>>> Meet Anne P. Massey, New Dean of the Wisconsin School of Business P.5

WISCONSIN SCHOOL OF BUSINESS **SPRING 2017**





TOGETHER FORWARD®



Over the past six years, I have visited many of you in nearly 20 states and several countries; board members, alumni and donors, corporate partners, employers, mentors, and more. It has been a joy to welcome so many of you to campus and to launch thousands of students into your alumni family on their graduation days. Through it all, I have had the distinct pleasure of witnessing the impact of Business Badgers in their organizations and their communities. What an honor it has been to serve the Wisconsin School of Business as the seventh Albert O. Nicholas Dean!

With your support, WSB has become a recognized leader in academic innovation. In this issue, you will read about a new project competition that brings business and English students together to learn new avenues for problem-solving and creative thinking. You will also discover how the Business and Entrepreneurship Clinic expands the reach of the School in serving campus and the Wisconsin community.

I have no doubt that WSB will thrive under the direction of Dean Anne P. Massey. She is a proven leader, accomplished teacher, and outstanding researcher. She brings recognized thought leadership in the deployment of technology to enhance creativity, collaboration, and learning. I hope you enjoy reading more about her on Page 5.

My time as dean of the Wisconsin School of Business will end in June. I am most grateful for the opportunity to have served this amazing community and I am proud of what our faculty and staff have together accomplished during my tenure in service to our students and alumni, the University of Wisconsin-Madison, and the world. I leave with full confidence that the School is poised for continued growth and success.

The generosity and loyalty of Business Badgers are true differentiators of this great school. Thank you for your unwavering support of the Wisconsin School of Business.

May you continue to move together, forward!

-François Ortalo-Magné

Albert O. Nicholas Dean of the Wisconsin School of Business

Photos by Paul L. Newby II

» In This Issue









- 02 Farewell to Dean François Ortalo-Magné
- **03** What Inspires You?
- 04 WSB Research: Now You Know

[SCHOOL NEWS]

New Dean Eager to Build on WSB Strengths

- 06 WSB Clinic Lends a Hand to Startups
- 08 Alumni Trailblazer: Jenna Mueller

[COVER STORY]

8 to Watch Under 40

- 18 Contest Creates Collaboration Between Business, English Students
- 20 Global Course Gives MBAs Insight Into World Markets
- 22 Alumni Advocate: Carey Bongard
- 26 Business Badgers Who... Give Back
- 28 Class Notes
- 32 [PHOTO GALLERY]

Students Connect With the Community by Volunteering

» A Fond Farewell

WSB faculty and staff reflect on Dean Ortalo-Magné's impact

"The boldness with which Dean Ortalo-Magné championed the arts here at the Wisconsin School of Business is a tremendous inspiration and the effects of his efforts will be long felt."

"What struck me was
his passion for excellence.
He was excited about research
and the connections that top
researchers could make together
in a way that only the best and
most vibrant academics are.
It was infectious."

"I am thankful for his bold leadership over the years. His tireless pursuit of improvement and excellence in the WSB, and especially in its people, has always impressed me."

"François truly embodies the Wisconsin Idea, and will be missed as a leader, educator, and innovator."

"He is a leader who lives out his vision, engaging in collaboration, showing gratitude for the school's successes, and much more."

"I appreciate that François not only commissioned a study to help us articulate what defines us-our Together Forward® brand and Trustworthy, Progressive, Inspiring, and Collaborative pillars—but also modeled the brand and pillars day by day."

UPDATE

SPRING 2017

MANAGING EDITOR Falicia Hines (B.A. '05)

ART DIRECTOR
Katie Schauer

PHOTOGRAPHER
Paul L. Newby II

WRITERS

Jane Burns
Siri Pairin (B.A. '15)

EDITORIAL ADVISORS

Kaylene Christnovich Binnu Palta Hill (B.A. '97) Meloney Linder Toral Livingston-Jha (B.S. '00)

©2017 Board of Regents of the University of Wisconsin System

Update is published biannually.
All rights reserved.

PUBLISHER

The Wisconsin School of Business Grainger Hall 975 University Avenue Madison, WI 53706 go.wisc.edu/wsb-UPDATE

Cover photos by Paul L. Newby II, Jim Newberry, Anya Semenoff



UNIVERSITY OF WISCONSIN-MADISON

TOGETHER FORWARD®



"I have always felt that to be successful I should be a part of a great program, learn from the best, and surround myself with inspiring people. That's why I stay connected to the UW community, which has inspired me to strive for personal and professional success by providing countless opportunities to grow. On, Wisconsin!"

-CONNOR BRAUN (BBA '16)

Financial Analyst, Kohl's

»NOW YOU KNOW

New WSB research that answers important questions

BY JANE BURNS



Q: Did affordable housing policies cause the financial crisis?

Opinions vary about what caused the 2008 financial crisis, but one would-be culprit has proved to be false: federal affordable housing mandates.

Andra Ghent, Lorin and Marjorie Tiefenthaler Professor in Real Estate at the Wisconsin School of Business, and two co-authors were able to debunk the theory that the crisis was caused by federal policies that encouraged lower-income people to take out a mortgage. They reviewed data from 722,157 subprime mortgages in California and Florida at the height of the subprime lending boom that led to the financial crisis.

Their study showed the typical subprime borrower had income over \$100,000 and lived in a low-income neighborhood, which suggests borrowers or loan originators overstated income to get the loans. If meeting affordable housing mandates was a goal, borrowers or originators would have understated income, not overstated, to satisfy those goals.

In addition, the data showed nondepository institutions originated the majority of the subprime loans. However, one of the two main affordable housing programs, the Community Reinvestment Act, only applies to depository institutions such as a bank or credit union.

Data also showed that additional loans were not made under the income threshold for the various affordable housing programs, indicating that threshold was not a target. That similar quantities of loans were made above and below the low-income threshold indicated that affordable housing mandates were not a factor in originating them.



» Q: Can hospitals benefit from focused factory thinking?

The concept of "focus"—specializing in a limited number of tasks in order to develop efficiency and effectiveness—has been a mainstay in operations strategy for decades. Putting that strategy in place in hospitals and not just in factories has also proved to be effective.

Urban Wemmerlöv, Charles and Laura Albright Professor in Business and Finance, and Kress Family Professor in Productivity and Quality at the Wisconsin School of Business, and two co-authors studied the concept at work at a major hospital where a dedicated trauma unit with specialized trauma staff cared for patients in one location throughout their stay (with the exception of major surgeries). Previously, trauma care at this hospital had consisted of emergency room arrival and subsequent transfers within the main hospital.

Wemmerlöv and his co-authors found moving from the traditional way of caring for trauma patients to a specialized manufacturing-inspired model had positive financial, operational, and work culture outcomes. In addition, a dedicated group of trauma physicians and trauma nurses created a collaborative team that worked together in a way the hospital's director of trauma described as "a well-oiled machine."

The concept of focus in healthcare—in the form of specialty hospitals and ambulatory surgery centers—is not new, but Wemmerlöv's research provides an in-depth case study on its potential effectiveness and impact in a previously unstudied area.



Q: Can online research influence in-person purchases?

Shoppers can use an internet search to get more than an array of merchants and prices online: It can help them deduce what they think is a fair price in a brick-and-mortar store.

Neeraj Arora, professor of marketing and the Arthur C. Nielsen Jr. Chair in Marketing Research and Education, has examined the impact of price comparison websites on offline price evaluations by shoppers and what retailers can learn from it.

Consumers rely on price comparison sites to not only look for the best price, but also for a reputable seller. And, they're looking for what Arora and his co-authors call "price validity"—a price perceived to be trustworthy.

A price comparison site such as PriceGrabber.com might show the lowest price, but can that price be trusted? If the lowest price comes from a low-rated seller, consumers might not have confidence in buying the product despite the possible deal.

Brick-and-mortar retailers can learn from this. They shouldn't automatically try to match the lowest price but instead focus on the most frequently offered price by reputable online merchants.

Arora's research shows that while consumers have benefited from the wealth of information online for quite some time, retailers can use that same information to remain competitive in the market.



Want more business insights you can trust? Read the latest research at go.wisc.edu/WSBresearch



nne P. Massey will be the eighth dean of the Wisconsin School of Business, bringing experience as a highly regarded professor and administrator at Indiana University Bloomington.

Massey has served as Dean's Research Professor of information systems at Indiana's Kelley School of Business as well as associate vice president in the Office of the Executive Vice President for University Academic Affairs. Her research focuses on technology-driven innovation processes and strategies, and the role of information technology on team performance.

Massey is eager to begin work in August, looking forward to building on the School's strengths to further its mission to prepare Business Badgers to address complex business challenges.

"What attracted me was the real commitment to excellence—from the teaching and student environment, to the research environment, to the engagement with the campus and the community," she says. "That sets the foundation for everything else that we can do." >>>



Anne P. Massey, right, meets with Sarada (left), assistant professor of management and human resources, and Jon Eckhardt, associate professor of management and human resources and executive director of the Weinert Center for Entrepreneurship, during Massey's visit to campus this spring.

