Hi Duhawks,

Just as the accountants have another busy season in the books, we at Loras are headed to our busy season to close out the school year. This academic year has seen many changes, including the move of the business faculty to 3rd floor Keane Hall at the end of January. Students are energized by the state-of-the-art classrooms and learning spaces. We invite you back to campus to visit us, now at the top of Loras Boulevard.

We are so very thankful to our generous donors for their continued support of our mission and programs. We are also very grateful to our faculty for their dedication and inspiring teaching. This May we say congratulations and thank you to Gene Steidinger, marketing professor, and Dennis O’Connor, economics professor, as they retire from Loras. Their impact on our students’ lives will long be remembered.

Karen Sturm, Chair

BUS 346’s Lasting Legacy

For the past 15 years, Professor Gene Steidinger’s Advertising/Marketing Communication course has been a staple in the marketing major’s curriculum.

Student teams compete to develop advertising campaigns for an emerging local product or company. The teams interact with the business owners at the beginning of the project and present their advertising campaigns onsite to the company owners at the end of the semester.

The course introduces students to advertising/marketing communication’s role as a tool in the business world and helps them develop an understanding of marketing and social environments. Even though Steidinger is retiring in a few weeks, the class will remain and be taught by Professor Marzofka. Marketing and related majors will continue to get the valuable experience it offers.

Here are the businesses that have been the focus of the class over the years, and the students involved in the winning teams:

**2016:** BeraTek (Cedar Rapids, IA)

**2015:** Living on Main (Dubuque, Iowa) (winning team pictured at right) - Katherine Edwards (‘15), Kayla Balke (‘15), Tyler Doerr (‘15), Makaila Haase (‘16), Ben Minnis (‘15)

**2014:** Dubuque Food Coop (Dubuque) - Jennifer Brouch (‘15), Megan Kelchen (‘15), Chelsea McCarraker (‘15), Alicia Ney (‘15), Amy Trapani (‘15)

**2013:** Breads from Anna (Iowa City, IA) - Easton Kuboushek (‘14), Ryan Kuboushek (‘14), Amanda McWhinney (‘14), Samantha Sewell (‘13), Abbey Tjebkes (‘14)

photo by Katherine Edwards
Faculty Focus

Dennis O’Connor, professor of economics, will be retiring at the end of the 2015-16 academic year, after a 33-year career at Loras. Gene Steidinger, professor of marketing, will also retire at the end of the year, after a long career at Loras. Steidinger was featured in a Faculty Focus in 2014.

Before he earned his graduate degree, O’Connor worked for an airline consulting firm and the Bureau of Economic Analysis in Washington, D.C. and as a health care economist in North Carolina.

“I have always thought that we have an awesome and awe-inspiring faculty that demonstrates a passion for what they do.

But the students are the real inspiration, with their desire to learn and to explore ideas, they keep us going and doing what we do. It is especially gratifying to see them succeed as college professors, attorneys, bankers, business owners and in public service (to name a few),” said O’Connor.

2012: Beckman Catholic Schools (Dyersville, IA) - Morgan Hoffmann (’12), Andrew Kelchen (’13), Abigail Potts (’13), Abigail Schmitz (Bouska) (’12), Megan Smith (Armstrong) (’13)
2011: Verena Street Coffee (Dubuque) - Janet Crone (’12), Lisa Hefel (’12), Jane Hilliard (’11), Nicole Myers (Woolfolk) (’12), Rachel Rolfes (’11)
2010: QuenchX Gum, Mueller Medicine (Prairie du Sac, WI) - Kelly Bradley (’11), Clarke Butler (’11), Laura Cornelis (’11), Justin McCord (’10), Amanda Pawlak (’11), Katie West (’11)
2009: Flamedisk (Madison, WI) - Jill Miller (’09), Kevin Miller (’10), Megan O’Connor (’09), Dustin Schlick (’10), RoseAnn Taphorn (Haedt) (’09), Christie Trilk (’09)
2008: Propel Invigorating Water - Steven Bischoff (’09), Mark Jandacek (’09), Kelly Krapfl (Maloney) (’09), Meredith Marlow (Peck) (’08), Jennifer Phelan (’08), Molly Wiesman (’09)
2007: Carr Valley Cheese (Sauk City, WI) - Lauren Danylyshyn-Adams (’07), Rachel Domeyer (’07), Ryan Dunn (’08), Connor Fitzpatrick (’07), Erin Stefanik (’07), Tara Stovie (’07)
2006: Big Dave’s Buck Lure (Dubuque) - Caleb Dietrich (’08), Ryan Hagerty (’08), Melissa Lemon (’08), Jennifer Kacere (’06), Brigette Lyons (’07), Nicholas Thanos (’06)
2004 (fall): Blumer’s Old Fashioned Soda (Monroe, WI) - Crystal Kadlec (Haring) (’04), Joy Schutte (’05), Timothy Schwan (’04), Lindsey Smith (’05), Brian Tritt (’05), Jacqueline Wuebker (’04)
2004 (spring): EcoLips Organic Lip Balm (Cedar Rapids) - Jennifer Carlson, Jake Diehl, Jeff Ludovissy, Matt Murray, Tim Schneden, Peter Silvestri
2003: Ertl/Elasta Blasta (Dyersville) - David Fischer, Julie Foley, Lindsay McAllister, Courtney Robbins, Wendy White
2002: Moovitz Caffeinated Candies (Madison) - Abby Ellingson, Nathan Gannon, Justin McDermott, Alicia Nosbisch, Mary Tedore, Carolina Vernaza
Studdert Lecture Series Kicks Off

