

»» New Learning Commons To Transform Grainger Hall P. 12

UPDATE

WISCONSIN SCHOOL OF BUSINESS
FALL 2017

10 years

*of the Wisconsin
Naming Gift P.18*

A decade in, partnership
continues to inspire

» *Special Issue*



Dean Anne P. Massey shares her perspective on the School's strengths and opportunities while speaking with alumni at an event hosted by Baird in Milwaukee.

The fall semester is always a time of beginnings on a college campus, and that holds true for me as I eagerly begin my role as Albert O. Nicholas Dean of the Wisconsin School of Business. I welcome this opportunity to connect with the incredible network of Business Badgers and share with you the many things happening at this School we all know to be special.

There is something unique about Badgers. Your passion and love for your alma mater are tangible and unlike anything I've witnessed at other institutions. I'm new to it, but I feel it, and I have every intention of

tapping into it as we move WSB into the future.

What most attracted me to Wisconsin was the commitment to excellence across the board—teaching, research, the student environment, and the engagement with campus and the community. All of that is exemplified in this issue of *Update* magazine.

Our faculty personifies excellence, and I hope you enjoy reading how Professor Jordan Tong makes an impact with cutting-edge teaching and research in operations and information management systems. He's not just providing answers for students, but teaching them how to approach the kinds of problems they'll face once they leave the classroom.

WSB students soon will be even better prepared for their careers because of the resources that will be available to them in the new Learning Commons, which is also featured in this issue. This new hub of Grainger Hall will replace the Business Library with a donor-funded, state-of-the-art space that will open this spring.

As we celebrate the 10th anniversary of the Wisconsin Naming Gift, we're reminded that Business Badgers have a history of innovatively leading the way. That legacy of giving endures at WSB and beyond as UW-Madison's All Ways Forward campaign charts a path to continue the university's impact for generations to come.

Our alumni have become known for innovation



Dean Massey mingles with alumni in New York City area during her visit there in September.





Dean Massey meets with the advisory board of the Grainger Center for Supply Chain Management.

because they understand and are able to anticipate the changing needs of the business world. It's with your help we can create a portfolio of programs that is relevant and responsive to industry, positioning WSB as a significant player in business education.

I look forward to working with many of you in the months ahead. WSB is truly a special place, with a special bond so many of you have shared for a long time. I'm so proud to now be part of it, too.

—Anne P. Massey

Albert O. Nicholas Dean of the Wisconsin School of Business



Dean Massey's busy fall of meeting students, faculty, staff, and alumni included a "Digging Deep with the Dean" event hosted by the Wisconsin Undergraduate Business Council. Students were asked to consider what unexplored opportunities the School should pursue to prepare them for career success in a rapidly changing economy.

» *Did you know?*



The number of bikes Dean Massey owns. She is an avid cyclist.



History

A topic Dean Massey loves to read about and almost majored in.



Arts

What Dean Massey is eager to explore in Madison.



The number of years Dean Massey has been sailing.



Sachi

The name of Dean Massey's Swedish Vallhund dog.



» From alumni, for alumni

The vibrancy of the UW-Madison campus. The beauty of its lakeshore. The energy of Badgers coming together. A storied past and an exciting future. All are at the heart of Alumni Park, a gift to UW-Madison from its graduates to celebrate the positive impact the university and its people have had throughout the world. Alumni Park opened this fall between the Red Gym and the Memorial Union, transforming a mundane parking lot into a spectacular gathering space. Beyond its prime location, park exhibits feature nearly 200 stories of alumni achievement, including successful Business Badgers. Learn more and share your own stories or tributes at alumnipark.com. »»



UPDATE

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WISCONSIN
SCHOOL OF BUSINESS

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TOGETHER FORWARD®

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Fall Events and Homecoming Bring WSB Alumni Together

» NOW YOU KNOW

New WSB research that answers important questions

BY JANE BURNS



» Q: Can fair and unfair coexist in distribution channels?

A fair share can take on a different sort of meaning throughout a distribution channel, and it might not even be an equal share.

That's what Paola Mallucci, a Wisconsin School of Business assistant professor of marketing and a Wisconsin Naming Partners Fellow, and a co-author found in their research on fairness concerns in a distribution channel, the path taken by goods or services as they reach consumers.

Mallucci set up a lab replica of a distribution channel environment. Subjects were assigned wholesaler and retailer roles to reproduce the real-world dynamic. Both made pricing decisions with a set amount of money to invest, with wholesalers setting the price first.

Data showed retailers considered it fair if channel leaders received more profit, as long as they didn't take advantage of their position by squeezing out even more. Channel members accepted that members' different roles in the distribution channel made different profit shares acceptable. For retailers, the initial agreement was a stronger factor than investments or equal share of the money.

The research suggests that once firms understand how the perception of fairness can be achieved—through relationship-building, not equal shares—they could enhance profits and efficiency. Fair might not be equal, but, as the saying goes, fair is fair.



» Q: What kind of pay boosts employee performance?

A raise or bonus for a job well done can make an impact in two places: the employee's pocket and a company's productivity. Pay for performance is such common practice in the workplace that the question isn't *if* it works, but *when* it works.

Charlie Trevor, professor of management and human resources, the Pyle Bascom Professor in Business Leadership, and chair of WSB's Department of Management and Human Resources, and two co-authors integrated economic and psychological principles into their research to learn more about the effects of pay-for-performance approaches.

The co-authors conducted a five-year study with data from a large insurance company that used merit and bonus pay for its more than 11,000 employees in multiple locations and in a variety of jobs. Those studied appeared to prefer the immediate windfall of a bonus over a permanent pay raise spread out over the year. The data showed it was bonus pay, a one-time lump-sum payout, that had more impact on job performance than an equivalent amount of merit pay (an incremental increase in base salary).

The research provides insight into cost-effective ways companies can reward employees and spur productivity. However, while a bonus might provide a short-term solution, previous research shows merit pay remains a valuable tool for recruitment and retention, and should not be dismissed.



» Q: How can others impact your privacy on social media?

Social media gives its users ample opportunity to volunteer whatever information they want to share with the world. Unfortunately, they can't always control what others share about them.

Research by Sung S. Kim, WSB's Peter T. Allen Professor in the Department of Operations and Information Management, looked at the impact of perceived privacy invasion on Facebook. He found the impact has everything to do with what "friends" users have in common.

Kim and his co-authors set up a mock Facebook page and asked subjects to respond to hypothetical embarrassing situations. Some of these "revelations" were posted by a friend naming the person and "tagging" them so every Facebook friend of both parties would see it. Others were posted without the tagging that brought the post extra attention.

When posts were tagged, the subject had a greater sense of privacy invasion. If the two parties shared many mutual friends, there was less perceived privacy invasion. In fact, data showed that when they had many mutual friends, the tagged post enhanced the bond between them.

The takeaway? If you want to keep your friends, be as careful about what you say about them in the virtual world as you are in the real one. »»



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



» WHAT INSPIRES YOU?

“My time at the Wisconsin School of Business gave me an opportunity to forge lifelong friendships, develop deep professional connections, and gain the skills and confidence necessary as a second-generation business owner to continue running my father’s real estate appraisal firm. Learning from the world’s sharpest business and real estate professionals was such an incredible experience. I am forever indebted and will continue to support the program and assist future business leaders of color in their professional development.”

—MATTHEW REESE (MBA '07)

President and CEO, James & Associates Real Estate Appraisals, Inc.



» *Showing Students What's Possible*

Jordan Tong uses research and real-world data to help students solve complex problems

BY JANE BURNS | PHOTOS BY PAUL L. NEWBY II



As a mathematician, Jordan Tong likes finding a model to help create an elegant solution.

As an assistant professor of operations and information technology at the Wisconsin School of Business, Tong has found a model to create success.