"It's important for us as a school to engage with alumni to get their insight on what we can do to produce better students, to produce better graduates. I have been amazed at the commitment of Wisconsin School of Business alumni to the university and the School."

-ANNE P. MASSEY

INCOMING ALBERT O. NICHOLAS DEAN, WISCONSIN SCHOOL OF BUSINESS

Lending Startups a Helping Hand

WSB's Business and Entrepreneurship Clinic guides entrepreneurs in the early stages

BY JANE BURNS | PHOTOS BY PAUL L. NEWBY II

s an entrepreneur who had already launched two startups, Curt Frey (MBA '13) wasn't completely unfamiliar with bringing a product to the market. He had never worked the finance end of a deal, though, and found himself in new territory when he began to work on a unique fitness product.

Fortunately, Frey had somewhere to go to help guide him through the process: the Business and Entrepreneurship Clinic, a partnership between the WSB, the UW Law School, and the Wisconsin Alumni Research Foundation (WARF). The free clinic offers a broad range of services to help new entrepreneurs navigate business challenges.

"As an entrepreneur, there's no roadmap and there's no one guiding you," says Frey, who needed help understanding finances and honing his pitch after serving in more creative and technical roles with earlier startups. "The clinic is a resource that provides an invaluable service."

Since 2013 the clinic has helped approximately 140 clients seeking business advice for startups. The clinic offers assistance in a wide range of areas including sales and marketing, operations, finances, founders' issues, competitive

analysis, and more.

"We've had a really wide array of clients," says Michael Williams (B.S. '86), director of the Business and Entrepreneurship Clinic. "There was someone who was building birdhouses and wanted to know how to scale it up and there were six professors in crop science who were working on a project together."

The clinic offers nearly 40 services in eight categories, easily enough to tackle any question an entrepreneur would have. The clinic's mission is also educational, with much of the work done by MBA students putting into action what they learn in class. Clinic staff chooses clients based in part on the skills the MBA students have and the skills they need to hone.

"The topics I learn in class are topics I bring up with my clients," says Ryan Ward (MBA '17).
"Whether it's creating financial statements, laying out a pitch deck or honing a business plan, I get to apply what I've learned."

Working to assist university researchers

The clinic began when WARF wanted to further assist researchers looking to commercialize a product or service. The Law and Entrepreneurship (L&E) Clinic,



WARF's collaboration with the UW Law School, was a great first step for many entrepreneurs, but they still needed more.

With legal questions answered, researchers or entrepreneurs then needed help with finances, pitches, employment issues, or business plans. A collaboration between WARF, the L&E Clinic and WSB resulted in the Business and Entrepreneurship Clinic.

"The first priority is WARF, if a client or researcher needs the help," Williams says of the nonprofit technology transfer organization that serves UW-Madison. "But the client base is wider. We serve anyone who wants to develop a business in the state of Wisconsin."

The clinic accepts clients at a monthly session called "intake," where about a dozen entrepreneurs answer questions about their startup and discuss the assistance they need. Representatives of both the Law and Entrepreneurship and Business and Entrepreneurship clinics attend and decide which clinic best fits the client's need.

"We see a lot of applications



>> The Business and **Entrepreneurship** Clinic has helped

> clients since 2013

from people who are interested in starting their own craft brewpub or have a new app," Williams says. "But every once in a while we get one where we just say, 'Wow. I never thought of that before.' And that's pretty cool."

One-on-one advice for clients

The two MBA students working at the clinic bring unique skills to their work. Matt Louison (MBA '18, JD '17) has a background in finance and sales. Ward has a background in digital marketing for small to midsize businesses and B2B software

companies with a goal of moving into technology entrepreneurship.

Frev met with Williams, Louison. and Ward several times in 2016 and 2017. He had developed his product, which attaches to a barbell so Olympic lifters can track the bar path, power, and efficiency of their workouts, and now needed to get it to the market. Frey worked with the clinic to improve on his biggest challenge—pitching to investors.

"My pitch deck was awful," Frey says. "And investors had so many difficult questions that I didn't have the answers to."

Clinic staff assigned Frey a list of things to do. As he took their advice about which points to best get across and how to answer tough questions, his pitch improved. Since then, Frey has returned to the clinic with one-time specific questions such as financial language on a potential partnership agreement.

"I made an appointment, walked in, and said, 'Does this make sense to you?" Frey says. "Ultimately they kept me from completing a deal that wouldn't have been valuable for my business."



The Business and Entrepreneurship Clinic has offered advice as Curt Frey launches his product, which attaches to a barbell so Olympic weightlifters can track the path, power, and efficiency of their workouts.

A nonprofit success story

One of the first startups helped by the Business and Entrepreneurship Clinic was a nonprofit. Two UW Hospital physicians, Dr. Mary Landry (M.D. '92) and Dr. Katherine O'Rourke, approached the clinic for assistance in creating a budget for a free gynecological clinic they were founding in Madison for uninsured women. Thanks in part to the guidance they received, Share the Health opened in 2014.

Though the health clinic was an all-volunteer effort, the physicians knew there would be costs such as lab work and technology. The Business and Entrepreneurship Clinic helped point out further costs the physicians hadn't considered.

"They got us thinking from a business perspective even though we are a nonprofit," Landry says. "There are bills to pay, there's postage, printing, liability insurance, promotion, a website. You can put a financial value on those things and create a plan for it."

Frey appreciates the guidance he has gotten from the Business and Entrepreneurship Clinic, and says its accessibility shows how much the entrepreneurial community at WSB and UW-Madison are willing to help.

"You can't even put a dollar value on what the clinic has helped me with," Frey says. "I wish even more people knew about it. >>>

»Saying Yes to Success

Jenna Mueller's willingness to get involved helps build a foundation for leadership

BY SIRI PAIRIN | PHOTO BY PAUL L. NEWBY II

enna Mueller (BBA '14) raises her hand for everything. While it can be a challenge to continuously get involved in new projects and take on more work, Mueller knows that her eagerness to take every opportunity got her where she is today.

Mueller recently completed BP's rotational program after working the last three years in sales, marketing, supply, and finance.

"You're encouraged to move around and learn about different parts of the business," she says of BP's rotational program. "We're such an integrated and crossfunctional company that having experience in different areas ultimately makes you a better employee wherever you end up."

The program allowed Mueller to gain a wide breadth of experiences and form lasting relationships across departments.

"Relationships are the heartbeat of any successful organization," she says. "Genuine passion and concern for others is how you ultimately set yourself up to be successful. I've learned that about myself throughout my rotations."

Mueller is in her element when

she is building relationships and developing talent. Her knack for this kind of leadership formed as a student when she managed the Wisconsin School of Business student magazine, b.Line.

"I took an organization that was, at the time, really small, built it into this larger organization, and learned how to delegate," she says. "I saw how my actions had the ability to either motivate people or demotivate people, and I learned how to positively impact somebody's experience."

These skills continue to help Mueller lead with energy.

"I use what I learned about relationship-building at b.Line in my projects at work," she says. "It can manifest in the form of improving the customer experience for clients and thinking about how best to reach and secure a consumer base. But I also use those skills to mentor colleagues and fellow Badgers at BP."

Balance is key for Mueller to put her skills to use and take opportunities outside of the oil and gas industry. Mueller dedicates her free time to volunteering with the Junior League of Chicago. Her

most recent project, Blessings in a Backpack, helps provide meals for

low-income children in Mueller's neighborhood. She spends a few hours every two weeks writing encouraging notes to students and putting together bags of food for them to take home on the weekends.

"It's really powerful for me to be involved and to remember that, while it's important to be successful at work, it's equally important to give back."

Mueller says she first learned the importance of learning how to balance multiple projects and activities at WSB.



"Relationships are the heartbeat of any successful organization. Genuine passion and concern for others is how you ultimately set yourself up to be successful."

> -JENNA MUELLER (BBA '14) SALES OPERATIONS COORDINATOR, BP

"I learned not only how to be strong academically, but I recognized the importance of also having extracurriculars which is where I got most of my experience that led to internships, and eventually a full-time job," she says. "Things are always going to be busy, but having a focus on learning how to balance your life will help you make sure you can still excel in school, be a leader of

an organization, and get involved in your community in other ways."

A focus on balance doesn't rule out room for growth, however. Mueller hopes to reach leadership positions both in Junior League and at BP, and continue strengthening her relationshipbuilding skills.

"I'm hoping to advance at BP and get to a point where I can help manage other people's careers and help them succeed," she says. "I want to serve as a mentor to my coworkers and be a good role model of a successful, strong woman that other people can look up to." >>>



Deanna Singh (MBA '12)

Deanna Singh (MBA '12) calls herself a "chronic founder."

Since she was 16, Singh has been harnessing the resources around her to help others in her community. By the time she was a senior at Fordham University in New York, Singh had founded several different organizations dedicated to helping and creating a network for people in continual poverty.

"There is a true power in being able to rethink our resources and put business practices behind them," she says. "I'm always asking myself, 'Is there a way to use the

things that are at my fingertips and really elevate them for the people in our communities?""

Over time, Singh developed her own toolkit of resources to use to start up new organizations. But what she didn't have was perspective.

