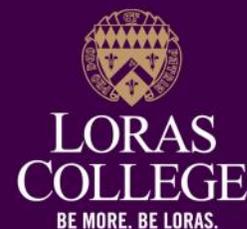


LORAS MEANS BUSINESS

Division of Business and Economics Newsletter



Greetings from Hoffmann Hall!

The value of internships for college students is well documented. The opportunity for hands-on learning is prized by students as employers and graduate schools increasingly recruit individuals with real work experience. Our lead story focuses on the efforts here at Loras to extend learning beyond the classroom. While not a requirement of our business majors, internships are promoted by faculty and considered an important part of students' overall education.

Much is happening throughout the newly named Division of Business and Economics. This edition of *Loras Means Business* highlights just some of our recent activities. Also in this issue, our faculty focus is on Professor John Upstrom. John is retiring from Loras at the end of this semester after 30 years of dedicated service. We will certainly miss John and his contributions to our programs and wish him well on all future endeavors.

As always, we look forward to hearing from our alums in business. Next time you are on campus, please stop by Hoffmann Hall. If you are a user of LinkedIn, I encourage you to join our group, *Loras Means Business*, and stay connected to your college and colleagues.

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

Business Students Get Valuable Internship Experience Through Loras

"Internships are a win-win: good for the students and good for the organizations. Students integrate what they have studied with the work they are assigned. Often, successful completion of an internship leads to an offer of full-time employment when the student graduates," explains **Karen Sturm** of the Business Division.

Each year, Loras College business students complete internships in a wide array of organizations to prepare them for their job search after graduation. Students can complete internships for academic credit or non-credit. Many students choose to complete both.

Katie Callaghan ('14), a marketing major, completed an internship with Dubuque marketing agency Plaid Swan, which she learned about through the Center for Experiential Learning (CEL). "I learned new writing skills at Plaid Swan, such as writing white paper documents, utilizing social media for small businesses, and creating and executing marketing plans for various clients. I also was responsible for meeting with clients on a weekly basis, developing case studies on previous campaigns, researching target audiences for rebranding efforts, and providing creative feedback to my clients and supervisors."

CEL's role in internship coordination involves many angles. According to Faye Finnegan, Internship Coordinator, the Center offers:

- Internship workshops, how to use Google in searching, why and how to network
- Networking Events—students often develop meaningful relationships that may lead to internships

- Career Fair each fall has led to internships
- Individual meetings showing students how to search and how to network through LinkedIn—a strong tool to connect with alumni by joining Loras alumni groups

"Students are taught how to seek out internships as those are the skills they will need the rest of their lives to find full time positions," Finnegan explained.

Business faculty communicate internship openings to students from a variety of sources, including from the companies, recruiting websites, or from CEL. Students may also find internship positions through career fairs or the Iowa College Recruiting Network interview days. Faculty serve as supervisors for the internships when students choose to earn academic credit.

Chelsea Myers ('14), accounting major, has found internships in two distinctly different ways—one through contact with a Loras professor and one through her own existing network. She served as Petal Project Intern at ECIA, which she learned about through **David Cochran**, Ph.D., politics department, where she assisted with program implementation, tracking, and promotion, and she currently interns for the Community Foundation of Greater Dubuque, a position she found through her own Facebook network.

"I have learned about proper business etiquette and how much goes into planning a fundraising event that requires the support of an array of area businesses and supporters. In addition to business etiquette and event planning, I have also advanced my knowledge of philanthropy and grant-writing, which I am excited to take with me into future endeavors."

Faculty Focus

John Upstrom started working at Loras College in 1984. He started his educational career at the University of Illinois in Electrical Engineering and graduated with a bachelor's degree in music, voice and cello from Western Illinois. Later he received an MBA in finance from Illinois State University and began his Ph.D. in Finance at the University of Illinois.

Before coming to Loras, Upstrom served in the U.S. Air Force, taught music in middle and high schools, worked in the accounting department at State Farm Insurance, taught finance at Illinois State University, and was a financial planner.

Upstrom explains that the best part of working at Loras is the people. He likes teaching and getting to know students and helping them advance in their lives. He believes that the most gratifying part of his career is seeing the personal and professional successes of the many students he has seen graduate.

After 30 years working at Loras, Upstrom will be retiring at the end of the semester. He explains that Loras has a special "feel" which he will miss the most. That feeling comes from the history, the spirituality, the mission and culture, the people, and the fact that Loras is a place of learning and great service. "My Loras experience is something that I can take with me and has had a huge impact on who I am."



Tenure/Recognition

Each March, Loras College recognizes faculty and staff for service years and accomplishments. Business faculty recognitions this year included:

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:

Doug Gambrell, Ed.D., associate professor of business administration

On the recommendations of the Faculty Development Committee and the Provost, the President approved for sabbatical:

Debra (Deb) J. Schleicher, associate professor of business administration. She will conduct in-depth research related to the U.S. 4th amendment, addressing unreasonable search and seizure, which she intends to incorporate into potential future coursework.

