

UNOBUSINESS

COLLEGE OF BUSINESS ADMINISTRATION | 2021-2022

ROD RHODEN
BUSINESS INNOVATION CENTER

UNIVERSITY OF
Nebraska
Omaha

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FALL 2021

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MICHELLE W. TRAWICK, PH.D.
DEAN, UNO COLLEGE OF BUSINESS ADMINISTRATION

What an amazing journey we've been on since the pandemic upended so much of our way of teaching and learning in March 2020, just weeks after I began my tenure as the John Becker Dean of the College of Business Administration.

Our challenges weren't just the uncertainty, illness, and fear from a virus. We also experienced political and social unrest, economic upheaval, changes in child or elder care, and isolation. From the beginning it was clear that our incredible college was committed to rising above the challenges and thriving where others saw pitfalls and landmines.

We are a business school teaching others how to analyze, adapt, and respond. We had to live the example of what we want our learners to be: resilient and agile leaders.

For months our college met weekly via zoom to ensure transparency and share lessons learned and best practices for online delivery. Whether we were discussing the technology needs we had or the ways to keep our students motivated when their lives were literally turned upside down...we were committed to fulfilling our mission and providing the very best business education around.

Faculty learned new technologies and pressed on with courses. Advisors and Career Counselors switched to zoom to make sure our students had access to the best student services at UNO. Faculty leveraged their expertise to provide guidance to legislators and practitioners during a time of significant uncertainty. We added high-demand emphases, such as business analytics, and broadened our on-demand and custom non-credit programs to meet the "re-skill" and "up-skill" needs of employers and employees. Students, many of whom learn better in person, did not slow down...they kept pushing through to complete and advance through their program. Student groups switched to zoom meetings. Internships continued so that students would still get their real, hands-on experiences. Our career fairs were held via zoom with dozens of companies recruiting our students. Our graduating seniors

and MBA students completed their capstone projects and presented them to companies via zoom. We just kept going.

And the community responded.

SINCE THE FALL OF 2019, OUR ENROLLMENTS HAVE GROWN BY EIGHT PERCENT, WITH THE LARGEST GROWTH OCCURRING IN OUR GRADUATE PROGRAMS WHICH HAVE MORE THAN DOUBLED.

Our generous donors have increased scholarship opportunities for our students such that we surpassed our earlier records and will be awarding over \$1 million of scholarships this current academic year. Our Career Services Center report that they are being contacted by employers at record rates because of the high demand of our interns and graduates. It continues to be an amazing journey for the college!

Please, take some time to read this edition of our Magazine and learn more about the many accomplishments of our students, faculty, and staff over the last two years. We have so much more to tell you than what will fit in this magazine so find some time to come by and see us. I'll take you for a tour of our new space, Mammel Hall's Rod Rhoden Business Innovation Center, and tell you even more about how we are working every day to have a positive impact on our region by advancing business education for all hard-working lifelong learners.

Michelle W. Trawick, Ph.D.
Dean, UNO College of Business Administration



UNO ANNOUNCES NEXT GENERATION SERVICE PROGRAM

The UNO College of Business Administration and the College of Public Affairs and Community Service launch new Next Generation Service Program on campus.

UNO announced the Next Generation Service program where future leaders will learn the techniques and tools of collaboration and be able to apply them to specific projects through “hands on” community-engaged partnerships. The program will offer a minor in Cross-Sector Collaborative Leadership that will be available to all UNO students.

Former Congressman Brad Ashford has been brought on board to help support the launch of this program. Ashford was successful in developing many public-private partnerships in his public service, such as the Veterans Administration Ambulatory Care Center which was developed ten years ahead of schedule because of Omaha’s reputation for successful partnerships to get things done.

Ashford said, “The future will depend on how we collaborate with one another to solve problems. Public-private partnerships are one means to achieve progress. UNO has realized this reality by creating a Cross-Sector Collaborative Leadership minor in the College of Public Affairs and Community Service (CPACS) and the College of Business Administration (CBA). I am truly honored to be part of this powerful initiative.”

UNO is ideally positioned to respond to these needs. Because of its tradition of service learning and engagement, along with its national rankings in both public administration and business, UNO was selected as one of the first five universities for the NextGen Service Partnership by the New York-based Volcker Alliance, along with Indiana University, the University of Washington, the Andrew Young School at Georgia State University, and the City University of New York.

CPACS Dean John Bartle said, “Many societal problems are complicated and cannot be solved by stand-alone organizations. A new way has emerged which draws from the distinctive strengths of the public, private, and nonprofit sectors. This approach requires people with an understanding of the skills of collaboration, knowledge, and appreciation of each of the three sectors.”



“THERE IS NO BETTER WAY TO DEVELOP LEADERS OF THE FUTURE THAN HAVING THEM WORK COLLABORATIVELY, ACROSS SILOS, TO SOLVE REAL WORLD PROBLEMS. THAT IS WHAT OUR CORPORATE, GOVERNMENT, AND NON-PROFIT LEADERS HAVE TO DO TO MAKE OUR COMMUNITY BETTER. LET’S TRAIN OUR STUDENTS IN THE BEST WAYS OF DOING THAT.”

MICHELLE TRAWICK, DEAN OF COLLEGE OF BUSINESS ADMINISTRATION

The Cross-Sector Collaborative Leadership minor requires six courses in total and includes courses in both Public Administration and Business. This minor is open to any undergraduate with 100 credits or less.

For details or to enroll in the program, contact:

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ABOUT THE LEADERSHIP IN PUBLIC SERVICE MINORS

As UNO continues to serve as the state’s premier metropolitan university, the Leadership in Public Service Minors are crucial for the future of our students and our community. The minors included are: Nonprofit Management, Public Administration, and the Cross-Sector Collaborative Leadership (CCL). This effort is led by the UNO School of Public Administration within the College of Public Affairs and Community Service, and the CCL Minor is in partnership with the UNO College of Business Administration.

EXECUTIVE AND PROFESSIONAL DEVELOPMENT PROGRAM

ONE STOP FOR NON-CREDIT AND CUSTOM PROGRAMMING

The skills and talents for the workforce of today and tomorrow continue to evolve and the College of Business Administration is evolving as well. A data analyst is just one example of a high salary, high skill, and high demand job, and new undergraduate and graduate concentrations in Business and Economics focused on big data and analytics, are designed to meet that need for students and employers alike. We are also partners with the Colleges of Arts and Sciences and Information Science and Technology for the interdisciplinary Master of Science in Data Science program.

The College is also working to meet the reskill and upskill needs of the existing workforce through a variety of custom and open-enrollment programs. In November 2020, senior CBA leaders made the decision to combine two critical programs in the college - CBA's Executive Education Program and Professional and Organizational Development housed in the Nebraska Business Development Center. The newly formed Executive and Professional Development Program emerged in January 2021, offering a wide range of non-credit certificates and custom programming for clients around the state.

Non-credit certificates and courses are currently being offered in a mix of formats - remote, in-person, and hybrid. Topics range from leadership, management, and teams, to SHRM and PMP certification prep, to lean and data analytics. Consulting has also become a staple for the program, particularly in the areas of strategic planning and lean operations/manufacturing.

POPULAR PROGRAMS TO CONSIDER

- Certificate in Business Leadership for Health Professionals
- Mini MBA Certificate Program
- Certificate in Project Management
- SHRM SP/SCP Exam Prep
- PMP Exam Prep

For more information on the Executive and Professional Development Program, visit the website or contact:

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OUTSTANDING INNOVATION IN TEACHING WITH TECHNOLOGY AWARD

Jeffery Bredthauer, Ph.D., associate professor in Finance, Banking, and Real Estate in the College of Business Administration was awarded the Outstanding Innovation In Teaching With Technology Award.



Dr. Bredthauer helped develop the first-ever online offering of the MBA course, "Introduction to Corporate Financial Management" in collaboration with the UNO Digital Learning team. He also converted FNBK 3250 and FNBK 3400 classes to fully asynchronous, online courses during the recent transition to remote learning.

His lectures were recorded with VidGrid. He used a laptop converted into a writing tablet to show presentation slides, and a virtual white board, where he could write formulas. A calculator emulator allowed him to show students the key sequences for solving financial problems.

"By allowing us to work at our own pace, I think you're creating an easier environment to deal with other classes and power through the rest of this semester," one of Bredthauer's students said.

Bredthauer also worked with the CBA Online Community of Practice for workshops to improve online pedagogy. One of his two nominators said this of Jeff: "Innovatively using technology in this manner gives students a learning experience that almost identically mimics an in-classroom one," they wrote. "He also displayed innovation and vision in assessment development.

He clearly leveraged technological assessment tools while developing evaluative mechanisms that are secure, reduce the likelihood of cheating, and are effective at critically assessing student knowledge. A final nod to his acumen: his peers seek his advice for leveraging technology in their classrooms."



MEET DR. ELDRIDGE

The wall of Susan Eldridge's office at Mammel Hall could be filled with the hats she wears. From professor, researcher, Certified Public Accountant, mentor, auditor, planner, innovator, decision-maker, writer, motivator, and relationship builder, she does them all - and if you ask her fellow administrators, faculty and students, she does them very well.

A proven leader and avid learner, Eldridge, Ph.D., was named in July 2021 the Associate Dean for Faculty, Research and Planning in the College of Business Administration (CBA). Prior to that, she served as Director of UNO's School of Accounting.

Her new title is also a newly created position. And if the phrase "for Faculty, Research and Planning" seems all-encompassing, that makes Eldridge perfectly suited for the job.