"I needed to step back and look at other practices and weigh my own practices against them," she says. "Being at the Wisconsin School of Business allowed me the opportunity to do that—to really think about the tools that I had and to be able to assess them, improve them, or get the affirmation that they were the right ones."

In September 2016, Singh

published a book titled I Am a Boy of Color. It was inspired by her two sons; realizing that her multiracial sons had little to no representation in the books they read, Singh wanted to make sure they had the resources to learn about their identities. Singh uses the book's proceeds to help support other organizations that foster positive images and opportunities for children of color.

Today, Singh serves as president of the Dohmen Company Foundation in Milwaukee, which supports and invests in selfsustaining organizations dedicated to ensuring people have access to a healthy life. The foundation



> Jonathan Nass (BBA '07)

If there is one thing Jonathan Nass (BBA '07) makes sure he has in life, it's variety.

Growing up in Green Bay, Wisconsin, Nass worked hard to attend WSB. He caddied at a golf course in his hometown for more than 10 years and received a full-tuition Evans Scholarship from the Western Golf Association for academic excellence and outstanding character.

"Becoming an Evans Scholar taught me that if you work hard and put the effort into it, you can earn and achieve great things," he says. "I try to apply that same principle to every challenge I face."

Nass, who majored in accounting and finance, joined EY in Chicago in 2012 and is now a manager in the company's financial services risk management division. He first wanted to pursue an accounting career, but the variety in consulting gained more appeal as his career progressed and he put into practice some of the project work he first did in classes at WSB.

"What's kept me in consulting for more than nine years now is the continuous evolution of my career," he says. "I always have the option to direct my career where I want it to go as I become more interested in specialized areas."

The most challenging part, Nass says, is keeping up with the changes in direction.

"Three years ago I wasn't doing this type of work, and a lot of the folks in my current practice have more experience," he says. "It's been a challenge getting up to speed, and learning the specialties and nuances of each firm and how this topic impacts each one differently."

Nass has also dabbled in entrepreneurship. In 2014, he and his brother-in-law started a clothing business called The American Gentleman. The business, an e-commerce site featuring American-made clothing and brands, aims to support Chicago and U.S. brands.

Looking toward his future goals and challenges, Nass thinks big, with goals of becoming a partner and leader in the firm.

"I want to have as big of an impact as I can in the company," he says. "That will in turn impact the industries we work with and communities they operate in."

focuses on health equity and how the definition of "health" must be broadened to consider social, intellectual, economic, and physical health.

"The exciting thing about the foundation is the opportunity to connect these core values with a focus on innovation and figure out how we can think about health differently in our communities.

"I think my big life goal and purpose is to be able to exponentially impact the lives of others through the opportunities and blessings that I've had given to me," says Singh. "If I can live a life of meaningful service, then I will feel like I have done my job."





Ben Van Roo

(B.S. '01, MBA '03, Ph.D. '07)

Ben Van Roo (B.S. '01, MBA '03, Ph.D. '07) has a very simple description for what he likes to do: solve complex problems.

He has done that throughout his career so far, from working with entrepreneurs to helping plan military operations. As a triple Badger in engineering and computer science, business, and operations research, he acquired the skill set to tackle a variety of challenges.

"I've always worked with people who are better mathematicians, computer scientists, or researchers than I am," Van Roo says, "but I feel in the real world there is a lot of value in being able to get your head around complexity by being all of those things."

Van Roo is steeped in the Bay Area's entrepreneurial culture, advising startups after working for five years as vice president in supply chain, analytics and data science at the educational services company Chegg Inc. The Wisconsin native has been in California for a decade, and opportunities there sent him around the alobe.

In 2008, Van Roo took a job as a policy analyst for The RAND Corporation, a global policy nonprofit that provides research and analysis for the U.S. and international governments. He primarily worked with the U.S. Department of Defense on domestic and international strategy and policy problems and traveled to military bases and operations in Afghanistan, Iraq, Kuwait, Qatar, Korea, Japan, and throughout the U.S.

"The questions were often framed by developing

"I'm just a small-town kid who lucked out by coming to an amazing institution and had awesome people help me along the way."

-BEN VAN ROO

mathematical models to represent the problem and the set of alternative solutions. That was the easy part." he says "The hard part is to figure out how to account for everything else-literacy of the population, neglected or destroyed infrastructure, local or regional geopolitics."

Van Roo believes he could meet those challenges because of the wide range of his education and experience at UW, which remains a passion for him. He serves on the WSB's Wisconsin Business Alumni (WBA) Board, the College of Letters & Science's Computer Sciences Board, and the board of the Badger Entrepreneurship Forum in the Bay Area. As a problemsolver who can bridge the worlds of science, technology, and business, he wants to help others pursue their goals.

His three UW degrees add to his family's total, joining his brother Jon (B.S. '97, M.D. '06) and his mother, Sharon Quale (B.A. '05), who earned an English degree after she retired from nursing. His father, Lt. Col. Richard Van Roo, and brother Lt. Col. Bart Van Roo also attended UW prior to their military training.

"I'm just a small-town kid who lucked out by coming to an amazing institution and had awesome people help me along the way," he says. "I'm so indebted to this university."

» Nicole Nelson

(BBA '03, MAcc '04)

Nicole Nelson (BBA '03, MAcc '04) was always going to grow up to do what she does best: perform. For Nelson, her passion takes many forms—from leading firm trainings to competing professionally in national dance competitions.

Nelson is currently a director at BDO USA, LLP in Orange County, California, and the founder, president, and CEO of nonprofit organization Right 2 Rhythm.

At BDO, as an audit quality director, Nelson focuses on audit quality, standards, and policies. She recently gained a new position in BDO's global firm and is developing the next generation of BDO's internal audit software. Her roles also involve developing and facilitating firm trainings at national and international levels.

"I discovered a love for teaching when I had the opportunity to TA a class during my master's year at WSB," she says. "I love to perform, so teaching is natural to me as I get to be up in front of an audience."

Nelson's BDO role is part time, allowing her to start and run a nonprofit—Right 2 Rhythm, which helps bring dance to children.

"I've always been able to connect with people through dance," she says. "It's inspired me to make sure that everyone has an opportunity to do that in life."

The organization focuses on three areas: providing scholarships for children to take dance lessons; contributing funds to other existing dance nonprofit organizations; and working with schools and youth groups. Since 2012, Right 2 Rhythm has helped hundreds of kids gain access to dance.

"Kids are born with the natural ability to get out there and just move to the music. Somewhere along the way a lot of us lose that," she says. "I felt it was really important to bring dance to kids throughout their formative years."

Nelson finds enormous fulfillment in the delicate balance of her two worlds: accounting and dance.

"You could be making all the money in the world, but if you're not excited about what you do each day, is it really worth doing?" she says. "I have an enriching career which stimulates my mind, an avenue to pursue my passion for dance, and a way to contribute to others. It makes for a fulfilling life. I'm thankful for the skills I learned at the WSB that allow me to make it all work."





> Julian Moncada (BBA '12)

Throughout his career in finance and venture capital, Julian Moncada (BBA '12) has found his ability to think creatively to be just as valuable as his business skills.

Moncada, a Minneapolis native, studied finance and international business at the Wisconsin School of Business but knew his creative mind and aptitude for technology meant he was destined for the entrepreneurial world.

"Penetrating that industry as an outsider was certainly a challenge, but it was one I embraced," he says.

At the start of his career, Moncada spent his free time immersed in Chicago's tech and startup community—attending workshops, networking, and learning to code. He even published his own app. Those experiences forged important connections and gave him invaluable knowledge about the industry.

Thanks to his networking efforts, Moncada established contacts in the New York tech community, too. He is an associate on the investment team at Lerer Hippeau Ventures, a seed-stage venture capital fund in New York City. Each year he meets with hundreds of entrepreneurs who are starting companies in areas as diverse as biotech, commerce, and virtual reality and helps advise and shepherd them to the next phase of their business.

"I try to understand their business and take that to our partners at my firm," he says. "There's a certain science and a certain art to what we do. A lot of it is determining if we can fit into the vision an entrepreneur has."

Doing this effectively, Moncada says, requires having diverse, creative perspectives and he brings a valuable outsider's point of view to his team's work because he isn't from Silicon Valley or New York. He and his colleagues can also tap into the wide range of perspectives that come from the variety of startups they see, and the people behind them.

"No two companies and no two founders are the same," he says. "My favorite part of my job is being able to invest, make an impact, and see big visions come to fruition."

Moncada says the skills he honed at WSB helped him break into the venture capital and entrepreneurship worlds.

"I continuously draw on what I learned there-not just work ethic but also ingenuity. I spend my spare time picking up extra skills, going outside of my comfort zone, and reaching out to new people," he says. "The School opened my eyes to what the possibilities were."



>> Melissa Turczyn (BBA' 04, JD '07)

Melissa Turczyn (BBA '04, JD '07) wanted to be an attorney since she was in second grade.

With a determination that would come to define her throughout both her academic and professional career, Turczyn made her second-grade goal a reality.

She moved from her hometown of Waukesha, Wisconsin, to Madison in 2000 and became a messenger at the law firm of Michael Best & Friedrich in 2003. Turczyn says both her background in business and her early presence at the firm gave her an invaluable foot in the door.