Twenty year recognition of:

Becky Frommelt, academic secretary for Hoffmann Hall

Twenty-five year recognition of:

Hugh Graham, Jr., associate professor of business administration

Bill Hitchcock, professor of computing/IT

Thirty year recognition of:

Dennis O'Connor, professor of economics

Business Analytics Certificate Launches this Summer

The March 27, 2014, Business Analytics Symposium marked not only the largest data analytics event in the state of Iowa, boasting nearly 350 participants, but also marked the launch of a new Loras College program. The Certificate Program in

Business Analytics was officially announced with a scheduled start date of May 19, 2014.

This 10-week online program provides an opportunity for individuals who are looking to advance their careers and skills in analytics, but do not have the time or financial means to devote to a full MBA.

The Certificate Program has four core focuses to provide a quick emersion into data analytics:

Performance Management encompasses the analytics of operating an enterprise including: Management, Planning, Forecasting, Profitability, and Cost Modeling.

Data Science involves the discovery of

patterns embedded in large sets of data using methods from machine learning, statistics, and database systems.

Predictive Analytics attempts to analyze data for patterns and make predictions about future events based on those patterns.

Ethics of Data Analytics relates to the ethical issues of capturing and using consumer data in analytics endeavors.

A link to registration and additional information on the Certificate Program in Business Analytics are available at Loras.edu/BigData. Want to learn more? Contact Mike Friend at Michael.Friend@loras.edu or via phone at 563.588.7166.



Are you LinkedIn?

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



Business 115 Class Takes Experiential Learning One Step Further

During January term, Loras College offers the Business Tours course, which bases its curriculum on experiential learning to introduce first year students to the business world. In past years, the course toured businesses around the area and ran an in-class simulation where students gained knowledge about how businesses operate.

Last J-Term, **Bill Hitchcock**, computing/IT professor, and **Gene Steidinger**, associate professor of business administration, co-taught the class and decided to change gears by creating a more first-hand methodology to reinforce experiential learning factors. Students were organized into six groups; each one repre-

sented a company and worked on product design, manufacture, marketing, and sale—culminating in the actual sale of their products, which included wine glass charms, personalized chalkboards, picture displays, and sports globes, at the J-term showcase in February. All proceeds from the sales were donated to the Dubuque Rescue Mission. Students also toured local businesses and went on a day trip to observe businesses in different industries. Some companies included: John Deere, Hobby Lobby, National Mississippi River Museum and Aquarium, and Dubuque Bank and Trust.

The class had a positive impact on students. One student remarked, “I loved this course! It was a wonderful first J-term experience. Having these professors co-teach is great, and I felt we had a variety of learning venues.”

Duhawk Spotlight

Pat Vance graduated from Loras in 1990 with degrees in finance and management of information systems, and is now a principal for McGladrey’s Technology Consulting practice. He cites his sophomore year as a turning point in his Loras education. “Loras fostered an environment of open communication and collaboration, which allowed you to take ownership in your degree and your career,” he explained. It was in his sophomore year that Vance established relationships with his business professors and began to feed off their energy and enthusiasm. It was also the year he met his wife, Wendy (Huinker) (’90).



While at Loras, Vance was involved with business clubs and held an IT internship, which helped point him to his career. He worked first as a programmer for Interstate Power Company, then as a network administrator at the same company. He moved on to McGladrey when the technology consulting practice was young—only 20 people strong. Today, Vance is one of 650 partners with the company, overseeing 250 people in the Central Region. He was honored as Central Region Partner of the Year in 2013.

Significantly, Vance’s son Gregory is a sophomore at Loras and has had five of the same professors that helped shape Pat’s career.

2013-2014 Business Award winners

Marketing Business Scholar	Corrine Abele (’14) (Mesa, Ariz.)	Dennis Benda Business Award	Kira Stephenson (’14) (Dubuque, Iowa)
Management Business Scholar	Juliana Lancheros Mantilla (’14) (Bogota, Colombia)	Thomas J. and Peggy Gantz Junior Accounting Award	Jordan Stecklein (’14) (Dubuque, Iowa)
MIS Business Scholar	Allison Burek (’14) (Brimfield, Ill.)	McGladrey Accountancy Award	James Wacker (’14) (Elkader, Iowa)
S. Frank and Betty Klauer Murray Scholarships	Corrine Abele (’14) (Mesa, Ariz.) James Wacker (’14) (Elkader, Iowa) Chelsea Myers (’14) (Dubuque, Iowa) Jordan Stecklein (’14) (Dubuque, Iowa)	Iowa Society of CPAs Award for Excellence in Accounting	Brock Wagner (’14) (La Motte, Iowa)
Prudential Scholarship in Business	Austin Heeren (’14) (Dubuque, Iowa) Matthew Lane (’14) (Maquoketa, Iowa) Nathan Maiers (’14) (Earlville, Iowa) Katherine Molony (’14) (Bernard, Iowa) Andrew Ney (’14) (Peosta, Iowa) Nicole Otruba (’14) (Bernard, Iowa) Regan Takes (’14) (Cascade, Iowa)	Francis J. Noonan Award	Corrine Abele (’14) (Mesa, Ariz.) Thomas Carr (’14) (Rochester, Minn.) Juliana Lancheros Mantilla (’14) (Dubuque, Iowa) Ryan McCarty (’14) (Alton, Iowa) Brock Wagner (’14) (La Motte, Iowa)
Rockwell Collins Scholarship	Zachary Frey (’15) (Cascade, Iowa) Abigale Maier (’15) (Waunakee, Wis.)	Finance Business Scholar	Thomas Carr (’14) (Rochester, Minn.)
PCAOB Scholarship	Danielle Koos (’14) (La Motte, Iowa)	Arnie Honkamp Memorial Scholarship for Accounting	Zachary Frey (’15) (Cascade, Iowa)
Sigma Beta Delta Honor Society	Juliana Lancheros Mantilla (’14) (Bogota, Colombia) Sarah Link (’14) (Sherrill, Iowa)		

