He knows how valuable it is to get a great education and is extremely thankful for the education he received at UW; however, education is meant to be tested out through business experiences. Many young employees that Albert has experienced tend to assume that a bachelor's degree is enough education and he wants to make sure that everyone understands how valuable it is to continue learning on the job at all times.

Not only is learning on the job an important piece to a successful career, but Albert reminds students that he used to lack patience in the development of his career. Experience on the job is not gained immediately and happens over many years so unfortunately, it will take time before a graduate ends up in the position they desire. He cautions students to understand that having patience towards the development of their career does not mean that they shouldn't have ambition. It is crucial to set goals of where an employee wants to be in so many years, they just need to be realistic.

While beginning a career, Albert suggests that our graduates should take initiative to show that they can think for themselves. He understands that people make mistakes, but if one of his employees makes a mistake he expects them to own it, learn from it, and move on. A young employee should never be afraid to ask why or to come up with suggestions to solve problems that others are only complaining about.

To those who are interested in regulation or working for federal or state agencies, Albert was very clear that it is a different atmosphere than other corporate opportunities. Government agencies are the ones creating the red tape, which means that the job requires a lot of patience and strong communication skills during difficult situations. A good balance of empathy and tactfulness can be essential to the job when combined with excellent writing skills to ensure that all types of communication required are very high level. He was pleasantly surprised when our College of Business implemented a Business Communications Office just for those reasons and is excited about the quality of communication skills our students are receiving.



**Many young employees that Albert has worked with tend to assume that a bachelor's degree is enough education and he wants to make sure that everyone understands how valuable it is to continue learning on the job at all times.**



# JOHN P. ELLBOGEN \$30K COMPETITION

In 2001, an entrepreneurship competition was established at the University of Wyoming that was known as the \$10K competition. In 2011, additional funds were provided to re-establish and enhance the now John P. Ellbogen \$30K Entrepreneurship Competition. The competition is designed to encourage students in the UW community and community college network to act on their talents, ideas, and energy to produce tomorrow's leading businesses. Students from all colleges at UW at the undergraduate and graduate levels are welcome to enter the competition as individuals or in teams. Multi-disciplinary teams that combine members from across colleges are encouraged to bring together the variety of skill sets that are required of most business ventures.

Each year hundreds of projects are completed at UW by students and many of these projects result in creative and innovative ideas. Many of these ideas could be taken to the next level as a marketable product or service and it is the aim of this competition and our College of Business to provide resources to these willing and motivated students to explore and be passionate about their ideas. Resources include everything from cash prizes to the top 3 teams to mentorship from seasoned entrepreneurial professionals to an in depth entrepreneurial education along the way.

Competitors are invited to take part in entrepreneurship sessions where they will be educated on marketing, legal, accounting and financial documents, and core areas which every business owner will need to succeed. These sessions combined with the opportunity to work one-on-one with a mentor for 6 months during the competition is an experience that students will not soon forget.



*\$30K competition judges and finalists*

The previous year there were 47 student teams who applied for the competition, the largest number of teams in the history of the competition. The teams were not only composed of undergraduate and graduate students, but they also represented almost every college at UW ranging from American Studies to Geology to Computer Science.

The competition was fortunate to utilize 5 preliminary judges: Mike Martin – SVP/CAO of Warren Federal Credit Union, John Pope – CEO of WellDog, Rick Reimann – Managing Partner of Lenhart, Mason & Associates LLC, John Temte – Co-founder of Temte Venture Partners, & Luke Schneider – CEO of Medicine Bow Technologies. Each preliminary judges brought a unique outlook representing entrepreneurship in the state. Their difficult task was to narrow down the pool of teams to 7 finalists.

After the preliminary rounds of the competition, 7 finalist teams spent the day on April 8<sup>th</sup>, 2016 inside our College of Business Jonah Bank Atrium waiting their turn to present their business plans to an incredible panel of 8 judges: Tori Campbell – President & Co-Founder of Mizzen Energy, Kim DeVore – CFO of Jonah Bank, Jacques Dubois – Former Chairman & CEO of Swiss Re America Holding Corporation, Sandy Hessler – Founder of Vibrancy Consulting,

Bob Jensen – Principal at RJBC LLC, Pat Rile – SVP/Investment Officer of Wells Fargo Advisors, Stephanie Teubner – CEO of Warren Federal Credit Union, and Chris Tice – CEO of Pharmacy Solutions, Inc & PharmaC, LLC.

## JOHN P. ELLBOGEN \$30K ENTREPRENEURSHIP COMPETITION WINNERS

The panel of finalist judges took over an hour and included some heated debate as to who the top 3 winners of the competition would be. When they emerged for the award presentations the breakdown was:

**1<sup>st</sup> Place: Trevor Trouchon – Sophomore Computer Science/Engineering student from Gillette, Wyoming.**

*Company Name: SanMon*

Trevor's business proposal showcased an automated system designed to provide the data and tools necessary for sanitary companies to maintain the cleanliness of portable toilets (porta-potties). His company, San-

Mon, is developing units to discretely monitor portable toilets through small sensors. These units would provide information that could determine when the portable toilet requires maintenance and what the optimal schedule is for cleanings.

His ability to recognize a current business inefficiency problem and to articulate a solution set him above the other competitors. In addition to that articulation of a solution, his design skills allowed him to produce a prototype of the system which highlighted his commitment towards this business and the feasibility of implementation. He was awarded first place and a cash prize of \$15,000 to start his business. Half of the money was awarded immediately and the remaining balance provided after he submits a satisfactory progress report.

Trevor's business concept was evaluated against a number of different criteria: clear overview of the business, uniqueness and economic feasibility, current stage of development, market research, proposed use of financial resources, marketing strategy, and growth related to job creation and revenue projections. All teams were scored on both their final business plans and their oral presentations.