"The faculty side is related to what I have done for years: promoting faculty development and encouraging career progression," she explains. "The faculty piece of this new position is really what drew me to it.

"I HAVE A PASSION FOR SUPPORTING MY FELLOW FACULTY. IT'S A WAY TO CELEBRATE OTHER PEOPLE'S SUCCESSES. THE NEW POSITION IS A MORE GLOBAL WAY TO DO THAT, AND I'M EXCITED TO BE WORKING WITH A LARGER SET OF FACULTY AND DEPARTMENT CHAIRS BEYOND THE SCHOOL OF ACCOUNTING."

Research, Eldridge says, is a responsibility of each faculty member, along with teaching and service. And, she acknowledges that research in business doesn't always command the same attention as research in science or medicine.

"Business research is often more applied research," she says. "For example, we conduct cutting-edge research in decision-making, including decisions by managers, investors, strategists, auditors, consumers, students, entrepreneurs, analysts, policy-makers, and others. What we need to do is elevate our research profile. We need to make certain we are telling our story. If we don't share the practical aspect of our research as well as our contributions to scholarly thought, it won't have the impact it deserves."

As for planning, Eldridge has always looked to the future. She just didn't see her own future as clearly as the goals she envisions for CBA.

"I don't know if I would ever have dreamed up where I am, or the position I have today," Eldridge says. "And yet, looking backward, I feel like I have always been preparing for this."

Born in Lumberton, N.C., she grew up in a loving home safely nestled not far from both sets of her grandparents. She enjoyed Sunday church and the fried chicken lunches that followed, and spent hours just riding her bicycle with her friends. In high school, she played volleyball and piano, and presented the valedictorian speech at her Lumberton Senior High School commencement.

"I loved school because I loved learning," she says. "Math and English were favorites. I loved to read, fiction and nonfiction, and I loved diagramming sentences."

Eldridge earned her bachelor's degree in business administration/ accounting in 1983 at the University of North Carolina (UNC) at Chapel Hill. That same year she passed the CPA exam. "That was back when it was a paper and pencil exam over two and half days," she says. "I passed on my first attempt."

She went to work for KPMG (formerly Peat Marwick Mitchell), one of the "Big 8" CPA firms, starting out as an auditor.

Her name was still Susan Williams when she met her future husband, Mark, a fellow member of the Beta Alpha Psi international honor society for accounting, finance and information systems students. "He was the treasurer," she recalls. "I fondly say he took my money, and my heart."

The couple were married in 1984 and have three children: Jennifer, 33, who lives in Tallahassee and is working on her doctorate in early childhood special education; James, 30, a Marine Corps. Officer who earned an accounting degree at UNL and a MBA at UNO; and Mitch, 24, who is working toward a master's degree in IT Innovation at UNO.

After holding positions in public accounting and as a controller in the construction industry, Eldridge earned her master's degree in accounting in 1992 at Appalachian State University, and her Ph.D. in 1997 at UNC-Chapel Hill. She also served as a lecturer at the University of Texas at Austin, and in 2002 joined the faculty at UNO's CBA.

Since coming to Omaha, Eldridge has worked hard and earned the respect of her peers and her students, along with numerous honors including the Graduate Accounting Professor of the Year Award, Dean's Citation for Outstanding Service, Dean's Citation for Extraordinary Performance, Lady Vestey Woman of Achievement Award from the Accounting and Financial Women's Alliance, and the Woman Leader in Nebraska Education Award from the Platte Valley Institute of Management Accountants.

She remains a licensed CPA and an active member of the American Accounting Association, the American Institute of CPAs, Financial Executives International, and the Accounting and Financial Women's Alliance.

For her, a turning point was when she returned to Chapel Hill to earn her doctorate. "That's really what set me on the trajectory to where I am today," she says.

It wasn't an easy choice to make at the time, and the realization that in a difficult decision often lies opportunity is a lesson she tries to pass on to her accounting students and to her fellow faculty.

"Being aware of opportunities is critically important," she says. "If you don't stay aware, if you aren't on the lookout for potential opportunities, you're not going to grow into your full potential. I feel very fortunate that I have grown and developed as a leader and can impact others' lives by taking advantage of great opportunities."

She is confident her new role is an opportunity to grow and serve even more.

RHODEN BUSINESS INNOVATION CENTER DISTINGUISHES CBA

The Rod Rhoden Business Innovation Center further distinguishes the College of Business Administration (CBA) by enhancing the delivery of knowledge to its students and expanding the vibrant relationships between the college, the community and the region's businesses.





“WE ARE A PUBLIC INSTITUTION WITH A PUBLIC MISSION, AND A BIG PART OF THAT IS TO CONNECT WITH THE COMMUNITY, THIS NEW SPACE ENABLES US TO DO THAT IN A MUCH MORE MEANINGFUL WAY.”

MICHELLE W. TRAWICK, PH.D.,
CBA DEAN AND PROFESSOR OF
ECONOMICS

Officially unveiled October 15, the Rod Rhoden Business Innovation Center is a 44,000-square-foot, state-of-the-art addition to Mammel Hall that houses programs and resources that focus on building the relationships that grow business and fuel the economy.

It features an Entrepreneurship Lab that supports UNO’s Center for Innovation, Entrepreneurship and Franchising; along with the newly-formed School of Accounting; the CBA Scholars Academy; a new business activity center dedicated to public events; and the home for the National Counterterrorism Innovation, Technology and Education (NCITE) Center of Excellence.

The addition was paid for through a privately funded initiative, with lead gifts from the Mammel Foundation, Rod Rhoden Foundation, Union Pacific Foundation, Jack and Stephanie Koraleski, and Robert Stedman.

It is named for Rod Rhoden, a 1967 business graduate of UNO who has been a leader in entrepreneurship and business for nearly 50 years. Since returning to Omaha in 1971, he has been a major investor in auto dealerships and real estate ventures in the area. He has interest in four auto dealerships in Omaha and Lincoln employing more than 300 people.

In recognition of the Union Pacific’s contribution, the college’s outdoor gathering space is named the Union Pacific Plaza.

Community-engaged research and service is enhanced through the newly designed and expanded Jack and Stephanie Koraleski Commerce and Applied Behavioral Lab (CABLAB), and the addition of a 184-person business activity center.

Faculty and graduate students in the Department of Homeland Security’s NCITE center conduct groundbreaking research and create relevant workforce expansion programming that directly impacts many sectors of the metropolitan community.

The new space raises the bar for the School of Accounting, which was changed from the Department of Accounting in 2019.

Accounting students have state-of-the-art classrooms, student support services, and study areas in the newly designed wing. Entrepreneurship students have space to work with Omahans on high-tech startup strategies in their Entrepreneurship Lab and the college’s award-winning Scholars Academy program will enjoy dedicated space to advance the education of high-achieving business students.

Endowment contributions from the naming of two classrooms (Deloitte and BKD), the mezzanine (the Sommer Family), and a study space provide long-term financial support for accounting students, faculty and programs.

Dean Trawick says the center weaves together every aspect of education, research and engagement necessary to enable the college to continue to advance Nebraska’s economic growth and workforce development.

“Ultimately, we are educators and we are grounded in collaborative relationships with our students, our business partners and the community we support and serve,” Trawick says. “The Rod Rhoden Business Innovation Center is a platform for excellence today, and for generations of students to follow.”

2020-2021

NEW SPACE FOR SCHOLARS

The Scholars Academy welcomed students back to campus with an exciting new perk—the Scholars Academy Lounge on the first floor of the Rod Rhoden addition to Mammel Hall, completed in summer 2021.

The 840-square foot room includes collaboration spaces, a study area with computers, a breakout room, three presentation spaces, offices for both the director and graduate assistant, and a kitchenette. A couch and soft chairs, high-top tables, and round tables will encourage conversation and inner-cohort networking.

“It can be easy to feel disconnected from other cohorts because of the size of the Academy, but having a space where we can all be together will help us to be more connected with each other,” said Morgan Dickey, 2019 Scholar.

Plans for the space began more than seven years ago before the first cohort of Scholars stepped onto campus in fall 2015. Seeing the vision take physical shape has been exciting, said Director Bethany Hughes. It was thoughtfully designed with Holland Basham Architects, and collaboration and belonging were the main objective.

“Community is the most important aspect of the Scholars Academy,” she said. “Connecting Scholars to other students in their own cohort has been easy. But the most common feedback I have received from these students through the years is that they want more connections with other cohorts. That has been a challenge without a dedicated space, but now the students will have so many opportunities to get to know each other in an organic way.”

The space will be used for meetings, social events, studying, and even the freshman seminar class. With staff offices physically within the space, students will have more direct access to the director, graduate assistant, and student workers who lead the program.

“I am really looking forward to using this area to work on projects with fellow Scholars and having a place to hang out between classes,” said Lexie Faber, 2019 Scholar. “Now that I am no longer living on campus, it’s a place I can study, relax, or even eat dinner as I am bouncing from classes, activities, or jobs.”

The Scholars Academy is a cohort-based and selective leadership development program for undergraduate business students. The program admits cohorts of twenty incoming freshmen every academic year. Throughout the four years in the program, Scholars are mentored by business professionals in the Omaha community, enroll in special business courses taught by award-winning faculty, and gain real-world experience through community engagement and international travel.

“THE THING I AM MOST EXCITED ABOUT IS THAT THIS NEW SPACE WILL PROVIDE A PLACE FOR ALL SCHOLARS, FROM ALL OF THE CURRENT COHORTS, TO BE TOGETHER IN ONE PLACE.”