It's part teaching, part research, part dedication to the School, and part service to his profession. Tong's commitment to each has quickly made an impact in his five years at WSB.

Last spring Tong was recognized with two of WSB's top faculty awards—the Erwin A. Gaumnitz Junior Faculty Research Award and the Mabel W. Chipman Outstanding Faculty Award for Excellence in Teaching. He has also been published in the top journals in his field, and helped put WSB's Operations and Technology Management (OTM) program on the map by bringing top scholars to the School and to Madison through seminars and conferences.

"Because we have such talented lecturers, sometimes I think, 'What is the value of a researcher in the classroom?' But I've come to realize I bring different and important strengths than if I were just teaching," Tong says. "Thinking about the research that curriculum is based on and trying to create new business knowledge through my own research makes me more confident I can help students better navigate situations where no simple fact or memorized procedure solves your problem."

It all makes for a heavy schedule for Tong, who still manages to keep it light for those around him with an infectious laugh and positive attitude that rubs off on students and colleagues alike.

"I get especially interested when a problem is difficult and you don't even know how to approach it and you really have to get creative."

—JORDAN TONG
ASSISTANT PROFESSOR OF
OPERATIONS AND INFORMATION
TECHNOLOGY

"That's part of his persona. You talk to him and it just brings out a smile," says James Morris, professor emeritus and chair of the Department of Operations and Information Management. "He connects so well with students in the classroom. Part of that is his personality, but that goes along with his deep knowledge of the subject matter."

Creative solutions to tricky problems

Tong's research focuses on behavioral operations management and supply chain management, particularly in judgment and decision-making.

"I get especially interested when a problem is difficult and you don't even know how to approach it and you really have to get creative," he says. "I like that process of a problem being vague and not very well defined and not knowing at first how you could model it mathematically to come up with any insight of what to do. It's almost artistic: How can I do this elegantly and in a way that I can

Jordan Tong works with student assistants (from left) Anthony Walvoort (BBA '17), Joshua Freiermuth (BBA '17), and Andrew Louis (BBA '17) on data for the Operations Analytics class.



communicate it, and then solve it?"

And yet there is practicality to Tong's research in that it provides insights into how decisions are typically made and how to help firms make better ones. How can an organization plan for a random demand surge? What can help managers predict future demand based on past data if the past data doesn't capture the times the company could have sold more but ran out of inventory? Why might managers be overoptimistic about a product they choose to bring to market and how can organizations structure their decision-making process to avoid overinvestment?

"Research gives me a very high tolerance and perseverance for navigating ambiguous and ill-defined problems, which I think is valuable to my students," Tong says. "I try my best to help them maintain their composure and learn how to systematically attack such problems."

Tong says he also likes to instill a "hacker mentality" in his students, one that makes them want to dig

for a solution with whatever tools they have at their disposal.

"Professor Tong really focuses on teaching you to teach yourself," says Andrew Louis (BBA '17), who took Tong's Operations Analytics course last spring and is working with him as a student assistant this fall. "The tools are going to evolve, and he teaches us that you need to find the resources to learn the tools yourself because once you're out of college, there's not just going to be a class you can pop into."

Tong created the Operations Analytics course that debuted in Spring 2017. It covers important topics such as forecasting and optimization under uncertainty so students can learn to apply them to operational problems. He teaches them current industry tools for data exploration and analysis. And he wants them to tackle real-world, mini-consulting projects that he creates using real business data from alumni and industry partners. There wasn't a specific magic answer students were after; they needed to analyze data to come

up with their best solutions within an assigned amount of time and then communicate the limitations of what they did—much like they'll do in the working world.

"The problems can be quite challenging and solutions are never 100 percent perfect—which can be frustrating," Tong says. "I've had students say, 'I've never worked harder on anything.'"

Louis says it paid off for him, both in landing an internship at Exact Sciences last summer, and from nearly the moment he started working there. On his first day, he was at his new desk for five minutes when he was given a project with a quick deadline.

"At first it was a little intimidating," Louis says, "but because of the experience of the class, I thought, 'I've done something like this before. I can figure out what I need to do to get it done.'"

Marissa Caspary (BBA '17) also put the class to use last summer at Saputo Inc., where she was a supply chain planning intern.

“I hope they learn that it’s not so much a matter of being so naturally talented. It’s a matter of learning that most things are possible if you put in the hard work.”

—JORDAN TONG

ASSISTANT PROFESSOR OF OPERATIONS AND
INFORMATION TECHNOLOGY

She had taken business analytics classes, where she worked with structured data that would lead to a specific outcome. The Operations Analytics class challenged her problem-solving skills with unstructured projects.

“I liked how the projects he gave us were real-world problems,” she says. “It made the projects more meaningful and made them something that I could talk about in an interview.”

» **Tong helped launch the Badger Operations Association, a new student group that grew to**

30
members
its first year.

Designing learning opportunities in the classroom and beyond

Tong has also taught Operations Management, a required core class for all BBA students that he and Tim McClurg, senior lecturer in the Department of Operations and Information Management, restructured and team-taught. Despite large class sizes they incorporated case studies and online simulations with a goal for students to learn to analyze and interpret data to make decisions. Tong and McClurg’s methods have worked so well, Morris says, it is having an impact on enrollment in the OTM program. Students take

the class early in their time at WSB and some enjoy it enough to then pursue the major.

“We’re the quiet major,” Morris says. “Everybody knows finance, everybody knows accounting or marketing, but operations and technology management doesn’t have that same recognition. With this effort, as well as some other things, our major count has increased dramatically.”

Tong and McClurg also launched a new student organization, the Badger Operations Association, last fall. As more students learned about the OTM major, interest in the club grew, too, from 15 members in the fall to 30 in the spring.

Tong knows students don’t necessarily come to college knowing about majors such as operations or supply chain management; he didn’t know about them, either. He was a mathematics major at Pomona College in California, wondering how best to apply his knowledge, when he heard a talk on campus by Amy Ward, professor of data sciences and operations at the University of Southern California’s Marshall School of Business. That inspired him to pursue operations management as a graduate student at Duke University, and connect that research to business applications.

Finding ways mathematics could create solutions to organizations’ problems turned out to be a perfect fit for Tong.

“My mom said when I was really little she would often find me reading a book called *How Things Work*, so I think I’m naturally curious about that kind of thing,” he says. “It’s very satisfying to me

when you can show me a simple explanation for something that is not obvious at first.”

It’s a theme that doesn’t go unnoticed at WSB.

“Everything he has done has been problem-solving, and if they’re not problems they’re challenges,” Morris says. “He’s finding a way to do things that need to get done.”

Students apply new skills to inform MBA cohort selection

Three undergraduate students are working with Tong this fall to prepare projects for his next Operations Analytics class using industry data and putting into practice some of the work last year’s class began. The students get to further learn from Tong and hone their skills as they use data optimization to create incoming student teams within the Wisconsin Full-Time MBA Program. MBA candidates are placed into four- or five-member teams across career specializations to work together during their first year of core courses at WSB. The MBA program staff wants teams to have equitable characteristics that include GMAT scores, gender, specialization, and work experience.

“They were creating the teams by hand,” Tong says. “We said, ‘We can optimize that.’ With this project we turned vague notions like ‘I want to have teams with roughly equal intellectual power and diverse backgrounds’ and translated it into numbers and formulas to enable optimization. We had a cool problem, we solved it, and we hope we can give back to the School.”

That same search for solutions to problems that seem vague or impossible is what primarily drives Tong—be it through research, creating a course, staying relevant in his field, or especially in the classroom.

“After people have been through my class, I hope they learn that it’s not so much a matter of being so naturally talented that you can learn seemingly impossible things, it’s a matter of learning that most things are possible if you put in the hard work,” he says. “If you can change someone’s mentality, that can be life-changing.” »»

» *Sharing the Magic*

Jessie Wright works to make the arts accessible to everyone

BY SIRI PAIRIN | PHOTOS BY PAUL L. NEWBY II

Jessie Wright (MBA '17) knows there's a moment of magic that happens between an audience and performers on a stage.

