

Pedigree

*Connecting
Generations
of Business
Bulldogs*



Russ Willey ('88, '90), pg. 4



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Message from the Dean

Hello alumni and friends,

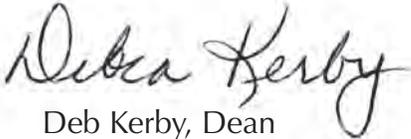
It is amazing how quickly the calendar turns from one school year to the next. This past year our students were engaged with learning and development activities in the classroom and co-curricular student organizations. In the following pages, you will discover the successes that students achieved in the classroom, during competitions, and finding jobs. Internships play a key role in preparing students for their future careers. Check out the profile of our student intern at Tesla.

Our alumni engage with the School and students in a wide variety of ways by serving on advisory boards, speaking to classes or student organizations, presenting workshops, serving as executives in residence, conducting informational and/or mock interviews, hosting field trips, and hiring interns. The alumni mentioned in the following stories exemplify engagement with the students, School, and University.

Our students and alumni display creativity and innovation as they pursue their interests. The Bulldog B.I.T.E. Pitch Competition and the Student Run Business Initiative stories feature examples of student creative ideas. We also profile an accounting alum who is an artist and entrepreneur, and I don't mean in the "creative accounting" sense.

Thank you for promoting Truman State University and the School of Business with family, friends, and colleagues. First-person experiences carry tremendous value for student recruitment and job placement. We invite you to return to campus to engage with our students and faculty—you have interesting and valuable experiences to share.

Enjoy scrolling or thumbing through the pages of *Pedigree*!


Deb Kerby, Dean

**Thank you for
promoting
Truman State
University ...**

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Business on**



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~ MISSION ~

The School of Business graduates ethically-aware prospective business and civic leaders who are articulate communicators, effective team members, and skilled critical thinkers and problem solvers. The School of Business cultivates a community of learners by emphasizing:

- ❖ A rigorous, liberal arts and sciences educational foundation;
- ❖ Highly selective admission of students;
- ❖ Civic engagement;
- ❖ Leadership development; and,
- ❖ Experiential and applied learning activities to enhance student learning.

~ VISION ~

The School of Business will be students' preferred choice for a high-quality business education delivered in a liberal-arts environment.



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School of Business Core Values

Student Learning

- Faculty use effective pedagogies to address the varied learning styles of students.
- Assignments, projects, and other learning activities reinforce the development of creative and critical-thinking skills, effective communication skills, technological proficiency, ethical awareness, and life-long learning.

Excellence

- Faculty members maintain high standards of achievement for student performance.
- Students demonstrate high levels of achievement on learning outcomes through course performance and results on nationally-normed examinations.
- Faculty members demonstrate excellence through their teaching and learning, scholarship impacting practice and pedagogy, and service to the profession and community.

Accountability

- Faculty exercise responsible stewardship of the curriculum, maintaining its relevance to current and future business practices.
- Faculty remain current in their disciplines and use effective instructional methods to enhance student learning.
- Faculty assess student achievement of defined learning outcomes and implement changes to the curriculum and pedagogy to improve student learning.

Collegiality

- Faculty, staff, and students build an atmosphere of mutual respect.
- Faculty and staff share ideas, support others' efforts, and interact with others professionally.

Social and Corporate Responsibility

- Curriculum design and course assignments address the significant issues facing society and businesses, such as ethnic and cultural diversity, environmental sustainability, human rights, sustainable development, and other emerging issues.
- The School provides resources to hire and/or develop faculty prepared to conduct research and provide instruction related to social and corporate responsibility.

Ethics and Integrity

- Students, faculty and staff interact with others in an ethical and professional manner.
- Faculty members teach approaches to ethical reasoning.
- Students demonstrate ethical-reasoning skills.

Pursue.



School Welcomes New Students

In August 2017 the School welcomed approximately 175 first-year, transfer, and international students to Truman. Dean Kerby broke the ice by asking a few informational questions and tossing out School footballs as a reward for participating. The students and faculty had a friendly game of trivia, and once again the faculty were shut out of the top three spots. Representatives from the School of Business student organizations were present to distribute information about their activities.

Students Transition to Upper-Level Classes

In October 2017 and March 2018, the School of Business hosted Bridge Ceremonies to celebrate the students who were granted permission to enroll in upper-level ACCT and BSAD courses. These students had successfully completed prerequisite course requirements with the required GPA, submitted their resume, and developed a graduation plan.

Truman alumnus **Jim Cherrington ('85)** served as the keynote speaker during the fall ceremony. Cherrington is the Director of Business Services for the Columbia Public Schools. **Rachel Hanson**, a senior Business Administration Major with concentrations in Management and Finance, also spoke to the students.

During the spring Bridge Ceremony, **Terry Combs ('96)** addressed the students. Combs serves as the Chief Executive Officer for the Chariton Valley Association, a nonprofit organization providing services to individuals with developmental disabilities. **Keilah Sullivan**, a senior Business Administration major with concentrations in Finance and International Business, along with minors in Statistical Methods and Spanish, shared her perspectives with the students.

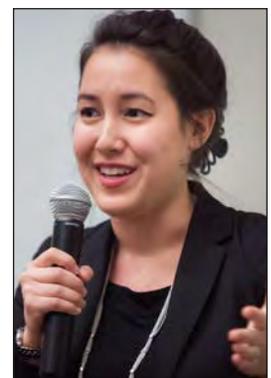
Drs. Stephen Allen and **Jeff Lingwall** recognized students during the October and March ceremonies, respectively. Each student received a padfolio embossed with the School of Business logo.

*Speakers at the 2017 and 2018 Bridge Ceremonies were (clockwise from top left) **Jim Cherrington ('85)**, Director of Business Services for the Columbia Public Schools, **Terry Combs ('96)**, Chariton Valley Association Director; and **Rachel Hanson**, Business Administration senior; and **Keilah Sullivan**, senior Business Administration.*

Fall 2017



Spring 2018



Master of Accountancy Students Receive Hoods



Front row, left to right: Randy Soto, Brittany Kaiser, Carolyn Wappelhorst, Nicholas Terreri, Collin Kuntz, Blake Grojean, Jennifer Kramp, Natalie Ross, Stephen Fredericks, Grant Parsons

Middle row: Ninh Nguyen, Marliss Zwaschka, Bryan Morton, Taylor Lang, Ryan Bunselmeyer, Gabriel Sander, Kailey Braddy, Sherry Jiang, Mallory Sone

Back row: Austin Tinsley, Mathew Kuehnle, Andrew Riek, Christopher Beckmann, Zachary Fischer, Dalton Zeiser, Christopher Goeckner, Alex Hoffmann, Alexander Klocke, Micah Palmer



Dr. Isaac Ison and Dr. Michael Barnes bestow the master's hood upon Mallory Sone.



