



Annual **Report**

Center for Principle-Based
Leadership and Ethics

2025

We are proud to share the 2025 Annual Report from the Center for Principle-Based Leadership and Ethics (PBLE), highlighting a year of remarkable growth and meaningful impact. Building on the success of existing programs, we have expanded our reach through additional transformative initiatives—including new collaborative partnerships—that contribute to our vision to shape principled leaders across Wyoming. From the exponential year-over-year growth of the Leadership Minor to the launch of the Leadership Academy, this year has been defined by a commitment to preparing students for the challenges of today's dynamic world.



A significant factor in our growth has been the addition of Assistant Lecturer Greg Livingston to our Center faculty. Greg has brought tremendous enthusiasm and expertise to the leadership program. His exceptional teaching has been instrumental in driving the rapid increase in student interest in the Leadership Minor. His passion was recognized this year when he received the Impact Award from the College of Business, the most prestigious award available to faculty, accentuating the profound influence he has had on our students' learning experiences and professional development. With over 75 students currently pursuing the Leadership Minor, it is the fastest-growing degree program in the College of Business.

Our achievements this year speak to a collective dedication from students, faculty, and partners. The Center has advanced its mission through impactful events such as SparkTank and through high-profile ethical case competition successes on both regional and national stages. Through Student Learning, Outreach, Collaboration, and Executive Education, we continue to build a legacy of innovation, service, and ethical leadership that strengthens Wyoming's future.

Your support and commitment to our Center allows us to fulfill our mission to develop the next generation of ethical leaders and organizations in Wyoming and beyond!

A handwritten signature in black ink that reads "Chris Haller".

CHRIS HALLER
Director, Center for Principle-Based Leadership and Ethics



LEADERSHIP MINOR

The Leadership Minor has quickly become one of the most impactful academic offerings on campus, empowering students to become principle-based leaders across diverse fields of study. By blending interdisciplinary coursework with extra-curricular engagement, the program creates a unique learning experience rooted in ethics and service. Students are not only taught leadership theory but are also challenged to put their leadership skills to action in meaningful ways.



The growth of the Leadership Minor has been nothing short of extraordinary. Today, more than 75 students are enrolled in the program, representing a wide variety of majors. This rapid growth signals a profound student interest in acquiring leadership skills that are not only relevant but increasingly essential in today’s complex world.

UW Leadership Program	2022-23	2023-24	2024-25
Students in Leadership courses	94	181	261
Students Enrolled in Leadership Minor	17	38	75
Graduating Students with Leadership Minor	2	6	21

While students can complete the degree with leadership-oriented coursework across the university’s colleges, the core curriculum is a three-course sequence that integrates theory and practice at the highest level:

- **Principle-Based Ethics:** Students are introduced to ethical frameworks and practical decision-making processes used in both their professional and personal life.
- **Foundations for Leadership:** Students learn about leadership theories and tenets as they begin to identify their own personal leadership style.
- **Leadership in Practice:** In the capstone course, students combine classroom learning with real-world application through leadership coaching, advanced case studies, and a culminating experiential project that impacts the UW campus and broader community.



ETIQUETTE DINNER

During the fall semester, the Center hosted an engaging Etiquette Dinner for 100 students at the Marian H. Rochelle Gateway Center in collaboration with the Center for Professional Selling. The dinner was led by Angela Ver Ploeg, Senior Director of Corporate Engagement at the UW Foundation, and Jack Tennant, Executive Director of the UW Alumni Association. Angela and Jack provided a supportive setting for students to build confidence in formal dining and networking—key skills for their professional growth.



ETHICAL LEADERSHIP SHOWCASE

In February, the Center hosted the spring addition of the Ethical Leadership Showcase bringing together over 200 students, faculty, and community partners for a dynamic series of events that highlighted the power and practice of principle-based leadership.

One of the week's signature events was the Ethical Leadership Panel, where students in ethical leadership courses engaged with three distinguished Wyoming leaders: Dave Krause, CEO of UniWyo; Jesse Jorgensen, Director of Financial Planning at Northwestern Mutual; and Marilyn Kite, former Chief Justice of the Wyoming Supreme Court. The panelists shared personal leadership stories, discussed navigating ethical challenges, and offered practical advice to students preparing for careers of impact.