MORGAN DICKEY, 2019 SCHOLAR



KATIE MORAGUES NAMED CHARLIE HOFF CBA OUTSTANDING STUDENT OF THE YEAR

Katie Moragues received the Charlie Hoff Outstanding Student of the Year award at the 56th Honors & Awards Ceremony.

Katie Moragues, a first-generation college student from Omaha, is a Goodrich Scholar completing her concentration in Management. Nominated by Dr. Erin Bass for the CBA Outstanding Student of the Year, Bass shared that Katie is articulate, professional, and dependable. All of those attributes serve her well as an outstanding student but also in her Human Resources Internship with the United States Strategic Command.

In 2020, U.S. Strategic Command (USSTRATCOM) named Katie as the Civilian Technician of the Year based on her hard work,

dedication, and excellence to succeed. She has been recognized for encouraging and training new higher-ranking members of her Civilian Force Management Team, and was offered a permanent position with them following her graduation in May 2021.

Katie is very family-oriented and enjoys spending time with her young niece and nephew. She is also passionate about being a small business owner and has started reselling clothes online, partially inspired by the reduction of discarded clothing going into landfills. It's so exciting to see our students be innovative with their passions.

CHARLIE HOFF AWARD: A 1926 graduate of NU, Charlie Hoff served six years as the university's general auditor and two years as a cashier at the NU College of Medicine. He became the finance secretary and business manager of Omaha University in 1939 and was later promoted to vice president. He was active in civic affairs, and UNO was his pride and joy.



BROOKE WEISHEIT: CREW SCHOLARSHIP WINNER

As UNO CBA's Fourth Consecutive CREW Scholarship Winner, Weisheit was one of only 25 women selected across the country for the prestigious real estate award.

Brooke Weisheit didn't originally anticipate being where she is today. Having started in medicine, her educational goals shifted to business after she was drawn to the variety and possibilities in the field.

Now, Weisheit is a CREW Scholarship winner, one of only 25 women selected nationwide for the prestigious scholarship. This is also the fourth year in a row that a UNO CBA student has been selected for one of these competitive awards.

Weisheit is a BSBA senior at UNO CBA planning to graduate in May 2022. She received the scholarship for excellence in Real Estate and Land Use Economics, a pursuit she balances with three other academic concentrations in Finance. Her commitment to real estate came after discovering UNO's Real Estate and Land Use Economics concentrations, which she hadn't found at other colleges.

"Not a lot of other schools offered that. After taking the Real Estate Principles and Practices course with David Beberwyk, I was hooked," said Weisheit.

She's also taken care to round out her education with real-world experience by participation in Rho Epsilon, internships, and real estate-related jobs. Her commitment to the field has allowed her to transfer everything she's learned into the classroom, where she's excelled. Winning the CREW Scholarship is a particularly significant accomplishment for Weisheit, who says it's validated her decision to pursue a real estate career.

"This scholarship shows that I can obtain things that may seem out of reach. I am also able to join the CREW Network. Within my chapter, I will have the opportunity to build relationships with other strong females in the Commercial Real Estate world," said Weisheit. "This

will hopefully open the door to more possibilities upon graduating. I have already met with a few members of the Omaha chapter and they are very inspiring women."

And as Weisheit reflects on what brought her to this point, she stresses an emphasis on remaining real and grounded.

"I have found that UNO CBA has provided me with a great learning experience. The professors that I have had, have gone above and beyond to provide real-life examples of how to be professional, strategic, and understanding in the business world. Not only that, but they have been extremely helpful in taking time to learn our goals and ambitions," said Weisheit. "I hope to take that same experience into my career - which is to act professional, yet provide understanding to those around me. Essentially, to be a real person who wants to do great things. UNO CBA has taught us that it is achievable."

As Weisheit nears the end of her program, she hopes to encourage more students to get involved in real estate and learn about the difference they can make by being a part of the field. That same ability to make an impact drives Weisheit, too.

"Upon graduating, it is my hope to obtain a career in Property Management. Eventually, I would love to help be an advocate to end homelessness amongst veterans. While there is no easy way to go about it, I do hope that I can be of help in some way," said Weisheit.

UNO CBA looks forward to seeing what Weisheit accomplishes in the real estate world. Congratulations, Brooke!

NCITE IS ONE OF THE DEPARTMENT OF HOMELAND SECURITY'S NEWEST CENTERS OF EXCELLENCE

The Department of Homeland Security's top counterterrorism and intelligence official messaged UNO's Gina Ligon with an urgent request.

John Cohen, who leads DHS's Intelligence and Analysis unit and serves as DHS coordinator for counterterrorism, was meeting with his French government counterparts to discuss disinformation online. What could Ligon, who runs a DHS-funded academic consortium on counterterrorism housed at UNO's College of Business Administration, tell him about what the French were doing about the growing threat of disinformation?

It was Friday. Cohen's meeting was Monday.

Ligon sprung to action. An industrial-organizational psychologist who is also a management professor at CBA had won the largest federal grant in the NU system's history in 2020 to start this counterterrorism research center. She doesn't exactly sit around.

Ligon tapped Nathan Dufour, a French-speaking doctoral student in criminology, and the two spent the weekend on a footnoted report leading with this item: French-language disinformation is six times more likely to be shared online than factually accurate news.

Despite the fact that both Ligon and Dufour had lost power during one of the worst summer storms to hit Omaha — hurricane-force winds knocked out electricity to a record number of residents — they were able to complete the request and get it to Cohen by Sunday.

His response: "This is extraordinarily helpful. Thank you."

This is a small example of the role the National Counterterrorism Innovation, Technology, and Education (NCITE) Center plays for the federal government.

Launched mid-pandemic last year, NCITE is one of the Department of Homeland Security's newest Centers of Excellence, an academic consortium focused on terrorism and targeted violence prevention. DHS has about 10 such centers, each focused on a different national threat.

The DHS center for terrorism and targeted violence had been based at the University of Maryland. UNO, however, won the 10-year, \$36.5 million federal grant to create a research center right here. It is housed at CBA and is run through the Center for Collaboration Science, which is overseen by the Office of Research and Creative Activity.

One might wonder what a terrorism research center is doing in a business school.

Doug Derrick, NCITE director of innovation and transition, offered two reasons. First, the nature of NCITE's applied research dovetails with how business colleges stress the importance of getting research out of notebooks and into the hands of users. NCITE's mission is to make its research ready and available to DHS and other law enforcement and prevention practitioners. Second, a business college's emphasis on measurement is another important reason.

"You need to be able to measure the impact," said Derrick, an IT Innovation professor and principal investigator on an NCITE education project. "If you're going to objectively say, 'We've made something better,' you have to have data. And no one is as experienced or good at that as business schools. Business schools measure everything: return on investment, bottom line."

The NCITE Center has broad reach, collaborating with about 50 researchers at 18 academic institutions including UNO. The consortium includes Stanford and George Washington Universities as well as international partner, King's College London. Researchers from the University of Nebraska Medical Center and University of Nebraska-Lincoln also contribute.



NCITE also enjoys strong university and state support, adding five full-time, tenure-track researchers to the already strong research bench at UNO.

Now in its second year, NCITE is ramping up its research capability as the federal government calls for more help in understanding and deterring domestic terrorism.

Cohen, a former street cop with a long resume in law enforcement and national security, called domestic terrorism "the most dynamic, complex, and rapidly evolving threat I think we've faced."

Speaking at ENVISION21, NCITE's first annual meeting, Cohen elaborated on what he called a "highly individualized threat" in that individuals or small groups of individuals are conducting mass casualty attacks inspired by extremist ideologies or a blend of ideologies. But unlike past terrorism threats, violent behavior is driven by individuals looking to express their anger, he said.

That's why the work of researchers is so important, he said. The current threat doesn't fit into traditional definitional boxes. Researchers can help the federal government sort out who is leaning toward violence and how violence can be prevented.

Ligon, the NCITE director, knows the destructive aftermath of domestic terrorism. An Oklahoma native, she was in high school during the 1995 Oklahoma City bombing that left 168 dead. It is her intent to "stop the next Tim McVeigh," she said, referring to one of the two men who parked a truck bomb beneath the Alfred P. Murrah federal building.

She is a well-established terrorism researcher who has studied leadership and organizational dynamics of terrorism groups. She had served as a principal investigator at other Homeland Security Centers of Excellence and led the successful campaign to bring a Center of Excellence to UNO.

NCITE research projects can take a year or more to bear fruit. But NCITE's work includes the short-term requests like the recent one from Cohen. NCITE leadership and coordination also helped shape the Biden administration's domestic terrorism policy, and NCITE is seen as a ready resource for the federal government on pressing matters.

Beyond research, NCITE's aim also includes building a future national security workforce, which is why on any given day at Mammel Hall, students are present. An undergraduate designed NCITE's logo. Graduate assistants are helping organize research. MBA students have taken DHS problem sets to focus on for capstone projects. One MBA student is focusing her studies on terrorism financing.

A business college has important overlap for NCITE, as the center seeks to maximize return on the federal (and state) government's investment, use business skills and methods, and create products people will want and use.

The problems of terrorism and targeted violence are complicated. Experts from a host of disciplines in social and technical sciences are needed to help untangle these knots.



MEET DEAN TRAWICK

Growing up on a tobacco farm in Kentucky, Michelle W. Trawick learned many lessons.