"Working at Michael Best as a student gave me the opportunity to ask questions and get to know attorneys in the office," says Turczyn, who is now an equity partner in the firm. "Everybody's door was open to me."

Turczyn went on to receive her UW law degree in 2007. Later that year, she started full time at Michael Best. Now, she works as general counsel for entrepreneurs, helping them start companies, fundraise, onboard employees, review contracts, and navigate legal challenges.

"What I really like about my job is that I get to work with really high-energy people," she says. "A lot of them are eager for knowledge; it's not only their first startup, but it's often their first business in general."

Turczyn takes pride in her personal and professional commitment to her clients.

"The biggest challenge I have working with startups is the time commitment," she says. "It really is 24/7. They don't have 9-to-5 problems, they have Sunday at 10:30 in the morning problems."

Helping her clients through the ups and downs creates long-lasting friendships. In fact, EatStreet CEO Matt Howard (B.S. '11) will be a witness in Turczyn's wedding.

"My clients inspire me," she says. "When I see how hard they're working, I am driven to work just as hard to be a true partner to them. It takes all of us for them to achieve success"

Turczyn advanced from contract partner to equity partner in 2017, achieving in 18 months what typically takes three or more years. Although her climb to the top went faster than most, she still has her sights set on future goals.

"My goals are to continue to help the entrepreneurial community in Madison—and bigger than that, in other cities between the coasts," she says. "The startup ecosystem has a lot of pieces to it, but we all have to work together to make it successful."



> Seth R. Henslovitz (BBA '02)

As a child who loved Monopoly, real estate used to be a game for Seth R. Henslovitz (BBA '02). Now, it's a passion, one that has put him in the midst of high-profile real estate deals as a partner in a leading New York City law firm.

Henslovitz grew up in a New Jersey town that was notable for being home to many prominent real estate developers. Having experience in that environment brought him to the Wisconsin School of Business and its strong real estate program.

Today Henslovitz is a partner in the Real Estate Group at Schulte Roth & Zabel LLP in New York City, a firm ranked among American Lawyer magazine's "Global 100: Top-Grossing Law Firms in the World." Henslovitz regularly provides counsel on complex and high-stakes commercial real estate deals. He represents lenders and borrowers in connection with mortgage and mezzanine financings, as well as representing real estate developers and operators on acquisitions and dispositions of commercial properties and restructurings, and negotiations of joint venture agreements. In this role, he has advised a leading private equity firm on billions of dollars of mortgage and mezzanine loan originations.

"Schulte's corporate clients are constantly buying and selling companies; any time real estate is involved, our Real Estate Group handles it," Henslovitz says. In 2015 he worked on the acquisition of the U.S.'s second-largest grocery store chain, consisting of more than 1,000 retail stores nationwide.

In addition, he worked on the \$1.2 billion sale of the historic Helmsley Building at 230 Park Ave. in Manhattan. The high-profile deal was one of the largest New York City office building sale transactions in recent years.

In recognition of those industry-leading deals, Henslovitz was named one of the 2016 "Fifty Under 40: Up-and-Coming Leaders and Best-In-Class Young Commercial Real Estate Executives" by Real Estate Forum.

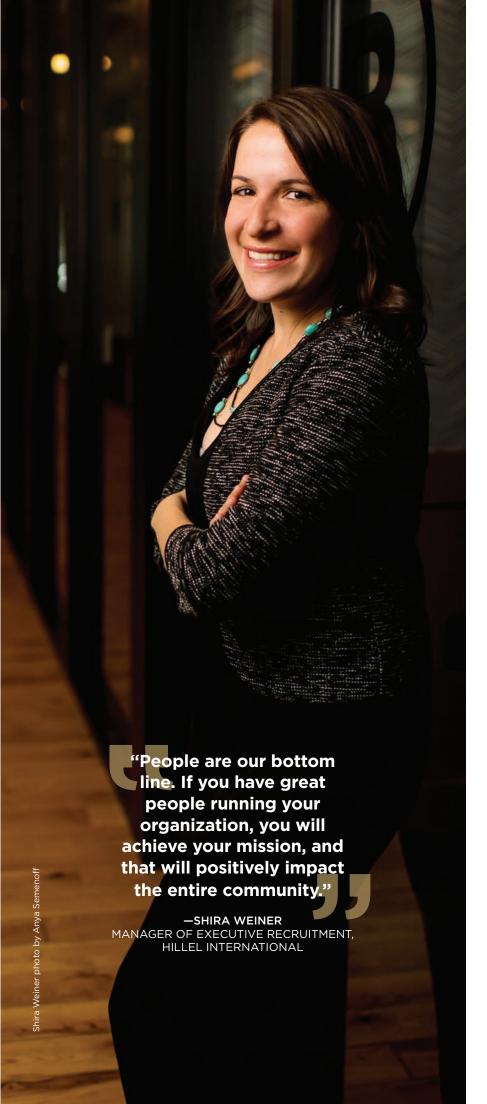
"Negotiations can get tough at times but knowing that I could help further someone's business goals certainly inspires me," he says.

Henslovitz continues to work on highly complicated transactions and he wouldn't have it any other way.

"It's exhilarating," he says. "The amount of knowledge I have gained, the people in the industry I have met, and the deals that I have worked on excite me for what is to come in the future."

"The amount of knowledge I have gained, the people in the industry I have met, and the deals that I have worked on excite me for what is to come in the future."

> -SETH R. HENSLOVITZ. PARTNER, SCHULTE ROTH & ZABEL



> Shira Weiner (BBA '09)

Shira Weiner (BBA '09) can still remember the day she sat on Bascom Hill and figured out her future.

She was a senior at the Wisconsin School of Business studying management and human resources and active in student leadership activities, looking for a way to combine those interests. A chat with Don Schutt, senior director of talent management at UW-Madison, made the light bulb go off above her head.

"I thought, 'That's it. That's what I want to do: work in HR for nonprofit or education,'" says Weiner, now manager of executive recruitment for Hillel International.

Weiner works in the nonprofit world and helps others who want to work or transition to that field. The talent team she is part of at Hillel, the world's largest Jewish campus organization, helps recruit and hire midcareer or executive-level positions for approximately 350 Hillel centers in North America.

Volunteer work at an early age made an impact on Weiner, who soon made the connection that nonprofits benefit from sound business practices as much as any corporation would.

"They need secure finances, they need strong marketing, and they need to be a great place to work," says Weiner, who lives and works in Denver. "Our organization has to run effectively so we can achieve our mission and goals."

As a student, she found a passion for matching people's skills to their goals and interests through leadership roles at the Wisconsin Union Directorate that gave Weiner her first experience with recruiting. Prior to working for Hillel, where she's part of hiring and supporting 900 professionals nationwide, she led teams hiring young adults to work in the City Year AmeriCorps schools program.

"At UW, so many people learn a lot in the classroom and then learn as much or more outside of it because of the organizations they're involved with," she says. "That's true of all the Badgers I've hired, too."

As she works to recruit new team members to Hillel, Weiner remembers a key lesson she learned at the Wisconsin School of Business—the importance of organizational culture. It might even be more important in the nonprofit sector than the for-profit world, Weiner says.

"We're not motivating people with big paychecks," she says. "People are our bottom line. If you have great people running your organization, you will achieve your mission, and that will positively impact the entire community." >>>



>> Bringing Out the BEST

New campus contest brings business and English students together to find solutions

BY JANE BURNS | PHOTOS BY PAUL L. NEWBY II

n the real world people with different skills work on problems together to find a solution, not to earn a grade. Providing that kind of authentic experience is among the goals of a contest that connects students from the Wisconsin School of Business and the UW-Madison Department of English. Business and English Students Together (BEST), which took place in

March 2017, brings undergraduate students together to use their diverse skills and collaborate to solve a real-world problem.

"It gets them out of their realm and challenges them to translate their disciplinary knowledge to another," says Chris Dakes, director of educational innovations and learning design at the Wisconsin School of Business. "Often we think if you get marketing, accounting,

and finance together that's crossdisciplinary, and it is if we limit our thinking to business. When we bring someone from business and English together, we really cross disciplinary bounds and deepen our learning and skills."

This year was the second for the contest. The funding and idea for it came from Alan Chesler (B.S. '85, M.S. '87), a WSB real estate alumnus who is co-founder of Ehrenberg



"Part of what makes an individual successful is their ability to read their organization or read their team's dynamics and see which of their selves they need to bring forth."

-SUZANNE DOVE ASSISTANT DEAN FOR ACADEMIC INNOVATIONS, WISCONSIN SCHOOL OF BUSINESS

Chesler Investment Bankers in San Antonio. Texas. Chesler credits the communications skills he learned as an undergraduate majoring in English and economics with helping his success in the business world and he wanted to help prepare WSB students in that way, too.

"There are stereotypes that English students are good communicators and business students know the business end, and sometimes the students hold those stereotypes themselves," says Suzanne Dove, assistant dean for academic innovations at WSB. "A lot of this is about helping students develop their identities—their multiple identities. Part of what makes an individual successful is their ability to read their organization or read their team's dynamics and see which of their selves they need to bring forth."