Loras College Getting Ready to Host Business Week 2014

Sponsored by the Houlihan Investment Group

Planning is underway for Loras College's fifth annual Business Week, which will take place on May 5-9, 2014. Members of the Loras College and Dubuque communities are invited to attend this year's events.

"One of the important goals of a Loras College education is to connect classroom learning with the increasingly complex world around us. Community-based learning, study abroad, internships, service projects, career explorations, and job shadowing extend the traditional classroom. The upcoming Business Week presentations by alumni and professional leaders provide another opportunity for learning and professional growth." said Provost **Cheryl Jacobsen**, Ph.D.

Current business majors or students interested in majoring in business are invited to attend alumni panels which will be held throughout the week for each business major offered at Loras College.

Business Week Schedule		
Monday, May 5	6-7:30pm - Ballroom A	Finance Alumni Panel
Tuesday, May 6	3- 4:30 p.m. - Ballroom C	Speaker: Greg Burbach , Partner, Certified Public Accountant and a Certified Financial Planner, Honkamp Krueger
	6 -7:30 p.m. - Ballroom A	Accounting Alumni Panel
Wednesday, May 7	6-7 p.m. - Ballroom B	Marketing Alumni Panel
	3-4:30 p.m. - Ballroom C	Speaker: Rich Scalise ('76), CEO and Co-Founder, Hearthside Food Solutions, LLC
	6-7:30 p.m. - Ballroom A	MIS Alumni Panel
Thursday, May 8	6-7:30 p.m. - Ballroom B	Management Alumni Panel
	6-7:00 p.m. - Ballrooms C & D	Keynote Speaker: Brian Smith ('77) CEO, Argent Development Group
Friday, May 9	7-7:30 p.m. - Ballroom Concourse	Student Showcase
	11 a.m.- 1:00 p.m. -Hoffmann Hall Lawn	Grill Out

PBL Students Qualify for Nationals!

The Loras College Business Club (Phi Beta Lambda) recently competed at the State Leadership Conference at Upper Iowa University, where 11 students qualified for national competition in Nashville this June.

Nick Czeshinzski ('14) (Dubuque, Iowa), president of the club, explained, "Phi Beta Lambda is an organization present at many of the public and private colleges across Iowa, and these competitions allow schools to show how their students stack up against one another."

Students who received first place standing in their competition categories are shown here. For complete results of students who qualified for nationals, please visit loras.edu/news.

Amy Tressel ('14) (East Dubuque, Ill.), Matt Lane ('14) (Maquoketa, Iowa), Tim Nass ('15) (Bellevue, Iowa)	Accounting Analysis and Decision Making
Tressel	Accounting for Professionals
Thomas Carr ('14) (Rochester, Minn.), Nick Czeshinski ('14) (Dubuque, Iowa)	Economic Analysis and Decision Making
Carr, Czeshinski	Finance Analysis and Decision Making
Carr	Macroeconomics
Parishwi Giri ('14) (Kathmandu, Nepal)	Management Concepts
Matthew Federspiel ('16) (Peosta, Iowa)	Sports Management and Marketing

Marketing Club Updates

The Marketing Club has had a busy spring semester, with more to come!

- * On February 25, they visited Mindframe Theater in Dubuque, where they experienced a tour, presentation, and special showing of "The Internship."
- * On March 24, they visited Cottingham and Butler in Dubuque, where they experienced a tour and presentations. All of their tour leaders were Duhawk alums.
- * On April 25, the club plans to attend a tour and presentation at John Deere Harvester Works in East Moline, Illinois.

New club officers were elected for 2014-15:

President – **Amanda Elsen** ('15) (Nekoosa, Wis.)
 Vice-President – **Jennifer Brouch** ('15) (North Aurora, Ill.)
 Secretary – **Jenna Lueken** ('15) (Worthington, Iowa)
 Activities Chair – **Tyler Livingston** ('15) (Geneva, Ill.)
 Treasurer – **Amanda Heitkamp** ('15) (East Dubuque, Ill.)



Rich Kempf ('14) (Arlington Heights, Ill.), **David Mendoza** ('14) (Chicago, Ill.) and Gene Steidinger visit Cottingham and Butler