“No matter how old you are, you have to get up early – even when you don’t want to,” she says, smiling. “Because on a tobacco farm there was a role for everyone. Even as a little kid, there was something for me to do. It’s teamwork. As a family, we were involved in every stage of the process, from prepping the ground and setting the plants to drying the leaves and taking it all to market.

“Working together as a family produced a great sense of camaraderie and accomplishment,” she says. “I felt like I was contributing.”

Trawick, Ph.D., brings those life lessons and a wealth of experience in higher education to her dual role as John Becker Dean and Professor of Economics at the College of Business Administration (CBA).

She came to Omaha in February 2020 from Western Kentucky University (WKU) in Bowling Green, about 18 miles from the former tobacco farm where her father still lives. At WKU, she most recently served as Associate Provost for Faculty and Academic Excellence, as well as professor of economics.

She also served as the Associate Dean for Faculty and Administration at the Gordon College of Business, and as Chair of the Economics Department. Her leadership at WKU led to the extensions of accreditations in accounting and business; new academic initiatives that created and expanded academic and internship opportunities; and further philanthropic support of scholarships.

Trawick holds a Ph.D. in Economics and Master of Economics from North Carolina State University, as well as a Bachelor of Arts in Economics from WKU. Her husband, Mark, grew up in southern Spain and now works as a labor consultant. They have a son, Nathan, who is a student at the University of Kentucky.

Trawick succeeds Louis Pol, Ph.D., who led CBA for 17 years. “Lou has been helpful in so many ways, opening doors, introducing me to people,” she says. “He’s truly an asset to the college.”

She came to Omaha a few weeks before the COVID-19 pandemic brought with it uncertainty, challenges and restrictions like most people had never known. “I arrived on campus Feb. 6 and was here only briefly before going on university junkets to Arizona and California,” she recalls.

“The Arizona junket was my first official outing, and one of the speakers was supposed to be the head of the biocontainment unit at UNMC,” Trawick says. Instead, the speaker was Chancellor Jeffrey Gold, M.D., who was filling in because word of the pending pandemic had already sparked preparations at UNMC.

“He told us what was coming but his words were so hard to believe,” Trawick says. “Boy, was it true. He predicted it, and because of his foresight, our deans were well informed.”

In the weeks that followed, classrooms were emptied and instruction transitioned from in-person to nearly 100 percent online. Almost daily, new challenges had to be overcome. With each one, Trawick and her fellow administrators, faculty and staff learned a whole new set of lessons.

That knowledge is serving as the foundation for a three-year-plan Trawick and her faculty and staff are designing that will outline the college’s goals and priorities, as well as how to satisfy the CBA mission of diversity, equity and inclusivity while shaping its vision.

“Higher education is changing, and I have no doubt COVID-19 has expedited that process,” Trawick says. “The number of

traditional college age kids is declining, while at the same time, tuition has increased to the point where it has created push back and conversation on value.

“I BELIEVE EDUCATION IN GENERAL IS HOW WE SOLVE THE WORLD’S BIGGEST PROBLEMS. WE HAVE TO LOOK AT HOW UNO AND CBA CAN CONTINUE TO BE PART OF THE SOLUTION.”

Trawick is a first generation college graduate. “I know how education changes one’s path,” she says. “It’s one reason this job is such a good fit for me.”

She believes that to continue moving CBA forward will require rethinking its audiences. “We need to address those groups that never thought they could go to college. We need to find out how to reach them; how to make it doable for them.”

The college must also appeal to college graduates who have discovered they are “on a path where they don’t want to be. We have to find out how we can help reposition them.”

Increasing financial assistance and the number of workplace opportunities is crucial, she says. “We will be awarding \$1 million in scholarships this fall,” she says, proudly. “That is a record for CBA, and it is all donor funded.”

She says internship experience is often a key to hiring a recent graduate. “I would love to be able to expand our internship program, and I would like to establish a scholarship fund for students who want to take internship credit. Far too often, students face the choice of quitting a job that pays for their tuition in order to take a summer internship. Most just can’t do that.”

The college and the university are in an excellent position to meet these challenges, Trawick says. “We have to make it clear that we are advancing our students and our community,” she says. “Let’s be innovative. Let’s take some calculated risks. Let’s make it known that if you want to study business, CBA is the place to be.”

It will require collaboration. “I came in here with ideas, but I want this incredible faculty and staff to contribute,” she says. “I have been where a leader came in and listed their precise goals and objectives. They failed and they left.”

Lessons from her childhood. Lessons from building a career in higher education. Lessons from a pandemic. Trawick incorporates them all in a leadership style that is determined and direct.

“I’m a tell the truth kind of person,” she says. “Being very transparent has worked out really well for me.”

In other words, the dean means business.



COLLEGE OF BUSINESS ADMINISTRATION'S

ACCREDITATIONS EXTENDED TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS

CBA's accreditations in business and accounting programs have been extended through 2026.

The Association to Advance Collegiate Schools of Business, AACSB, announced in Spring 2021 that the College of Business Administration's accreditations in business and accounting programs have been extended for another five years through 2026. The announcement follows a rigorous peer review and virtual site visit from deans and accounting directors of fellow AACSB-accredited institutions who recommended the College of Business Administrations' accreditation extension.

Michelle W. Trawick, the John Becker Dean of the College of Business Administration shared that "AACSB accreditation is a mark of high-quality business education. The standards we work to exceed are put in place to ensure our hard-working UNO business graduates, and their employers, have exceptional career opportunities."

AACSB Accreditation is the hallmark of excellence in business education and has been earned by less than five percent of the world's business programs. Today, there are only 901 business schools in 58 countries and territories that maintain AACSB Accreditation.

UNO's College of Business Administration has maintained AACSB business accreditation since 1965 for its Bachelor of Science degree, and UNO's Master of Business Administration (MBA) program has been included in this accreditation since 1980. UNO's School of Accounting has maintained supplemental AACSB Accounting Accreditation for its undergraduate and Master of Accounting programs since 2013.

MBA STUDENT SPOTLIGHT: MARCO ALONSO CASTRO SALCEDO

When Marco Alonso Castro Salcedo set out to find an MBA program that would complement both his educational and professional experience, as well as career goals, little did he know he would end up in the middle of the United States at the University of Nebraska at Omaha College of Business (UNO CBA).



Despite challenges as an international student and studying during the midst of a global pandemic, Castro's experience is one which has made a positive mark on his life forever.

Castro, a native of Peru, began his professional life as a software engineer, but quickly moved into a human resource management role. With a flourishing career in the finance and consulting industries, but limited education in HR management, Castro felt a strong desire to improve his skills and was looking for a program that would "not only allow me to learn, but to apply the knowledge."

"I APPLIED TO A LOT OF SCHOOLS IN THE STATES AND EUROPE, BUT THE CURRICULA AT UNO WAS ONE OF THE CLOSEST TO WHAT I WANTED."

As an international student, Castro also was looking for a university with a great campus life and the opportunity to connect with others within the larger community. In spite of the Covid-19 pandemic and general challenges as a non-native English-speaking student, Castro persevered and touts his experience as a UNO CBA graduate student.

"Last year was difficult to be honest, and there was a point where I was thinking

about turning back to Peru. But I came here for something important, and I met amazing people at school and was able to connect with people who were similar and experiencing some of the same challenges," explains Castro.

"THE PEOPLE IN THE INTERNATIONAL ADVISING OFFICE WERE TERRIFIC, AND I HAD AMAZING INSTRUCTORS."

Some of the notable professors in Castro's program included Dr. Erin Pleggenkuhle-Miles (Strategy), Dr. Patti Meglich (HR Management) and Dr. Jeff Bredthauer (Finance). In discussing his finance course, Castro comments, "Dr. Bredthauer was amazing! He really wanted us to learn. He stayed in a problem until all of us understood it, and I use most of the things he taught us for both my personal finances and the business. All of the faculty members were really great," said Castro.

Castro also praises his experience in the MBA Capstone course. "I met a lot of friends; two of my closest friends are from Belgium, and I did work with them on the Capstone. Our project was with Bulldog Solutions, a start-up company, who wanted help with organizational structure and HR, and setting a mission/vision and goals." Since completing the Capstone project,

Castro has stayed in contact with his client, offering to provide additional HR guidance if needed.

As a recent UNO alumnus, Castro plans to settle in the United States while continuing to work remotely for a global consulting company based in Barcelona, Spain. Currently, he manages teams in the United States, Latin America, and Australia from his home office in Omaha, and is soon to be the director for the whole Americas division.

"THE MBA HELPED ME TO GET THE POSITION BECAUSE IT GAVE ME A NEW PERSPECTIVE IN MY WORK."

"Also, learning and studying with people from other countries helped me realize a lot of things I was doing wrong in management."

Despite moving thousands of miles from home, working, and attending graduate school during unprecedented times, his experience as an MBA student has proven to be everything he had hoped and more. When asked about his overall experience as an international student in the UNO MBA program, Castro expressed "I had a really great time at UNO. I made friends and gained a lot of knowledge that helped me with my development. It didn't feel like I was a foreigner, it felt like I was part of it. I don't regret coming to UNO!"



UNO DEPARTMENT OF MANAGEMENT WINS UNIVERSITYWIDE TEACHING AWARD

University of Nebraska System President Ted Carter announced Wednesday that the Department of Management at the University of Nebraska at Omaha is the recipient of the 2021 Universitywide Departmental Teaching Award (UDTA).

