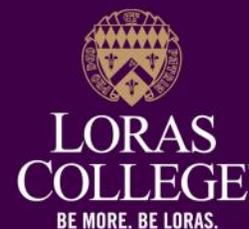


LORAS MEANS BUSINESS

Division of Business and Economics Newsletter



Greetings from Hoffmann Hall!

During this past academic year the Division of Business and Economics undertook two new initiatives. The first is described in our lead story. Students from across campus benefited from the investing acumen of our finance majors by being awarded a portion of the proceeds gained through the Loras Investment Fund for the Endowment (LIFE) portfolio class. The second initiative was the creation of faculty-led discussion groups. These groups provided students an opportunity to consider the impact that Catholic Social Teaching can have on their lives. Through the generosity of a benefactor, this semester's CST initiative will bring two noted scholars to campus: Dr. Andrew Abela of Catholic University, and Dr. Patrick Murphy, from the University of Notre Dame.

I believe you will find this issue of our newsletter very informative—filled with news of exciting activities and meaningful student accomplishments. As always, I entreat you to join our [LinkedIn member group](#). It is a great way to stay connected to your school and its alumni. Be More. Be Loras.

--Dr. Doug Gambrall, Ed.D.
Chair, Division of Business and Economics

LIFE Portfolio Course Moves Beyond Class Experience to Support Student Endeavors

The Loras Investment Fund for the Endowment (LIFE) portfolio investment course was created in 1998 by Professors Joe Bernardi and John Upstrom. It began with donations from friends and alumni of Loras College, including alumni **Emmet DeLay** ('54) and **Rich Schlegel** ('54). It is a hands-on class where students manage a portion of the Loras College endowment, with a mission to allow students to explore the social and ethical implications of investing and evaluate and monitor performance against widely followed benchmarks through the use of a multi-disciplined approach.

Students in the course select, research, analyze, and evaluate stock ideas using a disciplined investment model, and the class as a whole votes on whether to buy, sell, or hold. They experience the consequences of sub-par research as well as the reward of well-researched, well-chosen stocks first-hand with investment results.

Eric Eller, Ph.D., associate professor of finance, explained, "We have worked this year to develop an investment strategy and screen that incorporates Loras College and Catholic Social Teaching values into the investment decision process. The students made the decision to divest from three different stocks in the fall—one because it was a Chinese search engine where the Chinese government was interfering with free speech/ expression and the other two because they were either directly or indirectly focused in petroleum extraction with little to no

attempt to care for the planet beyond the regulatory requirements."

Recently, the class has evolved into a means for benefitting Loras College students across campus.

When planning for the 2014-15 budget year, discussions between the Division of Business and Economics and Administration led to the decision to use the profits gained through the LIFE portfolio class to benefit the students in the class, as well as students across campus, to help offset costs to participate in professional conferences and competitions.

Individuals and organizations who apply for funding must describe in their submission the competition or conference, explain the nature of the event, and include a narrative of why the organization or individual should be considered for this award.

The committee reviews the required materials and make awards based on merit, number of requests, and size of the draw.

Disbursements from the LIFE Portfolio fund over the past academic year included support for students attending state, regional, national, and even international conferences and competitions. Funds were awarded to cover the cost of mileage to venues in St. Paul, Chicago, and Omaha, as well as some help with conference registrations and other travel. Students involved with sport management, teacher education, psychology, finance, athletic training, and neuroscience benefitted from the fund.

Unexpended funds will continue to go back into the Loras College endowment.

Loras College Business Week 2015 May 3-7 Sponsored by Dennis ('72) and Mona Houlihan

The sixth annual Business Week, sponsored by Dennis ('72) and Mona Houlihan, will feature evening alumni panels with recent business graduates discussing their professional work experiences and the value of a liberal arts education, as well as presentations throughout the week from alumni and community leaders. We invite you to attend any of the presentations. For more information, contact Ron Collins (563) 588-7281.

