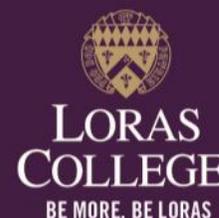


LORAS MEANS BUSINESS

Division of Business Administration Newsletter



Greetings from Hoffmann Hall!

Our lead story in this issue of *Loras Means Business* focuses on the recent performance of business students at the state Phi Beta Lambda (PBL) competition. PBL is a world-wide organization whose mission is to bring business and education together in a positive working relationship. Through state-based competition at the spring State Leadership Conferences, students compete in events testing their business knowledge and skills. The Loras team had more top five finishes than any other school in the state, and twenty of our students qualified to compete at the national level in Anaheim, California, June 22-25.

The participation of students in Loras' Business Club is a prime example of how a college education extends beyond the classroom. Involvement with student organizations, service projects and internships enriches the college experience and better prepares students to reach their career goals. Kudos to the Business Club and best of luck at Nationals!

This issue also highlights the activities planned for Business Week—Monday, May 13 through Friday, May 17. Please mark your calendar and consider attending a Business Week event. It's a great opportunity to interact with students and fellow alumni. I especially want to thank Dennis ('72) and Mona Houlihan for their financial support of our Business Week activities. Their generosity is very much appreciated by our students and faculty.

--Dr. Doug Gambrall
Chair, Division of Business Administration

Loras College Business Club has Record Performance!

Loras College is proud to announce that 23 students from the Business Club competed at this year's Phi Beta Lambda State Conference at the University of Northern Iowa on April 5-6. Twenty students qualified for Nationals in Anaheim, Calif. Three of the 23 students, **Tommy Carr** ('14) (Rochester, Minn.), **Nick Czeshinski** ('14) (Dubuque, Iowa) and **Brian Kinney** ('13) (Gurnee, Ill.) won all three events that they entered.

The Loras College Business Club is the organization on campus that is affiliated with the national Phi Beta Lambda organization. The mission of the organization is to further equip the current business student with the tools necessary to become a future business leader. Members of Phi Beta Lambda at Loras participate in a variety of activities that enhance their knowledge of business, including state and national competitions.

Club moderator and professor Mathew Keyes shared, "When I organized the club three years ago I could only imagine this type of

success. I am extremely proud of our students and I look forward to even more success in the future."

According to Loras Business Club President Nick Czeshinski, "The competition is a great way for us to sharpen our presentation skills and test our knowledge of business, economics, finance and marketing at the state and national level. Our placements at the state level have qualified us to compete on a national level, which is evidence of the high quality education we are receiving at Loras College."



Congratulations to the 20 students who qualified for Nationals in Anaheim, California! To view final results go to:

<http://www.loras.edu/fbla413>

Help Support the Business Club on their way to Nationals!

The Business Club is holding its 2nd annual Trivia Night. Get together with friends to answer questions about music, movies, sports, and other fun topics.

Where: Loras College Alumni Campus Center Ballroom
(cash bar and concessions available)

When: Friday, May 3rd—Doors open at 6:30 p.m.

What: \$200 per table (max 10 contestants per table)

Contact: BusinessClub@loras.edu
for more information or to reserve your table

Faculty Focus

Hugh Graham grew up in Wichita, KS, and began working at Loras in 1988. He received his Bachelor's degree in accounting as well as an MBA from Wichita State University. Before Loras, Graham was a public accountant for Grant Thornton and a business analyst in the National Marketing Group of Pizza Hut.

Graham explains that his favorite part of working at Loras is the intellectually stimulating challenge of learning with the students. He says that he gets the greatest pleasure from seeing his former students succeed, not because he believes he played a large role in their success, but because he gets to witness graduates achieve their professional goals.

For the last three years, Graham has been teaching Business Capstone as a January Term class. This J-term opportunity connects Loras students with California business leaders from Oracle, Walmart.com, Redpoint Ventures, CPR, Pro Stainless and Rivendell Bicycle Works.

During the last year, Graham has also been working with **Rich Clayton** ('87), and President **Jim Collins** ('84) on developing the MBA program and undergraduate business analytics curriculum. Graham, along with other Loras business professors, will be teaching some of the newly designed courses.