It's a moment that shows how the arts can bring people together in a unique way and enable them to see the world differently. Wright's passion for the arts has followed her from childhood hobbies to working in arts nonprofit organizations. She's motivated to make that experience accessible to as many people as possible, which she does today as manager of major gifts at New York City Ballet.

Wright grew up in the Twin Cities surrounded by the performing and creative arts. Throughout her childhood, her parents prioritized artistic experiences and encouraged her to be involved in theater, orchestra, and other music groups.

"I got to be a part of a lot of live performing groups in music—through school and through my church," says Wright. "What really hooked me on the arts and propelled me to pursue a career in the arts are those moments of magic when you're part of a group

creating something together."

Wright's affinity for the arts motivated her throughout college and her career. After getting a degree in foreign affairs and religious studies at the University of Virginia, she worked in nonprofits and arts organizations. Although she found her work fulfilling, she realized she was missing out on opportunities to think more strategically and believed she could do more with the skills she had.

The MBA program through the Bolz Center for Arts Administration at the Wisconsin School of Business gave Wright a path to pursue her passion.

"When you search online for academic opportunities for arts administration, the Bolz Center is the first thing that comes up because it's a unique program that offers an MBA alongside a concentration in the arts," says Wright. "It turned out to be the perfect fit."

During her time at WSB, Wright worked as a development project assistant at the Overture Center for the Arts in Madison, writing grants,

securing donations, and researching potential donors and partnerships. The experience taught her how a combination of storytelling and financial analysis contributes to the success of any arts organization.

"When you're raising money, balancing a budget, and figuring out the best plan for sustained and responsible growth, financial analysis is a great tool to get across what your goals are and really understand where you've been," says Wright. "I got so many tools from the MBA program and learned how to analyze numbers to tell a compelling story."

Wright regularly draws upon these tools in her job as she





“One of the most powerful agents of community is the arts, whether that’s performance or visual arts or having young people participate in the creative process. The arts build community, and I don’t know a better or more fun way to do it.”

—JESSIE WRIGHT (MBA '17)
MANAGER OF MAJOR GIFTS, NEW YORK CITY BALLET

connects with donors and engages supporters of the ballet. For her, it’s the perfect blend of strategic thinking and relationship-building. “One of the most powerful agents

of community is the arts, whether that’s performance or visual arts or having young people participate in the creative process,” Wright says. “The arts build community, and I



Jessie Wright (MBA '17) got hands-on experience and contact with arts and nonprofit organizations while studying at the Wisconsin School of Business. In the top photo, she learned from staff at the Madison Public Library about their community programming. Below, she spoke with David Mallette (left) a recruiter for Management Consultants for the Arts and Ted DeDee, president and CEO of the Overture Center for the Arts in Madison.

don’t know a better or more fun way to do it.”

For Wright, community-building is an important part of her job. That might mean reaching out to new donors and finding a way to connect them to the ballet company, or getting new audience members through the door and finding ways for them to experience all that the ballet has to offer.

“Whether it’s in my job description or not, I see a large part of my role as finding new ways of expanding the circle of who gets to be a part of this beauty and magic that we’re all so fortunate to have,” Wright says. »»



» *Space for Inspiration*

Grainger Hall's Learning Commons will help transform the way students learn and collaborate

BY SIRI PAIRIN

The new heart of Grainger Hall, a collaborative learning space called the Learning Commons, will soon be a hub for students, faculty, industry leaders, and Wisconsin School of Business community members to come together and reimagine what business education can be.

Underscoring WSB's commitment to educational innovation and following a nationwide trend toward active learning, the Learning Commons will be a donor-funded space for making, doing, producing, and innovating—a vibrant place for students to collaborate, exchange ideas, and dream big.

Traditional tables and chairs will give way to spaces for students

to gather in groups of all sizes. Flexibility will be a driving force for students to be able to create their own environments and study experiences. Students who work in groups will have a place in the three-level Learning Commons, as will those who want to work alone. Better aesthetics, paired with state-of-the-art technology, will help inspire learning. And it all can happen in a space where active learning and group work just come naturally.

"Learning is social, so it is important for students to have access to environments that can help facilitate group work and encourage more types of active engagement," says Ron Cramer (B.A. '91, M.S. '96), senior instructional

designer and learning technology consultant at WSB. "We care deeply about learning and we're investing in the resources and infrastructure to enhance that learning."

Construction began in Fall 2017 and is scheduled to finish in Spring 2018.

The Learning Commons was inspired by a student trip to New York City. Through discussions with alumni working on Wall Street, Mark Fedenia (BBA '77, M.S. '79, Ph.D. '87), the Patrick A. Thiele Distinguished Chair in Finance, Director of the Wealth Management and Financial Planning Program, and an associate finance professor, saw a need for a finance-focused computer lab within a new space that would broadly serve the entire WSB community.



» FINANCE LAB

The state-of-the-art Finance and Analytics Lab (left) will offer cutting-edge technology and software, such as Bloomberg Terminal, that allows real-time access to market data.



BEFORE

“Learning is social, so it is important for students to have access to environments that can help facilitate group work and encourage more types of active engagement.”

—RON CRAMER, SENIOR INSTRUCTIONAL DESIGNER AND LEARNING TECHNOLOGY CONSULTANT AT WSB

Continued conversations with WSB alumnus Ricky Sandler (BBA '91), Michael Enyart, director of the Business Library, and Gwen Eudey, director of the Business Learning Center, sparked the initial idea for the Learning Commons as a collaborative learning space.

“We saw a need for a new finance

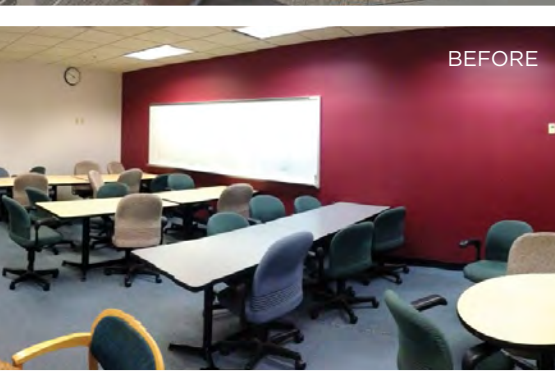
lab that would give students access to industry software and real-time data, but our vision was much larger than that,” Fedenia says. “We pictured a comprehensive renovation that would benefit students from any major or discipline through a reimagined learning environment.”

A proven model for success at WSB

The team took into account the immediate success of and demand for WSB’s first Collaborative Learning Classroom (CLC), which opened in Fall 2015, and considered other desired innovations: greater opportunities for active learning, streamlined technology offerings, multiple areas for tutoring, a greater sense of community, and unified physical space for the School as a whole.

“Our experience with the CLC indicates that the Learning Commons will facilitate more active learning,” says Chris Dakes (Ph.D. '98), director of educational innovations and learning design at WSB. “By moving from traditional lecture halls into more interactive spaces, student-to-student learning

ACTIVE LEARNING CLASSROOM



and direct interaction with their instructor is much more prevalent.”

Research shows the effects of active learning on academic performance are resoundingly positive, and the Learning Commons will help WSB students integrate more of it into their education. Active learning can take the form of authentic real-world team projects, shared reflections, or group problem-solving, and the Learning Commons will provide the perfect setting for all of that to flourish.

“Student success doesn’t just come in mastering course materials, it comes in learning to communicate and work in teams,” says Anne P. Massey, the Albert O. Nicholas Dean of the Wisconsin School of Business. “The innovative space of the Learning Commons will set the Wisconsin School of Business apart in how we prepare students for the workforce of tomorrow.”

Students who use the CLC believe the time spent there is more productive, interactive, and practical

than in a traditional classroom.

