

LORAS MEANS BUSINESS

Division of Business and Economics Newsletter



Greetings from Hoffmann Hall!

This year we welcome two new Business faculty members, Dr. Eric Eller and Dr. Dale Lehman, who both bring valuable experience to the classroom. This issue also focuses on Gene Steidinger. Gene has a tremendous amount of enthusiasm for the marketing profession, and that enthusiasm inspires his students.

I am always impressed by the willingness of past graduates to give of their time and talent. This is made evident by the success of our Homecoming alumni panels. Panelists again this year spoke to 'packed houses' of Loras undergraduates.

Next time you are on campus, please stop by Hoffmann Hall. I also encourage you to stay connected with the 300+ fellow Duhawks who are part of our LinkedIn group, [Loras Means Business](#).

One final note—the Loras College Bookstore is now carrying ball caps that feature 'LORAS Business'. These caps are a great way to show your school spirit. See the back page for more information.

Be More. Be Loras!

Dr. Doug Gambrall, Chair, Division of Business and Economics

New Faculty

The Division of Business and Economics was pleased to welcome two new faculty members this fall—Eric Eller, Ph.D., and Dale Lehman, Ph.D.

Eric Eller, Ph.D.

Associate Professor of Finance

Dr. Eller comes to Loras from Upper Iowa University, where he served as Associate Professor of International Business and Chair of the Department of Accounting, Economics, Finance, & International Business. He earned his B.S. in Economics from Southwest Missouri State University, two M.A.s in Economics from the University of Missouri and the University of Virginia, and his Ph.D. in Economics from the University of Virginia.

This fall, Dr. Eller is teaching Principles of Finance, LIFE Portfolio and Intermediate Finance. In the spring, he'll continue teaching Principles of Finance and LIFE portfolio, as well as Investments. He will also join the January Term Business Seminar class in San Francisco as rising director.

"I joined Loras because my values and interests matched Loras' mission and the Loras Dispositions. For example, I very much favor the active learning approach and have taught a variety of study away courses from Phoenix to Seattle/Vancouver/San Francisco to Haiti to Cuba to Egypt and more. In particular, the Haitian course is the one I have done most recently (five years) and it focused on service learning opportunities in building houses for those in most need in Haiti. That experience meshes well with Loras institutionally and with Loras students," explained Eller.



He is currently a member of the Association of International Business and the Association of Governing Boards.

Dale Lehman, Ph.D.

Associate Director of the Center for Business Analytics and Professor of Business Administration

Dr. Lehman comes from Alaska Pacific University, where he served as director of MBA programs and chair of the Business Administration Department, as well as Professor of Economics. While there, he earned a Faculty Merit Award for Teaching, 2013-14, and Outstanding Faculty Award, 2006-07.

He earned his B.A. in Economics from State University of New York at Stony Brook and both his M.A. and Ph.D. from the University of Rochester. Dr. Lehman will teach one undergraduate course in Business Statistics, but the focus of his teaching will center on MBA classes.

"I came to Loras in order to focus on analytics and work with colleagues and students interested in the same. The field is vast and complex and, while I liked my prior job, I was alone in pursuing these interests," he explained.

He is the author of various books and journal articles and a continuing faculty member in the MBA program of Danube University, Krems Austria (teaching Managerial Economics and Statistics) and the Professional MBA Automotive Industry, Vienna University of Technology/Slovak University of Technology in Bratislava (teaching Management Science).



Faculty Focus



Gene Steidinger has been at Loras College since 1989, when he joined the faculty in the Management program. Shortly after, he and now-retired professor Dr. Tom Pusateri developed the interdisciplinary major in Human Resource Management. A retirement led him to begin teaching Marketing, and he's been teaching in that discipline ever since.

Gene tells his students, regardless of their major or ultimate career, they will all be marketers. At the very least "you will have to market yourself and your ideas." Because he believes there is always something interesting happening in the world of marketing, Gene tries to integrate current marketing events and active

learning activities into his classes to interest and engage students. Most notably, in Advertising/Marketing Communication, students form Integrated Marketing Communications agencies and prepare and present a campaign for a real local client. Clients have included an organic lip balm (Ecolips), gluten free bread mix (Breads From Anna), solid ethanol charcoal replacement (Flamedisk), a synthetic buck lure (Greybeards), and the most recent campaign for the Dubuque Food Coop.

"One of the real joys of teaching at Loras has been the opportunity to interact with students outside the classroom in AMA, our Marketing Club. AMA has always been one of the most active discipline-oriented student organizations," Gene said. He noted the highlights for AMA each year come during Homecoming, with the Alumni Panel and serving their "world famous" walking tacos at the tailgate.

Alumni Visit for Homecoming Panels

Homecoming has come and gone and one of the most popular events of the weekend is the alumni panels that the Center for Experiential Learning works with the division on setting up. Alums in different business-related fields, from a number of majors in the business division, come back to campus to impart their advice and wisdom to current Loras students.

Alumni in many different positions were invited to speak to students about their career paths and their responsibilities on the job, and to give helpful advice to new graduates. Business division panels were held for Marketing, Business and Economics, all to packed rooms.