## 2<sup>nd</sup> Place: Vinay Ramakishnaiah & Ye Feng

*Company Name: Paradox*

Paradox is an advance high performance computing (HPC) solution company, which targets most commercial organizations, profit/non-profit, and anyone seeking a simple yet effective way to get personalized computing solutions. Paradox provides a generalized solution to simplify the development of parallel applications which is source code language and platform independent as well as hardware robust.



*Trevor Troughon*

## 3<sup>rd</sup> Place: Kyle Kuhn

*Company Name: Cowboy Performance and Manufacturing*

Cowboy Performance is a multifaceted business that focuses on three main functions: engineering and design consultation, advanced manufacturing, and the innovative design and production of performance aftermarket snowmobile components.

**Trevor's ability to recognize a current business inefficiency problem and to articulate a solution set him above the other competitors.**



# EVAN GIUSTO – PAAMCO

Evan Giusto is a senior level finance student with minors in economics, banking & financial services, and the honors program. Originally from Lakewood, Colorado, Evan found himself at the University of Wyoming because of the financial aid opportunities he earned. After four years here in our College of Business he could not imagine a better fit for himself. He was driven here by the hard-working mindset of both the faculty/staff and students. “Everything we accomplish here is earned, not given.”

One of the greatest impacts Evan has seen during his time with us is the enormous contribution by every faculty member to provide our students with any and every resources they might need. Faculty have spent time with Evan helping him with academic and career advice along every step of the way. Evan smiles when he talks about former Adjunct Professor Patrick Fleming being the first person to really get him excited for finance. He appreciated the portfolio management class taught by Philip Treick where he felt that his education was put into practical application. Although Kent Drummond is a marketing professor, Evan cites Kent as being a strong mentor throughout his collegiate career.

In addition to the faculty, Evan has taken advantage of our Johnson Career Center within the college to build a resume, network, and job search with a lot of guidance and assistance along the way. Working with the JCC and Patrick Fleming allowed Evan to complete a summer internship this year in Irvine, California with Pacific Alternative Asset Management Company (PAAMCO) as an analyst. This large hedge fund exposes Evan to a number of different areas within investing including long-



short equity, distressed debt, and a number of other topics that will make him very well-rounded.

Early on in his collegiate career, Evan had an interest in financial planning and advising as a long-term career goal. This interest has remained, though additional opportunities have sparked new interest in investment and portfolio management. His summer internship will obviously weigh heavily on whether or not he might end up becoming an analyst for an investment firm or remaining closer to the planning and advising side of finance. As he narrows down the field within finance that he is interested in pursuing the most, he remains confident that he is still “ahead of the pack” due to all of the extracurricular activities he has and continues to participate in.

In particular, Evan credits being a part of our business fraternity – Alpha Kappa Psi, with developing his strong communication and interpersonal skills. Along with the business fraternity, he is also a very active member of his social fraternity – Sigma Phi Epsilon, where he has held positions as the President, Vice President, and Scholarship Chairman. These organizations have al-

lowed Evan to put his education into practice whether it be planning the budget for his social fraternity or completing business competitions for Alpha Kappa Psi. While applying to attend a prestigious national conference for his fraternity, Evan was able to stand out as one of only 160 men selected. When he arrived and interacted with members from other colleges across the nation he felt that his educational background in many circumstances was stronger than other students which made him very proud to attend our College of Business.

Through his active participation within our College of Business, Evan has truly stood out as a professional. Evan has been a College of Business Ambassador for the last year and has been tapped to assist a number of different college departments with events and projects, ensuring that as Evan graduates, he has truly made a lasting impact on our college. Earning a great internship opportunity through the recommendation of a faculty member is a perfect example of the ways in which active, engaged students are rewarded here and we could not be prouder of what he has already accomplished early on in his career.