Ryan Bunselmeyer ('17, '18), student speaker



Derek Smith ('01, '02), guest speaker

The Accounting Department faculty bestowed graduate hoods to Master of Accountancy graduates during a ceremony on Saturday, May 12, 2018. Alumnus **Derek Smith ('01, '02)**, a partner with BKD in Springfield, MO, served as the keynote speaker. Master of Accountancy graduate **Ryan Bunselmeyer** delivered remarks on behalf of the students. The students celebrated graduation on Saturday, but most returned to study for the CPA exam on May 14.

Congratulations and best wishes to the graduates as they enter their accounting careers!

Two Truman Alumni Serve as Bentele/Mallinckrodt Executives in Residence

*In recognition of the significant contribution that **Raymond F. Bentele, ('60)**, made as President and CEO of Mallinckrodt, Inc., the Raymond F. Bentele/Mallinckrodt Executive-In-Residence Program was endowed in the School of Business by IMCERA Group during 1993.*

This endowment enables the School to select one outstanding individual from business and industry each semester to spend two days on campus. The executive is to be engaged in discussions with Truman students, both in and out of the classroom.

Fall 2017 Executive-in-Residence

Russ Willey ('88, '90), Senior Vice President of Corporate Business Management for Enterprise Holdings Inc., served as the Bentele/Mallinckrodt Executive in Residence on Oct. 25-26, 2017. Willey is responsible for many of the company's administrative shared services including the areas of title, licensing, accounts receivable, accounts payable, citations, commissions, licensee accounting and credit card accounting.

Enterprise Holdings operates through an integrated global network of independent regional subsidiaries and franchises – the Enterprise Rent-A-Car, Alamo Rent-A-Car and National Car Rental brands, at more than 9,600 fully staffed neighborhood and airport locations in more than 90 countries and territories. Enterprise Holdings is the largest car rental company in the world, as measured by revenue and fleet.

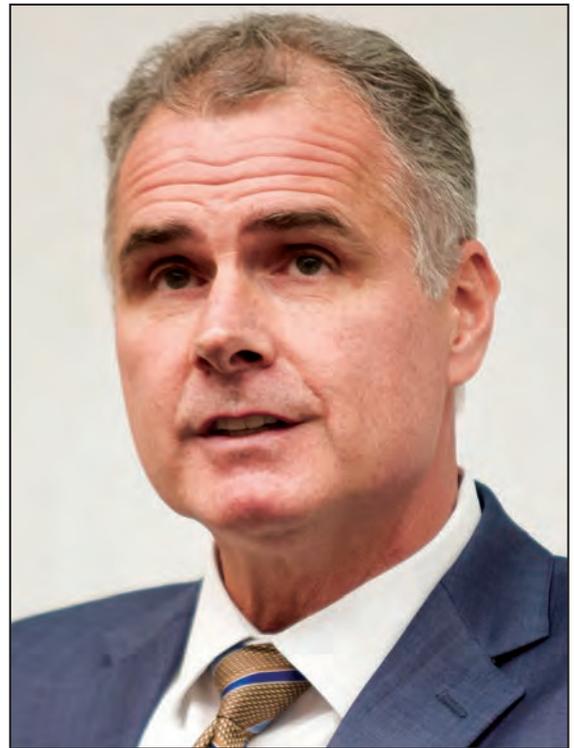
Willey began his career with Enterprise in 1994 as Business Manager for Enterprise Fleet Management. He has held many positions with Enterprise including Controller of the Heartland Group, Assistant Vice President of Corporate Accounting Policies, Procedures and Systems, and Vice President of Internal Audit.

In 2009, Willey joined the Centric Group to serve as both Vice President of Finance and Chief Financial Officer. As Chief Financial Officer, he oversaw all administrative areas of the business including accounting and finance, human resources, treasury, tax, mergers and acquisitions, administration and legal. He also served as a Director of the Centric Board.

In 2016, Willey returned to Enterprise Holdings with a promotion to his current role. In addition to leading Shared Services, he supports real estate and corporate facilities, St. Louis community relations and business management for the Enterprise Holdings Foundation, the company's philanthropic arm.

Willey earned B.S. in accounting and Master of Accountancy degrees from the University. He lives in St. Louis and serves as a board member for the Enterprise Holdings Foundation and Treasurer for the John Burroughs School Board of Trustees.

During his visit, Willey spoke to students in several courses, including Entrepreneurship, Auditing, Advanced Accounting, and a Seminar in Finance. He gave an open presentation to students and faculty about the past, present, and future of Enterprise. Willey included perspectives about ride-sharing and autonomous vehicles in this presentation. Students also had the opportunity to meet with him at lunch and during informational interviews.



Russ Willey, Senior Vice President of Corporate Business Management, Enterprise Holdings, Inc.



Spring 2018 Executive-in-Residence

*Doug Villhard,
co-founder
and CEO of
Second Street*

Doug Villhard ('94) served as the Bentele/Mallinckrodt Executive in Residence in April 2018. He is the co-founder and CEO of Second Street whose "Audience Engagement Platform" (with solutions for contests, interactive content, email, and audience insights) is licensed by over 3,000 newspapers, TV, and radio stations across the United States as well as brands like ESPN, *Sports Illustrated*, Pabst Blue Ribbon, Sierra Nevada, and many more. Villhard is also a managing partner of Villhard Growth Partners -- a growth equity firm who invests in technology companies.

Villhard received a communications degree from Truman State in 1994 and a masters in communication from Boston University in 1995. He recently went back to school and earned his MBA from Washington University in St. Louis in 2014.

Villhard began his career at Disney in 1995 at the start of the Internet revolution and has founded, sold, bought, and run SaaS/Internet companies ever since. One of his previous start-ups was purchased by CBS and is now known as MaxPreps.com — a leading high school sports network.