Business Week Schedule		
Sunday, May 3	6:30-8:00pm - Ballroom A	Speaker: Patrick Murphy, Ph.D., University of Notre Dame , "The Importance of Catholic Social Thought in Business"
Monday, May 4	6 -7:30 p.m.	<ul style="list-style-type: none"> ◆ Finance Alumni Panel- Ballroom A ◆ Marketing Alumni Panel- Arizona Room
Tuesday, May 5	3-4:30 p.m. - Ballroom A	Speaker: Christine (Steffen) Korte ('76), MBA, CFP®, Financial Advisor, Ameriprise Financial Services, Inc. "Why a Liberal Arts Education is Vital in Today's Workplace"
	6-7:30 p.m.	<ul style="list-style-type: none"> ◆ Accounting Alumni Panel- Ballroom A ◆ Economics Alumni Panel- Arizona Room ◆ Sport Management Speaker: Matthew Garrett, Ph.D., Loras College, "Young Sport Management Graduates and their Career Trajectories"- Ballroom B
Wednesday, May 6	3-4:30 p.m. - Ballroom A	Speaker: David Kordell ('91), President, River Valley Capital Group "Drive and Ambition: Entrepreneurship as the Road to Success "
	6-7:30 p.m.	<ul style="list-style-type: none"> ◆ MIS Alumni Panel- Ballroom A ◆ Management Alumni Panel- Ballroom B
Thursday, May 7	6-7:00 p.m. - Ballrooms A&B	Keynote Speaker: Anthony Reardon ('72), Chairman and CEO, Ducommun Inc. , "Leadership Development"

Focus on Catholic Social Teaching in Business Brings Guest Speakers, Discussion

Catholic Social Teaching (CST) is an important set of values for students to understand at Loras. In the business division, accounting students have participated in a case competition centered around CST for a number of years. A benefactor provided the resources this year for Loras to bring outside speakers to campus to further communicate the importance of CST in business.

"Many times it is difficult for college students to see a connection between their daily job assignments and any societal contribution they hope to make. However, through the lens of Catholic Social Teaching, work is viewed as a gift from God—a blessing—and we come to understand that by using our God-given talents we can contribute to making the world a better place," said **Doug Gambrell**, Ed.D., associate professor of business administration and chair, division of business and economics.

Dr. Andrew Abela, dean of the School of Business & Economics at Catholic University of America, came to Loras College in April to speak about his newest book, "A Catechism for Business: Tough Ethical Questions and Insights from Catholic Teaching," which students had been reading and discussing.

The book's focus is to provide guidelines, reflections, and

insight into moral questions that have been asked by business leaders, through presenting the teachings of the Catholic Church as they relate to business and economics.

Abela's research is concentrated on the integrity of the marketing process, including marketing ethics, Catholic Social Doctrine, and internal communication.

This year's Business Week will kick off with Patrick Murphy, Ph.D., professor of marketing in the Mendoza College of Business at the University of Notre Dame, presenting "The Importance of Catholic Social Thought in Business."

Murphy was a Fulbright Scholar at University College Cork in Ireland and University of Lille 2 in France. He specializes in business and marketing ethics, and his award-winning work has appeared in leading ethics and marketing journals. In 2011, Murphy received the Lifetime Achievement Award from the Marketing and Society Special Interest Group of the American Marketing Association.



Dr. Abela with faculty from the Division of Business and Economics

Loras College Center for Business Analytics Hosts 3rd Symposium, Announces Partnership with Pella Corp.

With about 250 attendees, the 3rd annual Loras College Business Analytics Symposium was dedicated to exploring the data journey an organization must embark on to turn ideas into innovation and for analytics experts to share relevant case studies, explore real problems, and discuss radical solutions.