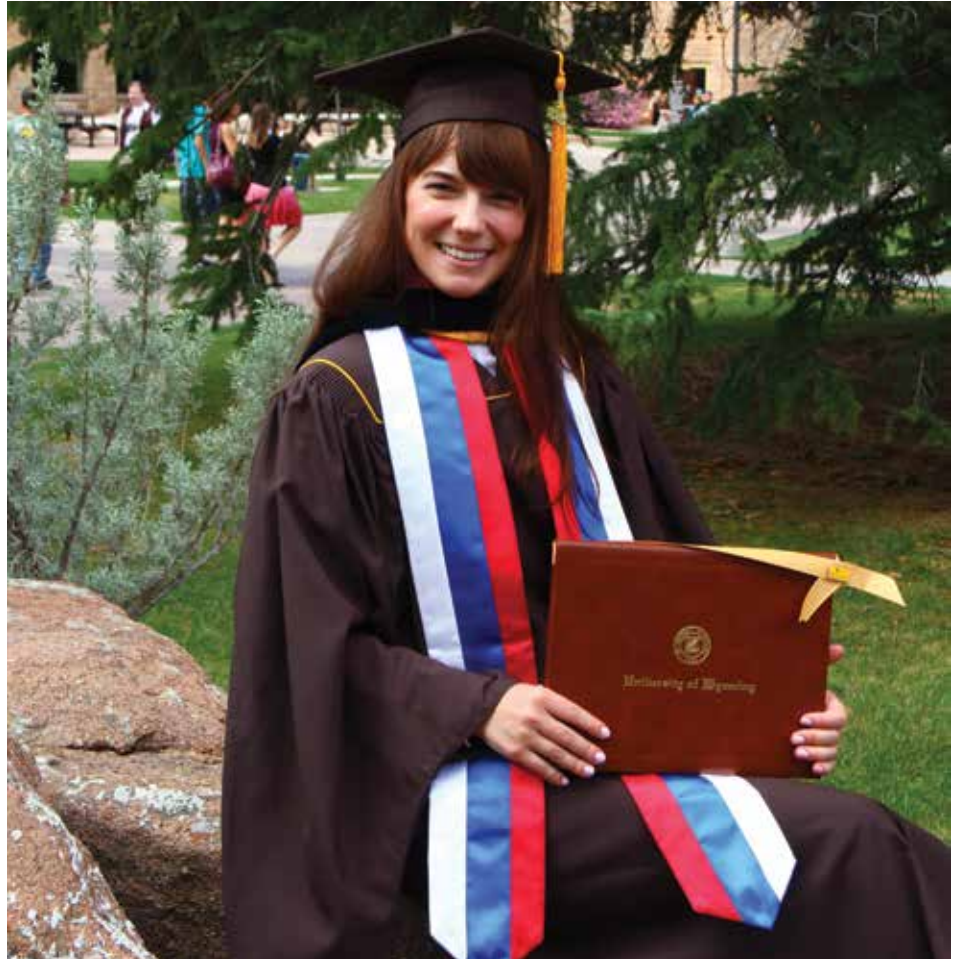
# ALEXANDRA SHUMAN – GOLDMAN SACHS

Alexandra Shuman is a 2012 graduate from our Master's degree program in finance and is currently a client operations associate for Goldman Sachs in New York City. Alexandra is originally from Russia and completed her undergraduate education in international finance from St. Petersburg State University of Economics and Finance.

During the fourth year of her undergraduate education she got a chance to spend a semester at the University of Wyoming in our College of Business. After such an enjoyable learning experience, she looked to return to Laramie in the following years to further her education. When she arrived back in Laramie to complete her graduate degree she was confident in the level of education she would receive here based on her previous experience and already felt comfortable working with a number of the professors in our finance program.

In addition to being a graduate assistant within our college during that time, Alexandra also completed an internship with Trihydro Corporation in Laramie providing support directly to their Chief Financial Officer as well as performing various financial and accounting tasks within the company's corporate finance unit. Alexandra looks back on this opportunity and is very appreciative of the knowledge that she gained, in addition to the experience she received in working for a corporation's financial unit. Between her education in our college and this experience, she understood the direction she wanted her career to go much more clearly.

Within our College of Business, Alexandra had three very influential faculty and staff members that supported her particular career goals.. Dr. Sherrill Shaffer provided a well-rounded banking education which she still looks back on to this day. Dr. Shaffer's immense amount of practical knowledge and involvement with the banking community is something that always impressed



*Alexandra Shuman*

Alexandra. Dr. Fred Sterbenz played a large role in educating her, particularly with regard to derivatives, subject matter that ultimately has played a big factor in her job opportunities at Goldman Sachs. Lastly, current Assistant Dean of our College of Business, Steve Farkas, who at the time directed our career center, played an integral role in Alexandra's job search prior to graduation. It was, in part, through connections that Steve provided and assistance with career readiness that she accepted her first job with Goldman Sachs as an Operations analyst in Salt Lake City, Utah.

One thing that Alexandra advises to UW students is to be open-minded and not

afraid to try several internships before setting your mind on the career path that you would like to pursue. 'Since finishing my undergraduate degree, I had a few internships as well-as full-time jobs that defined my interests in the financial industry. Additionally, these experiences help me tremendously to improve various skills (i.e., communication and public speaking skills) that ultimately gave me a great base and differentiated me from my peers. On the other hand, it is still very important to network – use every opportunity to connect with people at career fairs, during your internships, with your peers. Ultimately, networking will pay you back!'



# CLASSROOM TO CORPORATE INITIATIVE

Our College of Business seeks to ensure that our students possess the professional skills and personal attributes necessary for a successful career in their chosen field. We expect that our graduates will be immediate contributors to the organizations they accept positions with. With these high expectations, the Peter M. & Paula Green Johnson Career Center has implemented career readiness components into the business curriculum for all required College of Business courses. This Classroom to Corporate Initiative is not only a strong tool to guarantee student placement success, but faculty have recognized the powerful connections that can be made between career education and classroom education.

“Students are more engaged with the curriculum when they have an end goal in mind. If a student knows the career they want, they can focus class projects and outside studies on furthering themselves towards that goal”  
– Jaron Harvey, Assistant Professor.

“Career education is necessary to grow students’ job search self-efficacy so that our graduates have the knowledge to overcome obstacles they are bound to face while seeking meaningful employment. This is why career education must go hand-in-hand with the technical business education our students receive” – Steve Farkas, Assistant Dean.

Rather than students hesitating to take advantage of our Peter M. & Paula Green Johnson Career Center until their junior or senior year, this initiative encourages younger students to get involved. First year students will have the opportunity to learn more about their majors and the job potential following their degree. This will ensure that students understand how their degree translates into the business world and it begins to provide them with a context for how



the skills they are being taught will be put to use. In addition to the recognition of that degree translation, first and second year students will have exercises which encourage them to prepare for internship searching at a younger age. These students who already have well-polished resumes and LinkedIn profiles will be able to immediately take advantage of internship and volunteer opportunities that open up.

As students evolve throughout their collegiate careers they will not only be prepared for specific career opportunities, but they will no longer be reactive students in the job market. We will have been able to educate them to be proactive through honed job searching skills and a strong understanding of what they want to do. Proactive students who recognize which career path they are interested in at a young age are more likely to earn internships. Internship experience is

a key indicator to recruiters that a student will become an immediate contributor to their organization. A well-prepared College of Business student will not only find themselves internship opportunities, and job interviews, but they will have tangible experiences to showcase their knowledge, skills, and abilities upon graduation.

The Classroom to Corporate Initiative will be implemented completely for the first time in the Fall of 2016 and student progress will be tracked in order to evaluate the success of the program. As student engagement in career-related activities increases, our college will do what it takes to create new opportunities for students to prepare themselves for the business world.



# UW2CAREER

You don't have to be in Laramie to recruit UW students!