Villhard lives in the St. Louis area with his wife Diane and four kids. He met Diane at Truman "back in the day." Together they are proud to have founded a local high school which is in its 6th year and now has hundreds of enrolled students. In his spare time, Villhard coaches little league baseball and a middle school robotics team. If you meet Doug, ask him about his most recent hobby -- songwriting.

Villhard spoke with students in Brand Management and Consumer Behavior while on campus. He spoke on the topic of "Understanding Consumer Behavior to Build a Brand." Villhard conducted informational interviews with ten students offering advice about resumes, interviews, and personal brand.

Villhard was the original sponsor and continues to be the driving force behind the Bulldog B.I.T.E. Pitch Competition. He addressed the B.I.T.E. participants and audience during the competition on Friday, April 13, 2018.

Alumni!



Travis & Mindy McCubbin receive the Alumni of the Year Award from School of Business Dean Deb Kerby.

Travis and Mindy McCubbin Named Alumni of the Year

At the April 28 Recognition Dinner, the School recognized the School of Business 2018 Alumni of the Year—the husband and wife team of Travis and Melinda (Mindy) McCubbin.

Travis McCubbin ('97) is the PGA General Manager of The Club at Old Hawthorne in Columbia, Missouri. He manages the overall operations of the club's amenities as well as social and athletic programs for the 780 members that call it home. In addition to the club's operations, Travis manages the homeowner's association for the Community of Old Hawthorne. Prior to assisting with the opening of Old Hawthorne in 2007, Travis worked at several fine private clubs in the St. Louis area. He received a Bachelor of Arts degree in Business Administration-Management in 1997.

Mindy McCubbin ('97) is the Director of Equity Investments at Shelter Insurance Companies in Columbia, Missouri. As part of a team managing over \$5 billion of institutional assets, she has direct responsibility for investments in public common stock as well as private placements within the venture capital, buyout, real estate and private credit markets. Prior to joining Shelter, her previous work experience included various financial analysis and management positions at The Boeing Company. She received a Bachelor of Science degree in Business Administration-Finance in 1997 and earned a Master in Business Administration from Saint Louis University in 2001. Mindy served for six years on the Truman State University Foundation Board where she held a leadership role as chair of the Foundation Investment Committee.

While students at Truman, Mindy was a member of Alpha Sigma Alpha and the Financial Management Association. Travis was a member of Lambda Chi Alpha and also played on the Truman State Men's Golf team.

Mindy and Travis are passionate about investing in the future and education. They provided the vision and financial resources to launch the Bulldog Student Investment Fund (BSIF) which is now a vibrant and dynamic student organization in the School of Business. They were recognized in 2012 as the Truman's Young Alumni of the Year. Mindy and Travis are the proud parents of a daughter, Riley, and a son, Tyler.

*In Recognition
of Outstanding
Service,
Commitment,
and Achievement*



School Recognized Truman Patterson as Young Alum

The School of Business presented the Young Alumnus of the Year Award to **Truman Patterson ('09)**. Truman is a Vice President and Consumer Analyst at Wells Fargo on the Equity Research team that covers the Homebuilding & Building Products sectors, heading the Distribution Sector. Prior to joining Wells Fargo, Truman spent four years at Evercore ISI as a Director on the firm's housing research team. He spent two years at Ticonderoga Securities before joining Evercore ISI. Truman was on the No. 2 ranked team in the 2017 Institutional Investor analyst survey for Homebuilding & Building Products; the team ranked No. 1 in the sector in 2015 and 2014.

Truman is a CFA charter holder and earned a BS in Business Administration-Finance with cum-laude honors from Truman State University. While attending Truman, he was a member of Alpha Kappa Lambda, Inter-fraternity Council, SERVE Center, Tag and Truman Roller Hockey. More recently, Truman served as a speaker on the Truman campus for "The Third Tuesday Lecture Series" sponsored by the University's Bulldog Student Investment Fund. Truman currently serves on the Truman State University Foundation Board and is a member of the Investment Committee.

Truman Patterson (left) receives the Young Alumnus of the Year Award from School of Business Dean Deb Kerby.

America's Pastime Through Art



Top: **Nate Rueckert ('03)** with *Baseball United States*.

Nate Rueckert ('03) was obsessed with baseball. He played countless hours of catch with his father, went to see his hometown heroes at Busch Stadium and even tried to emulate them on the field during little league games. He was talented enough to play at the collegiate level and did so for three seasons while pursuing his Bachelor of Science degree in accounting at Truman. It is rare to make it to the hall of fame without a day spent in the majors, but Rueckert found a way to make it happen.

A labor of love has evolved into a profitable side business for Rueckert and it earned him a spot in the sport's most hallowed halls. In 2017, a five-foot wide map of the United States he crafted entirely of used baseballs debuted in Cooperstown, NY.

"There's something awesome about taking something tattered, torn, used, forgotten – these baseballs that have definitely seen better days, ones that most coaches would just throw away – and just turning them into beautiful pieces of art," he said.

Being an artist was never really part of the plan for Rueckert. Indeed, his day job remains far more analytical. After working in public accounting at Ernst & Young, Rueckert and his wife, **Micaela ('05)**, are raising their three daughters (Nyla, Nora, and Melina) in Sioux Falls, S.D., where he is a senior external financial reporting consultant for Wells Fargo Advisors. He works four days a week with the fifth day dedicated to his business, the Baseball Seams Co., which he started in 2001 while he was still a student.

Inspiration can come from a variety of places, and

for the Baseball Seams Co., its origin is rooted in the wake of tragedy. Rueckert remembers vividly the events of 9/11. He skipped his classes and was glued to the television, trying to comprehend the news of the day. Like so many other Americans, he felt hopeful the following month when he saw the president throw out the first pitch during the World Series.

"For me, it was a moment that transcended sports," he said. "For whatever reason, the idea to make an American flag out of old, tattered baseballs popped into my head."