The UDTA, one of the President's Excellence Awards, is the NU system's most prestigious honor for departmental excellence in teaching. Since 1993, the UDTA has recognized departments or units within the university that have made unique and significant contributions to NU's teaching efforts and demonstrated outstanding commitment to the education of students at the undergraduate, graduate or professional levels.

Honored departments are selected by a committee of faculty members from across the university system. The Department of Management will be honored at an event hosted by Carter this spring.

"At the University of Nebraska, everything we do is about our students. The faculty and staff of the UNO Department of Management bring that commitment to life every day," Carter said. "The department is a model of excellence and collaboration in preparing the future leaders of Nebraska. These colleagues bring great benefit to our university, our communities and the entire state, and I am honored to recognize their extraordinary achievements."

Chaired by Associate Professor John Erickson and housed in the College of Business Administration under the leadership of Dean

Michelle Trawick, Ph.D., the Department of Management teaches undergraduate, graduate and executive education courses in organization management, human resources management and supply chain management.

As of the fall semester, more than 500 undergraduate students were pursuing a concentration in one of those areas. The department's faculty also play a key role in teaching core courses required for all UNO business students.

"I am truly humbled and appreciative for our department to be recognized as this year's departmental teaching award winner," Erickson said. "It is one of the true pleasures in my career to work alongside such committed, passionate colleagues who are not just educating our students, but engaging them in experiences, research, and opportunities that are second to none."

"We are so grateful for the faculty and staff in our Department of Management as they are always finding innovative ways to create high quality, applied learning experiences for our undergraduate and graduate students," Trawick said. "The award winning Capstone Cup, which has teams of graduating business students compete on real world consulting projects for local firms, is just one example of making business education come to life. Our Department of Management provides a model for building the business leaders of the future."



▲ Faculty and instructors in the department contribute to the "Capstone Cup," a semester-long competition for UNO business students that places them in the role of a consulting firm and asks them to develop recommendations for complex business problems.



▼ Faculty collaborate within and beyond their department to expand opportunities for students and meet workforce needs. For example, recognizing the high demand for students with supply chain management expertise, the department has worked with UNO's Division of Continuing Studies and College of Public Affairs and Community Service to develop logistics concentrations.



▼ Faculty are highly engaged in the College of Business Administration's outreach efforts, contributing to non-credit courses and leadership development training for companies like Union Pacific and HDR. Faculty also provide non-credit education to clients of the UNO-based Nebraska Business Development Center, which provides services to businesses and entrepreneurs across the state.



◀ Management faculty are widely published and are successful in receiving grant funding. For example, faculty have earned grants to support the USSTRATCOM Strategic Leadership Fellows Program, which trains civilian leaders at USSTRATCOM.



▲ Management faculty member Gina Ligon, Ph.D., leads the National Counterterrorism, Innovation, Technology and Education (NCITE) Center, a U.S. Department of Homeland Security center headquartered at UNO that was established in 2020 with a \$36 million, 10-year federal grant. The center works to understand, prevent and counteract terrorist violence.

HONORING OUR HEART HEROES



Dr. Erin Bass, Board President of Heart Heroes Inc.

Dr. Bass was recently appointed as board president for Heart Heroes. This role is highly personal for Bass, whose son was born with a congenital heart defect (CHD) that required open-heart surgery at Children’s Hospital and Medical Center when he was just four weeks old.

“While we were in the hospital, we received a care package from an organization called Heart Heroes,” said Bass. “I hadn’t heard of the organization before and had no idea what a role they would play in my life and my son’s life in the weeks, months, and years to come.”

Bass later reached out to Heart Heroes and involved them in the MBA Capstone Course, in which students completed a pro bono consulting project. When the Executive Director of Heart Heroes asked Bass how they could continue working together, Bass began serving on the board and ultimately became board president.

“As board president, my role is to support the organization and ensure we are doing everything to impact as many families and individuals affected by CHD as we can. The board oversees and monitors Heart Heroes’ strategy and operations. We meet as a full board every quarter, and have board committees that meet quarterly,” said Bass. “We also attend Heart Heroes’ events, raise funds for Heart Heroes’ programming, and spread awareness about CHD. Many people don’t realize that CHD is the #1 birth defect, impacting one of every 100 children.”

In her role as president, Bass assists Heart Heroes in their work with Children’s Hospital to provide support to families whose children are receiving cardiac care. This support ranges from Superhero Capes, helping children – the true Heart Heroes – feel brave during their procedures, to meals for families and activities to keep the Heart Heroes occupied during hospital stays. Heart Heroes also partners with UNMC to fund CHD-related research. During COVID-19, Heart Heroes created virtual support groups and response and recovery kits for CHD families here in Nebraska.

“I’m humbled that I get to be a part of this organization and help it impact the many Nebraska children and families affected by CHD,” said Bass.

The entire month of February 2021 was American Heart Month, recognizing the importance of heart health and putting a spotlight on heart disease. In recognition of this important cause, UNO CBA is shining a light on two of our own heart heroes – Dr. Erin Bass, Associate Professor of Management, and Rachel Larson, CBA alumna and Development Director of Heart Heroes Inc.



Rachel Larson, Development Director for Heart Heroes Inc.

Rachel Larson, a UNO CBA alumna, has always had a passion for helping others. A nearly lifelong volunteer, Larson particularly enjoys working towards better health outcomes for her community and for children. This passion drew her to Heart Heroes Inc., where she serves as Development Director.

“The heart community is near and dear to my heart because cardiovascular disease is the number one cause of death in adults, and congenital heart defects are the number one cause of death in infants,” said Larson. “These are statistics I don’t like, and I am driven to change them through funding research and support initiatives.”

As Development Director, Larson leverages some of the skills she learned at CBA in managing the many moving parts of a non-profit. She states that her business background from UNO has not only helped with her connections in the community, but allows her to serve as a sales professional, event planner, corporate strategist, and marketing professional all in one role. Larson graduated from UNO in 2006 – the same year her daughter was born – and brings her care for children and her community to work every day.

“My goal with Heart Heroes is to continue to serve families living with CHD locally, and expand the impact and empowerment that Heart Heroes provides on a greater scale nationally,” said Larson. “Heart Heroes started in Omaha with one Hero Cape, to empower one child going through an otherwise traumatic situation to be brave. Since then, over 14,000 children have received the Hero Cape, and it is my dream that we can provide that level of support and encouragement to every family who faces CHD.”

Larson also intends to continue uplifting her community and fostering a culture of health, wellness, and care in Omaha.

“It has been an honor and privilege witnessing first hand the impact of my work,” said Larson. “Omaha is an extremely generous community and I am proud to be part of a culture that cares and wants to continue to strive for the best that we can be, together.”

MEET DR. BELIEU

Molly Belieu, Ph.D., has built a rewarding career helping others, and the students she guides benefit from her dedication.

Belieu joined the administration at the College of Business Administration (CBA) on September 1, 2021, filling a new position, the Assistant Dean for Student Success and Recruitment. The role was created by John Becker Dean Michelle W. Trawick.

Belieu comes to the college after serving as Director of Student Services at the University of Nebraska Medical Center (UNMC) College of Nursing.

The path she is on is not the one she envisioned when she graduated from Millard South High School and enrolled at Creighton University. "I went to Creighton thinking I wanted to become a physical therapist," she says, "but I gradually discovered I was more interested in helping people achieve their professional goals than their physical goals, so I started taking psychology classes."

Active in sports and on student council in high school, Belieu channeled her interests at Creighton as a student worker in the administration office. "I really enjoyed the fun of being involved," she recalls. "That's when my mentor suggested I consider academic counseling as a career."

She earned a bachelor's degree in psychology from Creighton in 2007. Two years later, she earned a master's degree in educational administration from the University of Nebraska-Lincoln.

While studying toward her master's, Belieu worked as an academic advisor at the College of Business Administration at UNL.

One of her first duties there was to coordinate a weekend business trip to Chicago for 35 freshmen and five adults as part of a College of Business Learning Community program. "Here I was, leading this trip to Chicago and I was not much older than the students taking part," she says. "It turned out to be a real confidence booster for me."

At UNL, Belieu was still Molly Handke when she met David Belieu. "I was already in grad school, and he had just enrolled in grad school," she says. "I was working as a graduate assistant, and I gave him a tour of the campus. He was very patient with me, and then at the end he admitted he was a tour guide at UNL."

Today, David is employed at the University of Nebraska Foundation, where he serves as Director of Development for the College of Arts and Sciences at UNO. The couple married 10 years ago. They have two children, Jack, 5, and Madeline, 4.

"They're our 'Irish twins', born 11 months apart," she says, smiling. "David is my teammate and champion and I couldn't do it without him."

Her father, Ron, works for Black Hills Energy. Her mother, Maureen, retired from her job as an administrative assistant at the College of Arts & Sciences at Creighton.

She says her parents are among her greatest cheerleaders. "I had a couple of bends in the road to get to where I am, but my mom always said, 'One of your strengths is making other people feel special. That is a real gift. Just be yourself,'" Belieu says. "I am blessed to have parents who have supported me unconditionally."

At UNL, her duties included graduate program assistant in the Office of the Vice Chancellor for Student Affairs, and career counselor. In 2009, she came to UNO to work as an academic advisor in the School of Health, Physical Education & Recreation, and as adjunct instructor in the higher education/student affairs track at the College of Education, Health, and Human Sciences.

In 2012, she became the coordinator of student services at the UNMC College of Nursing, and rose to director in 2017, working with the dean and leading a team of 15 professional student services employees including recruiters, coordinators, academic success coaches, admission systems processors and testing coordinators across five campus locations.