This year's challenge was inspired by the Pulitzer Prize-winning book Evicted: Poverty and Profit in the American City, which was part of the Go Big Read campus reading initiative. The BEST Challenge



BEST judges (from left) Sari Judge, Jeff Haupt (BBA '95), and Gregory St. Fort listen to student teams present ideas on creating an event or project to increase awareness of homelessness.

assignment was to create a plan to raise awareness of homelessness in the Madison community.

The winners, Evan Warwick (BBA '18) and Chris Houben (B.A. '17) dived into the challenge with gusto. They knew each other through campus activities but hadn't worked together academically. They had, however, both read Evicted and were excited by the challenge presented to them.

Warwick and Houben created Remainder Round-Up, a program where students can round up the cost of their purchases at local retailers and donate the difference to a local mental health services provider. After taking a week to hone their idea, they spoke with 13 community leaders, seven retailers, and campus organizations and created a roll-out plan for next fall.

Warwick took inspiration from a marketing class on consumer behavior to learn how to connect with students and plan the logistics. Houben learned what story needs to be told by speaking with community leaders.

"We wanted to make what we do for this contest tangible enough so we could actually implement it, which we plan to do," Warwick says. "That really motivated us to go above and beyond the competition and to not just come

up with a proposal."

Each BEST team must include at least one business and one English student. Teams have three weeks to come up with an idea to present to the other contestants and a judging panel. The winning team is awarded \$2.000.

Participants also write a twopage paper in which they reflect on their experience and the author of the best paper is awarded \$200. The winner of the best paper award, Kaitlyn Bringe (B.A. '18) wrote about how she and her teammate. Caitlin Kampschroer (BBA '19), fell into the expected roles of their majors, only to find out they could offer more.

"When we worked on the project together, we each could contribute to every part," she wrote. "It seems I'm not so bad at analyzing data... and my teammate can dole out snappy headlines and eloquent slides faster than I ever could."

That discovery is the value of working with unfamiliar colleagues, says Sunny Chan, career and internship coordinator for the UW-Madison Department of English.

"It's different than a group project in a class," Chan says. "They're told, 'Here's the problem, figure out a way to solve it, and present your best idea.' That's much more like the real world." >>>



» Half a World Away

The MBA Global Course in Vietnam offers a peek at an emerging market

BY JANE BURNS

n the heart of the city, amidst traffic jams and trendy coffee shops, MBA students from the Wisconsin School of Business didn't feel entirely out of their element when they traveled in January 2017.

Yet to learn about economic growth, marketing challenges, and the relationship between business and government in Vietnam, the students' Global Course made it clear they were far from home in ways well beyond miles.

"We talk about the globalization of businesses a lot, and I was aware of it before I came to WSB," says Katerina Herder (MBA '17). "After this trip it's more tangible and real."

For 10 years, full-time MBAs have been taking one-week global trips. The experience has evolved into a two-credit course with consulting projects embedded in the experience.

"Our goal is to give students an applied learning experience they wouldn't get in their own travels," says Mark Matosian (B.S. '83, Ph.D. '99), director of student services for the WSB's Full-Time MBA Program. "These countries have something going on in their economy that we find compelling, and students are able to be there to learn more about that firsthand.

These markets most likely will play a big role in their future career."

Vietnam was an intriguing destination because the country's GDP has more than doubled in a decade. It has a young population, a growing urban middle class, and a burgeoning entrepreneurship culture. Vietnam is also a target for foreign investment and has unique business challenges because of its Communist government.

Students visited a variety of companies, including WSB corporate partners General Electric, Prudential, PwC, and SC Johnson. They also visited a craft brewery to learn how U.S. beer makers





(From left) Rushi Patel (MBA '18), Carl Biggers (MBA '18), and Andrew Leeman (MBA '18) enjoy the tour of Maersk Line shipping company in Ho Chi Minh City. At the U.S. Consulate General in Ho Chi Minh City, the group made a Wisconsin connection with alumnus Timothy Liston (B.A. '93), deputy consul general.

such as those in Wisconsin might be able to tap into the emerging Vietnamese market.

"The visits to the U.S. Consulate and a variety of industries helps us to understand what a state-owned government means to all these different entities," says Blair Sanford, assistant dean of the Full-Time MBA Program at WSB. "We made the most of every corporate or cultural visit by listening, asking questions, and soaking up information."

International travel is a strong component to the MBA experience.

In the global course MBA students across all specialties participate in the trip, which creates a collaborative experience

"Students work on projects that might not be their specialization," says Nicole Jennings, associate dean for academic affairs and administration at WSB. "It's a good opportunity to work together and broaden their learning."

That was a big benefit of the experience for Azucena Flores (MBA '17), whose specialization is risk management and insurance.

"You learn what each person from the different specializations can bring to the project," she says. "We all have different ideas of what we should look at, so that diversity of knowledge was so valuable."

The trip also puts the Badger network to work. Alumni helped make connections that allowed students to tour the companies. At the U.S. Consulate they met Timothy Liston (B.A. '93), deputy consul general at the U.S. Consulate General in Ho Chi Minh City.

There were also opportunities to learn about Vietnam's history and culture. The group took a boat tour of the Mekong Delta, and visited a museum that told the story of the Vietnam War from the Vietnamese perspective.

After returning for the second semester, students completed their consulting projects and wrote a paper about the course and how it impacted them.

"Some took away a greater understanding of the historical influence of China and the effects of the war on the country," Sanford says. "For others it was astonishment at how fast Vietnam is becoming a player in Southeast Asia."

Sometimes a simple moment stood out most. One day Herder sat down to eat lunch on her own and a Vietnamese woman joined her at the table where they ate together in silence.

When Herder got the bill, she had no clue what it said and no idea how much money she owed. The server repeating it louder and louder did not help, but her dining companion did.

"She looked at me and held up her fingers to tell me how much it was," Herder says. "That was my first day there and I thought, 'This is going to be a good trip."" >>>



Nicole Kite (MBA '17) tries her hand at weaving with reeds during the Global Course class's visit to a business that makes mats, rugs, and other items crafted with reeds. The group visited a number of local entrepreneurs in the Mekong Delta region of Vietnam.





ever underestimate the power of a daydream.

Carey Bongard (BBA '83) still remembers one she had in a UW art history class. As she studied a book's beautiful works, they didn't inspire her to become an artist—they inspired her to see the world.

"I looked at the pictures of the beautiful art in Italy and thought, 'Someday I'm going to see the Sistine Chapel,' and I did," she says. "Those classes opened my eyes in so many ways."

As senior vice president of global talent management and development at Assurant, a global provider of risk management solutions, Bongard hasn't just seen the world as a tourist but has learned about people around the globe and helped them chart paths in their own careers.

Hers is a life of airports, worldwide friendships, new foods and customs, and unfamiliar markets. Bongard wouldn't have it any other way.

"If I'm talking to a large group of employees or getting on a plane to go to one of our offices in 17 countries around the world, I think, 'I'm from a little town in Wisconsin, how did I get to do something like this?'" says Bongard, who is a native of Watertown, Wisconsin. "And I think UW-Madison and the Wisconsin School of Business were the gateways to help me do that."

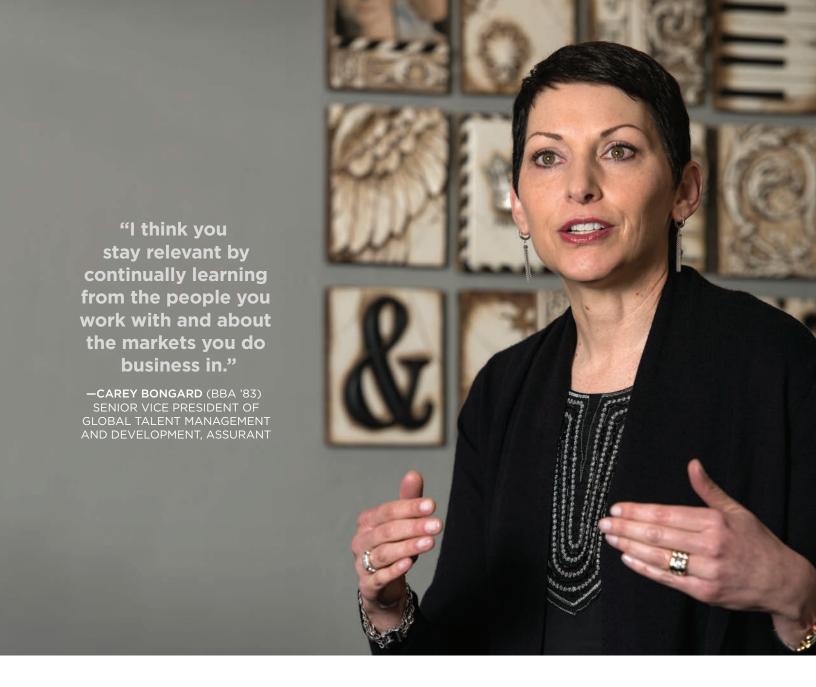
As the head of Assurant's global talent management team, Bongard's work impacts 15,000 employees worldwide. Her team helps guide a path from talent acquisition to learning and development to talent management, along with succession planning, global mobility, and diversity and inclusion.