Etched in Stone II

In our last newsletter, we highlighted how Assistant Professor Roger Kerkenbush, CPA, uses the iconic Mount Rushmore National Memorial in a unique assignment. In short, he asks his managerial accounting students to answer this question: If a sculpture similar to Mt. Rushmore were to depict the heads of four Americans who made significant contributions to U.S. business and industry, which four would you choose? Who would be on your Mt. Rushmore of business?

Students must do their own research on the titans of industry, and then justify and argue for their choices in a written paper. Kerkenbush believes the writing assignment helps the course stay true to the liberal arts mission of the college.



Professor Kerkenbush collected the most recent results of his assignment, and he now has two years' worth of student papers. As promised, here are the results of Professor Kerkenbush's students' votes:

Henry Ford (written about in 19% of the papers)
 Steve Jobs (11%)
 Bill Gates (9%)
 John D. Rockefeller (9%)

Loras College Offers Education in Analytics

By: *Maria Tovar ('13)* (Bogota, Columbia)

While I was in Michigan last fall break, I got an email from Professor Graham. On it he explained that one of our alums, Rich Clayton of Oracle, was starting to plan a business symposium and that it would be a good idea to get student engagement. Both Mr. Clayton and Professor Graham were looking for a few business and media students at Loras interested in entrepreneurship. "The Loras Business Analytic Symposium is a startup and could use students' energy and ideas to launch this new program," said Mr. Clayton in the description of the program. Although I didn't really know what I was getting into, I accepted because I thought it would be a great networking opportunity for me during my senior year.

In addition to myself, four other Loras students committed to helping with this project as well: **Nicholas Czeshinski** ('14) (Dubuque, Iowa), **Tricia Klauer** ('14) (Dubuque, Iowa), and **Sean Brennan** ('14) (Lake Villa, Ill.). We all worked together along with **Sue Hafkemeyer**, director of communications at Loras, and Professor Graham, developing the financial budget and the marketing and promotional plan for the

symposium.

The symposium was hosted by the Loras College Center for Business Analytics at the Grand River Center on February 12, 2013. The event featured five industry experts who shared information and trends in the analytics field that will revolutionize the way that we do business. Speakers included **Rich Clayton ('87)**, Vice President of Marketing—Oracle, **Tim Suther ('82)**, Chief Marketing Officer—Acxiom, **David Pooley**, Vice President—Peloton Group, **Chris Kohlmann**, Information Systems Manager, City of Dubuque, and **Amy Mayer**, Vice President—CapGemini.

That day, Loras College and Greater Dubuque Development Corporation also announced the 2013 Data into Action Innovation Award winner. The Smarter Sustainable Dubuque received the first innovation award. This award is designed to identify and honor companies and individuals who have demonstrated excellence in the field of business analytics.

Loras professor Hugh Graham along with Clayton closed the symposium with a short presentation about the MBA program at Loras

College that will be open to students starting this fall. Loras will be the first Iowa college to offer a master's of business administration emphasizing business analytics.

Looking back, the Symposium was not only a great networking opportunity but also a very



beneficial learning opportunity which I now call one of my favorite Loras experiences. I not only connected with outstanding business leaders, but I was also impressed by the way information can be used to improve business performance.

Are you LinkedIn?

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



CFA Institute Research

Four Loras students, **Chris Noonan** ('13) (Springfield, Ill.), **Garett Prusha** ('13) (Amana, Iowa), **Ryan Binsfield** ('13) (Lisbon, Iowa), and **Justin Gonner** ('13) (Dubuque, Iowa), from the LIFE Portfolio class were selected to go to Creighton University in Omaha, Neb., last February for the CFA Institute Research competition. The Loras team competed with teams from the University of Iowa, the University of Nebraska Omaha, Creighton University, and the University of Northern Iowa, among others.

Each team worked and researched a local, publicly-traded company and then prepared a company analysis. During this process each team also had the opportunity to work with an investment professional who mentored them and critiqued their analysis report. The report was then reviewed and scored by several judges, and then each team's final presentation was evaluated by experts from top financial institutions.