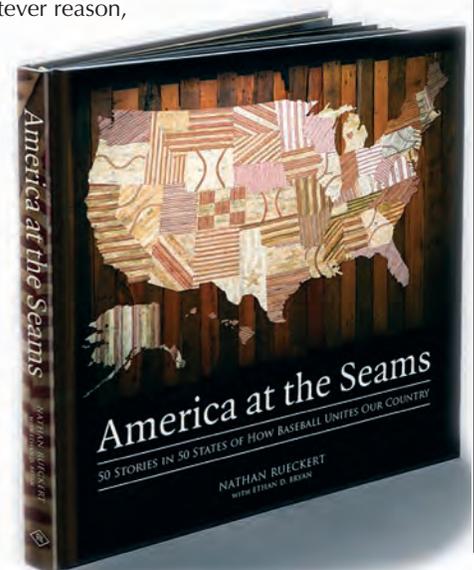
Rueckert has been making original works of art using baseballs as his medium ever since. The project that was displayed in the Baseball Hall of Fame was actually a two-year undertaking that evolved into a book. After crowdfunding more than \$30,000

through Kickstarter and sponsorships, Rueckert worked with a baseball writer to interview individuals from each state and share their inspirational stories. Baseballs they donated were used to create

the map, and their stories were paired with artistic photos and compiled in a hardback coffee table book available on the company website.

Baseballseamsco.com is far from any run-of-the-mill sports page. It is equal parts art, nostalgia and patriotism. Over the years Rueckert has learned the true value of the game. It is more than statistics or championships. It is something so simple children can play it in the backyard, yet meaningful enough it can help heal a nation in a time of crisis.

— cont.



Ruckert, from page 8

It is America's pastime and, for many, a way of life. Rueckert's company is less about a paycheck and more about staying connected to something he loves while using it as a backdrop to share values he feels are important. "The memories you have in your childhood – it brings out the love you have for your country, the love you have for your faith," he said. "That's what I try to convey in my artwork is connecting baseball to something else that you really feel passionate about."



Colleen Ritchie ('84) talks with students.

Ritchie Presents Professional Development Insights to Students

Selling YOUR Brand in Today's Job Market" was **Colleen Ritchie's ('84)** presentation and professional development workshop held in February 2018. She also conducted mock interviews with students. Participants learned to identify their professional brand, leverage their resumé in marketing their brand, and articulate their brand to prospective employers. Students experienced a realistic interview situation and received valuable constructive feedback.

Ritchie earned a B.S. in accounting and has 30-plus years of experience providing financial and technology solutions to agricultural, beverage, chemical, insurance, theatrical, pharmaceutical, and travel industries. She spent 10-plus years providing IT consulting; leading and staffing IT teams to deliver technology solutions to her clients. Over her career she has interviewed, hired and mentored numerous professionals as they have progressed through their careers. Ritchie recently retired from Reinsurance Group of America.

Ritchie continues to provide valuable service to her alma mater through student engagement and gifts to the Foundation. She served as a six-year member of the Truman State University Foundation Board.

Boards Advise School

Advisory boards participate in developing the strategic plans for the Accounting Department and School of Business. They provide valuable insight about current and emerging issues and technologies in the workplace. Both the Accounting and School of Business Advisory Boards played instrumental roles in prompting the recent updates to the analytical components of the curriculum. The members have helped us to identify executives in residence and classroom speakers, secure internship/employment sites, raise funds, and improve our students' learning experience. We appreciate the board members' commitment of their time, talent, and treasure.

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Europe in Transition Program Explores EU



Professor Jason Lin (center) leads students through various European countries studying business related topics.

The Europe in Transition program combines study and field trips to examine the current issues and problems facing the European Union. In addition to economic factors, the program focuses on the political, cultural, and social perspectives within the EU. The May 2018 trip included the cities of Amsterdam, the Netherlands; Paris, France; Venice, Florence, Assisi, Venice, Sorrento, and Rome, Italy. Seminars and lectures addressed the historical and cultural significance of the sites. Students earned six credit hours for completing the program. The program was led by Dr. Jason Lin, Professor and Chair of the Business Administration Department.







Cutler Interns at Tesla

"Knowing that your work is helping shape the future makes getting out of bed in the morning something you look forward to when you go to sleep at night, ..."

Stephen Cutler is a firm believer in the concept that opportunity is where luck and preparation meet. Throughout his time at Truman, he has done his part to make sure he is prepared. A business administration major with concentrations in marketing and management, his love for anything with an engine has him planning for a career in the automotive or aerospace industry, and he has already completed multiple internships, including two with Boeing. Cutler is certainly prepared, and while scrolling through LinkedIn during his lunch break last fall, he was lucky enough to see a posting for a dream position. Within two weeks he received the opportunity of his lifetime – an eight-month internship offer at Tesla.

Based in Palo Alto, Calif., Tesla specializes in electric vehicles, energy storage and solar panel manufacturing. In its relatively short existence, it has already become synonymous with innovation, and years from now, future generations might credit the company's rise with the golden age of energy sustainability.

"Tesla's mission is to advance the world's transition to sustainable energy. The prospect of contributing to this mission really inspired me to pursue an opportunity with Tesla. Knowing that your work is helping shape the future makes getting out of bed in the morning something you look forward to when you go to sleep at night," Cutler said. "I'm also a huge car enthusiast, so Tesla has obviously been a personal interest for years now considering they make the fastest, safest and most technologically-advanced vehicles in the world."

Since January, Cutler has been working as a purchasing intern within a team of global supply managers supporting four different Tesla vehicles. His days do not consist of coffee runs and copies. Some of his responsibilities include managing cost reduction initiatives, negotiating pricing with current suppliers and managing change control initiatives between the engineering/design teams and their suppliers.

"The expectation here is a lot higher than other internships I've had," Cutler said. "I have been given a huge amount of responsibility to just get work done. It's a very sink-or-swim environment and 'I'm just an intern' isn't an excuse. It's empowering and challenging."

Whatever obstacles might pop up during his internship, Cutler will certainly be ready to meet them, and it will not be the first time he has faced adversity from Tesla. In 2016, he made it to the final round of interviews for an internship with the company before learning he would not receive an offer. Rather than being satisfied with making it further in the process than thousands of other applicants, Cutler took it as a sign to bolster his credentials and try again. Following his second internship with Boeing, a six-month stint in Long Beach, Calif., he was better suited to apply for and receive his current position.