The space enables real-time virtual interactions between students and industry professionals and its pod-shaped tables enhance the group work environment.

That design did what was intended, says Emily Swift (BBA ’17).

“It forces students to be treated less like students and more like professionals,” she says. “Because we all have technology and computers open in front of us in this learning space, students are forced to be more responsible with their use of technology and to take ownership of their learning in a more active way.”

Marty Kimmel (BBA ’18) sees the potential of the new space.

“Having an environment shaped around bouncing ideas off peers will be much more beneficial to students in classes where group work is a big part of the class,” he says. “I think the Learning Commons will definitely create more opportunities for that kind of work.”

» ACTIVE LEARNING

The Learning Commons will include a renovated Business Learning Center that will feature five active learning classrooms (above), including two that can double in size. The center will also offer tutoring services to nearly 2,000 students a year.

Donor generosity fuels Learning Commons

With \$11 million needed for construction, plus an additional \$6 million in endowment funds to support ongoing operations, the School has been partnering with the UW Foundation to seek donors willing to fund the entire cost of the renovation. Spearheaded by a lead gift from Ricky and Mara Sandler (B.A. ’91), donors have generously supported this vision



“Student success doesn’t just come in mastering course materials, it comes in learning to communicate and work in teams. The innovative space of the Learning Commons will set the Wisconsin School of Business apart in how we prepare students for the workforce of tomorrow.”

—ANNE P. MASSEY
ALBERT O. NICHOLAS DEAN,
THE WISCONSIN SCHOOL
OF BUSINESS

with critical gifts totaling just over \$9 million to date.

“Our donors recognize the need to create spaces to enhance the innovative, inspiring learning that helps Business Badgers succeed,” says Massey. “Moving technology forward with the Finance and Analytics Lab will provide a tremendous tool for recruiting faculty, staff, and students, as well as give our students a hands-on learning experience that will prepare them for their careers.”

The transformation will happen on three floors of Grainger Hall areas that many alumni would remember as the Huber Undergraduate Computer Lab and the Business Library. The first floor, once home to the computer lab, will be the Finance and Analytics Lab with the upper areas providing a variety of learning spaces for individual and group work in formal



» LIBRARY SERVICES

Reduction in onsite print collections will create more room for flexible spaces in a variety of sizes with continued access to vital library services such as a reference desk.



» COMPUTER LAB

The updated Huber Undergraduate Computing Lab shown with the Finance and Analytics Lab, will offer expanded computer access for students’ individual work as well as access to institutional software and printing resources.

and casual settings.

“We were always crowded with students,” Enyart says of the original Business Library. “The renovation will not only give us more and better space, but more importantly, it will be an incredible opportunity for student learning and collaboration.”

The dynamic, cutting-edge environment of the Learning Commons will create a crossroads of activity within Grainger Hall, a central hub for interdisciplinary sharing across campus and student communities. It will be a space

where the “four Cs” that inform the Learning Commons design—creativity, collaboration, critical thinking, and communication—can naturally take place.

“Learning doesn’t just happen here in the classroom, it happens everywhere,” says Cramer. “The knowledge that people have out in the field, in business, their experiences as alumni, we need them all to benefit our students. This space will provide a common area where people feel welcome to meet together, to share, and to learn from one another.” »»

» A World of Opportunities

Shawana McGee launched her career and learned valuable life lessons by working abroad

BY SIRI PAIRIN | PHOTO BY PAUL L. NEWBY II

Most people begin their journeys abroad by hopping on a plane and crossing an ocean.

Shawana McGee's (MBA '07) unexpected route took her to Europe by way of the Wisconsin School of Business.

McGee, vice president of Colony NorthStar, a private equity firm in New York, never dreamed of an international career until traveling to China in 2007 with the real estate program within the Wisconsin Full-Time MBA Program. There, she and her cohort explored real estate development and the experience opened her eyes to the possibility of pursuing a career in real estate abroad.

"Going to China and actually seeing how people were developing real estate in conjunction with urban planning and governmental policies and regulations was intriguing," says McGee. "I remember thinking to myself that there was an opportunity there and that I could take it."

McGee recently returned to the U.S. after working for three years in Luxembourg, where she relocated to help Colony NorthStar launch its European platform. She was responsible for U.S. and European portfolios.

"There was a lot of blood, sweat, and tears during that period," says McGee. "That's a six-hour time difference between New York and Europe, so sometimes I'd take calls at midnight for the U.S. assets and still be at work at 9 a.m. because I had to take care of the European portfolio."

McGee's initial attraction to real estate was its ability to positively impact communities. While working in finance at EY in her hometown of New Orleans, one of McGee's clients was a real estate development company. She was exposed to many urban revitalization projects that inspired her to pursue a career in real estate with a focus on financial engineering.

"They were turning a very unattractive, eyesore community into something the residents would feel proud of, something that would draw and attract businesses and contribute to job growth," says McGee. "After seeing how those efforts could transform the environment I grew up in—and seeing how I could have an impact—I decided to go to grad school to transition from accounting to finance."

While applying to graduate school, a friend suggested McGee contact Susan Chapman-Hughes (MBA '98), who is a member of



WSB's Dean's Advisory Board. Chapman-Hughes helped guide McGee in choosing a graduate program and also became a mentor.

"Susan's very involved with the School and embodies the definition of what it means to be an alumna—giving back to others, instilling a spirit of paying it forward, and making a contribution based on what the university has done for its students," McGee says. "That's what she did for me."

McGee's day-to-day work in Luxembourg involved lease negotiations, property evaluations, and market trends, but while living abroad she managed to visit more than 20 countries. Weekend trips were a common occurrence. Every Friday, McGee would leave her office at the end of the day, walk to the airport across the street, and hop on a plane to a new city. After



spending the weekend exploring, she would fly back Monday morning and be back in her office by the start of the work day.

The most important lessons McGee learned while living abroad were about balance.

"You learn so much about being a human being," McGee says. "In America we think the harder we work, the more recognition and promotions we'll get. What if that promotion never comes? Then you've missed out on a huge chunk of your life. In Europe, you can see in their corporate policies and their structuring that they really value taking time to enjoy life."

After returning to New York, McGee says she carried with her what she learned in Luxembourg.

"I love the ambition in New York because I have a lot of drive," McGee says. "But now I take a step

"At the end of the day, it's not about me. It's about who's coming after me. That's the way we make this world a better place. My legacy is not about building wealth, it's about having a greater social impact."

—SHAWANA MCGEE (MBA '07)
VICE PRESIDENT, COLONY NORTHSTAR

back because it's good to have balance. It's important to take time off so that you can regroup and come back refreshed."

McGee believes the value of her successful career comes in inspiring and creating opportunities for young professionals and students. Upon graduating from WSB, McGee and fellow alumnus and friend Matthew Reese (MBA '07)

established the McGee-Reese Scholarship at the School with the aim of attracting minority students to the real estate field.

"At the end of the day, it's not about me," says McGee. "It's about who's coming after me. That's the way we make this world a better place. My legacy is not about building wealth, it's about having a greater social impact." >>>



» *Special Section*

The *gift* that keeps *giving*

The Wisconsin Naming
Gift enters its second
decade of partnership
and impact

BY JANE BURNS



In 10 years,
both the
mission and the
partnership have
grown. Thirteen
members became
17, and the gift
amount grew to
\$110 million.

In any organization, a question always looms about how best to prepare for the future. The tried and true of the past has its merits, but it might not be the best approach for what lies ahead.

Ten years ago our business school tried a new tactic to prepare for the future. It wasn't based on one answer, one person, or one solution. In the most Wisconsin of ways, the School found that the key to moving forward was moving forward together.