- It's free
- Post internship and job openings
- Track applicants, arrange video conference or in person interviews
- Register for career events and request event space on campus



UW 2 Career

## ANNE BURBACK – C.H. ROBINSON

Annie Burback is a graduating senior from Casper, Wyoming majoring in Supply Chain Management with a minor in Decision Science. Annie accepted a job following graduation as a Carrier Representative for C.H. Robinson, a third party logistics provider. There she will be working to develop relationships with different carriers, and working to develop capacity solutions to effectively support their customers. She will also have opportunities to negotiate carrier rates, study market trends, and even utilize carrier analytics to allow the company to make more informed decisions.

Before Annie leaves the College of Business as a proud and successful alumni, we wanted to look back on what she did to find success. As one of the most involved and engaged students in the College of Business, she has set a tremendous example for future students. Annie was a College of Business Ambassador, took advantage of countless opportunities to participate in case competitions around the country, and almost every professor she had can talk to her level of professionalism. She has been an executive member of our business fraternity Alpha Kappa Psi, started her own supply chain management student organization, and our Johnson Career Center staff can attest to the number of career related events she was involved in including the ca-



reer fair where she secured her job opportunity with C.H. Robinson.

Annie was involved in many experiential learning opportunities throughout her time within the College of Business. She was able to work with classmates on an international logistics case team. She modeled warehouse and SKU consolidation options for a Canadian company called Build Direct. Her efforts with our local Iverson Memorial Hospital even allowed future implementation of a surgical pack program that could reduce up to 35% of handling costs for the organization. These learning opportunities put her skills to the test inside and outside of the classroom, providing her with tangible project outcomes she could talk about during her internship and job interviews.

In order to enhance her career experience, Annie leveraged her connections to acquire an internship in Sicily over the summer be-

tween her junior and senior years. As part of a study abroad program, she was able to analyze logistics and production capacity for a company called Fortunado that was interested in expansion into five different countries. During this time she was not only able to hone her negotiation skills developing internal contracts with the company, but she was able to gain invaluable international business experience.

Even though Annie begins her career path on a very strong note, she is not satisfied. She has very high expectations for herself including plans to acquire her Master's degree in Supply Chain Management in the next three to five years. She aims to use her knowledge, experience, and work ethic to make the College of Business even more proud of her than we already are. We soon expect to see Annie responsible for the global purchasing for a Fortune 500 company.



**Annie was involved in many experiential learning opportunities throughout her time within the College of Business.**

**Professor of Decision Science, Barry Brewer**



# DAN KELLER – EXPERIS

Dan Keller is a 1993 graduate of our College of Business with a Bachelor's degree in business administration. Something that made his father, a 1967 UW graduate, very proud. The business administration degree at the undergraduate level has been broken into more particular management degree concentrations as of 2014 though, one being in supply chain management. Dan was very excited to hear that our college has a focus on this new concentration and he believes that our students earning this concentration will find a lot of success seeking jobs upon graduation.

Dan is currently the Global Director of Supply Chain and Procurement consultant in Denver, Colorado for an organization called Experis, one of the world leaders in workforce solutions. In addition to this role and others directing supply chain and purchasing on a global level, Dan has also held positions involving the creation of production process efficiencies to generate significant cost savings. When looking back on where he started his career, Dan recognizes that he has come a long way through the implementation of a few simple concepts that he learned in our college.

One of the most important concepts Dan wants UW students to remember is that they should always be reading something and always continue their education in some way, shape, or form. Dan cannot count the number of times he has gone back to re-read textbooks he kept from college whether they are general managerial texts all the way to cost accounting and everything in between. He truly believes that the only way to excel in a career is by continuing to learn. This can come in the form of professional certifications, on-the-job training, or going back to school for graduate degree programs.

The second concept that he feels all students should focus on is simply doing the work and getting involved. Putting in the



**One of the most important concepts Dan wants UW students to remember is that they should always be reading something and always continue their education in some way, shape, or form.**



work will get a young employee noticed, and asking questions or challenging the status quo can have significant upward impact on a young career. When an employee gets noticed and challenges the way things are being handled they will inherently get thrown to the wolves to take on a new role or project. It is at this time that Dan hopes our students will say yes, do the work, and recognize the third important concept he has followed – utilize the resources available and do not be afraid to ask for help. Dan laughs when he reminds our students that they would be surprised at how effective it is to just pick up the phone and make a call.

Dan's career has developed from his willingness to learn new things and take on new challenges. Sometimes that means that there is a steeper learning curve, but new challenges mean new opportunities to succeed and new chances to add value to the organization he is with. Whether he is taking on a new purchasing role, handling the financials for a company, or just covering for shipping managers during leaves of absence, Dan is always willing to ask questions, learn new things, and get involved.

The education that Dan received within our college created a strong foundation for how to learn about and how to think about business that he trusts to this day. He thinks back to his business strategy class and cost accounting class on a daily basis and admits that everything he deals with in terms of shipping and logistics was taught to him right here in our classrooms. The foundation of knowledge we created for Dan allows him to continue to go above and beyond what is expected of him and we couldn't be prouder to call him one of our College of Business alumni.



# MEG WELDON – MULLEN LOWE

Meg Weldon is a 2016 graduate of our College of Business, earning her Bachelor's degree in marketing. Originally from Breckenridge, Colorado, Meg elected to attend the University of Wyoming due to the amount of business programs we offered and the style with which we organized our curriculum. After graduating from high school Meg was not set on one specific area that she wanted to study within business and because all of our students take classes in every subject their first two years she felt it would help her figure out what she enjoyed the most.

When she landed on marketing she knew that she had found her niche and upon graduation a marketing and advertising agency in Boston, Massachusetts called Mullen Lowe who couldn't have agreed more. Meg is currently the Assistant Account Executive in Public Relations, focusing on clients such as jetBlue, American Greetings, and Papyrus. Her team handles all things consumer facing, including social influence, experiential event planning, media list building, and pitching to news outlets in hopes of getting media coverage.