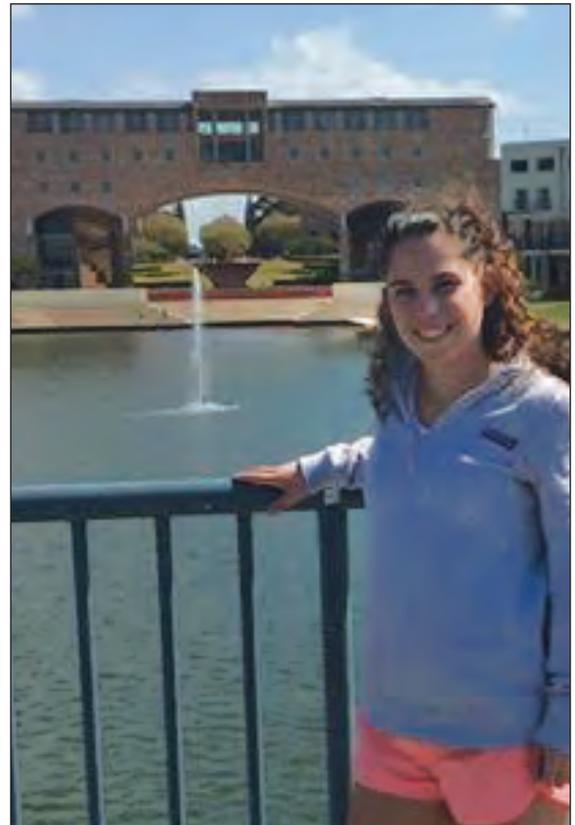
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Cutler at Tesla, from page 12

"Not receiving an offer the first time I applied for this internship was extremely discouraging considering I put so much of my heart into it, but it taught me invaluable lessons in the importance of humility and the value of resilience," Cutler said. "My opportunity to intern with Tesla came from the happenstance of me seeing the right LinkedIn post at the right time and from the steps I took to make myself a more competitive candidate."

With all the work experience he has already accumulated, it can be easy to forget Cutler is still a student. The O'Fallon, Mo., native is on track to graduate in December 2018, and his future seems full of possibilities.

"My overarching career goal has always been to challenge and advance myself as much as possible," Cutler said. "I keep this goal relatively vague intentionally because you never know how your next growth opportunity may manifest itself."



Paige Becher at Bond University in Australia.

Center for International Education Abroad Profiles Students

Amber Smith was named the Center for International Education Abroad (CIEA) student of the month for March. Smith is a senior business administration major and studied abroad at Thammasat University in Bangkok, Thailand, through an ISEP program. The classes she attended averaged 50 students and involved frequent group projects. Having no previous experience with the language, Smith learned basic phrases that allowed her to work around the language barrier, even signing a lease and purchasing a phone plan. She enjoyed being abroad because she gets to experience a country different from the United States.

Paige Becher was the CIEA February student of the month. During the fall 2017 semester, the junior studied abroad at Bond University in Australia. The university is located on the Gold Coast of Queensland which is world renowned for its magnificent beaches, parks, rainforests, and mountain ranges. Aside from the beautiful location, Becher also loved being abroad because she was able to meet new people from all over the globe.



Now You See It, Now ...

August 21, 2017, was the first day of classes. It was also the date of a near total solar eclipse in Kirksville. The weather was not cooperative.

School of Business staff members **Tessa Prewitt**, **Lana Bogear** and **Dean Deb Kerby** prepare for the eclipse.



L to R: **Austin Koster, Hugo Tam, Riley Bonneson, Nicolas Poindexter, Bradford Peace.**

BSIF Students Attend SMIFC

By Bradford Peace, BSIF Member

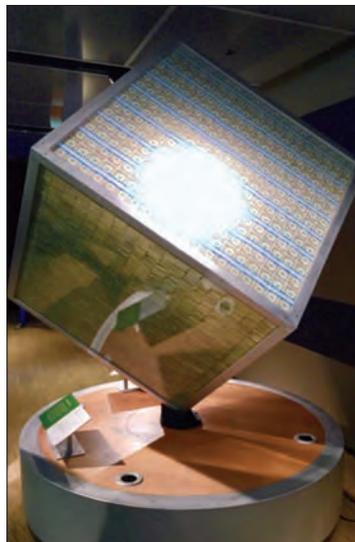
Over the first weekend in October, five Bulldog Student Investment Fund (BSIF) students had the opportunity to attend the Student Managed Investment Fund Consortium in Chicago (SMIFC). The conference exposed the group to investing strategies and information ranging from financial planning to options research.

Brian Wesbury, a well-known economist and economic forecaster talked about the world economic state in 2017 and beyond. He addressed recent increases in productivity and how much progress has occurred over the last few decades. In the near future, Wesbury believes the increases in corporate profits will continue to drive equity values higher, and he thinks 30,000 for the Dow. Other featured speakers focused on financial planning. They discussed asset allocation strategies and relationships with their clients. The speakers stressed the importance of clear goals that accurately address the client's needs.

A representative from TD Ameritrade showed how to use the ThinkorSwim platform. As this was just before the launch of the ThinkorSwim competition, conference attendees were able to get a tutorial on how to do everything from finding a company's cost drivers to creating calendar spreads using the platform's built in trading strategies.

Student panels from the University of Tennessee-Martin, Indiana State University, and Truman State University each discussed their fund's strategy, recent successes, and how they measure risk. Austin Koster, Nicolas Poindexter, and Hugo Tam represented BSIF and covered the foundational philosophies of BSIF and the Fund's rationale for its holdings in response to questions from a moderator and other students.

The group would like to thank all who partake in BSIF activities and all who support financially or with their time to make these wonderful opportunities possible. SMIFC was a wonderful experience where we were able to glean many interesting bits of information from the speakers and representatives from other investment funds.



Brian Roth Brings Billy Goat Potato Chips to Truman

Chef, entrepreneur, and business owner **Brian Roth** spoke to students in Introduction

to Management Accounting and Strategic Management classes on Friday, April 13. Roth is the owner and CEO of The Billy Goat Potato Chip Company located in St. Louis. He shared his journey from student to chef, restaurateur, and chip producer. The chips are hand crafted gluten free, non-GMO, non-peanut oil, certified kosher snacks and are distributed nationwide. Very much to their delight, Roth treated the students to free samples of the chips. Later in the afternoon, Roth served as one of five judges for the Bulldog B.I.T.E Pitch Competition.