"Loras has a strong, positive following of alumni who are willing to help potential graduates begin their careers. I'd encourage current students to utilize the Loras College alumni office and establish



Alumni speaking to students at the Marketing Panel during Homecoming

their network, sooner rather than later," said business panelist **Peter Silvestri** ('06), who works with hospital staff, administration, and physicians, providing medical devices for patients who require spinal surgery.

Wendy Shrunk ('07), who participated on the Economics panel, explained. "I love coming back to campus to interact with students. Loras did so much for me as a student and speaking with students is one

way to give back to the campus. Plus, I love hearing about the Loras experience others have had."

Parish Mason, a Loras College junior, attended the marketing panel presentation and commented,,

"I got good information about what to do in the future as I'm going through interviews. It's really good to hear from business leaders what they are looking for."

Loras Future Young Professionals

by: Kayla Balke ('15)

In the business world today, networking is a required skill for college graduates and current students. Future Young Professionals (FYP) is a new addition to the Loras College campus. Affiliated with the Dubuque Area Chamber of Commerce, FYP Dubuque exists to connect young adults with each other and with the business communities of Dubuque and surrounding areas.

FYP is Dubuque's only organization catering exclusively to college students preparing for the next step after graduation. By providing professional, networking, and social opportunities for future young professionals, FYP is creating a more vibrant and connected community. FYP was something I personally connected with right away because of my love for people and conversation. It is not only a way to network; it is a way to have fun. I have met so many influential and amazing people through

involving myself in FYP.

One of my favorite experiences was meeting Dubuque's city manager, Michael C. Van Milligen. I was given the opportunity to hear him be interviewed by Pam Mumm, the founder of MaxiMumm Effect in Dubuque, at the Young Professionals monthly luncheon at the Hotel Julien. This experience taught me that in order to be successful one must be personable and self-motivated.

Business students at Loras College can learn advice like this, and also hear from professionals who have had tremendous success. FYP is a way to have access to city officials and local business people to ask them questions and receive feedback. The FYP chapter of Loras College is growing. Students are encouraged to seek out resume-building opportunities and create relationships with people outside of campus. In addition, FYP is an amazing resource for future employment in the Dubuque community.

Duhawk Spotlight



Loras accounting graduate Arnie Honkamp ('62), used his Loras experience and degree to become a leader in the Dubuque community. In 1973,

Honkamp co-founded Honkamp Krueger & Co., P.C., a professional services firm providing accounting, audit, business advisory, and tax services. Honkamp Krueger & Co., P.C. is the largest independent Certified Public Accounting (CPA) firm in the state of Iowa, a Top 100 CPA and business consulting firm in the U.S., and the fastest growing Top 100

firm in the Midwest (*Accounting Today*, March 2013).

Additionally, Honkamp was known in Dubuque as a civic leader. He was one of the founders of the Dubuque Greyhound Park & Casino and was a key player in the retention of Dubuque commercial airline service. He served on several local and state boards including Holy Family Catholic Schools and the Inspiring Lives & Leadership: The Loras Legacy Campaign.

Honkamp passed away in January of this year. The Arnie Honkamp Memorial Scholarship for Accounting was created in his memory and in honor of his extraordinary dedication to Loras College.

Upcoming Events:

Mark your calendar for these upcoming dates from the Division of Business and Economics:

February 2, 2015— Spring Business Analytics certificate program registration deadline

March 25, 2015 – 2015 Business Analytics Symposium

May 4-8, 2015—Business Week

Keynote Speaker: **Tony Reardon** ('72), President/CEO of Ducommun, a manufacturing company based in Carson, Calif., that supplies products and engineering and support services to the global aerospace and defense industry. Tony is also a member of the Loras College Board of Regents.

Additional speakers will be announced this spring.

Are you LinkedIn?

If you are a member on [LinkedIn](#), join the group [Loras Means Business](#) to share news with fellow Loras alums.



Student Club News

Business Club (Phi Beta Lambda)



Sieverding, Nass, Professor Roger Kerkenbush, Lane, Federspiel

Loras' Business Club (Phi Beta Lambda) had four students compete at the National Leadership Conference over the summer – **Claira Sieverding** ('15) (Bellevue, Iowa), **Matt Federspiel** ('17) (Peosta, Iowa), **Tim Nass** ('16) (Bellevue, Iowa) and **Matt Lane** ('15) (Maquoketa, Iowa). Nass and Lane finished 3rd in the nation for Accounting Analysis and Design.

"Getting third place at the National Competition this past summer in Nashville with Tim Nass is something that I will never forget. Standing up on the stage at the awards ceremony with other competitors from colleges across the country was something that was very surreal to me, and it still makes me proud to be able to represent Loras College," said Lane.

Students in the club are finishing a stock market game where they manage a portfolio of "pretend" money for six weeks and compete against each other and Loras faculty. The best individual stock selector will receive a gift card prize.

