

LORAS MEANS BUSINESS

Division of Business and Economics Newsletter



Hi Duhawks,

Greetings from Hoffmann Hall! As we move past Homecoming, midterms, and Family Weekend and are fast approaching Thanksgiving break, our thoughts turn to those of gratitude for the work of our students, faculty, staff, and administration and the connections we hold dear with you, our alumni. We are always excited to hear from you and welcome you back to campus.

We hope you enjoy the articles in this newsletter on the changes to our majors, the new Haiti J-term course, our upcoming move to Keane Hall, the faculty focus on Prof. Deb Schleicher, and the information on recent speakers and alums at Loras. Congratulations to the Sport Management Team on their impressive win! Well done! We are also very proud to introduce the first graduating class of our Loras College MBA program. Thank you to Dr. Doug Gambrall, Jodi Cecil, and Stephanie LaGrant ('16) for their work in creating this issue of the newsletter.

Karen Sturm, Chair

Business Division Updates

Renovations to the third floor of Keane Hall are almost complete to transform it from dorm rooms to state-of-the-art faculty offices, classrooms, and student study areas. Starting in November, MBA classes will begin using the third floor for classes. Faculty from the business programs will move to the third floor of Keane at the end of the current semester and begin teaching there in the upcoming J-term and spring sessions.

Additionally:

- May 2017 will feature the first students to graduate with an undergraduate business analytics major.
- Recently, a business administration major was added, and the management and business majors were discontinued.
- Significant revisions to the accounting, finance, and marketing majors have been approved.
- The marketing major now includes courses in marketing analytics and marketing ethics.
- An emphasis on analytics continues to be integrated throughout the majors.

Faculty Focus

Associate Professor of Accounting **Deb Schleicher** ('84) began her teaching career in 1994 and returned to teach at Loras in 2000.

Schleicher earned her BA in accounting and business in 1984 from Loras before going on to Southern Illinois University. At SIU, she began law school and earned a master's degree in accounting. Afterwards, Schleicher went on to study at DePaul University College of Law, where she earned her Master of Laws degree. Her certificates and licenses include CPA, CMA, CFM, and admission to the Illinois State Bar.

At Loras, the main focus of Schleicher's teaching is tax law in the accounting program and business law in the business program.

Schleicher's 2014-2015 sabbatical research was on technology, informational privacy and the Fourth Amendment protection against unreasonable search and seizure. She has created a general education course centered on these topics. Schleicher has also written a law journal article and will present a faculty colloquium based on her research.

Alumni Return for Homecoming Panels

Every Homecoming, alumni 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. Business division panels were held for marketing and economics—all to packed rooms.

Presenters at the economics panel were **Brian Beck** ('02), Vice President of Operations at Auxiant; **Wendy Schrunk** ('07), Vice President of Goldman Sachs; **Bo Anderson** ('13), Business Intelligence Manager at Crescent Electric Supply; **Thomas Carr** ('14), a graduate teaching assistant at Northern Illinois University; and **Matthew Schemmel** ('06), Chief Operating Officer at SurePoint Professional Management in West Des Moines, Iowa.

The marketing alumni panel included **Ken Baumann** ('91), Menards Store Manager; **Daniel Buchenau** ('00 MBA '16), Retail Sales Manager at Prudential Financial; **Vince Mazza** ('91), CEO at Guard Street Partners, LLC; and **Shelley Shaw** ('96), Senior Director of Global Marketing at Baxalta.

Stephanie LaGrant, a senior marketing major, commented, "The marketing panelists gave out great advice for up-and-coming business professionals. As I start to search for jobs, it's incredibly helpful to know what employers are looking for."



Wendy Schrunk ('07) speaks with Catalina Santacruz ('16).



Marketing panelists speak to marketing students.

New Haiti J-Term Course

The earthquake that struck Haiti on January 12, 2010 focused the public's attention on the plight of the Haitian people. News coverage was extensive and donations poured in to help. A new J-term course explores the situation in Haiti before the earthquake hit, the international response to the disaster, and that country's current state of affairs.

Loras students will receive a service opportunity during the upcoming 2016 J-term session with the new Haiti course and trip. The course will begin by examining Haitian history, politics, food, music, religion, and economics. Students will then travel to Haiti to help with reconstruction efforts while being immersed in the country's culture.

Students will travel during an 8 to 11 day period, participating in construction/service work and a visit to the National Museum in downtown Port-au-Prince.

Students will also observe local church services on Sundays and then spend time at a public beach. Additionally, they'll eat at a Haitian restaurant to get a literal taste of the culture.

During the course, students will analyze the complex cultural forces that shape human behavior, evaluate how coincidence in race and class of birth impact the opportunities of individuals, and provide analysis for how much history and both internal and external political and economic policies can impact a population's current situation and societal structure.