That spirit of togetherness took the form of the Wisconsin Naming Gift, which celebrates its 10th anniversary this year. In Fall 2007, 13 alumni joined forces with a gift of \$85 million to name the School for 20 years. More notably, they decided not to name it for themselves or one donor, but to reflect the university for which they all shared a mutual love. So, on October 27, 2007, the School became known as the Wisconsin School of Business.

"It really is unique that people gave to promote and continue the name Wisconsin as a leader in business around the world, without trying to put their own name in front of it," says Michael Shannon (BBA '80), a member of the Wisconsin Naming Partnership. "It's who Wisconsin people are. We're friendly, we want to go out and make a difference. But the mission is more important than the people carrying out the mission."

In 10 years, both the mission and the partnership have grown. Thirteen members became 17, and the gift amount grew to \$110 million.



Badgers Create a New Way of Giving

The Wisconsin Naming Partners didn't just contribute to a gift; they formed a friendship, one sparked by a commitment to their alma mater, and helped create a vision for philanthropy that impacted the university community in the years after and likely for generations to come.

"The Naming Gift has made a difference," says John Oros (BBA '71), one of the Wisconsin Naming Partners. "It's not about, 'Look what I've done for the School.' It's about, 'How are we together going to make this a better place?'"

The Naming Gift's impact was immediate and contagious. After it was announced that fall, the gift's momentum inspired 2,630 alumni to donate another \$1 million to the School by the end of the 2007 calendar year, incentivized by a \$1 million matching challenge by one of the partners. It was the dawn of a new era at WSB, and things were just getting started.

The Naming Gift came at a time when business schools were increasingly being named for a single donor, a convention that didn't sit well with Michael Knetter, who became dean of the School in 2002. As a dean, he worried how a naming gift strayed from the lessons taught to business students about teamwork and financial options. As an economist, he worried about the pricing and timing of such a move. As a native of the state whose flagship university he was now representing, Knetter realized what name held the most value of all: **Wisconsin**.

A plan to *not* name the School became Knetter's pitch. Instead of a name that represented one person, it would represent an entire community as well as the values that community holds.

"I probably talked to some people at work about it and I think the initial reaction was, 'That'll never work,'" Knetter recalls with a laugh. "That was a great inspiration for me."

The partners understood the opportunity of a no-name approach—over time.

"What Mike came up with was creative. Nobody had ever done it," says Ted Kellner (BBA '69), one of the partners. "I questioned it; it's my nature as an analyst. And as I thought about it and reflected on it, I thought, 'Wow. What a stroke of genius.'"

Knetter, now president and CEO of the University of Wisconsin Foundation, credits the partners with understanding not only the value in the unique gift, but also the importance of its unrestricted funds. This would be a gift that came with no strings attached, and it would go to the needs of the entire School.

"We don't control it, we haven't designated it," Oros says. "We are providing resources so reasonable people who are running the School can use that money and make it the best as they possibly can make it."

Impact Throughout the School and Beyond

The past decade has shown what those resources can do. The Naming Gift has funded an annual average of 12.5 full-time faculty members. More than 90 Ph.D. students have received up to four years of funding.

Undergraduate enrollment has steadily increased and is 2,717 for Fall 2017, and has received \$2 million for teaching and program support. Nearly \$2 million has gone to student support in the Wisconsin Full-Time MBA Program.

"I want us to continue to be excellent in all areas," says Naming Partner Paul Leff (BBA '83, M.S. '84). "I want the undergraduate program to be excellent. I want the master's program to be excellent. We need to be a place that attracts Ph.D.s. We need to hire and retain our top faculty. It costs money to do all that, and our group can help."

The partnership is solid in its mission of building on the School's excellence and prestige, which has created a strong bond among the members.

"I love being affiliated with the Naming Partners," Leff says. "I am proud to be a member of that very small group of dedicated alumni, alumni from all generations. We really love being with each other."

Sometimes those gatherings are to receive updates about what's happening at WSB and where the gift could be invested next to make the most impact.

"We like getting together, we like sharing our ideas," Oros says. "Nobody's bashful. We like getting briefed on what's going on and hearing about any problems. Then, when the meeting's over, the School can do anything it wants. I have no doubt that wise choices will be made as to what to do with our money."

The Wisconsin Naming Gift inspired a new type of collaborative giving at UW-Madison, and many



"The Naming Gift has made a difference. It's not about, 'Look what I've done for the School.' It's about, 'How are we together going to make this a better place?'"

—JOHN OROS (BBA '71), WISCONSIN NAMING PARTNER



“It’s our hope that keeping the name ‘Wisconsin’ in the forefront reminds all business alumni that there’s an opportunity to help students, just like we were helped.”

—MICHAEL SHANNON (BBA '80),
WISCONSIN NAMING PARTNER

generous efforts that followed brought people together to support the university in ways they hadn’t done before. In 2014 John (BBA '55) and Tashia (BSE '55) Morgridge first gifted \$100 million to the university that was matched and exceeded by other donors. Ultimately, the matching effort generated nearly \$250 million for the university.

Inspired by the Morgridges’ gift, 10 more donors banded together to honor the couple and create the John and Tashia Morgridge Chair in Leadership to be held by the university’s sitting chancellor. John Morgridge is one of the original Naming Partners.

And in 2015, Naming Partner Albert O. “Ab” Nicholas (B.S. '52, MBA '55) was part of another gift that inspired other generous donors. Nicholas and his wife, Nancy (B.S. '55), pledged \$50 million to fund need-based undergraduate scholarships. The total gift amount was matched just over a year later.

Inspiring the Next Generation of Giving

Halfway into the timeline of the Wisconsin Naming Gift, no other university has done what Business Badgers came together to do. While other business schools continue to



On October 27, 2007, the Wisconsin Naming Gift and the new name, Wisconsin School of Business, were announced during a Homecoming celebration at Grainger Hall.

be named for a single donor, none has replicated the approach that has worked so well in Wisconsin.

“There’s a lot of time to go,” Oros says of the 10 years remaining on the gift. “It’s exciting to think about who and what are going to energize the next group of alumni to take the path forward.”

While the Naming Gift has had tangible impact for students and faculty, the Naming Partners hope it’s the intangibles that make an impact, too.

“What hopefully happens is these students that are coming in now learn about the Naming Gift, learn about why we did it,” Kellner says. “They’re going to have a great experience at the Wisconsin School of Business, and they’re going to say, ‘How do I give back?’”

That’s why the name is what it is, Shannon says. It’s for everyone who ever walked through Grainger Hall

or the Commerce Building trying to chart their own course for success.

“It’s our hope that keeping the name ‘Wisconsin’ in the forefront reminds all business alumni that there’s an opportunity to help students,” he says, “just like we were helped.”

With 10 years left in the Naming Gift, WSB Dean Anne P. Massey is mapping out opportunities for the School in light of changing industry workforce needs and shifting student expectations.

“The Naming Gift is and will be a critical source of funding for WSB,” Massey says. “It could do any number of things—bring more partners on board, increase in value. At the same time, we have a built-in opportunity to say, ‘Should we be doing something differently?’ I look forward to those conversations and exploring options with current and future Naming Partners.” >>>

10 years of *impact*

Wisconsin Naming Gift continues to propel the School forward

2002

Mike Knetter starts as dean, with challenges that include engaging alumni, boosting MBA program performance, and improving the School's financial footing.



October 27, 2007

The Wisconsin Naming Gift is announced to much fanfare at a Homecoming celebration at Grainger Hall. The gift that day came from 13 donors who gave \$85 million.

2008

A gift from Naming Partner Albert O. "Ab" Nicholas (BBA '52, MBA '55) and his wife, Nancy (B.S. '55), establishes the Albert O. Nicholas Deanship at the Wisconsin School of Business.



2005

Dean Knetter first proposes Naming Gift Idea to a donor. By year's end the first donor, who gives anonymously, has signed on.



2008

Grainger Hall's \$40.5 million addition opens, supported in part by \$6 million from the Naming Gift.