"The CFA Research Challenge is an amazing opportunity for some of the senior finance majors to interact with CFA professionals from across the state. The students gained invaluable experience and insight into the investment world," explained Mathew Keyes, assistant professor of finance, faculty advisor for the group.

The CFA Institute Research Challenge gathers college students, investment industry professionals, publicly traded companies, and corporate sponsors for local, regional, and global competition, promoting great practices in equity research through intensive training in company analysis and presentation skills.



left to right:
Noonan, Prusha, Binsfield,
Gonner

Accounting Competition

Loras business students **Bo Anderson** ('13) (Cedar Rapids, Iowa), **Cassie Crabill** ('13) (Dubuque, Iowa), **Matthew McGraw** ('13) (Winthrop, Iowa), and **Michael Rubel** ('13) (Bellevue, Iowa), competed in the 2012 AICPA Accounting Competition. In teams of four, students across the nation applied classroom knowledge and skills toward a real-world problem.

While previous competitions have focused primarily on technical accounting issues, this year's competition offered something different. Students played the role of advisor to a presidential candidate and addressed issues related to income taxes, entitlements, and the budget deficit.

Assistant Professor **Roger Kerkenbush**, CPA, is the advisor for the Loras team. Says Kerkenbush, "This is really a great opportunity for these students to apply all they learned, build their resumes, and create new networking contacts."

Lammer Nominated to ISCPA Board

Assistant Professor of Accounting **Luke Lammer** was recently nominated for the incoming slate of officers and directors of the Iowa Society of CPAs (ISCPA). Lammer has been nominated to serve a three-year term, from 2013-2016. Lammer has been active with the Career Awareness Committee of the ISCPA since 2008 and currently serves as chair of the American Institute of CPAs (AICPA) Student Recruitment Committee. Lammer will join alumnae **Patricia (Meyer) Bell** ('86), who is a current member of the board and slated to serve as treasurer for the 2013-2014 committee year. All recommendations of the nominating committee will be confirmed by a vote of ISCPA members at its annual meeting in May, 2013.



Loras Accountants

Loras College Accounting seniors again participated in the IRS VITA (Volunteer Income Tax Assistance) program this spring. Through the VITA programs students prepare and e-file federal and state income tax returns for low income taxpayers at no-charge. Students participating this year were: **Aaron Strong** ('13) (Elgin, Iowa), **Ben Cottrell** ('13) (Dubuque, Iowa), **Cassie Crabill** ('13) (Dubuque, Iowa), **Matt McGraw** ('13) (Winthrop, Iowa), **Mikeael Rubel** ('13) (Bellevue, Iowa), **Sam Heston** ('13) (Dubuque, Iowa), **Ryan Binsfield** ('13) (Lisbon, Iowa) and **Kelly Rogowski** ('13) (Prospect Heights, Ill.).

2012-2013 Business Award winners

Marketing Business Scholar	Patricia Klauer ('13) (Dubuque, Iowa)	Dennis Benda Business Award	Steve Avenarius ('12) (Dubuque, Iowa) Whitney Arthofer ('14) (Epworth, Iowa)
Management Business Scholar	Cassie Crabill ('13) (Dubuque, Iowa)	Thomas J. and Peggy Gantz Junior Accounting Award	James Wacker ('13) (Elkader, Iowa)
MIS Business Scholar	Maria Tovar ('13) (Dubuque, Iowa)	McGladrey Accountancy Award	Michael Rubel ('13) (Bellevue, Iowa)
S. Frank and Betty Klauer Murray Scholarships	Corrine Abele ('14) (Mesa, Ariz.) James Wacker ('13) (Elkader, Iowa) Chelsea Myers ('14) (Dubuque, Iowa) Jordan Stecklein ('14) (Dubuque, Iowa)	Iowa Society of CPAs Award for Excellence in Accounting	Erin Hoppman ('12) (East Dubuque, Iowa)
Prudential Scholarship in Business	Danielle Koos ('13) (La Motte, Iowa) Matthew Lane ('13) (Maquoketa, Iowa)	Francis J. Noonan Award	Miranda Heiar ('13) (Bellevue, Iowa) Andrew Kelchen ('13) (Cascade, Iowa) Patrick O'Grady ('13) (Rockton, Ill.) Michael Rubel ('13) (Bellevue, Iowa) Maria Tovar ('13) (Dubuque, Iowa)
Rockwell Collins Scholarship	Don Bailey ('14) (Mount Prospect, Ill.) Thomas Carr ('14) (Rochester, Minn.)	Finance Business Scholar	Ryan Binsfield ('13) (Lisbon, Iowa)