Back row: Jim Cunningham, Amanda Gioia, Charles Hunsaker (Advancement), Daymond John, the People's Shark; Mike McClaskey, Ron Thomas, Brian Roth, Doug Villhard
 First Row: William Fries, Anthony Hill, Victoria Kleitz, Joey Goldman, Jonathan Scheeler, Shane Legatzke, Babin Shrestha

Scheeler Wins Bulldog B.I.T.E.

Jonathan Scheeler, a senior business administration-finance major, won the 2018 Bulldog B.I.T.E. elevator pitch competition. As the winner, he earned a prize of \$3,000 for his drone data servicing concept.

Shane Legatzke, a senior accounting and business administration-finance major, earned \$2,000 for his pitch of a system of grants to educate high school students on financial literacy. The team of **Joey Goldman**, a sophomore business administration-marketing and management major, and **Victoria Kleitz**, a senior business administration-management major, finished third and won \$1,000 for their pitch of an application that allows users to find charities that are credible and donate to them.

An elevator pitch outlines the concept or idea for a product, service or project in a short period of time, typically from 30 seconds to three minutes. The length of the pitch mirrors the time spent waiting for and riding an elevator in a high-rise building. The purpose of the pitch is to spur the interest of a potential investor or financial backer.

Bulldog B.I.T.E., which stands for Business Innovation by Truman Entrepreneurs, allowed participants to pitch a for-profit or not-for-profit concept. Judges selected six teams to attend the live pitch competition April 13, in the Student Union, to present their concept to a panel. Contestants were judged based on the problem, product/service solution, market, competition, value creation, seed money, a Q&A session and the presentation of the concept.

The final round judges for Bulldog B.I.T.E. were **Jim Cunningham ('97)**, **Paul D. Garnett ('73)**, **Amanda Gioia ('93)**, **Mike McClaskey ('85)** and **Brian Roth**. The first round judges for the competition were alumni **Amy Gryder ('97)** and **Ron Thomas ('65)**.

Alumni **Doug ('94)** and **Diane ('95) Villhard**, along with Express Scripts, sponsored the 2018 Bulldog B.I.T.E. competition.

Truman Continues Exemplary Performance on CPA Exam

The National Association of State Boards of Accountancy recently released the following 2017 CPA exam results related to first-time exam takers.

Truman ranked:

- Top 3% of programs in the nation
- 5th out of 281 Medium Sized Programs
- 22nd out of 797 Programs (with at least 10 exam candidates)
- 2nd in Missouri

business.truman.edu



Violette Hall's south neighbor, Fair Apartments, is only a memory. Fair was beyond repair and was demolished during June.

Delta Sigma Pi Continues Tradition of Excellence



Delta Sigma Pi held its 51st Grand Chapter Congress in New Orleans, August 16-20, 2017. Eleven students from the Truman State Iota Nu chapter and Chapter Advisor **Dr. Debi Cartwright** attended the event. The Chapter won the following awards for their activities during the 2016-2017 academic year:

Regional Awards:

- Gateway Region R. Nelson Mitchell Outstanding Chapter
- Gateway Region Outstanding Financial Operations
- Gateway Region Outstanding Service
- Gateway Region Outstanding Scholastic Development
- Gateway Region Outstanding Alumni Relations
- Gateway Region Chapter Advisor of the Year

Back row (l-r): Joe Shaver, Zachary Estep, Winston Chien, Prof. Debi Cartwright, Amber Smith, Megan Zindel, JoAnna Hill

Front row: Brad Hobson, Valerie Schmidt, Rachel Echternacht, Veronica Cheney, Claire Vasilis, Rachel Hanson

Provincial Awards:

- South Central Province Outstanding Scholastic Development
- South Central Province Outstanding Alumni Relations
- South Central Province Chapter Advisor of the Year

National Award:

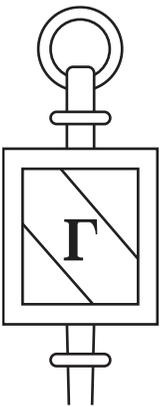
- Chapter of Excellence



Row 1, (L to R): Jenna Rakers, Tiffany Middlemas, Nicolas Poindexter, John Kusmec, Quinn Miller, Monica Wickenhauser

Row 2: Carla Garnett, Nathan Leiter, Andrew Lind, Jacob Dobbs, Micah Palmer, Benjamin LeMon, Mary Beth Sita

Beta Gamma Sigma Inducts New Members



Beta Gamma Sigma, the International Business Honor Society, inducted new members on April 28. Beta Gamma Sigma is the international honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business. Beta Gamma Sigma membership is the highest recognition that an AACSB-accredited University can bestow upon a business student. Membership is extended to only the very top students in the junior, senior, and graduate classes. **Truman Patterson ('09)** addressed the students and offered practical advice as they prepare for their professional future. Students received the Beta Gamma Sigma key, certificate and honor cords. New inductees included Daniel Alter, Anh Bui, Ryan Bunselmeyer, Jacob Dobbs, Carly Garnett, John Kusmec, Nathan Leiter, Benjamin LeMon, Andrew Lind, Tiffany Middlemas, Quinn Miller, Micah Palmer, Nicolas Poindexter, Jenna Rakers, Mary Beth Sita, Monica Wickenhauser, and Dr. Janet Gooch (Executive Vice President for Academic Affairs & Provost).

Alpha Kappa Psi Excels at Case Competition

Congratulations to Alpha Kappa Psi – Tau Upsilon Chapter of Truman State University for their participation in Alpha Kappa Psi’s Annual Case Competition. They competed at the Principled Business Leadership Institute Convention in Chicago early in the spring semester. Out of many submissions, they earned second place in their region, placing them among the Top 8 case competitors in the country. Team members included Tori Kleitz, Thanaphat Chananukul, Parker Arnall, Ben Collins, and Joey Goldman.

The team issued this statement: “We’d like to thank our chapter members for their enduring support throughout the three months of preparation for this competition. Furthermore, we would like to thank the School of Business faculty for their expertise whenever we were confused and needed guidance. All that being said, we have thoroughly enjoyed having the opportunity to improve our business acumen and are thankful for everyone who has helped us along the way.”

**MARK YOUR
CALENDAR!**
SCHOOL OF
BUSINESS
*Spring
Recognition
Dinner*
April 27, 2019



The team of **Mia Palumbo, Margherita Parlangei, Jessica Pittman, Katia Pallais** took first place at UMSL's International Business Case Competition.