The Wisconsin
Naming Gift
supports a
strong faculty

\$28 million
in faculty support to date



The Naming Partnership has provided
\$1.83 million
in funding for
72 MBA students



2010

The Wisconsin Naming Partners collaborate on a five-week campaign to raise money to honor outgoing Dean Mike Knetter for his many contributions to WSB and his role as the driving force behind the pathbreaking gift. They raise \$5.4 million from more than 200 donors, and recognize Knetter as an honorary Naming Partner, making him the 15th member of the group.

2012

The Behavioral Research Insights Through Experiments (BRITE) Lab, a collaboration between WSB and the School of Human Ecology (SoHE), is established. The Naming Gift helped support the project, which provides a computer lab and other resources that have helped 20 WSB faculty lead research studies.



2009

Michael Shannon (BBA '80) joins the partnership, giving it 14 members.

2011

François Ortalo-Magné is named Albert O. Nicholas Dean, WSB's seventh dean.



2014

The BBA program tops 2,000 students for the first time with 2,344 enrolled in the fall. Enrollment was 1,361 when the gift was announced in 2007.



Helped attract
46 new faculty



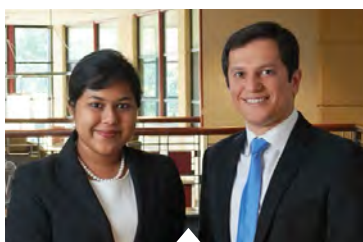
» Special Section

The Wisconsin Naming Gift has inspired Badgers to come together to make a difference

In 2007, 2,630 alumni contributed \$1,072,853 through the Wisconsin Naming Gift Matching Campaign. A Wisconsin Naming Gift Partner who chose to remain anonymous offered up to \$1 million to match all donations made before the end of the year.



Anita Mukherjee, assistant professor of risk and insurance, and Hessam Bavafa, assistant professor of operations and information management.



2017

The partnership gains its 17th member, Fred Petri (BBA '69, MBA '70), bringing the gift to \$110 million in its 10th anniversary year.



2015

The partnership gains another anonymous member and grows to 16.

2015

WSB faculty grows to 85, including an increase of 16 in two years to expand the research and teaching capacity of all programs.



2016

WSB celebrates the 50th anniversary of The Consortium for Graduate Study in Management, which enhances diversity in education and corporate leadership by providing postgraduate opportunities for underrepresented minorities. The Naming Gift provides funding for students in this program.

Wisconsin Naming Partners

Paul J. Collins
Wade Fetzer III
Peter L. Frechette
Phillip T. Gross

Jon D. Hammes
Ted D. Kellner
Michael M. Knetter
Paul Leff

Sheldon B. Lubar
John P. Morgridge
Albert O. "Ab" Nicholas
John J. Oros

H. Signe Ostby
Fredrick W. Petri
Michael S. Shannon
2 anonymous partners



In 2011, the Wisconsin School of Business launched its Innovation Fund, a collaborative initiative in the spirit of the Wisconsin Naming Gift. The fund supports educational innovation and cutting-edge pilot projects that benefit students.



Every year, WSB students come together to recognize the importance of philanthropy by writing thank-you notes to donors. Inspired by the Naming Gift, the student fundraising campaign creates a habit of giving among students.

October 27, 2017

WSB marks the 10th anniversary of the Wisconsin Naming Partnership, reflecting on the impact of the gift throughout the School in the past decade and envisioning more growth, collaboration, and innovation in the next decade.



“It’s exciting to think about who and what is going to energize the next group of alumni **to take the path forward.**”

—JOHN OROS (BBA '71)
WISCONSIN NAMING PARTNER

August 14, 2017

Anne P. Massey begins her tenure as Albert O. Nicholas Dean, the eighth dean in WSB history.



90 Ph.D. students
have received up to 4 years of funding



"I am a theater artist based in Madison. I think real, live people telling stories is a very powerful thing. Acting has made me more confident and comfortable in a variety of ways, from speaking in front of groups to interacting with individuals and clients."

—DAVID PAUSCH (M.A. '03)

"I'm the lead singer in a string band (bluegrass, traditional folk). I like performing because it feels like sharing. Through it, I have left my lifelong shyness and fear of public speaking behind. My career as a CPA required mostly working in my head; performing arts require the whole body and the mind-body connection, which is physically and mentally more challenging and healthy."

—JUDITH CHRISTIANSON (BBA '73)



» *Business Badgers Who...*

TAKE THE STAGE

"I play French horn in a community band. It trains me to look for ways I can contribute to the group. It's a physical, emotional, and spiritual outlet for me."

—CARL D. SMITH (BBA '79)



"I've been dancing since I was five years old and started competing in ballroom after college. Performing in front of an audience provides me with a natural energy. There is something special about looking out into the audience and connecting with each person, letting them know that this moment is just for them; it is a magical familiarity that you don't create in any other way. Improving my performance on the dance floor also improved my performance in board meetings, networking events, and when I facilitate at training and speaking events."

—NICOLE NELSON (BBA '03, MACC '04)



Photos courtesy of Mick McKiernan

"Performing helps me access different parts of myself—I am often a reserved person, but I can be colorful, loud, vulnerable, whimsical, or silly on stage."

—KARI DICKINSON (M.A. '04)



"I perform in Verona (Wisconsin) Area Community Theatre (VACT) musicals with my wife, kids, and friends. My effectiveness, whether it be in an interview, in front of a customer/prospect, or trying to convince a work colleague of a new idea, has been greatly improved through my experience on the stage. My level of comfort and confidence has never been higher."

—JEFF VILKER (BBA '95)

»» In the next issue: **Business Badgers Who... Are Food Fanatics.**
Share your foodie photos and story at
go.wisc.edu/wsb-badgerfoodies

» Class Notes

1940–1949

James Kroscher (BBA '48) is 93. He retired in 1981 and is still enjoying retirement. Kroscher is still in contact with a Badger who graduated with him.

1950–1959

Paul Barosko (BBA '57) is entering the late 80s in age with many joys since his days at Wisconsin. He's had a great professional and family life for over 60 years. He recently visited Washington, D.C., with 83 other Korean and WWII veterans on a Talons Out Honor Flight. Go Badgers.

1960–1969

William A. Schulz (BBA '60) recalls all his business courses were given at the old School of Commerce building. It had wonderful classrooms, each with a pleasant atmosphere, but large enough to accommodate a big college class. He had a B average throughout all of his business courses. It was a great experience to be at UW-Madison in those years.

Steve Cain (BBA '68) recently joined Fairfield Capital Group, LLC as a managing director. The firm is headquartered in Marco Island, Florida, and he is managing the Chicago office. The company arranges equipment leases for clients of manufacturers who prefer to lease or finance their acquisition of the manufacturer's equipment.

1970–1979



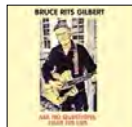
Frederick Disch (MBA '71) has been mentoring small business startups since retiring as a

Walmart executive. He served as a certified mentor for the San Antonio and Santa Fe, New Mexico, SCORE chapters. He is currently a mentor and instructor for the 16-week Workshop in Business Opportunities (WIBO) program in Waco, Texas.

Phil Lorenzini (BBA '73) has enjoyed retirement but went back to work as an adjunct instructor in accounting and finance at the College of DuPage in Glen Ellyn, Illinois, this fall, teaching two sections of Introduction to Accounting.

Kenneth Beine (BBA '74) retired in 2017 and plans on exploring this great country of ours. He and his spouse, **Patricia Graff (B.A. '73)**, who he met at UW-Madison, built a combo hobby farm/home near Two Rivers, Wisconsin. Beine also has an MBA from the University of Wisconsin-Oshkosh.

John Tullis (BBA '74) is enjoying retirement. He worked for a great company, Boeing. On, Wisconsin!