The day kicked off with an executive breakfast where Matt Hart of BetterWorks presented “Achieving Growth with Goals: The Journey to Achieving Operational Excellence.” Following the executive session, the Symposium opened with **Rich Clayton** ('87), vice president of the business analytics product group at Oracle Corporation, and a morning keynote by **Tim Suther** ('82), managing director of JP Morgan Chase, exploring business analytics and the opportunities it can afford you, your company, and your world.



Loras College President **Jim Collins** ('84) and Pella Corporation CEO Pat Meyer announced a strategic partnership focused on strengthening the connection between Pella's business objectives and Loras' academic programs in analytics. This new partnership will explore how to use analytics better across a variety of scenarios including customer experience, product innovation, and process efficiency at Pella Corporation. Loras College and Pella Corp. will work together to build awareness of the opportunities analytics provides as well as educate Pella's new and existing workforce on improved techniques in the field.

During lunch, two awards were presented to pillars in the business analytics community. The inaugural Loras College and Pella Corporation Analytic Catalyst Award was presented to **Bill Lynch** ('64) — a pillar of support for the business analytics community, seeing the opportunity business analytics provides companies to propel efficiencies, develop people, and drive performance by fostering a curious culture focused on asking the right questions.



In addition, UnityPoint Health was awarded the prestigious Loras College Business Analytics Innovation Award for displaying the most innovative and effective use of business analytics through its robust blood transfusion analytics solution that allows for the observation of system-wide trends to translate into data-driven actions to reduce monetary waste and patient risk and conserve blood. Sponsored by TH Media, award submissions described the business analytics project, process or concept that was implemented by their company, and the tangible economic, social, or environmental impact it demonstrated with a particular focus on impact, scope,

insights, maturity and, of course, innovation.

Following lunch and awards, symposium attendees benefitted from breakout sessions on topics such as the journey to exceptional customer experience, creating value with information, the implementation of EPM for improved multi-business budgeting and financial reporting, and the analytics CoE: positioning your business analytics program for success.

Finally, Betsy McVay, executive director of analytics at UnityPoint Health, concluded the afternoon by exploring her organization's business analytics journey and explaining why aligning with key strategies and mission is critical for the success of a high-functioning analytics team. Highlights included research of best practices, roadmap development, prioritization, differentiators, and challenges related to developing analytics capabilities for a multi-state integrated healthcare system.



The Loras College Center for Business Analytics is the region's leading institution focused on professional and organizational enhancement through the use of data science and analytic techniques. The Center is designed to meet the continuing education needs of today's savvy professional looking to enhance their analytical skills through an MBA in business analytics or a 10-week, online certificate program.

The next certificate class begins May 4, and the next entrance point for the MBA program is Fall 2016.

Faculty Focus: Bill Hitchcock

Professor of Computing/Information Technology **Bill Hitchcock** began working at Loras College over 25 years ago.

Prior to Loras, Hitchcock worked at Oscar Mayer Foods Corporation in Madison, Wisconsin, as a marketing systems programmer and earned his MBA in Finance, Investments, & Banking at UW Madison. In 1989, he began teaching finance for Loras and later moved into teaching management information systems coursework.

“The best part of teaching is getting to work with so many different people that all like to learn something new,” he says. “Every semester is a new start, and it’s gratifying to see alums come back to the school and share some of their successes.”

Hitchcock’s best memories during his time at Loras include serving as the study abroad director in Ireland in 2011, developing the BUS 379: Rise and Fall of the Celtic Tiger class, and growing along with constantly-changing technology.

“Even though we are a small school, located in a small city, the Loras and Dubuque communities abound in opportunities for a meaningful college experience,” says Hitchcock.



Tenure, Promotion and Faculty

Recognition within the Division of Business and Economics

On March 12, 2015, a reception was held to honor faculty for tenure, promotion, and as Loras College award winners.

The Loras College Board of Regents ratified the recommendation from the Rank and Tenure Committee, the Provost and the President’s decision to grant tenure to **Anne C. Marx Scheuerell**, Ed.D., who was also promoted to associate professor of sport management.