With Meg's passion towards relationship building between her clients and the influencers in media, she is eager to excel in the advertising industry. Her goals for the future are to not only stay within the advertising industry, but to handle the presentation of meaningful messages which will not only solve problems for consumers, but achieve brand goals for the clients she is supporting.

In order to earn these internships Meg spent plenty of time with our Johnson Career Center staff for resume help and advice on which internships to take based on her career goals. When accepting her full-time job offer she worked closely with Jennie Hedrick, the JCC Coordinator, to determine what made the most sense for her during what she admitted was quite a stressful time. She looks back on her time working with



the JCC as extremely beneficial to where she is at now and is thankful to her classmates in the business fraternity, Alpha Kappa Psi, for encouraging her to be more engaged with the career center.

Along with help from the Johnson Career Center, Meg attributes a lot of who she became throughout college on the classes she took with particular professors. The confidence she feels she has now stems from her experience in our professional selling class instructed by Josh Dorrell. The client-facing portion of her job has really been bolstered by the fact that she learned how to understand the needs of others in Josh's sales class. The knowledge of marketing and advertising techniques that she uses on a daily basis stems from the advanced marketing management class she took with Assistant Professor Elizabeth Minton. During that class she was required not only to understand the integration of marketing tactics, but she was immersed in how they all could be used together through the work the class completed with real organizations who had marketing problems that needed solved. Finally, she admits that she is a better person

both in her career and in general after taking an upper division ethics class with professional ethicist Tim Mazur.

Looking back on her time within our College of Business, Meg was emphatic about the fact that she would choose to come right back to Laramie if she had to do it all over again. She is excited about her current opportunity and so thankful for everything she gained from being a part of our college that has led her to where she is today. The classes and professors gave her a strong foundation to build on for the rest of her life, but she wants to remind students that it was the additional, but optional resources provided within the college that made her experience the most memorable. Her efforts within the business fraternity are something that she will always look back on fondly and she ensures that she will stay in contact with many of her fellow members for years to come. The student experiences around campus, the student organizations like the business fraternity, and the resources we provide like the career center and the advising office all made her time here as fruitful as it could have been.

# PETER SHERMAN – OMNICOM GROUP, INC.

Peter Sherman is currently the Executive Vice President, worldwide, of Omnicom Group, Inc. Omnicom is the second largest holding company in the world, where his office on Madison Avenue in New York City is now a bit far away from his roots in Cheyenne, Wyoming. A 1986 graduate of the University of Wyoming, Peter has done an incredible job of extending an open hand back to his alma mater to help out in many ways.

Last year, College of Business students and UW honors students had the privilege of meeting with Peter in New York City as part of a “Marketing Manhattan” class taught by Professor Kent Drummond. He took students around Manhattan to assist them with projects they were working on which ranged from small New York businesses to the marketing efforts of Disney right in the middle of Time Square. Peter not only reaches out to individual student on this kind of level, but he has also been a part of the College of Business Advisory Board in the past where he influenced the way that our college looked at our external relations and advertising efforts on a large-scale level.

As he handles an extremely diverse portfolio of global clients and significant brands, we hope that it reminds our students that there are no barriers in the way of them achieving whatever they focus on. Peter always felt that he had the ability to do whatever he needed to between his upbringing and his education at UW. The fact that the entire state supports this education system meant something to him. Since his graduation he has spent time in San Francisco, London, and Milan before his current stop in New York. He always had confidence that his abilities could take him to the places he wanted to go and help him accomplish the goals he set for himself.

As College of Business students take internships and jobs with advertising and market-

ing agencies across the United States, Peter reminds them that it is not always necessary to be in New York or San Francisco to be successful. It is about the work that they are doing and how much they are learning in the early stages of their careers. He highlights social media and the digital age as something that our students should take advantage of in building their own brands, interacting within the global community, and representing Wyoming proudly.



*Peter Sherman*



**Peter always felt that he had the ability to do whatever he needed to between his upbringing and his education at UW. The fact that the entire state supports this education system meant something to him.**





# FACULTY

“One thing I enjoy about teaching in the MBA program is seeing students pull together skills from various courses in the energy concentration to solve problems. They learn about accounting, finance, trading, supply chains, and sustainability in various courses and are able to apply knowledge from each area for comprehensive solutions to issues that do not fit neatly into one box. Managers should not focus to solve an “accounting” problem without realizing the implications their actions have on other areas of the business, and our MBA students leave the program with this understanding.”

**- Dr. Robson Glasscock**



“For me, the UW MBA Program’s strength lies in their ability to create partnerships between not only students and faculty, but with alumni and industry connections. If someone is looking for a ‘name brand’ MBA Program in hopes to stand on the reputation alone, then this program is not for you. Someone who is ready to work hard, extend themselves, and seek out very accessible

opportunities presented to them, then Wyoming is an exceptional place to be. You won’t get hand-outs here, but if you are the right student for this program you wouldn’t want them.”

**- Brie Richardson**



“My teaching philosophy revolves around the idea of developing capabilities rather than just knowledge. We expect our students to leave this program with the ability and confidence to use the knowledge gained here. Classes organized around solving real problems for real clients allow our students to test their ability and confidence along the way, not only working in teams, presenting results, and learning, but also contributing to our community.”

**- Dr. Corey Billington**



“I doubt that you could find another program capable of maintaining small student cohorts while boasting such a wealth of academic and professional expertise. Most people see the UW MBA Program as an excellent value, but many of them do not recognize the true value which lies in the potential relationships to be built as a student

here. Student growth and engagement with the business community are such strong pillars of this program that I couldn’t put a value on it. I just know that I will be reaping the benefits of my choice to complete this program for the rest of my life.”