Another major highlight was the keynote address by Liz Bohannon, founder of Sseko Designs and author of *Beginner's Pluck*. A globally recognized speaker and social entrepreneur, Liz delivered a message on purpose-driven leadership and creativity.

In a hands-on act of community service and empathy, UW students partnered with Ivinson Memorial Hospital and the Build-A-Bear Foundation to create and donate over 60 teddy bears to children at UW's Early Care and Education Center. Students created bears, wrote leadership poems, and delivered them—bringing joy, hope, and community care to the youngest members of our campus family.

The week concluded with a high-energy Rapid-Fire Ethics Case Competition, where students applied their ethical reasoning skills in real-time scenarios. Over three fast-paced rounds, participants developed and defended strategies for navigating complex dilemmas under pressure, with the top five students earning prizes and recognition.



INTERNATIONAL BUSINESS ETHICS CASE COMPETITION

UW students—including Robert Coe, Charli Frankenfeld, Helena McGaugh, and Tristan Patterson—clinched second place in the 90-second presentation category at the 28th International Business Ethics Case Competition (IBECC), hosted by San Francisco State University. Under the mentorship of Dr. Chase Thiel, Rile Chair of Leadership and Management Professor, the team delivered a concise and compelling ethical “elevator pitch” that showcased their ability to analyze and respond to real-world ethical dilemmas under pressure. Their strong performance reflects the world-class quality of PBLE’s ethical leadership program, considering it was UW’s first appearance in the competition in nearly a decade.



DANIELS FUND ETHICS CASE COMPETITION

A talented team representing UW competed at the prestigious Daniels Fund Ethics Case Competition in Denver, featuring students Annabell Pierson, Jessimine Jewett, Jasper Welch, Avery O’Brien, and Owen Fink. Competing against top universities from across the nation, the team applied principle-based ethical frameworks to tackle complex business dilemmas, showcasing exceptional critical thinking, professionalism, and integrity. Their hard work and preparation earned them a Top 15 finish in a field that began with 100 teams, an impressive achievement that underscores both the caliber of UW’s student leaders and the strength of their ethical leadership education.



“IBECC was an incredible experience for networking and collaboration. As a team, we learned so much—not only from each other, but also by diving into real-world ethical challenges.”

— HELENA MCGAUGH, IBECC Team Member



LEADERSHIP ACADEMY

Last Fall, UW launched the first class of the Leadership Academy, a unique co-curricular education experience driven by a partnership between the College of Business and Leadership Wyoming. This experiential program brought together 20 exceptional undergraduates, representing eight colleges across campus, providing them with an immersive leadership development experience.

Over the course of four intensive sessions held in Laramie, Sheridan, Casper, and Lander, students explored Wyoming's key economic drivers—including energy, manufacturing, and tourism—while connecting directly with state business leaders, policymakers, and community influencers. Through these interactions, students gained valuable insights into the challenges and opportunities facing Wyoming and how principled leadership can shape the state's future.



Energy Industry: Students identified Wyoming's reliance on oil and gas as an economic risk and proposed repurposing retired coal plants into nuclear facilities to diversify energy sources and strengthen long-term sustainability and resilience.

Manufacturing Industry: Students recognized workforce shortages and outmigration as key challenges to Wyoming's growing manufacturing sector and proposed expanding Career and Technical Education programs and Hathaway Scholarship support to attract, train, and retain skilled in-state workers.

Tourism Industry: Students acknowledged a disconnect between Wyoming's growing tourism industry and local engagement, proposing the use of state resources and tools like a "Wyoming Explorer" app to educate communities and boost participation in tourism-driven growth.

"It has been inspiring to watch these students dive into Wyoming's industries and embrace the challenges with such enthusiasm and creativity. This partnership with the University of Wyoming highlights the power of connecting young leaders with opportunities to drive real change in our state."