At CBA, she says the challenges she faces include providing clear pathways to today's non-traditional students. "We have to be able to meet them where they are at in their lives and take them forward," she says. "It's important that we build a workforce that matches the diversity of our economy and our region."

And because her first professional job was at the CBA at UNL, she feels as though the winding path she has taken has officially come full circle at UNO's CBA.

"I started thinking I was destined for health care, and then I worked helping health care students," she says. "I learned what it takes to lead a team of professionals and help nurses achieve their goals. Now, the stars have aligned and everything pointed to helping another group of students at CBA."

"My vision for CBA is all about building lifelong relationships. You can't go wrong once you realize that people and their success are the most important elements of the work we do."



“

MY VISION FOR CBA IS ALL ABOUT BUILDING LIFELONG RELATIONSHIPS. YOU CAN'T GO WRONG ONCE YOU REALIZE THAT PEOPLE AND THEIR SUCCESS ARE THE MOST IMPORTANT ELEMENTS OF THE WORK WE DO.”

DR. MOLLY BELIEU,
ASSISTANT DEAN FOR STUDENT SUCCESS AND RECRUITMENT

CBA PROFESSIONAL SELLING STUDENTS TEAM UP WITH TAGG AND GIVE BACK

Students worked with local businesses and encouraged them to partner with TAGG's platform, allowing the Omaha community to give back where it matters most – at home.

During just four weeks in the spring 2021 semester, UNO CBA Professional Selling students teamed up and made a difference right at home. Partnering with Together A Greater Good (TAGG), the students raised \$700 for the campus food pantry, working in teams to set up calls with local businesses, partner them with TAGG's platform, and encourage the greater Omaha community to give back. With students overcoming COVID-19 travel restrictions and businesses operating at limited capacity, this was both a challenge and real-world learning experience.

TAGG allows businesses to give back by donating a portion of each purchase made when a TAGG app user shops at a participating business. Students were responsible for understanding TAGG's value proposition and shadowing with a TAGG professional to encourage businesses to join the program and give back to the campus food pantry. In total, the CBA Professional Selling students helped migrate six businesses to the platform - Angus Burgers & Shakes, 3rd Base Bar & Grill, The Banh Mi Shop, Arby's Elkhorn, Eat Fit Go, and IQ Car Wash. Not only did this effort help the broader campus, but it also provided several benefits to participating students, the business college, and the businesses who joined.

"The students were impressive! While we didn't get the opportunity to work with them in person, our experience with them over Zoom calls, text messages and emails were very professional, with many of them going above and beyond to make this project successful by introducing TAGG to as many local businesses as possible," said Holly Baker, co-founder of TAGG. "We even hired the top performing student for a summer internship to continue with the momentum created by this project. We are so thankful for the opportunity to work with UNO and also to make an impactful donation to the food bank."

The willingness to form relationships and above all make a difference also helped students to develop their confidence in sales, gain hands-on experience, and help others during a time that otherwise separated most.

"When going into this class, I saw sales as intimidating. Having to reach out to businesses, specifically cold calling, was definitely something that I was scared of," said Kaylie Langan, CBA student and now business specialist with TAGG. "The partnership with TAGG helped me gain confidence while using different prospecting techniques that we learned throughout our time at UNO."

This was an amazing partnership that benefited all students involved. We all were able to get real life experience and step out of our comfort zone. This project was the closest thing to a real sales job that I have experienced. As CBA students, experiences like this will help give us an advantage when looking for jobs after graduation, and in our future careers. Initiatives like this can greatly affect CBA students and the campus as a whole because of the endless possibilities that come with it."

And in the spirit of bringing people together again, one of the participating businesses recruited to the TAGG platform is owned and operated by a UNO alum passionate about giving back and being a part of Maverick Spirit once again.

"As a UNO Alum, I jumped at the chance to partner as a way to give back to the community and in appreciation of the experience and degree I earned through UNO, which has contributed to my success," said Travis Barker, owner of IQ Car Wash. "The benefits are that we get to advertise with TAGG and give back to what our customers are passionate about. The students did a good job explaining to us how it works and what TAGG can do for us. The experience thus far has been good and we are hoping to broaden the use of TAGG over time. We are thankful for the opportunity and how easy and simple the program is for local businesses to utilize."

Efforts like this show that the CBA Professional Selling students' learning has real-world meaning and positive impact, and that giving back and working together always leads to the best payoff. Visit the UNO CBA Professional Selling program website to learn more about how CBA students are community change-makers.



AS A UNO ALUM, I JUMPED AT THE CHANCE TO PARTNER AS A WAY TO GIVE BACK TO THE COMMUNITY AND IN APPRECIATION OF THE EXPERIENCE AND DEGREE I EARNED THROUGH UNO, WHICH HAS CONTRIBUTED TO MY SUCCESS."

TRAVIS BARKER, OWNER OF IQ CAR WASH



NBDC'S LANG CHOSEN FOR TOP NU SYSTEM ROLES



NU President Ted Carter recently named Cathy Lang, director of the Nebraska Business Development Center at UNO, to serve as Senior Advisor to the President for Economic Development and as University Technology Development Corporation President.

The UNO College of Business Administration (CBA) and Nebraska Business Development Center's (NBDC) role in statewide business advancement has expanded with the naming of NBDC Director Cathy Lang to two new roles within the University of Nebraska system.

In early April 2021, NU President Ted Carter named Lang, who has led the NBDC since 2016, as Senior Advisor to the President for Economic Development, as well as the new president for the University Technology Development Corporation (UTDC).

Lang will continue her role as NBDC Director while taking on these new responsibilities.

"To serve the University in this new capacity is a true honor," Lang said. "I hope to bring my past experiences, along with all that I have learned over the past four-plus years, to support and strengthen the economic mission of the University of Nebraska."

In her role as director, Lang oversees a team of professionals that offer businesses from across the state support for every phase of the business life cycle — from starting and growing a business, to developing new markets for products and services, and commercializing innovation.

"Cathy and the Nebraska Business Development Center are great partners as the College of Business Administration works to have a meaningful, positive impact on the region and state," CBA Dean Michelle Trawick, Ph.D., said. "Their work to advance small

businesses in our state is particularly remarkable. We are not surprised that Cathy's years of work to promote innovation and economic growth have been recognized by President Carter and I am certain that she will work tirelessly to advance the University of Nebraska's vision to build a skilled workforce and promote economic prosperity for all."

Since its founding in 1977, NBDC has operated with a statewide mission out of UNO CBA. Currently, the center has service centers in seven cities outside of Omaha: Chadron, Grand Island, Kearney, Lincoln, North Platte, Scottsbluff, and Wayne.

Over the past four years, NBDC has focused its programming on key services to support the growth of businesses in Nebraska, delivering services specific to each client's needs. Enhancing programs that support the broader economic development of Nebraska, NBDC has expanded its programming to connect businesses to resources, both at the University and across the entire Nebraska economic development ecosystem.

"The University is a treasure trove of assets that support economic growth and success for Nebraska," Lang said. "What more can the University do to assure that the talent of our students, the innovation of our faculty and researchers and the horsepower of our programs, centers and facilities can be fully leveraged in partnership for the economic growth and success of our state? I look forward to being part of this important effort of the University."

NBDC INVESTMENT OF CARES ACT FUNDS HAS LASTING IMPACT ON NEBRASKA'S SMALL BUSINESSES

Lessons learned during the COVID-19 pandemic and the abrupt switch from in-person sessions and consultations to online meetings and virtual events will help expand Nebraska Business Development Center (NBDC) programming and services going forward.

"We discovered we had the capability to not only continue to deliver services in a timely manner, we could actually expand our audience via virtual programming," says NBDC State Director Catherine Lang. "No longer did a client have to drive to Kearney from Chadron to participate in a workshop, but we could host it online in Omaha and deliver it statewide."

For example, the NBDC collaborated with the U.S. Small Business Administration and Nebraska Department of Economic Development to host the first Nebraska Opportunity Zone Summit last August. The summit included local and national experts both in-person and online who discussed their experiences with Opportunity Zones (OZ). More than 300 participants tuned in virtually to learn about this tax incentive and to ask questions from the panelists.

Lang says the NBDC's Innovation and Commercialization Program also transitioned to online instructional sessions and presentations, and met with clients virtually. NBDC's Procurement Technical Assistance Center (PTAC) hosted numerous virtual events including webinars, workshops and networking opportunities to help Nebraska businesses position themselves to bid, win and fulfill federal, state and local government contracts.

In addition, the NBDC along with the eight other partner organizations of the Entrepreneurs' Education Collaborative (EEC) delivered virtual sessions on pandemic-related government programs such as the Paycheck Protection Plan (PPP), Economic Injury Disaster Loans (EIDLs) and human resource (HR) considerations for vaccinating employees.

Lang says the NBDC invested funding provided by the Federal CARES Act in a number of sustainable programs that will benefit Nebraska businesses long after the COVID-19 pandemic has been contained.