"It really is about helping people join the organization, be successful while they are a part of it, and making it the environment they want to stay in," she says. "Part of it is helping people grow and have the kind of impact they want to have."

Bringing leadership insights back to campus

In recent years, Bongard has taken on a similar role as chair of the WSB Dean's Advisory Board. The board—made up of industry experts and executives—provides guidance and support to help the School achieve its strategic objectives. Recently the board has also been part of the dean transition process.

"Carey brings strong leadership to the board with her expertise in human resources, learning and development, and coaching," says Dean François



Ortalo-Magné, who invited Bongard to lead the board. "She has provided immeasurable value, offering perspective on how we move forward with our mission of collaboration and innovation."

Some of the board's goals as well as the School's—align strongly with Bongard's. Her agility within her career, moving from underwriting to global leadership, gives her perspective for what students face when they leave WSB.

That's been a frequent topic of conversation between Bongard and Suzanne Dove, WSB assistant dean for academic innovations, as the School builds on its educational innovations to prepare students for the continual change they'll face in their careers.

"In my conversations with Carey, she has emphasized that the most

successful business leaders value this learning agility," Dove says. "Carey knows that the employees with the highest potential are those who can adapt rapidly to changing business contexts, transferring what they have learned in one setting to an entirely new one."

UW helped pave path of success

Bongard works hard to try to stay ahead of the curve and to remain relevant, never feeling as if leadership roles automatically give her all the answers.

"I think you stay relevant by continually learning from the people you work with and about the markets you do business in," she says. "It's also what I really love about being involved with the WSB, you learn by getting to know some of the students. I wonder if

I were sitting in their chair when I was their age, would I have come across so poised and confident? I'm continually amazed by the level of talent of the students at the School."

Bongard's connection to UW-Madison is strong, and deep. It goes back more than a century to her great-grandfather, William Oliver Thomas, who graduated from UW Law School in 1896. At her home in suburban Milwaukee, she has an album of photos he took while a student that show both the familiar scenes of a frozen lake and the Red Gym as well as campus areas that are unrecognizable today.

"As soon as I got to Madison, I loved it and I knew it was the place for me," she says. "There were roots there."

Bongard didn't set out to have

a career in human resources, but she knew she wanted a business career. When she was a little girl, she loved the book The Pink Motel, about a family who inherited a motel in Florida. Reading about the family taking on and then running the hotel made her think about wanting to run a business or be part of a leadership team in a business one day.

At WSB she took an introductory course in risk and insurance and connected with it, drawn in by the logic of assessing and mitigating risk. A part-time job with a Madison insurance company piqued her interest in underwriting and she had a job offer from Time Insurance Company in Milwaukee before she graduated. Time Insurance was part of the parent company that is now named Assurant.

Bongard started in underwriting with the company and then moved into the legal department. Despite the variety, there were recurring elements that appealed to her in all those roles—bringing new people onto a team and helping them be successful. When an opportunity came in human resources, she realized that would be a perfect fit for her strengths and interests.

Challenges of a worldwide organization

As Assurant grew through acquisitions, Bongard found other opportunities to develop professionally and help others within the company do so, too. A big part of that was creating a consistent approach to leadership worldwide throughout Assurant, which is headquartered in New York. Bongard is based in Atlanta and works out of Milwaukee one week a month.

"In the past, if you asked anybody around the world what the role of a leader at Assurant is, you would have gotten many different answers," Bongard says. "So we came together to create an environment of engagement, growth, and performance. We also created an enterprise approach to

"For students today, we can't predict the problems they're going to be facing in 10 to 15 years, so we need to think about how we graduate learners. How do you help them develop that muscle so they always think about what's new, what's different, or how to face a problem they've never faced before?"

-CAREY BONGARD (BBA '83) SENIOR VICE PRESIDENT OF GLOBAL TALENT MANAGEMENT AND DEVELOPMENT, ASSURANT

leadership development."

That can be a challenge in a worldwide organization, Bongard says, where differing cultures require consideration about local customs, languages, and methodsfor the business and its leadership

"We can't take a product or service that works in the U.S. and think automatically that it's going to work in Brazil," she says. "We need to understand the culture and market and say, 'What is the need there?' instead of saying, 'Here's what we're going to do there."

Preparing students for a changing world

Tapping into other cultures creates an opportunity for continual learning for Bongard. Besides adjusting to and leveraging the cultures represented within her company, Bongard has seen the company change through acquisitions as well as witnessed the transformation that technology has brought to the work world. This thirst for learning is a passion she brings to her role as Dean's Advisory Board chair and a trait she hopes to inspire in students.

"For students today, we can't predict the problems they're going to be facing in 10 to 15 years, so we need to think about how we graduate learners," she says. "How do you help them develop that muscle so they always think about what's new, what's different, or how to face a problem they've never

faced before?

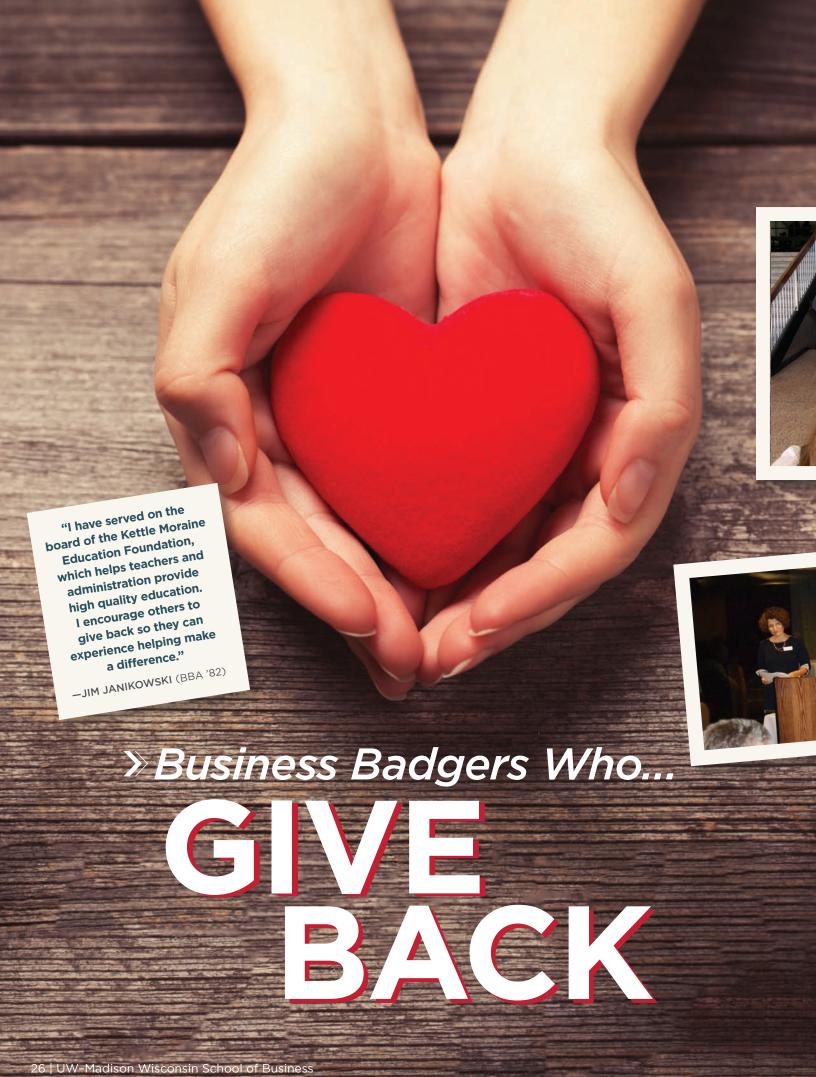
"Certainly we need to hire people with skills and experience, but what we really need are people who are curious and want to keep learning. Otherwise we're in big trouble."

Bongard uses curiosity to anchor her leadership style. She believes it's important to tap into the talent around her, both to help Assurant and the individual team members.

"As leaders, we put so much pressure on ourselves to have the right answer," she says. "What's been so powerful about some of the work we've done is creating an environment where a leader might say, 'I have an idea, what can we all do to make it better?' One of the ways my team can grow is by being asked to contribute, and they want to be asked. That's been a powerful lesson for me as a leader."

Curiosity and a passion for learning forged Bongard's path, and she appreciates that the result has been beyond what she had ever planned. She hopes that route can inspire WSB students and new alumni to be open to things that might come up as their careers evolve.

"I don't know that I ever said, 'I want a job where I travel all over the world,' because I didn't realize that was possible for me," Bongard says. "But with my education, my work and through the people I've met, I've learned that the possibilities are always there. People should always look for the possibilities." >>>



"My favorite way to give back is by giving my time and talents. I am a firm believer in to whom much is given, much is required. My community involvement is my way of paying it forward." -LAKESHA WILKERSON JOHNSON (MBA '04)

"I support organizations like Milwaukee Rescue Mission, Habitat for Humanity, and Food for the Poor. We all have struggles and knowing that someone else cares is powerful."