Loras College Getting Ready to Host Business Week 2013

Sponsored by the Houlihan Investment Group

Planning is underway for Loras College's fourth annual Business Week, which will take place on May 13- 17, 2013. Members of the Loras College and Dubuque communities are invited to attend this year's events.

"Business Week is an opportunity for business students to showcase their accomplishments from the past year and to learn from the experience of participating business alumni. It's also a great chance for undeclared students to learn about career opportunities for business majors," said Luke Lammer, assistant professor of accounting.

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	6-7:30pm - Hotel Julien	Finance Alumni Panel
Tuesday	3- 4:30 p.m. - Ballroom C	Speaker: Steve Arthur ('80), President & CEO, The Adams Company
	6 -7:30 p.m. - Ballroom C	Accounting Alumni Panel
	6-7 p.m. - Ballroom D	Marketing Alumni Panel
Wednesday	3-4:30 p.m. - Ballroom C	Speaker: Joan (Kedley) Motsinger ('83) C.T.O., Seagate Technology, Inc
	6-7:30 p.m. - Mary Alexis Room	MIS Alumni Panel
	6-7:30 p.m. - Arizona Room	Management Alumni Panel
Thursday	5-6:10 p.m. - Ballrooms	Student Showcase
	6:10-7 p.m. - Ballrooms C & D	Keynote Speaker: Debra Domeyer ('81), CEO, Oversee.net
Friday	4-6 p.m. -Hotel Julien	Senior Reception

Loras College students intern across the country. If you or your company are looking for a great intern, please contact Faye Finnegan, Center for Experiential Learning, at 563-588-7155 or faye.finnegan@loras.edu. We'd love to work with you!

Business Seminar San Francisco Trip by Abby Potts ('13) (Dubuque, IA)

In January, I had the opportunity to travel to San Francisco with twelve other business majors and two business professors as part of my business capstone course; hosted by **Rich Clayton** ('87), Vice President of Oracle's EPM and BI Global Business Unit. My peers and I spent the week with Mr. Clayton visiting top business leaders from top-notch organizations like Oracle, @WalmartLabs, Pro Stainless, and CPR.

Prior to traveling to San Francisco, my classmates and I prepared for our travels by participating in a business simulation that exemplified all aspects of owning and growing a company. We also researched the top business leaders and their organizations to gain knowledge before visiting the organization.

San Francisco was a once in a life time opportunity; each business leader provided me with a wealth of usable knowledge for both my professional career and personal life. Dave Read, founder and CEO of CPR, explained to my classmates and me that if each one of us wants to be successful in our careers, we should find one thing that we are passionate about and master it.

In addition, my classmates and I toured Alcatraz Island, Muir Woods, Golden Gate Bridge and Pebble Beach. Each attraction was uniquely beautiful and held a large part of history that was incredible to see. I was also fortunate to eat dinner with Loras alumni who are currently working in the San Francisco area. Alumni shared stories of their Loras experience and also provided professional advice on finding jobs after college.

I am grateful that Loras provides students like me the opportunity to meet Rich Clayton and his colleagues; each one of them has impacted my life in many ways and I am grateful to have had the opportunity to attend the business seminar capstone in San Francisco.



Online Summer 2013 Courses

BUS 350: Principles of Finance	Professor Matt Keyes	May 28 – June 21
BUS 354: Personal Finance Planning	Professor Matt Keyes	June 24 – July 19
BUS 360: Business as a Calling	Professor Karen Sturm	May 28 – June 21
CIT 110: Computing and Info Tech Basics	Professor Ann Mauss	May 28 – June 21

Did You Know?

Over 25 percent of this year's senior class will graduate with a business major or minor.