**- Erica Searcy**



# STUDENTS



The University of Wyoming MBA  
program students develop practical  
business knowledge and apply  
concepts to real-world situations

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# JACQUELINE den OTTER – WORLD BANK

Jacqueline has a Bachelor's degree in finance and a Master's degree in international commerce and policy from George Mason University in Fairfax, Virginia. She earned both of those degrees as a non-traditional student, having been from the Netherlands originally where attending a university is an extremely difficult and structured process. After working in the Netherlands and Italy for a number of years she was prepared to seek out additional education in the United States.

Jacqueline den Otter is currently a Portfolio Analyst in the Syndications Department of the International Finance Corporation (IFC), the private sector arm of the World Bank. She has been working for the World Bank for the last 15 years and has enjoyed career advancement opportunities that have made her recognize she would need a Master's degree in business administration if she would like to continue along the trajectory she is on.

The Portfolio Group of the Treasury and Syndication Department within the IFC handles the servicing of all syndicated loans. She works with the financial operations group to calculate interest models and she deals with various lenders to explain to them why loans are dealt with in a variety of manners. Her group has the ability to create waivers and amendments to previous loans to add additional funds alongside additional stipulations to the loan, always ensuring that the lenders are protected.

Her organization deals with projects initiated in one part of the world by an organization completing the project in a different area of the world and may have lenders from three or four different areas who are all outside of her time zone. The challenge intrigues her and has taught her a significant amount about doing business globally. Organizations are regularly adjusted within her group in IFC and her experience plus



*Jacqueline den Otter*

an MBA can play a big role in opening new doors for Jacqueline.

Due to the number of different entities that IFC works with, staff positions within the organization have minimum standards for education and experience in order to provide consistency. Lenders working with the World Bank can expect that at certain levels, the staff members they are working with all have a certain level of education. Jacqueline talks a lot about the fact that she enjoys learning and is not simply looking for a certain title because of earning her MBA, but instead she is looking for a certain level of opportunities opened to her because of her willingness to better herself through education.

The value she saw in the MBA program started immediately with Dr. Kidwell's class. In Jacqueline's day-to-day work, many financial terms are used, often with similar meanings, yet they can be a challenge to understand on a higher level. This class allowed her to recognize the pieces of everything financially regardless of small variations on how things are calculated or what they are referred to as. The relationship

between how everything works together financially is something she feels is way more valuable than simply understanding the basics. It has allowed her to apply everything to her job much more specifically. Between specific knowledge like this and the cohort based classes, she felt like she was constantly learning from everyone because of everyone's unique backgrounds and expertise.

Jacqueline is very appreciative of the lock-step system that has been created to ensure that students not only take the classes they need, but in an order that is most efficient. The balance of technical knowledge classes and more applied courses each semester allowed her to never feel overwhelmed with too much subject matter at a time. Going back to school during the middle of a career can be difficult, but Jacqueline felt like this program was structured in a way that encouraged her to succeed.

Going back to school is something that Jacqueline sees as providing a fresh thought process, particularly to students who have been working for the same organizations for a long time. Actually being forced to implement new and innovative processes during class has really made her question the way that her group manages projects at work. Many times she has wanted to challenge work-related processes, but did not have a good solution to the problem. Now she not only has new insight to see inefficiencies in processes, but she also has great ideas for how to implement change.

After completing our MBA Program, Jacqueline does not understand why people question programs like ours that are online. She feels that we live in a world that relies on information that we all receive online so why would education be any different? Communication in business is completed online more often than not, so why not learn in that atmosphere?

# MIKE ACHACOSO – HOLLY FRONTIER

Mike's quest for a MBA originally came from the need to keep up with a family that recognized the value of education. "With a father and older brother with PhD's, and a mom and younger brother with Master's degrees, I felt like the 'village idiot' at Thanksgiving dinner with only a Bachelor's degree in Chemical Engineering," laughs Mike. But that all changed after he graduated from UW's Executive MBA Online program in 2013.

After 27 years in refining operations and most recently the VP & Refinery Manager at HollyFrontier's Cheyenne Refinery, little did Mike know that his MBA would help him create a number of new business opportunities for his company. It also opened the door to a significant job assignment as VP of HollyFrontier's US Marketing division based in Dallas, Texas.

Three years after graduation, Mike found himself back at our College of Business sitting in our board room with a new group of MBA students. His purpose was to inspire them by giving real-world examples how our Online MBA Program helped him to be successful in the corporate environment. Mike had recently transferred to his new job in Dallas. With a background in engineering and refining operations, Mike had to quickly adapt to marketing the gasoline and diesel that he was so used to making. The classes he was taught during the marketing track of the MBA program provided some context for why decisions would be made in certain ways, and the theory behind marketing strategy driving those decisions. When he looks back on being trained as an engineer, he recognizes critical thinking and problem solving skills were very black and white. But after graduating from our MBA Program, his perspective on decisions was broadened to approach an opportunity from a number of different angles instead of strictly an engineering standpoint. This has given Mike a better grasp on managing an organization at its senior levels.



*Mike Achacoso*

"I am PROUD of my MBA!"

Continuing his education began as a personal choice and something he was committed to accomplish, but Mike needed a flexible class schedule. Mike and his wife Alison have been married for 18 years, and their 2 daughters are elementary-school age. He did not want the ability to spend time with his family to suffer at the expense of getting his degree. The Online Executive MBA program gave him enough freedom to hold down a demanding full-time job while being a student, husband, and father.

When considering MBA programs in the first place, Mike admitted that he had concerns about online programs. He was worried -- as are many others -- that online programs were not as effective as being on campus. After completing the Online Executive MBA program at UW, Mike was more than satisfied with the high-quality learning he received.

Mike talks about stacking up his undergraduate engineering degree against his MBA. While his engineering degree launched his career in the oil industry, he is very proud of his University of Wyoming MBA. The pride not

only comes from all of the sweat equity he put into it, but also the chance to be taught by top notch faculty. The amount of time and effort the faculty members put into challenging the students and interacting with them on assignments really pushed Mike to learn above and beyond, which he really appreciates.