Loras College hosted its inaugural Andrew P. Studdert Business Ethics and Crisis Leadership Lecture on Thursday, April 14, in the Hoffmann Auditorium of the St. Joseph Hall of Science.

Al Gini, Ph.D., professor of business ethics and chairman of the Department of Management in the Quinlan School of Business at Loyola University Chicago, presented Three Critical Characteristics of Leadership: Character, Stewardship, Experience.” Gini also visited three classes at Loras, business ethics, introduction to philosophy and principles of management.

“The leadership equation is never set or fixed,” Gini said. “Time, place, specific problems, the particular parties involved all play a role in the leadership equation. I want to argue that at its core, all forms of ethical leadership are based on three elemental ingredients: character, stewardship, and experience.”

Loras College hosted its third annual Business Analytics Symposium on March 16, 2016 at the Grand River Center in Dubuque, Iowa. The CEO breakfast featured Tim Suther, Suther Strategic, LLC., and the keynote address was delivered by Rich Clayton, Oracle Corporation. The day focused on how to use analytics in organizational transformation and opportunities for learning how to manage change through human resources, customer experience and financial implications were all shared.

Attendees were also given the opportunity to attend interactive workshops to experience hands-on situational learning. The interactive panel at the lunch was also a valuable highlight which allowed attendees to listen to the personal experiences of individuals in our community who are using analytics to further their companies. The annual Innovation Award was presented to Dupaco Community Credit Union for its successful Greenback campaign proposal and implementation.

Loras has also updated its offerings to further educate on application of business analytics.

• Online Business Analytics Certificate course begins June 10. This is a 10-week online class, bearing three credits that can be applied to the first course of our Executive MBA in Business Analytics.

• Graduate Certificate in Business Analytics is a 15-credit certificate which is offered for those who either already have an MBA or those who just want the focused information covering Business Analytics in Business Administration. Next offering begins September 12, 2016 5:30 – 9:30.

• Executive MBA is offered as a 39-credit program which is targeted toward those who have experience in the workplace and would like to learn how to be more data-driven in their business pursuits. Next cohort starts September 13, 2016 from 5:30 – 9:30 pm.

Contact Kim Roush or visit loras.edu/graduate for more information on any of the offerings.

Are you LinkedIn?
If you are a member on LinkedIn, join the group Loras Means Business to share news with fellow Loras alums.
Mock Interview Competition Held Feb. 22

Teams of students participated in the “You’re Hired! Mock Interview Competition,” held on Monday, February 22.

Employers at the event included:

• Cottingham Butler
• Congressman Rod Blum (IA-01)
• Hirschbach Motor Lines
• Kendall Hunt/Westmark/Great River Technologies
• Northwestern Mutual
• Sam’s Club
• Sedgwick Claims Management Services
• Truck Country USA

Employers conducted 20-minute mock interviews and offered 5-minute critiques to students. The team with the greatest number of “You’re Hired!” decisions by the interviewers won the competition.

Top student teams were:

1st place: Celia DaSilva (’19), Lauren Czeshinski (’19), Emily Ney (’18), and Ervin Yahr (’19)
2nd place: Carrie Crabill (17), Elizabeth Fischer (’17), Jessica Dickhut (’17), and Casey Wedlake (’17)
3rd place: Kenzie Elsbernd (’17), Anna Girgenti (’19), Caitlin Hansen (’18), and Jeff Bentley (’17)
4th place: Michael Perhats (’18), Maria Munoz (’18), Diana Pelaez-Ardia (’18), and Brendan Doyle (’18)

Catholic Social Teaching Case Study Competition

Several teams of students competed in the annual Catholic Social Teaching case study competition in February. Teams presented case studies in business ethics and used Catholic Social Teaching principles to propose solutions.