— MANDY FABEL, Executive Director of Leadership Wyoming



LEADERSHIP ACADEMY

UWLA Class of 2024

- **Brett Lane** – Organizational Leadership
- **Brooklyn Lebeda** – Management & Professional Sales, Minor in Leadership
- **Chloe Palmer** – Elementary Education
- **Connor Fleming** – Energy Resource Management and Development – Professional Land Management
- **Daljit Kaur** – Accounting & Economics, Minor in Honors
- **Grace Dorrell** – Marketing & Professional Sales
- **Ivan Martin** – Computer Science & Economics, Minors in Honors & Mathematics
- **Jacob Grant** – Business Economics
- **Jessimine Jewett** – Management, Marketing & Professional Sales, Minor in Leadership
- **John Pappas** – Psychology, Minor in Entrepreneurship
- **Josh Buchholz** – Secondary Education – English
- **Kaelin Goss** – Animal and Veterinary Science – Equine, Minor in Leadership



- **Korbin DeWitt** – Entrepreneurship, Minor in Leadership
- **Marie Scott** – Organizational Leadership – Health Services Administration
- **Owen Fink** – Economics, Finance, and Management
- **Shane Dawson** – Agricultural Business & Economics
- **Shelby Smith** – Management, Marketing, and Professional Sales
- **Tanner Jenkins** – Management & Marketing, Minor in Leadership
- **Thaddaeus Christensen** – Mechanical Engineering, Minor in Honors
- **Zoe van den Brink-Lemley** – Secondary Education – English, Minor in Photography

“Participating in the Leadership Academy was one of the most impactful experiences of my college career. It strengthened my leadership skills, expanded my professional network, and reinforced my commitment to contributing to Wyoming’s growth and development.”

— OWEN FINK, UWLA Class of 2024



FUTURE IMPACT

The 2025 Leadership Academy builds on the success of its inaugural year with a newly revised and expanded program designed to deliver an even deeper, more impactful leadership experience. The upcoming cohort will engage in eight immersive days of programming spread across Wyoming, including expanded site visits and hands-on learning in key locations. This evolution reflects the Academy’s commitment to continuous improvement and its vision to cultivate ethical, innovative, and community-driven leaders.



SPARKTANK

The annual Ethics Club SparkTank event awarded a total of \$165,000 to local Albany County nonprofits, including a new People's Choice Award that allowed for greater audience engagement. This event showcased the power of student-driven philanthropy as sales students and ethics club members collaborated year-round to recruit nonprofit finalists and support fundraising efforts. In just over 10 weeks, 38 sales seminar students made 1,470 outreach attempts; conducted 541 sales calls or meetings; and closed 295 deals. Their combined efforts raised nearly \$105,000 toward SparkTank's funding goals. This year's award winners were:



LARAMIE CONNECTIONS CENTER

LARAMIE CONNECTIONS:

\$47,500



ARK REGIONAL SERVICES:

\$40,000



CLIMB WYOMING:

\$38,750



DOWNTOWN CLINIC:

\$38,750

Since its launch in 2018, the program has invested more than \$743,000 in 23 nonprofits. A study by the Center for Business and Economic Analysis found that this philanthropic initiative has generated a total economic impact of \$3.22 million in economic output, \$1.42 million in value added to the local GDP, \$1.11 million in labor income, and has supported 30 new jobs in Albany County.

"SparkTank showcases the power of ethical leadership and collaboration. It is rewarding to see our university and community come together to support these nonprofits."

— SARAH DREWRY, President of Ethics Club



DANIELS FUND FACULTY FELLOWSHIP PROGRAM

The Daniels Fund Faculty Fellowship Program continues to make a significant impact at UW by helping educators to develop ethical leaders among their students. Through this interdisciplinary effort, 11 faculty members across campus are provided with tools and resources to embed the Daniels Fund Ethics Initiative Principles into their curricula, fostering a culture of principled decision-making that resonates across academic disciplines. We are proud to honor the faculty fellows who have completed their fellowship and contributed meaningfully to advancing ethical education at UW.



Daniels Fund Faculty Fellows – Class of 2025

- **Casey Frome** – Management and Marketing, College of Business
- **Jenny Ingwerson-Niemann** – Animal Science, College of Agriculture, Life Sciences and Natural Resources
- **Robin Hill** – Computer Science, College of Engineering and Physical Sciences
- **Tiger Robison** – Music, College of Arts and Sciences
- **William Cain** – Counseling, Leadership, Advocacy, and Design, College of Education

ENTREPRENEURSHIP FACULTY FELLOWSHIP PROGRAM

In collaboration with the Wyoming Innovation Partnership and the Center for Entrepreneurship and Innovation, PBLE delivered the first Entrepreneurship Faculty Fellowship program to embed entrepreneurial thinking across the state's higher education system. This pioneering program brought together faculty from a wide range of scholarly areas to design and implement entrepreneurial learning modules, equipping students with critical 21st-century skills.