Truman Team Captures First at UMSL International Business Case Competition

The 2018 International Business Case Competition was hosted by the University of Missouri-St. Louis College of Business and International Business Institute on April 6 – 7, 2018, in St. Louis, Mo. Eleven universities from around the country participated in the competition. In addition to Truman, participants included Babson College, University of Pennsylvania at Bloomsburg, Illinois State University, Southeast Missouri State University, Temple University, University of Missouri-St. Louis, University of Oklahoma, University of Richmond, Villanova University, and Washington University of St. Louis.

During the two-day competition, students were given a case related to Nidec Corporation, a Japanese manufacturer of electric motors. The teams were required to analyze the case and develop recommendations within 24 hours for resolving the issues. The recommendations were presented to the jury composed of the executives of Nidec Corporation, guests, and other university leaders.

Truman was represented by the team of **Katia Pallais, Jessica Pittman, Mia Palumbo** and **Margherita Parlangei**. The Truman team won first place, Temple University received second place and Washington University in St. Louis placed third. The executives from Nidec Corporation told the Truman participants that they will be implementing several of the suggestions they provided.

Student Run Business Initiative Launches



The Student-Run Business Initiative has gotten Zampaw its 501 (c) (3) status granted by the Internal Revenue Service and now has a local business and retail license. They have filed for a trademark and are in the middle of that process. Their first foray will be at Red Barn in September timed to coincide with Family Day at Truman so come out and support their cause.

Zampaw has a new faculty advisor, **Dr. Kathy Otero**, who replaces the retiring Adrien Presley. They thank Dr. Presley for his three years of service to the organization and welcome Dr. Otero's enthusiastic support of Zampaw. They have developed their first product – a coloring book based on Truman students' artwork. Zampaw also have a t-shirt making machine with orders already for the fall.

Zampaw continues to support Field of Dreams, their local philanthropy, with their time, talents and treasures helping with adoption days and their move to a new location. They have had a number of successful fundraisers, and things are perking along nicely, and the kids are getting hands-on experience about how to run a business.

Dr. Katherine Jackson (faculty advisor) and **Aaron Toomey** went to their first Student-Run Business Conference in Chicago. Toomey won his seat on the trip by having the most service points in SRBI. The conference had a total of eight schools in attendance all of whom run businesses for their respective universities. Zampaw was the only non-school sponsored team. The conference was very informative and gave us lots of ideas. Zampaw thanks Dean Deb Kerby for funding the trip and hope to attend next year's conference in St. Louis.

See you at Red Barn on September 29, 2018!

Homecoming 2018 is:
Oct. 12-14!



Truman Students Connect with Chicago Alumni

By Kate Ewald, participant

... Often we seem to take our liberal arts education for granted when, in reality, it is a major asset. ...

Truman Connect Chicago was a success again this year. Truman alumnus **John Thompson**, now a partner with Aon in Chicago, graciously hosts this professional development event for Truman students each year. From October 4-6, 2017, 13 Truman students had the opportunity to attend this event and participate in both cultural and networking events in downtown Chicago. While it is always fun to get to know a new city and enjoy its culture, the biggest takeaway was the networking during the trip. Throughout the event, several professionals spoke with us about their journey from college to the career world and how they got to where they are today. The common theme among all presenters was the importance of networking and the vastness of the networking world. According to one of the attendees, **Hannah Hall**, "I now have a much clearer understanding of my options and what steps to take after completing my undergraduate degree. One of my biggest takeaways is how truly interconnected the various sectors of the world we live in have become and how that plays out in the workplace."

All the presenters that graduated from Truman put a major emphasis on tips and the importance of marketing our skills as liberal arts students. Often we seem to take our liberal arts education for granted when, in reality, it is a major asset. By attending the Truman Connect Chicago event, we gained a better understanding of how career paths can be developed and how important your network is in the development of those paths. We are so grateful for the opportunity to attend such an eye-opening, educational event. Thank you to John Thompson and the many other alumni who make events like this possible for Truman students. Without their ongoing generosity and support professional development opportunities such as Truman Connect Chicago would not be possible.

PwC Hosts Truman Challenge Competition

The Truman Challenge Competition was hosted by PwC on Nov. 2, 2018. Fourteen teams made proposals to an open-ended case study. PwC Tax Partner **Sai Montalbano** and PwC Audit Manager **Alex Koenen** served as the judges. The 1st place team members (above right) were Montalbano, **Nicolas Poindexter**, **Chance Hill**, **Abby Lee**, **Ana Orozco**, **Briley Anderson**, and Koenen. They each received \$250 gift cards. The 2nd place winners received \$200 gift cards, and team members included (below right) Montalbano, **Adam Wittenauer**, **Jack Theobald**, **Will Hopkins**, **Jake Koenig**, **Jeff Masters**, and Koenen.



TruGiving



I knew from my first step on campus that Truman was the school for me. ... Being able to major in both business and music has allowed me to experience two very different programs at our university, and I've greatly enjoyed my time in both.

— Adam Boyles

Adam Boyles was the 2017-18 recipient of the Alma L. Kotez Scholarship.

<http://giveonline.truman.edu>

Cartwright Receives Award of Excellence

Debi Cartwright, Professor of Business Administration, was selected as the recipient of the Professional Fraternity Association's (PFA) 2017 Faculty Advisor Award of Excellence. The Central Office of Delta Sigma Pi nominated Dr. Cartwright for the award. The award "recognizes a current faculty advisor for a campus-affiliated chapter of a Professional Fraternity Association member organization, who has achieved an exemplary relationship with the students." The award was presented Sept. 2017 at the 2017 PFA Conference in Birmingham, AL.

Debi Cartwright receives the PFA 2017 Faculty Advisor Award of Excellence from the Professional Fraternity's Association.



Kaden Assumes Accounting Department Chair

Dr. Stacey Kaden became the Chair of the Accounting Department effective June 1, 2018. She follows Scott Fouch, Professor Emeritus of Accounting, who is returning to retirement again.

Dr. Kaden joined the faculty as an Assistant Professor of Accounting in August 2014. She is an alum of Truman earning both B.S. in Accounting ('03) and Master of Accountancy ('04) degrees. After graduating from Truman, Dr. Kaden worked as a tax professional with BKD, LLP for five years. She earned a Ph.D. in Business Administration with an accounting focus from the University of Arkansas.