The top three teams were:

1st: CVS Removes Tobacco - Teage Browning (‘16), Casey Flack (‘16), Austin Lowry-Luther (‘16), Yesenia Torres (‘16)

2nd: Apple’s Ethical Dilemmas at Foxconn - Haley Bergan (’17), Courtney Bowen (’17), Spencer Hall (’17), Ryleigh Keeney (’17)

3rd: $1,000 Pill - Jessica Coxe (‘16), Alexandra Earles (’17), William Ebron (’16), Lizzy Sanchez (’16)

(Yesi Torres, Austin Lowry-Luther, Teage Browning, and Casey Flack)
Congratulations to student award winners and thank you to all award donors and sponsors for their continued support.

**Dennis Benda Business Award** – Arielle Swift ('16), Thomas Warner

**Thomas J. and Peggy Gantz Accounting Scholarship** – Haley Bergan ('18)

**Arnie Honkamp Memorial Scholarship for Accounting** – Haley Bergan ('18)

**Eide Bailly Excellence in Accounting Scholarship** – Caitlin Hansen ('18)

**RSM Excellence in Accountancy Award** – Zachary Frey ('16)

**Iowa Society of CPAs Outstanding Accounting Student Award** – Tim Nass ('16)

**ICF-Ignite Entrepreneurship Scholarships** – Carrie Crabill ('17), Dylan Humpal ('16)

**Prudential Scholarship in Business** – Zachary Frey ('16), Sam Koenig ('16), Stephanie LaGrant ('16), Tim Nass ('16)

**Finance Business Scholar** – Catalina Santacruz ('16)

**Management Business Scholar** – Cassandra Lowery ('16)

**MIS Business Scholar** – Tim Nass ('16)

**Marketing Business Scholar** – Andrew Wampler ('16)

**Paul & Frances Dunn Barnes Scholarship II** – Morgan Dolan ('17), Riley Till ('17), Jenna Walleser ('17)

**S. Frank and Betty Klauer Murray Scholarships** – Felicia Fischer ('16), William Sallen ('16), Tyler Schaefer ('16), Joshua Van Be- sien ('16)

**Francis J. Noonan Award** – Zachary Frey ('16), Anna Gualandri ('16), Dylan Humpal ('16), Lucas Jacque ('16), Stephanie LaGrant ('16), David Roche ('16), Shaunna Weber ('16)

**Rockwell Collins Scholarship** – Morgan Dolan ('17)

**Sigma Beta Delta Honor Society** – Sara Alfayoumi ('16), Anna Gualandri ('16), Mary Kathryn Halm ('16), Cassie Lowery ('16), Tim Nass ('16), William Sallen ('16), Catalina Santacruz ('16), Andrew Wampler ('16)

**Al Schram Outstanding Sport Management Major of the Year Award** – Shane Williams ('16)

**Mitchell Einck Memorial Scholarship** – Maura Walsh ('18)

**Rev. Edmund Kurth Memorial Scholarship in Economics** – Calvin Harridge ('17), Jenna Walleser ('17)

**Om Batish Memorial Scholarship in Economics** – Margaret Sentovich ('17)

**Iowa CPA Education Foundation Scholarship** – Jenna Walleser ('17)
Business Week Schedule

The seventh annual Business Week will feature presentations from alumni and business professionals. Thursday’s keynote address will be delivered by current Board of Regents member, Tim Suther (‘82). Mr. Suther is the founder of Suther Strategic, LLC. He has significant experience using technology and analytics to transform the business industry. Thank you to Dennis (‘72) and Mona Houlihan for their generosity and support of Business Week.

Tuesday, May 3  
Paul Ruffalo (‘00)  
Vice President, Ruffalo Noel-Levitz  
“My Loras Path: Lessons from a ’00 Duhawk”

Wednesday, May 4  
Shara Muller  
Human Resource Professional, DAC, Inc.  
“I Accepted a Job. Now What?”

Thursday, May 5  
Tim Suther (‘82)  
Founder, Suther Strategic  
“The Future Isn’t What it Used to Be: Why the Intersection of Decision Sciences and the Humanities/Arts is the Future of Life and Career”

Keane Hall Dedication

On Friday, April 22, a dedication was held for the third floor of Keane Hall, now the home of the Business and Economics Division and Center for Business Analytics. Renovations were made possible through the generous support of a number of donors. Lead gifts include a $750,000 challenge gift from William T. (‘64) and Kathleen Lynch, and gifts from Jim (‘56) and Marita Theisen, Thomas (‘57) and Harriet Onan, and members of the Gantz family. The project also received two $30,000 grants from the McDonough Foundation of Dubuque.