Passed by Congress in March 2020, the CARES Act (Coronavirus Aid, Relief, and Economic Security Act) was a \$2.2 trillion economic stimulus bill in response to the economic fallout of the COVID-19 pandemic. The NBDC received \$1.5 million in CARES Act funds and utilized it in many ways, including:

- Developing **Enlighten**, a virtual library of training resources for entrepreneurs and small businesses across Nebraska. NBDC has partnered with local agencies and subject matter experts to develop training videos on a variety of topics and disciplines. From legal considerations to cybersecurity, these courses address critical business topics including employee development, protecting intellectual property and investor relationships. This training content is available on-demand and in asynchronous format to allow entrepreneurs and business owners the flexibility to access information when it is convenient to them. Enlighten modules are less than 20 minutes long and are available 24/7. All videos are closed captioned and many are in Spanish.
- Investing in **SourceLink Nebraska** to create core infrastructure for Nebraska's entrepreneurial, business and community development ecosystem. SourceLink Nebraska will increase the transparency of resources available, thus helping to find the right resource at the right time.
- Expanding programming that will help the University of Nebraska System and its researchers and faculty bring innovation to the Nebraska economy.
- Collaborating with other university programs across the US to support the development of business resiliency and preparedness resources for businesses during economic disruptions, like COVID-19.

“ WE PUT THE FUNDING WE RECEIVED INTO THE FOUNDATION OF PROGRAMS WITH ENDURING BENEFITS, RATHER THAN THINK SHORT TERM. THE NBDC IS UNDERSCORING ITS MISSION TO SUPPORT AND STIMULATE NEBRASKA'S ECONOMY TODAY AND TOMORROW.”

CATHY LANG, DIRECTOR OF NBDC

UNO RESEARCHERS:

LOCAL UNEMPLOYMENT RATES JUST ONE PIECE OF THE ECONOMIC RECOVERY PUZZLE

New research from UNO's College of Business Administration (CBA) shows that unemployment numbers alone fail to provide a full picture of Omaha's economic recovery from the pandemic.

"THE KEY TO COMBATING A DECLINING LABOR FORCE, WITHOUT POLICY INTERVENTION, IS TO ATTRACT GROWING OR RELOCATING COMPANIES TO DO SO HERE. BUT THIS IS CHALLENGING TO DO WITHOUT THE AVAILABILITY OF TALENT."

JORDEN HANSEN,
ECONOMICS GRADUATE STUDENT

New research from UNO's College of Business Administration (CBA) shows that unemployment numbers alone fail to provide a full picture of Omaha's economic recovery from the pandemic.

The report on economic conditions and projections for the Omaha-Council Bluffs Metropolitan Statistical Area (MSA) was prepared by Christopher Decker, Ph.D., Lucas Diamond Professor of Economics at UNO, and Jorden Hansen, a graduate student studying Economics and conducting this research under Decker's supervision.

It has been widely reported that the Omaha area, and Nebraska as a whole, weathered the economic impacts of the COVID-19 pandemic well in comparison with the rest of the nation. This new research agrees to an extent, but also finds that analyses looking exclusively at unemployment rates are missing the bigger picture. While the unemployment rate has recovered locally since March 2020, the employment numbers have not.

Hansen and Decker's research points to a labor force level that has been declining in the Omaha area since before the pandemic in Fall of 2018. "With a smaller labor force, finding skilled labor will be a challenge and companies may have to pay high wages to compete," Hansen said. "If job growth does not happen, this could push prices of goods and services up in the area."

Unemployment in the Omaha MSA rose to a high of about 8.7 percent in March 2020 but has since returned to about 3 percent as of April 2021. Declining labor force numbers speak to a need to recruit and retain talent in the area as more workers retire, leave the area, or leave the labor force for a variety of reasons.

"The key to combating a declining labor force, without policy intervention, is to attract growing or relocating companies to do so here. But this is challenging to do without the availability of talent," Hansen said.

"Businesses are looking at what kind of talent is available, and if there isn't much talent to go around, other states and cities start to look more desirable," Decker added.

The research also looked at other factors for signs of economic recovery including building permits, net taxable sales, and airport traffic.

Building permits can signal future demand for construction materials and labor as well as consumer confidence. Permit numbers plummeted in early 2020 but peaked later in the year as low mortgage rates and low housing supply drove demand. Building permits remain high but have begun dropping.

Net taxable sales focuses on consumer spending, which dropped in early 2020 but bounced back relatively quickly. Some of the recovery can be attributed to stimulus spending.

Airport traffic took a massive hit in 2020 as Eppley Airfield saw 57 percent fewer passengers in and out of the medium-hub airport relative to 2019. Traffic is projected to continue trending far below pre-COVID levels throughout 2021.

Combined together, all these factors provide a more holistic view of the area's recovery from the COVID-19 pandemic than unemployment rates alone.

"This is not to say that low unemployment is a bad thing or that the Omaha area has not recovered well from the pandemic," Decker said. "This is to say that, overall, we're heading in the right direction but that there are additional challenges we will have to face and overcome to reach our economic potential."

This report is the first of what will be an annual student-authored periodical produced out of UNO's CBA, assessing and forecasting economic status of the Omaha-Council Bluffs MSA.



UNO CBA'S BETA ALPHA PSI RECOGNIZED AS 2021'S SUPERIOR CHAPTER

Despite the challenges of the COVID-19 pandemic, Gamma Kappa – UNO's chapter of Beta Alpha Psi – has succeeded through virtual collaboration and a sense of social responsibility.

UNO CBA is home to a 2021 Superior Chapter of Beta Alpha Psi (BAP), an organization for students concentrating in Accounting or Finance. For a year and a half, Gamma Kappa – UNO's chapter of BAP – has utilized virtual platforms to collaborate, make a difference, and keep the emphasis on the students.

Thanks to the dedicated leadership of the organization's student officers, as well as chapter leader Dr. Xiaoyan Cheng, BAP successfully hosted the virtual Beta Alpha Psi Missouri Valley Regional Meeting, Meet the Firms, an initiation ceremony, an alumni event, and a social event within the past year, overcoming the challenges of distance to keep the organization going strong. Ultimately, the chapter's ability to communicate and stay true to their mission despite hardships brought on by COVID-19 earned them the Superior title.

A major commitment of BAP members is to mandatory service projects. While this effort also looked a little different in 2021, Gamma Kappa provided 497 hours of community service in the last year. These activities included promoting the accounting career expo, tutoring accounting students, and writing letters/cards to veterans and nursing homes. BAP was not only recognized as a Superior chapter for these efforts, but also earned additional recognition for partnering with a local middle school to collect school supplies for students in need.

Elizabeth Howard, UNO's chapter representative, also led BAP to success in the virtual Project Run With It (PRWI) competition this summer. PRWI challenges students with a real-world consulting project for a nonprofit. Howard's team was selected as the winning group, with each member of the chapter awarded \$1,000.

"My PRWI team met virtually this summer and was responsible for ideating and presenting solutions to how raise money for the nonprofit, The Volunteer Center, in the northern Chicago area. Our team connected online on multiple occasions to meet one another, to come up with ideas of how to raise funds, and finally, to record our presentations," said Howard. "The PRWI event, even though it was virtual this year, offered me the opportunity to meet and work together with other BAP students from different locations in the USA and to help out a worthy nonprofit organization."

Reflecting on the challenges of the past year and a half, Howard recalls the importance of BAP's weekly meetings, which continued via Teams, WebEx, or Zoom. This allowed BAP to host virtual accounting seminars, preparing CBA students for the job market and connecting them with employers. These meetings also played a pivotal role in the planning and execution of BAP's required service hours to the community.

While so much was different about the past year, UNO's BAP chapter showed the great things that can be achieved through collaboration and an emphasis on community. Well done, Gamma Kappa!



VOLUNTEERING IS ALWAYS GOOD FOR THE COMMUNITY, BUT IT ALSO HELPS BAP MEMBERS TO BUILD A SENSE OF COMMUNITY AND SOCIAL RESPONSIBILITY, AS WELL AS IT PROVIDES A FEELING OF ACCOMPLISHMENT AND SATISFACTION"

ELIZABETH HOWARD,
UNO CBA'S BETA ALPHA PSI
CHAPTER REPRESENTATIVE

Membership in Beta Alpha Psi, the international honor organization for accounting, finance, and information systems students, is based on academic and participation criteria.

CBA CELEBRATES NEW STAFF

HIRED IN 2020 & 2021

Jamie Bright

NBDC SourceLink Nebraska
Network Navigator

Kerlin Cisneros

Information Technology Specialist

Jennifer Dang

Undergraduate Advisor

Patrick Guinotte

NBDC Government
Contracting Consultant

Eswari Kalugasalam

NBDC SBDC
Market Research Consultant

Daniel Kuchar

NBDC Business
Development Specialist

December Lange Treacy

Undergraduate Advisor

Steve Lendt

Technology Consultant

Juan Sandoval

NBDC Associate Center Director,
America's SBDC – Nebraska

Harold Sargus

NBDC Government
Contracting Consultant

IN MEMORIAM

DEREK GESCHWENDER

JUNE 16, 1977 – SEPTEMBER 8, 2020

Geschwender began his more than 23-year UNO career as a student worker in 1997, eventually becoming the information systems specialist for the College of Business Administration.

Derek was so much a part of CBA and Mammel Hall. His work touched and continues to touch every faculty member, staff, student, and guest that comes to Mammel Hall. He was always willing to help others regardless of the day or time. We miss Derek terribly and are grateful for a space in the addition, named in his memory, so that his legacy will live on in Mammel Hall.

LARRY TRUSSELL

AUGUST 20, 1943 - MAY 07, 2021

Trussell joined UNO in 1974 as the College of Business Administration's associate dean and went on to serve as dean from 1979 through 1992. In his campus roles, Trussell helped secure millions in grant funding for equipment and support for UNO business programs and developed exchange programs with Romania and Moldova.