Mike has lived in Wyoming for over seven years. He realizes the state is a tight-knit community, and Mike is truly grateful for the number of relationships he has developed through our MBA Program. "It is always nice to come back and visit ... I love seeing the familiar faces of faculty and staff along with the beautiful scenery on campus," Mike says. The acquaintances he has made due to his affiliation with UW have made a positive difference in his career. Businesses in the state of Wyoming depend on the University of Wyoming, and Mike feels truly privileged to have such a close connection with the university. Mike has made it very clear about his promise to continue to give back to the entire College of Business in any way he can -- so future students can receive the same incredible experience he did through our MBA Program.



# HOMECOM



## Join us!

Join us for Homecoming events from 10:30am until kickoff at 1:30am inside of the Indoor Practice Facility. The College of Business will have a booth and guests will be checked in by RSVP. Lunch will be served to all of our guests at noon and we will be hosting small raffle items along with yard games like cornhole. All College of Business guests will receive VIP bracelets to bypass lines for additional food vendors and alcohol vendors inside the IPF. Come network with fellow alumni and meet faculty and staff members from the college, including Dean Sanjay Putrevu.

Please RSVP to:

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# ING 2016

## **MBA Homecoming**

**Thursday, October 6**

**3:30-5:30 • College of Business Atrium**

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**UWMBA**



# PATRICK HIGGINS

Pat Higgins is CEO of the Foursome, Inc. dba Orrison Distributing, LTD, a distributor of quality beers in Wyoming and Colorado. Pat received a BS in Accounting in 1975 and an MBA in 1981. After graduating and passing the CPA exam in 1975, he worked for a Cheyenne CPA firm for five years. This five year period was a tremendous learning experience that built a strong understanding of accounting and financial reporting. While working at the CPA firm, he enrolled in the UW MBA program, graduating in May 1981.

In 1981, he went to work as Controller for a Cheyenne Beer Wholesaler and held this position until 1987 when he became part of a group of managers that purchased beer operations in Wyoming and Colorado. The distributorship operates out of two facilities in Cheyenne, Wyoming and Glenwood Spring, Colorado and serves 11 counties with 56 employees. After 29 years, the job continues to be all consuming and a joy. The reality is there is nothing better than being the Bud Man.

Pat is past director of the National Beer Wholesaler Association, currently is Vice Chairman of the Colorado Beer Distributor Association, and President of the Wyoming Beer Wholesaler Association. He has been an active participant to improving franchise protection for Beer Wholesalers in Wyoming and Colorado.

Pat lives in Cheyenne with his wife of 35 years, Nancy, a 1979 UW graduate. They have two children, Megan and Joe. Megan lives in Bozeman, Montana and Joe and his wife Ashley live in Douglas. Joe and his wife are 2012 graduates of UW with degrees in elementary education and are currently teaching, Joe in the 5<sup>th</sup> grade and Ashley in 2<sup>nd</sup>. Joe and Ashley have made Pat and Nancy proud grandparents of Jaxon, who we hope will continue the UW tradition.

Pat is a past board member of Cheyenne LEADS and currently is active on St. Mary's Finance Council and Cheyenne Country Club Board of Directors. In June he will become a member of the UW Foundation Board.



Pat and Nancy are major donors to the UW College of Business, Golf Facility, Arena Auditorium and High Altitude Training Facility. Their next adventure is building a home at Lake Catamount in Steamboat Springs, Colorado.





# SCOTT MACDONALD

Scott Macdonald is the Chief Financial Officer of Starz (NASDAQ: STRZA, STRZB), a leading global media and entertainment company. Mr. Macdonald was born and raised in Rock Springs, Wyoming and received a Bachelor of Science in Accounting from the University of Wyoming in 1984. He currently resides in Centennial, Colorado with his wife Anne and three children, James, Meg and Nicole. James is currently a junior at the University of Wyoming, majoring in Chemical Engineering.

Mr. Macdonald was elected to the University of Wyoming Foundation's Board of Directors in 2016 and is a gold member of the University of Wyoming President's Society. He is a Certified Public Accountant and is a member of the American Institute of Certified Public Accountants and Colorado Society of Certified Public Accountants. Mr. Macdonald currently serves on the board of directors of Arma Dei Academy, IWT Incorporated and Playco Holding Limited.

Mr. Macdonald began his career in public accounting as an auditor in the Denver, Colorado office of Peat, Marwick, Mitchell & Co. (now KPMG LLP). Since leaving Peat Marwick in 1988, Mr. Macdonald has worked in a variety of finance and accounting roles in the cable/satellite television and entertainment industries, including stints at Tele-Communications, Inc., Primestar, Inc. and AT&T Broadband. Prior to joining Starz, Mr. Macdonald was Chief Accounting Officer for Adelphia Communications Corporation. At Adelphia, Mr. Macdonald was part of the management team hired to restructure the company and restate its previously issued public financial statements following fraudulent activities committed by prior management that led to the company's bankruptcy. Adelphia successfully completed its restructuring in 2006 and was acquired by Time Warner Cable Inc. and Comcast Corporation in conjunction with the finalization of its bankruptcy proceedings. At Starz, Mr. Macdonald works



with the company's senior management and board of directors and is responsible for managing the company's financial activities, including accounting, financial planning and analysis, internal and external reporting, taxation and treasury operations.