Bruce Rits Gilbert (BBA '76), former general counsel for Universal Health Services, Inc., released a new EP

called *Ask No Questions, Hear No Lies*. The album is available on iTunes and CD Baby. The EP includes five original songs, including tributes to his two new grandkids, and two iconic covers.



Cary Pinkalla (BBA '76) is loving life in Door County! Is there anything else to say?



Michael Sack Elmaleh (M.S. '78) is pleased to announce the publication of a new book, *Goodwill in Small Service Businesses: Negotiating a*

Fair Price. It's available through Amazon and Barnes & Noble. The book provides a new method for appraising the value of goodwill in small closely held firms. He also has a website, understand-accounting.net, that is based on his book *Financial Accounting: A Mercifully Brief Introduction*.



Ramesh Sharda (MBA '78, Ph.D. '81) was inducted into the Oklahoma Higher Education Hall of Fame in

October 2016 for his research and

intellectual contributions to the field of analytics, and for having founded multiple degree programs (including the recent Ph.D. in business for executives) at Oklahoma State University. His textbook entitled *Business Intelligence, Analytics, and Data Science: A Managerial Perspective* came out in its fourth edition in January 2017.

1980–1989



Laurie Duxbury (BBA '81) celebrated 35 years in commercial banking at Wells Fargo Bank.



Edward Bittner (BBA '81, MBA '84) recently joined Real Estate Strategies (RES), focusing on health care real estate. Originally from Green Bay, he now lives in Dallas.



Jim Janikowski (BBA '82) and his wife, Christy, are very proud that their daughter Elizabeth is a freshman Business Badger this fall.



Daniel Wade (BBA '84) formed Badger Technology Group, a new company based in Wisconsin and Los Angeles. The move

comes after a 33-year career at Wisconsin-based aerospace company Astronautics, where he was vice president of business development. Badger Technology Group is involved in international aerospace and advanced technologies, including technology projects with various universities. His son Jeff is a junior at UW-Madison, majoring in physics.



Karl Kramer (BBA '85) was recruited by Sysco to lead a new business development effort in the U.S. after having spent 23½ wonderful

» ALUMNI SPOTLIGHT



AMY MARTENS (BBA '02)

graduated with an MBA in health systems leadership from Edgewood College in 2015. In early 2017 she accepted a position as director of operations with the University of Wisconsin–Madison School of Medicine and Public Health, where she provides administrative leadership and overall programmatic and operational support, managing fiscal and human resources to carry out educational, research, and service missions.

years with Cintas Corp. Sysco is a leader in food service distribution. He is responsible for securing national multi-unit accounts across all business segments. He looks forward to making an impact for Sysco like he had done for Cintas in Global Accounts.



Dana Hoffman (BBA '89) left a successful 13-year career in corporate sales at a Fortune 50 company, earned an M.S. in traditional Chinese medicine, and formed her own acupuncture practice in 2010. In 2015, Hoffman took over Midwest Acupuncture Group in Chicago. The practice continues to grow and expand. She specializes in comprehensive internal medicine, women's health, psycho-emotional acupuncture, and cosmetic acupuncture. She loves this business!

1990–1999

Maitri Meyer (BBA '90) is leading a virtual professional services firm that serves diverse, international clients seeking reliable completion of any business project. The firm relocated to Charlotte, North Carolina from Madison, Wisconsin in June 2017.



Ethan Lenz (BBA '91) was recently named chair of the insurance practice group at Foley & Lardner

LLP. He has a law practice focused on providing risk management and commercial insurance advice to the firm's commercial clients, specializing in the negotiation of directors' and officers' liability, cyber liability, and representations and warranties insurance policies. He has been a partner at Foley & Lardner since 2005.



Dean Nolden (BBA '91) became chief financial officer of the REV Group Inc., in January 2016 after an 18-year career in various finance roles at The Manitowoc Company.

Steven Farsht (BBA '92) took a big step up last fall with a second fund at Corazon Capital. He raised the \$40 million fund alongside ShopRunner CEO Sam Yagan, with whom he's worked as a startup mentor at Techstars Chicago and its predecessor, Excelerate Labs. Farsht has invested in more than 100 companies, dating back to a decade-long run at Norwest Equity Partners in Minneapolis. Farsht moved his family to France in 2015. They spent a year in Bordeaux, where his children attended a local public school.



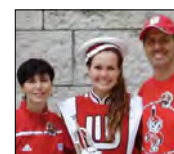
23 million views and 100,000 subscribers. Combining his passion for cars with the business and Japanese

language skills he learned at UW–Madison, Feldman has made several viral videos related to crazy custom cars from around the world.



Chad Lindley (BBA '93) was recently promoted to chief operating officer at Kiio. Based in Madison, Wisconsin

Kiio is transforming the connection between payers, providers, and people through automation, evidence-based medicine, and analytics. Kiio's solutions serve orthopedic care teams, physical therapists, elite athletes, and those suffering chronic conditions such as low back pain.



Ryan Nelson (BBA '94) is the proud parent of **Deva Nelson (BBA '19)** who made the Dean's List again

in Spring 2017. She also received the Jeff Bock Memorial Scholarship from the Wisconsin Alumni Association, Austin chapter.



Michael J. Saturley (BBA '94) had the honor to give back to UW–Madison by volunteering to coach at a Badger volleyball camp July 6–8 on the UW–Madison campus. As a "CAP I" certified club coach working at the camp of Badgers Coach Kelly P. Sheffield and his staff, Saturley led a team of high school girls through

» Class Notes

drills and off-court character-building exercises. He asked to them read the Sifting and Winnowing plaque on Bascom Hall and offer their take on it, given it was from 100 years before he graduated. He learned a lot as well.



Thomas Hazen (MBA '95) travels to racetracks around the country, driving and instructing in exotic

supercars such as the Lamborghini Huracan, Ferrari 488 GTB, and Porsche GT3, as a supercar driving instructor with Xtreme Xperience, a position he has held since 2014. He's also celebrating 12 years as an analyst in the IT Department at the General Mills headquarters in Golden Valley, Minnesota.



Kai Sakstrup (BBA '96) and his wife, Carolyn, left the sunny beaches of Santa Monica for their hometown

of Minneapolis almost a decade ago. They have no complaints—they actually love the snow. Their two sons, Juhl and Haakon, keep them awfully busy these days. When not being a dad and husband, Sakstrup works at U.S. Bank, where he was recently promoted to executive vice president, chief strategy officer.



Lisa Harris (BBA '97) founder of Fashion Meets Poetry, LLC is using the power of poetry, beauty, and fashion and stories

of bravery in her live event series, *Unveiled Beauty: Cultivating YOU*. Harris will also pursue motivational speaking alongside launching *Lisa Harris Talks Beauty & Bravery*, a YouTube series.

Christopher Eckstrom (BBA '98) launched a new venture capital firm, Rock River Capital Partners, in early 2017 with fellow Badger and tech entrepreneur Andrew Walker (B.A. '03) based in Madison and Beloit, Wisconsin. Rock River Capital is focused on investing in Wisconsin- and Midwest-based growth-stage companies. Prior to Rock River, Eckstrom ran the principal investing team for a global asset manager based in Chicago.

Jayesh Vallabh (BBA '98) recently became director of finance at Zayed University, where he is responsible for all of the university's financial functions. Zayed University, in Dubai, United Arab Emirates, is a fully accredited higher educational institution with a \$170 million operating budget and \$20 million endowment fund.



Frank (MBA '99) and Marie McGehee (MBA '99) have both been busy with successful projects. Marie's promotional campaign for Verizon's Hum

product showcasing a vehicle driving over cars became the most tweeted news story in the history of Verizon and received global news coverage. Frank was part of the TIDAL MKT team that launched 4:44, JAY-Z's 13th studio album.