Wyoming Center for
Entrepreneurship
and Innovation

The initial cohort of faculty fellows made a remarkable impact, reaching over 500 students across 15 scholarly fields and institutions throughout Wyoming. From music and construction management to agriculture and theatre, entrepreneurial principles were successfully woven into courses that historically had little or no business focus.

Additional highlights included the launch of new degree pathways and student-led innovation projects ranging from artistic ventures to patented inventions. By preparing students to think entrepreneurially, the fellowship program was essential in building a resilient workforce and driving the long-term economic growth and adaptability of Wyoming.



BILL DANIELS ETHICAL LEADERSHIP AWARD

Former Wyoming Supreme Court Chief Justice Marilyn Kite was honored with the prestigious Bill Daniels Ethical Leadership Award at the 2024 Governor’s Business Forum. This award recognizes her trailblazing service—as Wyoming’s first female Supreme Court justice and later chief justice—and her lifelong dedication to principled leadership. Justice Kite’s distinguished career in public service, from her tenure at the Attorney General’s office and private practice to her leadership on Wyoming’s highest court, exemplifies ethical leadership and justice in action. Her legacy sets a powerful example for future generations.



KEIJI G. AND SHIRLEY S. OKANO MEMORIAL AWARD FOR ETHICAL LEADERSHIP

Korbin DeWitt was honored with the Keiji G. and Shirley S. Okano Memorial Award for Ethical Leadership, recognizing his outstanding commitment to principled leadership, academic excellence, and active engagement in UW’s student-based ethics program. This prestigious award, accompanied by a scholarship grant, is presented annually to a College of Business student who demonstrates exceptional ethical character.



CAMPUS BEING A DIFFERENCE AWARDS

The Campus Being a Difference Awards are part of the NASBA Center for the Public Trust’s efforts to recognize outstanding ethical leadership on college campuses.

These awards are given annually to one student and one faculty member at universities with a Student Center for the Public Trust chapter. This year’s UW recipients are Sarah Drewry, President of UW’s Student CPT chapter (Ethics Club) and Jenny Ingwersen-Niemann, Assistant Lecturer in Animal Science.



ETHICAL STARTUP AWARD

The Ethical Startup Award, presented at the 2025 John P. Ellbogen \$50k Entrepreneurship Competition, was awarded to John Beier, owner of Prene Outdoors, a rapidly emerging brand specializing in premium waterfowl hunting gear and apparel. This award underscores the belief that entrepreneurial success is not only measured by profitability and innovation but also by a company’s commitment to values that foster long-term trust and impact.



EXECUTIVE EDUCATION

PBLE continues to offer an extensive executive education suite anchored by the Cowboy Leadership Experience, a signature professional certificate program designed for individual leadership growth and organizational results. Over a multi-day immersive format, participants engage in activities designed to facilitate (among other outcomes) self-discovery, awareness, team influence, effective decision-making, and strategic planning.



Utilizing the Code of the West—which emphasizes integrity, consistency, engagement, and creating ethical organizational culture—this program equips leaders to foster positive workplace dynamics, navigate change, attract top talent, and innovate with purpose.

We are proud to work with a growing network of business and community partners, including organizations across Wyoming’s energy, healthcare, nonprofit, and education sectors.

CURRENT PARTNERS:



Research and
Economic Development

“Working with the Cowboy Leadership program was an excellent experience for Mountain West Farm Bureau. Their tailored preparation ensured the content fit our organization’s needs, and the program’s top-notch speakers kept our employees engaged and inspired.”



— JAMIE TERRY, Vice President of Organizational Development, Mountain West Farm Bureau

INTERESTED IN DEVELOPING YOUR TEAM?

Organizations interested in cultivating effective leaders and exploring how the Cowboy Leadership Experience or our executive education offerings can benefit their teams are encouraged to reach out to the Director of PBLE, Chris Haller at 307-766-6271 or PBLE@uwyo.edu.



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SAVE THE DATE FOR
——— UW'S ANNUAL GIVING DAY ———

Seize THE Day
OCTOBER 23-24, NOON TO NOON



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