He was also was part of a national college accreditation team and served as UNO faculty representative for the North Central Athletic Conference, which UNO once belonged to, and to the NCAA. Dumitru Oprea, the Chancellor of Alexandru I. Cuza University in Romania, a partner institution, noted Larry's "...contributions to our lives and our community will never be forgotten and his accomplishments will always be part of the foundation of who we are today." These words are also true for all of us in the College of Business Administration.

CBA WELCOMES NEW FACULTY

ACCOUNTING

Nicholas Jasa (Fall 2020)

Dr. Nicholas Jasa is an assistant professor of Accounting. He graduated from UNO's College of Business Administration in 2010 with concentrations in accounting, finance, banking, and investments. In 2020, he earned his Ph.D. in Business Administration, with a concentration in accounting, from the University of Colorado Boulder. He previously worked as a Certified Public Accountant in Omaha at BKD, LLP, on both the tax and audit sides, and spent some time in private accounting. His research interests are primarily focused on cybersecurity disclosure, accounting disclosures, and corporate governance. Dr. Jasa currently teaches Intermediate Financial Accounting 1 and has taught Accounting Information Systems and College Algebra at UNO in the past.

Lori Simonsen (Fall 2020)

Lori Simonsen is a Certified Public Accountant licensed in Nebraska and has been working in public accounting in Omaha for about ten years, specializing in tax. Lori has a special interest in passthrough entity and estate and trust tax law. Simonsen is a proud UNO Alum and previously taught in the Department of Accounting at UNO.

Xiao Song (Fall 2021)

Dr. Xiao Song is an assistant professor of Accounting at UNO. Dr. Song received his Ph.D. in Accounting from the University of Nebraska-Lincoln. Dr. Song's research interests include taxation, corporate disclosures, and financial accounting. His research work has been accepted for publication at the Journal of the American Taxation Association. Dr. Song is passionate about impacting his students by teaching accounting courses. He has taught Federal Income Tax, Introductory Financial Accounting, and Intermediate Accounting during his Ph.D. program.

ECONOMICS

Jessica Perrigan (Spring 2021)

A graduate of American University and UNO, Jessica Perrigan has used data to provide actionable results to businesses in several different fields and in ambiguous settings. She has worked to help companies be more resilient and agile in complex environments through strong business problem framing and clear translation into analytic solutions.

Zijun Luo (Fall 2021)

A native of Guangzhou, China, Dr. Zijun Luo came to the United States to pursue graduate studies in 2008 and received his Ph.D. in economics from Kansas State University in 2012. Prior to joining

UNO, Dr. Luo taught at Sam Houston State University and Colgate University. His specialty is in applied microeconomics, especially the economic theory of conflict and contests, the Chinese economy, and industrial economics.

Eduardo Cenci (Fall 2021)

Dr. Eduardo Cenci recently graduated from the University of Wisconsin-Madison with a Ph.D. in Agricultural and Applied Economics. His main research interests are migration and rural development broadly defined. In particular, Dr. Cenci is interested in the role of migration in spreading knowledge and accelerating economic transformations. As an educator, he strives to make economic education relevant and accessible to all students. Dr. Cenci grew up on a farm in central Brazil and worked for years in his family's farming business before transitioning to academia.

Jinan "Jane" Liu (Fall 2021)

Dr. Jane Liu's work on macro econometrics and financial economics has been published by journals such as Macroeconomic Dynamics, Journal of Financial Stability, Journal of Macroeconomics, and International Journal of Finance and Economics. Her work on monetary aggregation has been cited by the Center for Financial Stability in New York City. She has been invited to workshops at Stanford University, research seminars at the University of Zurich and Kansas State University, and international conferences that were held at the Bank of England, MIT, and Goethe University, among others. Dr. Liu earned her Ph.D. from the University of Calgary.

Ian MacInnes (Fall 2021)

Before joining UNO, Dr. Ian MacInnes was a faculty member and an associate dean at Syracuse University's School of Information Studies. Dr. MacInnes has a Ph.D. in Political Economy and Public Policy from the University of Southern California and a master's degree from the London School of Economics. He has taught economics of digital transformation, applied economics for information managers, information policy, and information industry strategy. His research interests involve public policy, economics, and law for information and communication technologies, including the evolution of work and its effects on wealth distribution.

FINANCE

Patty Bick (Fall 2020)

Dr. Patty Bick is an assistant professor of Finance. Her research interests focus on empirical corporate finance, with particular interest in executive compensation and mergers and acquisitions. Prior to coming to UNO, Dr. Bick taught at University of Tulsa. She received her undergraduate and master's degree in electrical engineering from University of Southern California, MBA from University of Vermont, and Ph.D. from Penn State University.

Larry Hughes (Spring 2021)

Since 2002, Dr. Hughes has worked in higher education as a professor, director, and dean. Before that he was a human resources officer in the tech industry. At 17, he left his native Nebraska, joined the U.S. Marine Corps, and provided security at numerous embassies around the world. He and his spouse live in Omaha with frequent escapes to a home in Mexico. He earned an MBA, a Ph.D. in Business Administration, and a graduate credential in Finance.

Pavel Jeutang (Fall 2021)

Dr. Pavel Jeutang is an Assistant Professor of Finance with over ten years of experience teaching various finance-related courses with teaching interests, including corporate finance, financial markets and institutions, investments, and portfolio management. His research interest lies in corporate finance and international finance (country risk). Dr. Jeutang earned his Ph.D. in Business Administration with a concentration in finance from the University of Nebraska-Lincoln. He enjoys playing and watching soccer, and traveling with his two daughters and wife.

MANAGEMENT

Nicholas Arreola (Fall 2020)

Dr. Nicholas "Nick" Arreola is an Industrial/Organizational Psychologist who has been working in data science and big data analytics for the better part of the last decade and has taught off and on for both UNO's College of Business Administration and Psychology Department since 2012. His teaching experience includes courses such as Organizational Behavior, Management, and Leadership. Dr. Arreola's research interest includes studying the gap between "knowing better" and "doing better." Dr. Arreola "grew up" at UNO and is a proud UNO alum having received his bachelor's degree in psychology as well as a master's degree and Ph.D. in industrial/organizational psychology.

Elvis Ndembe (Spring 2021)

Dr. Elvis Ndembe is an instructor of Management. His teaching and research are in the areas of supply chain management and analytics and transportation economics. He earned his Ph.D. in supply chain logistics with applied statistics graduate certificate and M.S. in agribusiness and applied economics from North Dakota State University (NDSU). He held different positions in academia in both research and teaching prior to joining UNO.

Gerardo Miranda Reina (Fall 2021)

Dr. Gerardo A. Miranda recently joined the Management Department at UNO as a visiting assistant professor. Dr. Miranda Reina earned his Ph.D. in Business Administration from the University of Texas Rio Grande Valley in 2021. His research and teaching interests are centered on organizational behavior topics. His current research focuses on the functional roles of emotions and incivility in the workplace. Current work in progress explores how the values of individual works elicit emotional and behavior responses. Outside of work, Dr. Miranda Reina enjoys reading The New York Review of Books and exercising.

Tin Nguyen (Fall 2021)

Dr. Tin L. Nguyen is a Research Associate at the National Counterterrorism Innovation, Technology, and Education (NCITE) Center and the Department of Management in UNO's College of Business Administration (CBA). He received his doctoral training in Industrial and Organizational (I-O) Psychology from The Pennsylvania State University, and his research and consulting work focus on organizational creativity, innovation, and interpersonal collaboration among diverse perspectives. Within NCITE, Tin extends his knowledge of organizational behavior to the study of violent extremist collectives.

Kayla Walters (Fall 2021)

Dr. Kayla Walters is a Research Associate with the National Counterterrorism Innovation, Technology, and Education (NCITE) Center and the Department of Management. Her research focuses on two areas: 1) how different combinations of leadership styles shape outcomes for individuals and organizations, and 2) how creativity can be used for malevolent ends. As a Research Associate at NCITE, Kayla applies her understanding of industrial-organizational (I-O) psychology – and specifically leadership and creativity – to the study of violent extremist organizations. She completed her undergraduate degree at the University of Michigan and Master's in I-O psychology at Xavier University. She will earn her PhD in I-O psychology from Penn State University this fall. Kayla also has experience as a human capital consultant for federal government clients.

MARKETING

Shana Redd (Fall 2021)

Dr. Shana Redd is an assistant professor of Marketing. Her research interests are focused on the empirical analysis of firm performance related to marketing strategy, including brand management and new product and service innovation. Before joining UNO, Dr. Redd served as a Professor of Practice at Michigan State University, where she taught master-level courses, including new product development, marketing strategy, conjoint analysis, corporate innovation, and data visualization in Tableau. She also served as a faculty advisor for the Broad MBA program's design-thinking business challenge. Dr. Redd has held industry positions in CPG consulting, new product development, and brand management and has worked with NCH Marketing Services, Domino Foods, Kraft Foods, and Whirlpool Corporation, among others.

Zhihao "Max" Yu (Fall 2021)

Dr. Zhihao "Max" Yu is an assistant professor of Marketing. Dr. Yu is a behavioral researcher studying digital marketing and personal selling. He earned his Ph.D. in Marketing from the University of South Florida. Prior to academia, Dr. Yu worked in the luxury industry as a digital brand manager for several international luxury brands (Bang & Olufsen, Royal Asscher, etc.). As a former marketing practitioner with strong industry contacts, he is keen to collaborate with companies for his class and scientific studies to help them solve problems and capitalize on opportunities. As examples, he recently teamed up with companies to improve online sales effectiveness, customers' online shopping experiences, and online referral marketing practices.



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