2000–2009

Martin Sell (MBA '00) was recently elected chairman of the Board of Ambanc Financial Services, Inc. and The American National Bank of Beaver Dam, Wisconsin. Martin is president and CEO of RKETEK, an architectural and development firm, the CEO of RKECOM Commercial Construction, and the owner of Edwin Brix Vineyard.



Sarah Fowles (M.A. '01) and Matthew Poulson (M.A. '01) recently expanded their business, Ruckus & Glee,

into a new location in the heart of Wauwatosa, Wisconsin. Ruckus & Glee is an independent family-owned children's toy, game, and craft store. It highlights the value of play through a curated selection of kid-powered toys and outreach to the local community.

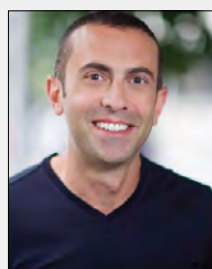
Kevin Gannon (BBA '01) has rejoined the Master Lock Company as director, Asia Pacific. In this role, Gannon is responsible for expanding Master Lock's presence in one of the fastest-growing regions of the world. Master Lock is the world's largest manufacturer and marketer of padlocks, safes, and safety solutions.



Kate Bosch (BBA '02) was recently promoted to vice president of finance at GMR Marketing, a global experiential agency

headquartered in Wisconsin.

» ALUMNI SPOTLIGHT



JOSHUA BLUMENFELD (BBA '01)

founded MyJobHelper.com, an online job search engine, in 2012. In 2015 and 2016, MyJobHelper was recognized by *Inc.* magazine as one of the fastest-growing private companies in America. In 2016, MyJobHelper was also a Deloitte Fast 500 Winner. Earlier this year, MyJobHelper launched its Latin American operations and now operates in more than 15 countries including the U.K., Australia, Canada, Brazil, and Peru.

» ALUMNI SPOTLIGHT

LARRY PHILLIPS (BBA '13)

accepted a promotion to lead Arthur J. Gallagher and Co.'s diversity and inclusion strategies after four years as an advisor for the company's higher education and public entity clients. The company's top priorities include creating strategies to increase diversity with its workforce as well as building out a strategic alliance with diverse trading partners.



James Strode (BBA '02) became dean of graduate studies at Ohio Dominican University, a private liberal arts university in Columbus, Ohio

on July 1, 2017. Previously, he was the graduate program director of the sport management program.



Dong Wook Seo (MBA '03) moved to Beijing, China in 2016 and will stay in Beijing until 2018. Contact from Wisconsin alumni, especially in China, is welcomed.



John Surdyk (MBA '03) experienced a spring semester whirlwind with a reboot of the WSB Business Plan

Competition, a great presentation at Arizona State highlighting arts entrepreneurship collaborations with the Bolz Center for Arts Administration, and the surprise of receiving the Mabel W. Chipman Outstanding Academic Staff Teaching Award. He managed to get away, though, with **Kari Dickinson (M.A. '04)** and their kids to San Francisco this July. The beaches, naturally, were a hit!



Jeff Broaden (BBA '04) has launched private equity real estate firm Stonehouse Capital. Broaden could not be

more excited about the launch of Stonehouse and the opportunities ahead. He is extremely grateful for the overwhelming support from friends and business partners. Stonehouse is focused on high quality investments and true partnerships.

Michael Stover (BBA '04) was appointed vice president, commercial real estate of WaterStone Bank. The community bank has hired Stover to work with investors, developers, and portfolio managers.



Cindy Bush (BBA '05) and Patrick Daley welcomed their second daughter, Evelyn, in May. Baby Evelyn and big sister Lana

are excited to cheer on the Badgers to victory this football season.



Erin (BBA '06, MAcc '07) and **Sarah Lavelle (BBA '09)** recently celebrated their daughter Emily's

first birthday. They are hopeful she will be a Badger in the Class of 2038!



Mary Brannen (BBA '07) married Donnchadh O'Riordain among family, friends, and several Badgers

in Ennis, Ireland this past year. Badgers are a protected species in Ireland—she recommends that you all visit sometime. Also, after nearly eight years with Merriam-Webster

and Encyclopedia Britannica, she recently accepted a position with DNAinfo.com. She is director of advertising operations.

Melissa Caldwell (MBA '07), husband, Chris, and new big sister Sayde are happy to announce the birth of Carter Alexander on May 5, 2017, and the groundbreaking of two new senior living communities located in Chesterton, Indiana and Kalamazoo, Michigan.

2010–2015

Drew Vernon (MBA '12) recently changed companies from Kao USA in Cincinnati to The Lego Group in the Hartford, Connecticut, area. He is now brand manager of the preschool segment covering Lego Duplo and Lego Juniors.



David Hanley (MBA '15) was promoted to senior director in the Office of the CFO Solutions practice at FTI Consulting.

Kelly Johnson (BBA '15) is a business analyst at Wilson Sporting Goods and also the men's tennis coach at the Oakton Community College in Chicago. She was presented with the Newcomer Coach of the Year Award at the Illinois Skyway Collegiate Conference (ISCC) awards luncheon in May 2017.



Emily Christon (BBA '17) moved to the rival state of Minnesota to start her dream job at Ovative/ group, a marketing

and activation agency, after living her whole life in Wisconsin. From ping pong and kegerators to an agency motto of raising the bar, she feels at home in the work-hard-play-hard atmosphere. (It also doesn't hurt that the CEO is also a fellow Badger.)

Mike Sweitzer-Beckman (MBA '17) was recently promoted to major gifts officer at Edgewood College. He has worked at Edgewood College since December 2016. »



Read more Class Notes at go.wisc.edu/wsb-update



» A WEEKEND TO

Homecoming 2017 offered WSB alumni ample opportunities to renew connections and make new ones

If any few days could encapsulate what being a Business Badger means, it would be Homecoming 2017. Any time spent hanging out with Bucky Badger and dancing with the University of Wisconsin Marching Band is time well spent, but the connection for alumni goes much deeper than attending the annual WSB Homecoming Bash. The weekend also celebrated the past by honoring the 10-year anniversary of the Wisconsin Naming Gift, and brought together members of various boards, including the Wisconsin Business Alumni Board, to help chart the School's future.





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CELEBRATE

1. Dan (BBA '58) and Pat Huber (BSE '57) greet friends at the Grainger Hall event to honor the 10th anniversary of the Wisconsin Naming Gift and the impact of philanthropy at the Wisconsin School of Business.

2. Dan Soyka (MBA '10) enjoys a game of bean bag toss with his son Henry, 6, while 2-year-old Nathan takes it all in during the Homecoming Bash at Grainger Hall. The beautiful sunny Saturday made for a perfect day to play games outside in the Grainger Hall courtyard.

3. Business Badgers and their families enjoy listening to—and singing along with—the Badger band as it marched into Grainger Hall to join in the festivities at the Homecoming Bash.

4. Bucky Badger and the UW Marching Band take center stage at the pregame Homecoming Bash for Business Badgers.

5. Members of the Wisconsin Business Alumni Board take a break to get caught up during their meetings. From left: Steve Zamansky (BBA '95), Reena Vokoun (BBA '98), Marni Hirschfield (B.S. '03), and Keri Bernstein (B.A. '03).

6. Linda Philipps (BBA '66) and Harsha Tipirneni (MBA '98, M.S. '98) chat during the reception that was part of the Wisconsin Naming Partners 10th anniversary celebration.

7. John Oros (BBA '71), one of the Wisconsin Naming Partners, shares a laugh with Nathan Brand during the Wisconsin Naming Gift anniversary celebration.

8. It's all business for Lisa Harris (BBA '97) and Nathan Fett (BBA '06) during the meeting of the Wisconsin Business Alumni Board, one of many WSB boards that meet during Homecoming week.

9. John (BBA '68) and Jean Henderson have a good time with the props available for a fun photo opportunity at the Homecoming Bash's "Spirit Station."



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