The Mike and Linda Budde Award for Teaching Excellence was given to **Luke J. Lammer**, assistant professor of accounting.

This award is granted annually to the top assistant, associate, or full professor who has taught at Loras fewer than 11 years. It recognizes effectiveness in classroom teaching, concern for the role of one’s discipline within a Catholic liberal arts institution, and effectiveness in creating an environment conducive to student learning.



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!

Are you LinkedIn?

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



Duhawk Spotlight

Tim Suther ('82), managing director of JP Morgan Chase, earned his bachelor's degree in finance from Loras College.

"I feel fortunate and blessed to have attended Loras. I met my future wife (Peg) and a host of lifelong friends. The College helped me blend art and science into skills I leveraged to become, among other things, president of a publicly-traded software company, board member of various industry associations, and one of the top Chief Marketing Officers in the U.S.," he said.

While a student, Suther was involved in intramurals, Sigma Phi Epsilon, and Delta Epsilon Sigma, and was president of the Intrafraternity Council on campus. He describes his Loras experience as "a lot like the old TV show Cheers, where everyone knows your name. Your academic life, intramural life, social life were constantly intersecting."

Today, Suther lends his expertise to help Loras College with its Business Analytics program, which he describes as empowering leaders for an increasingly data-oriented world.



2014-2015 Business Award winners

Marketing Business Scholar	Amanda Elsen ('15) (Nekoosa, Wisconsin)	Dennis Benda Business Award	Brett Graham ('16) (Dyersville, Iowa)
Management Business Scholar	Andrew Ney ('14) (Peosta, Iowa)	Thomas J. and Peggy Gantz Junior Accounting Award	Zachary Frey ('15) (Cascade, Iowa)
MIS Business Scholar	Kayla Ambrosy ('15) (Dubuque, Iowa)	McGladrey Excellence in Accountancy Award	Katherine Molony ('15) (Bernard, Iowa)
S. Frank and Betty Klauer Murray Scholarships	Chelsea Myers ('15) (Dubuque, Iowa) Felicia Fischer ('15) (Sherrill, Iowa) Paulina Le ('16) (Sherrill, Iowa) Jordan Stecklein ('15) (Dubuque, Iowa)	Iowa Society of CPAs Award for Excellence in Accounting	Chelsea Myers ('15) (Dubuque, Iowa)
Prudential Scholarship in Business	Zachary Frey ('15) (Cascade, Iowa) Lucas Jacque ('15) (Dyersville, Iowa) Austin Kalmes ('15) (Bellevue, Iowa) Samuel Koenig ('15) (Dubuque, Iowa) Stephanie LaGrant ('16) (Delhi, Iowa) Timothy Nass ('15) (Dubuque, Iowa)	Francis J. Noonan Award	Katherine Molony ('15) (Bernard, Iowa) Chelsea Myers ('15) (Dubuque, Iowa) Amanda Elsen ('15) (Nekoosa, Wisconsin) Lauren Gonner ('15) (Dubuque, Iowa) Megan Kelchen ('15) (Cascade, Iowa) Claira Sieverding ('15) (Bellevue, Iowa)
Rockwell Collins Scholarship	Tyler Schaefer ('15) (Platteville, Wisconsin) Arielle Swift ('16) (Dubuque, Iowa)	Finance Business Scholar	Seabelo Montwedi ('15) (Gabronne, Botswana)
Al Schram Sport Management of the Year	Andrew Wampler ('15) (Slater, Iowa)	Arnie Honkamp Memorial Scholarship for Accounting	Zachary Frey ('15) (Cascade, Iowa)
Sigma Beta Delta Honor Society	Katherine Molony ('15) (Bernard, Iowa) Seabelo Montwedi ('15) (Gabronne, Botswana) Regan Takes ('15) (Cascade, Iowa)	ICF-Ignite Entrepreneurship Scholarships	Brett Graham ('16) (Dyersville, Iowa) Jesse Hendrickson ('16) (Waverly, Iowa) Dylan Humpal ('15) (Ridgeway, Iowa) Dana Matykiewicz ('16) (West St. Paul, Minnesota)
Mitch Einck Scholarship	Megan Tews ('16) (Plainfield, Illinois)	Rev. Edmund Kurth Memorial Scholarship in Economics	Gina Dacy ('15) (Rochester, Minnesota) Mitch Johnson ('15) (Oklahoma City, Oklahoma) Catalina Medina ('16) (Bogota, Colombia)
Om Batish Memorial Scholarship in Economics	Ryan Sheeran ('15) (Chicago, Illinois)		