-PAT KOPPA (M.S. '97)



"I run my own nonprofit, the Kelly Johnson Foundation, which reaches out to high schools in Wisconsin that have insufficient funding for extracurriculars and rewards promising young leaders and groups so they can succeed and continue to make a difference in their community."

-KELLY JOHNSON (BBA '15)



"My favorite volunteer events are centered on youthfocused community initiatives. I've assisted with nonprofit groups that provide basic clothing and necessities to children, as well as fundraising and donating Christmas gifts to children. Being engaged in volunteer work creates a positive chain reaction for both yourself and your community. It reminds you that not everyone has access to things we take for granted like food, shelter, and a stable family life."

-KEVIN VOLLMER (BBA '14)



"I founded Bloom360 Learning Community, a nonprofit school for children with neuro-diverse learning needs. It feels good to help other people, especially children who have so much potential if given the opportunity to thrive. I am simply following my heart in helping these Children and in turn they are teaching me how to be a better person."

-LAURA RAUMAN (BBA '92)

"A life lived for others is one that's bigger than a life lived on your own."

-NICOLE NELSON (BBA '03)

In the next issue: **Business Badgers Who... Take the Stage.** Share your performance photos and story at go.wisc.edu/wsb-takethestage

> Class Notes

1940-1949

Kenneth Becker (B.S. '49) Since retiring 34 years ago, Becker has visited 72 countries and all seven continents-including a visit to the North Pole with a group of Wisconsin alumni. He also spends his time catching fish on Lake Wisconsin.

1950-1959



Conrad Siegel (M.S. '56) Conrad Siegel Actuaries, established in 1963 in Harrisburg, Pennsylvania, just opened its first

satellite office in nearby Lancaster. The office will also house Conrad Siegel Investment Advisors, an SEC Registered Investor Advisor.

Tom Ragatz (BBA '57, LLB '61) endowed the Tom & Karen Ragatz Distinguished Chair in Accounting and Law, which sponsored its first Accounting and Law class last fall that saw high enrollment and received positive feedback. The class aims to give law students an opportunity to become familiar with accounting issues they will confront in their prospective law practices.

1960-1969



Jan Pollnow (BBA '66) is living the "retired" dream in the Sandhills of North Carolina.

Steve Cain (BBA '68) is now a managing director of Fairfield Capital Group, LLC, an equipment leasing and consulting business.

1970–1979



Craig Laronge (BBA '70) is pleased about providing nominal scholarships for the past two years to real estate undergrads at

UW in appreciation of the great education garnered there with Dr. James Graaskamp. Each time he returns to Madison, he loves it more. In fall 2016 he got to see his brick paver at the Memorial Union Terrace and enjoy beer and brats on State Street. On, Wisconsin!



Bill Rauwerdink (BBA '72) was elected to be a member of the Michigan Electoral College in August 2016.

Donald Miner (M.S. '76) retired in 2010 after 26 years as assistant vice chancellor for business services at the University of Wisconsin-Madison. In retirement, he volunteers with nonprofits to help them set up their accounting and budget processes. He is the treasurer of the Daily Cardinal Media Corporation, which publishes The Daily Cardinal. He works with WSB accounting students to design and manage business systems for The Cardinal,

providing practical experience to students.

1980-1989

Carl Albrecht (BBA '80) founded PointManagement in 2005. PointManagement delivers mobile and desktop managed services to large enterprises. Carl credits Professor Durham with teaching him the motivation model in OB, and FedEx for teaching him what fully committed operational excellence looks like.

Linda Gorens-Levey (BBA '82) After a long tenure at Stark Investments, Linda joined General Capital Group, a leading real estate development firm headquartered in Milwaukee, as a partner in April 2015. At General Capital, Linda works closely with the city of Milwaukee on a couple of public-private partnerships and co-chairs the Greater Milwaukee Committee's MKE United Greater Downtown Action Agenda. In April 2016, she was elected to the Ixonia Bank Board of Directors.

Terri Yanke (BBA '83) After taking a break from the workforce to be a tennis mom to her now-collegiate tennis player daughter, Terri picked up where she left off and started a new life in Dallas as director of merchandising and design for Haggar Clothing, Co. She is enjoying Dallas, especially the warmer weather and meeting a lot of great people. She had the privilege of watching the Badgers win at the Cotton Bowl this year in person.

> ALUMNI SPOTLIGHT

MARCIA HEUSER (BBA '83) is celebrating her father, Roland Alt, who turned 100 in January. He graduated from UW-Madison with a degree in business in January 1940. He majored in accounting and worked in the UW administrative offices while in school. He served in the U.S. Army during World War II, and enjoyed a 39-year career with Allis-Chalmers. All nine of Roland's children, including five UW grads, were able to celebrate this milestone birthday with him!

> ALUMNI SPOTLIGHT



FRANK McGEHEE (MBA '99) AND MARIE McGEHEE (MBA '99)

work in the NYC area. Frank is the head of Global CRM for the music streaming company TIDAL and Marie is director of corporate communications for Verizon. In November Frank was elected to a three-year term on the five-person Maplewood, New Jersey, Township Committee. Their daughter, Madison, is an aspiring actress performing in several off-Broadway shows and showcases.



Andrew Smart (BBA '85, MBA '91) celebrated one year in Hong Kong after moving from Beijing. He is taking advantage of outdoor activities

and enjoying the bustling financial center. He looks forward to meeting more Badgers in North Asia during the Year of the Rooster. Cheers.

Joan Philip-Mc Nulty (MBA '86) was honored at the 2016 National Philanthropy Day Awards last fall with the Outstanding Individual Philanthropist Award.

Tobias Peabody (MBA '87) was hired as the Florida Commercial Banking Executive and Senior Vice President for U.S. Bank.



David Balistreri (BBA '88) is proud to say that Select Technical Staffing has now been in business for 20

years, thanks to a loyal customer base and to all the people the company has placed in jobs over the years.

John Peirson (BBA '88) After 14 years at Arthur Andersen, John joined Deloitte as an audit partner in 2002. He moved to the firm's advisory practice in June 2005, serving

financial services and health plan clients. In June 2016, he was named deputy CFO of Deloitte LLP with responsibilities for controllership, tax, treasury, real estate, and partner financial matters.

Nancy Kirkpatrick (M.A. '89) is executive director of the North Vancouver Museum and Archives, which is moving forward on a new North Vancouver Museum that has been approved following several years of planning and fundraising. It is scheduled to open in mid-2019, and is being built within a burgeoning cultural and tourist district on the central waterfront directly across from the city of Vancouver, British Columbia, Canada.

1990-1999



Jerry Fink (MBA '90) and David Kim (BBA '89) of The Bascom Group, LLC were recently recognized by Orange County Business Journal as a Top O.C. Minority Owned Business. Fink and Kim also were recently honored with the Outstanding

Small Business Award at the AFP Philanthropy Day gala, as well as finalists in the National Association of Home Builders Multifamily Pillars of The Industry Awards in fall 2016.

Beth Hingtgen-Johnson (BBA '90) is a marketing representative who enjoys working with UW-Madison alumni when they move to Oakwood Village-University Woods, a Continuing Care Retirement Community in Madison, six miles from the Memorial Union.

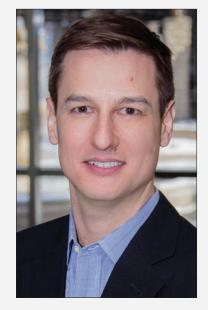
Nicole Puri (BBA '94) was selected as the first risk management officer for the Pension Benefit Guaranty Corporation in January 2017. In this role she will lead the Washington, D.C.-based corporation's efforts to implement Enterprise Risk Management and advise on risks affecting the corporation's mission to insure private pensions in the United States.



Irwin "Carver" Smith III (BBA '91) is honored to serve as board president of the Southeastern Wisconsin Chapter of Juvenile Diabetes Research Foundation

with the mission of accelerating life-changing breakthroughs to cure, prevent, and treat Type 1 diabetes and its complications.

» Class Notes



> ALUMNI SPOTLIGHT

JONATHON HORNE (MBA '12, JD '13)

launched a new venture capital fund. The Idea Fund of La Crosse, in February, The fund is actively seeking pre-revenue companies in Wisconsin for investment. Prior to the Idea Fund, he worked in the investment banking division of J.P.Morgan in New York.



Laura Rauman (BBA '92) used her entrepreneurial skills and business experience to found

a nonprofit school for children with neuro-diverse needs called Bloom360 Learning Community. She assembled an expert team of educators and therapists to research best practices in education and child development. After several years of development Bloom360 is now enrolling for the 2017-2018 school year, serving children in the greater Milwaukee area.

Monica Piepenkotter (BBA '93, M.S.'94), CFA, CFP®, and senior vice president of wealth management for Merrill Lynch Private Banking & Investment Group was recently recognized by the Financial Times as one of the "Top 400 Financial Advisors" for 2017.

Ryan Nelson (BBA '94) really enjoyed the Cotton Bowl this year. He is so proud of his trumpet-playing daughter who recently made the Dean's List!

Terrance Wright (MBA '94) Cheers to all Badger classmates!