# 2016 COLLEGE OF BUSINESS AWARDS

## FACULTY & STAFF AWARDS

Outstanding Junior Teaching Award	Ben Gilbert, Department of Economics & Finance
Outstanding Junior Teaching Award	Rob Glasscock, Department of Accounting
Outstanding Senior Teaching Award	Kent Drummond, Department of Management & Marketing
Outstanding Junior Research Award	Elizabeth Minton, Department of Management & Marketing
Outstanding Senior Research Award	Mark Peterson, Department of Management & Marketing
Outstanding Senior Service Awards	Penne Ainsworth & David Finnoff
Enterprise Rent-A-Car Professor of the Year	Penne Ainsworth, Department of Accounting
Outstanding Junior Staff Award	Caitlyn Emmett & Kat Vick
Outstanding Senior Staff Award	Carolyn Foster, Dean's Office

## ACCOUNTING AWARDS

Outstanding Sophomore Award	Sydney Werner
Outstanding Sophomore Award	Audrey Moore
Outstanding Sophomore Award	Jeffrey Pool
Outstanding Junior Award	Colby Bundy
Wyoming Society of CPA's Outstanding Junior Award	Abby Dommer
Outstanding Senior Award	Aysha Reeves
Wyoming Society of CPA's Award to the Outstanding Graduating Senior	Yurong Zhang
Faculty Award for Outstanding Citizenship: Undergraduate	Landon Shimpa
Faculty Award for Outstanding Citizenship: Graduate	Devin McKenna
Faculty Award for Outstanding Master's Student in Accounting	Michael Hart
Wyoming Society of CPA's Outstanding Master's Student in Accounting	Kaitlyn Bertoglio

## COLLEGE OF BUSINESS AWARDS 2016-2016

Dean's Awards to Outstanding Seniors:



Hailey Annable

Anne Burback

Corey Gillette

Carolina Goyn

Madison Graham

Yiheng Guo

Dean Jackson

Alexis Pencak

Attilio and Hedy Bedont Outstanding Graduate Student Award: Greyson Buckingham

Outstanding Undergraduate Intern Awards: Cole Janzen  
Aspen Ruane



## ECONOMICS & FINANCE AWARDS

John S. Bugas Theory Award: Macro	Anthony Farmer
John S. Bugas Theory Award: Micro	Dustin Clark
Wall Street Journal Student Achievement Award	Aaron Albrecht
Best Finance Junior Award	Deborah Cunningham
Best Finance Senior Award	Holly Burnham
Best Economics Junior Award	Julian Wade
Best Economics Senior Award	Zachary Hall
Best First-year Economics Graduate Student Award	Joao Lameiras Vaz
Best Master's Finance Graduate Student Award	Brady Goyn
Best Master's Economics Graduate Student Award	Gabriel Horvath
Best PH.D. Economics Graduate Student Award	Rik Chakraborti
William E. Morgan Graduate Award	James Inwood
William E. Morgan Graduate Award	Gavin Roberts
Best Graduate Student Teaching Award	Rik Chakraborti
Tom & Judy Crocker Junior Faculty Research Award	Ben Gilbert, Assistant Professor

## MANAGEMENT & MARKETING AWARDS

Outstanding Junior Award: Business Administration	Dillon Shellenberger
Outstanding Junior Award: Management	Tamara Cowin
Outstanding Junior Award: Marketing	Lillie Johnson
Outstanding Senior Award: Business Administration	Shaylyn Cooper
Outstanding Senior Award: Management	Anne Burbach
Outstanding Senior Award: Marketing	Emma Vannoy
Most Likely to Succeed Award: Business Administration	Dean Jackson
Most Likely to Succeed Award: Management	Chelsey Moon
Most Likely to Succeed Award: Marketing	Raj Patel
Faculty's Award for Student Citizenship	Rafe Kiely
Marketing PhD Promising Young Scholar Award	Edna Ndichu
Marketing PhD Research Award	Travis Simkins

## MBA PROGRAM AWARDS

MBA Standing Tall Award (Ethics)	Skyler Bagley
MBA Leadership Award	Erica Searcy



# FRANK AND ALMA HERTEL MEMORIAL FUND

When Donald and Susan Kany considered giving the College of Business a gift, Don felt passionately about increasing the ability for our students to acquire quality internships and handle the expenses involved with that process. Don began to look back on his own personal experiences with our college and thought about one person in particular that influenced the way that we handle internships today – Frank Hertel.

Professor Hertel was a faculty member in the College of Commerce & Industry in the 1960's when Don went to school here and Don still claims that he was one of the best to ever teach here. As Frank and Don spent more time together they grew very close and Don usually ate dinner with Frank and Alma almost once a month. He felt that they truly became his adopted parents while he was in school here and that continued long after graduation.

When Don graduated he took a job with a local bank in Laramie for about 8 years during which time he hired one or two interns out of Frank's program. Frank had convinced him that internships were not only important for the students, but equally for the employers. Don always looked at interns as being the extra "arms and legs" that employees at the bank needed in order to complete projects that were necessary, but no one could ever get around to them.

Years later, when Brent Hathaway was the Dean of our College of Business, Don was invited to attend a breakfast get together with a number of community members. He was pleasantly surprised to visit with at least three of his past interns at the breakfast who were now the head of one of the credit unions and heads of two different banks in Laramie. They talked to him about how important that internship was for their development and the mentorship they received put them on the right path to success. This made Don smile and think of Frank.



When Frank Hertel retired from the University of Wyoming money was collected in a fund to honor him that would help continue the efforts of the internship program, but over time the money dissipated. After Don's experience visiting with some of his past interns, he saw this as an opportunity to make sure that Frank and his wife Alma would always be remembered by the college for their tremendous efforts. When Don and Susan created the Frank and Alma Hertel Memorial Fund it was established to balance out student travel, internship expenses, and opportunities for students to seek out additional internship opportunities.

This past year, one particular event stuck out in the mind of the Johnson Career Center Coordinator, Jennie Hedrick, "Our ability to use these funds to take students to career fairs around the region have provided so many additional internship opportunities for current students and future students because of the connections we make on these trips".



**"The internship I earned during college and the subsequent job offer were both because of a trip I took with Jennie Hedrick to the Mile High Career Fair in Denver, Colorado. Now I'll make sure that my company recruits more UW College of Business grads each year!"**

**– Jason Mitchell, '15**



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