"The focus of the course is learning about Haiti and Haitian culture through service learning with focus on serving the needs of the community, but making sure that the community decides on those needs instead of having them imposed by us or an outside organization," said instructor **Dr. Eric Eller**. "I hope for this course to be an ongoing part of the J-term schedule, because I think it closely aligns with Loras' mission and values."

Sport Management Students Celebrate Third Consecutive Championship

The Loras College Sport Management Program finished first at the 13th Annual Sport Marketing Association (SMA) Conference Academic Case Study Competition, held October 28-30 in Atlanta. This is Loras' third consecutive SMA championship and the program's ninth championship this decade.

The first-place team consisted of **Shane Williams** ('16) (Cedar Rapids, Iowa), **Marykate Halm** ('16) (LaGrange, Illinois), **Megan Tews** ('17) (Plainfield, Illinois), **Austin Overmann** ('16) (Davenport, Iowa) and **Andrew Wampler** ('16) (Slater, Iowa). In only 24 hours, the students created a marketing strategy presentation focused on increasing revenues for the College Football Hall of Fame.



"Loras competed against some of the best sport management programs in the country," said **Dr. Matt Garrett**, professor of sport management. "I am especially excited for the four seniors on this team. The class of 2016 will go down as the most decorated class in our illustrious history."

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)

President: **Tim Nass** ('16) (Dubuque, Iowa)

Vice President: **Carrie Crabill** ('17) (Dubuque, Iowa)

Treasurer/Accounting Officer: **Danielle Jackson** ('18) (Peosta, Iowa)

The club hosted its first big event of the year, McGladrey Night, on October 13. During this event, Loras alums from RSM (formerly McGladrey) talked with students about accounting and IT careers and internship opportunities. Participating RSM employees included **Fred Fischer** ('88), Partner; **Cassie Crabill** ('13), Senior Assurance Associate; **Mitch Skul** ('13), ITVision Associate; and **Pat Vance** ('90), Principal Technology Consulting.

AMA (Marketing Club)

Thank you to the marketing alumni who came to campus for the Homecoming panel—**Ken Baumann** ('91), Menards Store Manager; **Daniel Buchenau** ('00 MBA '16), Retail Sales Manager at Prudential Financial; **Vince Mazza** ('91), CEO at Guard Street Partners, LLC; and **Shelley Shaw** ('96), Senior Director of Global Marketing at Baxalta.

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

This year, AMA will visit with marketing professionals at Cottingham & Butler and McGraw-Hill in Dubuque and several businesses in the Milwaukee area next spring.



AMA officers at Campus Fest.



Adrian Nunez ('16) with Ken Baumann and Vince Mazza.

Sports Business Club

2015-2016 officers are:

President: Shane Williams ('16)

Vice President: Megan Tews ('17)

Secretary: Marykate Halm ('16)

Treasurer: Ben Suchomski ('16)

Recent Activities – A group of students volunteered at the Field of Dreams' Team of Dreams Celebrity All-Star Game that raised \$25,000 for local charities.

Another group worked in different event management capacities for the Chicagoland Speedway's NASCAR Chase Race.

Economics Club

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

President: Mitchell Johnson ('16)

Vice President: Maura Stelpflug ('16)

Secretary-Treasurer: Jenna Walleser ('17)

Advisor - Dr. Biniv K. Maskay

Bill Bolster Speaks to Business Classes

On October 13, Loras College was honored to have **Bill Bolster** ('67) on campus. The former Chairman and Chief Executive Officer of CNBC International met with students throughout the day and spoke to three different media studies, sport management and finance classes.

Bolster answered students' questions and shared advice for their futures after graduation.



MBA Graduates

The first cohort of Business Analytics MBA students crossed the graduation stage in May 2015. Nineteen professionals completed the requirements to earn the first Masters of Business Administration degrees conferred by Loras College. The group began coursework in the fall of 2013 and experienced a combination of business administration, business analytics, and ethics components through this unique program.

The MBA program contains a liberal arts focus—a very unique aspect. This focus infuses the ethical decision-making values taught through our College's Catholic tradition, an area too easily overlooked by other programs, with the science of data analytics.

"The learning experience, knowledge gained, and learning collaboration with fellow students and instructors have been beneficial in my current endeavors and I am sure will continue going forward," said **Tom Gantz** ('92 MBA '15). "The program is worth every penny, all the time spent in and out of classes, all the work and all the sacrifices."



Dan McDermott ('12 MBA '15) commented, "I was able to get my MBA and learn about a rapidly growing field I've always been interested in. The classes weren't focused on specific skill sets that we would learn for the purpose of the class and then never use in the real world—we learned how to learn."