AMA (Marketing Club)

Thank you to the marketing alumni who came to campus for the Homecoming panel -- **Vince Mazza** ('91)—CEO, Guardstreet Partners; **Ken Bauman** ('91)-- Store Manager, Menards; **Tony Noel** ('93)-- Director of Sales Team Development, Cottingham and Butler; **Julie Foley** ('04)-- Marketing Project Specialist, Andersen Window; **Kelly Maloney** ('09)-- Senior Creative Resource Manager, Leo Burnett.

AMA further celebrated Homecoming by serving its "world famous" walking tacos at the tailgate.

Upcoming events planned for AMA:

Paramount Tour – October 24

Chicago Tour – November 6 & 7

Fundraiser: selling Younkers/Bon Ton Community Days coupon booklets – November 14 & 15

Highway cleanup service project – November 16



Sports Business Club

2014-2015 officers are:

President – Nathaniel Smith ('15)
(Lincoln, Ill.)

Vice-President – Andrew Wampler ('16) (Slater, Iowa)

Secretary – Megan Tews ('17)
(Plainfield, Ill.)

Treasurer – Ben Suchomski ('16)
(Elk Grove Village, Ill.)

Recent Activities – The Sports Business Club conducted the first of four fundraisers at Buffalo Wild Wings in mid-October. The club

also recently created a partnership with Mentor Dubuque. Beginning in January, club members will be mentors for young kids, hosting social gatherings, helping with school work, and being there for them whenever they need somebody.

Upcoming Activities – Club members will work security for Whalen Securities at Iowa Men's basketball games as a fundraiser this fall and winter.

Economics Club

The following are the officers for the Economics Club for this academic year:

President - **Eric Volkmer** ('15) (Plainfield, Ill.)

Vice President - **Maura Stelpflug** ('16) (Bloomington, Wis.)

Secretary-Treasurer - **Garrett Lappe** ('17) (Big Rock, Ill.)

Advisor - Dr. Biniv K. Maskay

The Economics Club plans to host guest speakers and hold movie nights this academic year in addition to the Econ Study Table, where several senior members of the club will help other economics students with homework and studying for exams. Last year, the club hosted several activities such as 'meet the professors' night, movie night, and the Econ Study Table.

Sport Management Teams Take First and Second Place at National Sport Management Association Competition; Fourth Consecutive National Win

The Loras College sport management program finished first and second in the 12th Annual Sport Marketing Association Conference academic case study competition. Held October 24, 2014, in Philadelphia, students were given 24 hours to create a comprehensive ticket plan for a fictitious major college football program.

Taking first place were **Andrew Wampler** ('16) (Slater, Iowa), **Marykate Halm** ('16) (LaGrange, Ill.), **Austin Overmann** ('16) (Davenport, Iowa), **Jake Brock** ('16) (Algonquin, Ill.) and **Megan Tews** ('17) (Plainfield, Ill.). Finishing second in the 13-team field were **Adam Schwoebel** ('15) (O'Fallon, Ill.), **Jimmy Collins** ('15) (Dubuque, Iowa), **Shane Williams** ('16) (Cedar Rapids, Iowa), **Alexis Seth** ('16) (Manchester, Iowa), and **Ulises Hernandez** ('16) (Elgin, Ill.).

"The case study this year provided an incredible amount of practical and applicable experiences to the sport marketing industry. The short lead time forced my team and me to be extremely focused and to use every bit of creativity, as well as knowledge learned in the classroom," said Wampler.

"It was extremely challenging and very rewarding to be treated as industry professionals tasked with developing new ticketing and marketing strategies in a short amount of time. The case study was developed and evaluated by individuals working in the industry, making it even more satisfying that our work was deemed worthy of winning."

The win marked the fourth consecutive national competition that

Loras College sport management students have won and is their sixth overall. They have also placed in the top three in 14 consecutive tournaments.

"Our students worked incredibly hard and researched, organized



Andrew Wampler, Jake Brock, Austin Overmann, Marykate Halm, Megan Tews

and delivered great strategies," said **Matt Garrett**, Ph.D., professor of Sport Management. "Because we are the national power, the pressure on our students to repeat is tremendous. Yet once again, the judges, comprised of industry professionals and professors, believed our students set the bar in the competition. I am pleased with all of their efforts and the sacrifice they make for our nationally acclaimed program."

Marketing Grad Earns Sigma Beta Delta Fellowship



Sarah Link ('14), a marketing and sociology graduate, has been selected as the recipient of the Dr. Clifford L. Eubanks Fellowship for the 2014 Sigma Beta Delta Fellowship Program. Link's outstanding capabilities and performance in all subject areas, including maintaining a 3.6 GPA at Loras College while participating in several campus and community activities,

earned her the distinguished award.

"I'm incredibly honored to have been both nominated and selected to receive this prestigious award. Loras did a wonderful job educating me to become a responsible contributor in both my workplace and community. Since graduating in May 2014, I have gratefully taken these lessons into my position as a learning technology representative for McGraw-Hill Higher Education in Dubuque," Link explained.



Loras Business apparel is now available at the Loras College Bookstore! Order your [Loras Business t-shirts](#) or [Loras Business Legacy Relaxed Twill Adjustable Hat](#) online today!