Dan Newman (MBA '97) and Amy Newman (MBA '98) are proud to say that their son Jacob has enrolled at UW-Madison for the class of 2021.

Jayesh Vallabh (BBA '98) joined Zayed University in the United Arab Emirates in November 2016 as director of finance. He is responsible for all financial functions of Zayed University, a fully accredited higher educational institution with a \$170 million operating budget and \$20 million endowment fund.

Reena Vokoun (BBA '98) After managing her health, wellness, and fitness lifestyle company, Passion Fit, LLC, and also working as director of enterprise sales for a Silicon Valley startup called Grokker over the last year, Reena is excited to refocus her energy on Passion Fit full time again. She is busy building her brand and following, creating digital media and video content, launching fitness classes, wellness workshops, speaking engagements, a mobile app, and more.



Phillip Krolik (MBA '99) was recently promoted to vice president of finance at United Hospital. which is part of Allina Health, in St. Paul, Minnesota.

2000-2009



Jefferey Katz (BA '00), a partner at Patterson Law Firm in Chicago, was selected as an Illinois Super Lawyers Rising Stars for 2017.

Chuck Olsen (MBA '00) recently celebrated 10 years as the corporate sales manager for the 18 dealerships of the Milwaukee-area Boucher Automotive Group. Boucher is now ranked among the top 100 volume dealer groups in the nation, and has been named a Top 5 Workplace for the sixth straight year in the annual Milwaukee Journal Sentinel poll. He and Marjorie (Greiner) Olsen (MBA '01) celebrated their 15-year anniversary by running the Crazylegs Classic road race together for the 10th straight year.

Craig Schedler (BBA '00) recently accepted a role as venture partner with Northwestern Mutual Future Ventures, the corporate venture capital arm of Northwestern Mutual focusing on early stage investments in financial technology and digital medicine.

Roger Stern (MBA '00) was promoted in September 2016 to national dealer sales and service manager at Toyota Financial Services in Phoenix, Arizona.

Jason Fenske (BBA '01) recently accepted the position of Senior Account Manager on the food team within the Salt Division of Cargill, Inc. Jason is responsible for creating and delivering solutions to strategic food-based accounts in the Midwest. Jason lives in Sun Prairie, Wisconsin, with his wife, Carly, son Caiden, and daughter Grace.

Brad Feldman (BBA '03) is managing partner at Interra Realty, a commercial real estate brokerage firm in Chicago specializing in the sales of multifamily investment properties. Brad has led all multifamily brokers in Chicago with over 90 transactions in the last three years totaling consideration in excess of \$150 million.

To submit your own class note, go to go.wisc.edu/S17ClassNotes

Cara Liu (BBA '03) accepted a position as associate general counsel for Sallie Mae. Cara manages the bank's complex litigation and counsels on employment law and benefits matters. Prior to going in-house, Cara was in private practice.

David Murphy (BBA '03, MAcc '04) was promoted to Assurance Partner at BDO USA, LLP, effective July 2016. He is based in the Chicago office and provides assurance services to public and private companies in the manufacturing, construction, retail, and insurance industries. He and his wife, Karen, have three children.

John Ikeda (MBA '04) was recently promoted to senior financial specialist at the World Bank. Previously working on an initiative to expand private investment in water infrastructure in the developing world, he is currently working on a large-scale change management program with senior leadership to dramatically reform internal processes within the World Bank.

Norene Mostkoff (MBA '04) recently became president and CEO of Visiting Nurse Health System in Atlanta, Georgia.

Leah Sugar (BBA '04, MBA '16) founded HausLogic LLC, maker of the AllSpice Spice Rack.

Jane Bills (MBA '07) was named chair of marketing and communications

for the Berry Good Food Foundation, a nonprofit organization that aims to create a more sustainable food system in San Diego and Baja. She had worked on an Italian food retail concept during her MBA studies.



David Cohn (BBA '08) was recently hired by The First Tee of Southeast Wisconsin to be the nonprofit

organization's new executive director. The First Tee is a youth development program that teaches life skills through golf. He previously worked for the Wisconsin State Golf Association.

Robert Destromp (MBA '08) and his wife are expecting their first child.



Dennis Hull (MBA '09) and his wife, Barbara, welcomed a daughter, Molly, in December 2016. Molly's siblings, Emma and Brendan,

also celebrated the arrival of a fellow Future Badger. In addition, Dennis stayed busy joining Merisant, a global sweetener company with brands such as Equal, Canderel, and Whole Earth, in January 2017. He is the global director of consumer insights.

Peter Olesen (BBA '09) was selected one of the *Milwaukee Business Journal*'s 40 under 40 winners for 2017.

2010-2015



Nathan Plumb (MBA '10) just bought a financial services firm and was promoted to

the Plumb Funds board. He can now handle anything financially related and has found that almost everyone has some financial tidying up to do at any age or income!



Katie Lorenz (BBA '12) has spent the last two years in South America on a consulting project. She has been able to explore new

cultures, countries, and meet fantastic people. She also got to travel with her best Badger friends, Kristin and Marissa, and finds Badgers on all of her travels. Badgers for life!

Evan Meyer (MBA '13) returned to his hometown of Sheboygan in February to join the Vollrath Company, a leading U.S. manufacturer of commercial food service equipment. As a category manager in Vollrath's procurement organization, he is responsible for driving collaboration with key Vollrath suppliers, supporting cost reduction initiatives, and new product development projects.



Kevin Pickett (BBA '14) recently moved to Chicago after receiving a promotion to supply chain specialist with AbbVie. He spent the past year

working as an expat Quality Engineer at a medical device manufacturing plant in Ireland.

Matthew Taub (MBA '14) and Lisa Taub gave birth to their daughter, Mya Sloane Taub, on Oct. 31, 2016. Mya joins her brother, Gabriel William Taub. >>>



Read more Class Notes at bus.wisc.edu/Update

> ALUMNI SPOTLIGHT



CARA LOMBARDO (BBA '10, MAcc '11)

left her job as an auditor at PwC to become a journalist. Her accounting training has proved useful in her reporting. She and accounting classmate Matthew Brody (MAcc '11)

are planning a 2018 wedding in Madison.





CONNECTING WITH THE

From jumping into freezing cold water to volunteering at a food pantry, Business Badger students find fun ways to give back to good causes

Business Badgers are embracing unique opportunities to make an impact in the world. In the past year, they have taken part in the Polar Plunge—jumping into freezing cold water after raising close to \$9,000 for Special Olympics—as well as volunteered for the River Food Pantry, given their time to Habitat for Humanity, and traveled to Mexico City to volunteer at an orphanage. Giving back to the community is an important part of being a Business Badger and these students do well to champion that special kind of connection.









COMMUNITY





- 1. Meredith Rolen (MBA '18) presents a young boy with a surprise on the Center for Brand and Product Management (CBPM) student trip to Mexico. Also pictured: Scott Maurer (MBA '17), Jessica Schuh (MBA '18), Chris Hatton (MBA '17) (back), Kate Doehring (MBA '17).
- 2. MBA students brave the chilly February water of Madison's Lake Monona to help raise money for Special Olympics as part of the annual Polar Plunge in February 2017.
- 3. (From left) Erik Gulbrandsen (MBA '18), Matt Louison (MBA '18), and Andrew Foster (MBA '18) enjoy a day outside volunteering with MBAs with a Heart.
- 4. Mollie Monaghan (MBA '18), Sarah DeFlora (MBA '18), Maggie Jackson (MBA '18), Brett Thomas (MBA '17), Luke Voss (MBA '18), and Kelsi Tang (MBA '18) flash a "W" for Wisconsin after helping clean up the Habitat for Humanity ReStore donation center in Madison.
- 5. Jason Neal (MBA '18), Vania Arias Alosilla (MBA '18), and Jaron Bernstein (MBA '18) smile as they emerge from frigid Lake Monona after taking the Polar Plunge.
- 6. Last spring, MBA students volunteered at the River Food Pantry of Dane County in Madison. Row 1: Susan Edwards (MBA '17), Farin Williams (MBA '17), Priyanka Verma (MBA '17), Katerina Herder (MBA '17). Row 2: Gabe Benghiat (MBA '17), Brett Thomas (MBA '17), Joren Thompson (MBA '17), Jessie Wright (MBA '17), and Jesse Jahr (MBA '17)
- 7. John Shin (MBA '17) enjoys his time with a boy at an orphanage in Mexico City while on the CBPM student trip to Mexico City.
- 8. Jake Odell (MBA '18) and John Shin (MBA '17) play with children at an orphanage in Mexico City.



TOGETHER FORWARD®

UNIVERSITY OF WISCONSIN-MADISON

975 University Avenue Madison, WI 53706



TOGETHER FORWARD®

Your Lifelong Learning Partner



Learn more > wsb.wisc.edu

Whether you are a new graduate, want to change industries or career fields, start a company of your own, or advance at your current organization, we provide relevant learning for your future.

- **Wisconsin Evening MBA**Advance your career without interruption.
- Wisconsin Executive MBA Lead at the highest level.
- > Professional Development for Managers and Leaders

Short courses and certificates in foundations of management, advanced management and leadership, and executive leadership.