Duhawk Club News

Sport management students traveled to the Knoxville Raceway in Knoxville, Iowa recently to conduct focus group research for Team Haase Racing. Team Haase is led by McKenna Haase, arguably one of the most successful teenage drivers in the country, and sister to Loras junior Media Studies student Makaila Haase.

Juniors Andrew Wampler (Slater, Iowa), Austin Overmann (Davenport, Iowa),

Jo Jo Schmidt (Naperville, Illinois), and senior Sam Noble (Oregon, Illinois) interviewed selected members of Haase's fan base as part of a focus group. Fans were selected as part of a stratified sample of persons who had responded to an internet survey. The group will provide a report summary with information about its fan base for Team Haase Racing to share with its sponsors.

The following students qualified for nationals in the Business Club competitions, June 23-24 in Chicago:

Contemporary Sports Issues

Riley Till ('17)
(Bellevue, Iowa)
Matt Federspiel ('16)
(Peosta, Iowa)

Macroeconomics

Alex Timmerman ('17)
(Maquoketa, Iowa)

Microeconomics

Paulina Le ('16)
(Sherrill, Iowa)
Matt Federspiel

Cost Accounting

Morgan Dolan ('16)
(Dubuque, Iowa)

Entrepreneurial Concepts

Matt Lane ('15)
(Maquoketa, Iowa)

Marketing Concepts

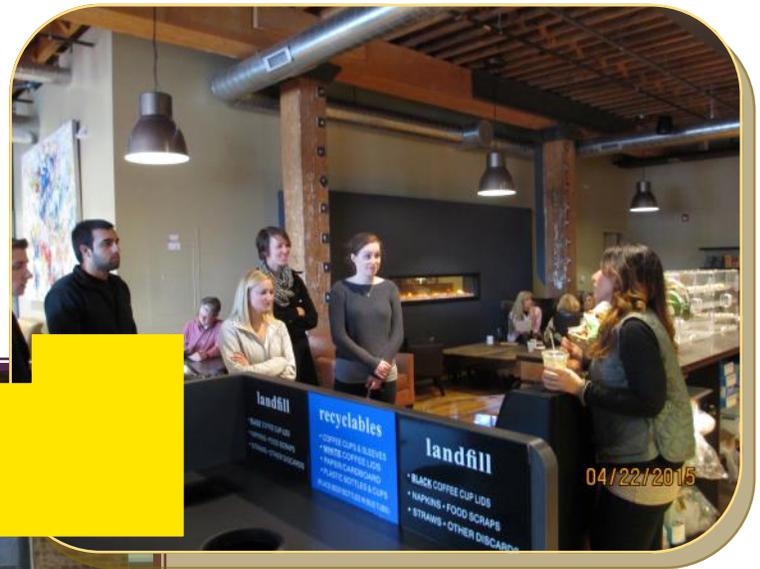
Isaac Sturm ('16)
(Bellevue, Iowa)

Networking Concepts

Matt Lane

Personal Finance

Matt Lane



The AMA Marketing Club recently toured Inspire Café in Dubuque. Sara Post, owner and manager, shared information on starting and marketing a new business.



Senior marketing students give a formal presentation to local non-profit group, Dubuque Millwork Collective.