Since joining the faculty, Dr. Kaden has taught Introduction to Financial Accounting, Intermediate Accounting I, and Federal Taxation. She will be taking on Tax Research/Selected Tax Topics during the 2018 fall semester. Dr. Kaden received the School of Business Excellence in Teaching Award in 2016. She has published three journal articles since joining the faculty and has served on numerous Department, School, and University committees.



Dr. Stephen Allen is congratulated by Dean Deb Kerby for receiving the 2018 Excellence in Teaching Award.

Allen Receives 2018 Excellence in Teaching Award

Each spring semester, current students and alumni are invited to submit nominations for the School of Business Excellence in Teaching Award. From the pool of nominations this year, the Business Student Executive Council narrowed the pool to three finalists. After reviewing course evaluations and grade distributions of the nominees, the Dean, in consultation with the department chairs, selected the 2018 recipient: **Dr. Stephen Allen**, Professor of Business Administration.

The student nominator stated that because of Dr. Allen, "I have started to treat my schooling with a more professional outlook. I care about being early to school, and I am excited to learn about this subject at 8:30 in the morning. I have also gained skills I will need to own my own business."

Dr. Allen is a multiple-time nominee and repeat recipient of the Excellence in Teaching Award. He will receive a \$1,000 grant and have his name placed on a plaque outside the School of Business Office.

Faculty Recognize Outstanding Students

The Accounting and Business Administration faculty selected students as Outstanding Students in their programs. The students received recognition certificates during the School of Business Recognition Dinner on April 28 in the Student Union.

Outstanding Student – Graduate Accounting

Natalie Ross is a tax student in the Masters of Accountancy program and works as a teaching and research assistant. Her memberships at Truman include Beta Alpha Psi, Delta Sigma Pi, Club Volleyball, and the Catholic Newman Center. After graduation, Ross will work as an auditor at KPMG in Kansas City.

Outstanding Student – Undergraduate Accounting

Timothy Hudson is an Accounting major with membership in Delta Chi, Order of Omega Greek Leadership Honor Society, the 2017 Homecoming Committee, Alpha Kappa Psi, and was president of the Student Activities Board. He also spent time as a student advisor, student ambassador, and student worker for the IT Service Center. Hudson's future plans are to return to Truman in the fall to obtain his Master of Accountancy and ultimately sit for the CPA exam.

Outstanding Student – Business Administration - Marketing

Hayley Sherman is a senior Business Administration major with concentrations in Marketing and Finance. She is involved in Sigma Sigma Sigma, the Student Activities Board, Delta Sigma Pi, the Pershing Society, Mary Immaculate PSR. Sherman has served as a School of Business Academic Peer Mentor. After graduating, she will attend the University of Iowa Law School to earn her Juris Doctorate.

Outstanding Student – Business Administration - International Business & Finance

Keilah Sullivan is a Business Administration major with concentrations in Finance and International Business with minors in Statistical Methods and Spanish. Her memberships include Sigma Delta Pi and Beta Gamma Sigma. Sullivan also served on the executive boards of United Speakers, GlobeMed,

Outstanding Student – Business Administration - Management

Rachel Hanson is a Business Administration major with concentrations in Management and Finance and a Statistical Methods minor. She held membership in Delta Sigma Pi, serving as president in 2017-2018, and as vice-president of Beta Gamma Sigma. After graduation, Hanson will move to Seattle to work in Boeing's Business Rotation Program.

Federation of Schools of Accountancy Award

Collin Kuntz received The Federation of Schools of Accountancy (FSA) Student Award. The FSA annually recognizes an outstanding student from each full member school who is enrolled in the fifth year of a program leading to a Master's degree with the word 'Accounting' or 'Accountancy' included in the degree designation.



Natalie Ross



Timothy Hudson



Hayley Sherman



Keilah Sullivan



Rachel Hanson



Collin Kuntz

Presley Retires After 21 Years

The School of Business said goodbye to its biggest Elvis fan, **Dr. Adrien Presley**, during his last School of Business faculty meeting on May 9. Dr. Presley is retiring after 21 years of service to Truman. Through those years, he regularly taught Operations Management, Database Management, Global Supply Chain Management, and Information Technology. Adrien served on or chaired numerous committees at both the School and University level. Violette Hall 2442 will not look the same without Adrien and Elvis. Best regards to Professor Presley from his colleagues and many students!



Emeriti Faculty Pursue Interests

Dr. Sandra Fleak, Professor Emerita of Accounting, (above) and **Dr. Scott Fouch**, Professor Emeritus of Accounting, (below) continued to teach accounting courses part-time during the 2017-2018 academic year. Dr. Fouch also wrapped up his term as Chair of the Accounting Department. You might wonder what emeriti faculty do during their retirement time. During the past year, Dr. Fleak and her husband Sam cruised the Panama Canal and the Alaskan/Canadian coastline and explored sites during shore visits. Dr. Fouch acquired a bulldozer and has been having fun clearing brush and trees. Digging big holes is next on his agenda.



Scholarship

Students Receive Scholarships for 2018-2019

School of Business students were awarded more than \$137,000 in Foundation scholarships during the 2018 Spring Recognition Dinner on April 28. These scholarships provide significant financial assistance to the students. Scholarships are funded through generous gifts from individuals, companies and organizations, trusts, and estates.

Alma L. Kotez Memorial Scholarship

Christy Boschert
Carson Bowman
Taylor Collins
Rachel Elder
Bailey Hawkins
Neer Patel
Kelsey Petre
Kayla Peterson
Dinh Huy Phan
Farzad Rashidi
Linh Tran
Son Tran
Ben Wolf

BKD Annual Undergraduate Accounting Scholarship

Jacob Dobbs

BKD Graduate Accounting Scholarship

Taylor Collins

The Boeing Company – Business and Accountancy Scholarship

Neer Patel
Sydney Scherzinger
Claire Vasilis

Bobby Cowell Life Changing Scholarship

Yen Luu

Frank A. Davey Memorial Scholarship

Danika Eaker

Charles Foudree Scholarship

Jim Higgins
Tim Hudson

Class of 2011 Accountancy Scholarship

Monica Wickenhauser



Robert A. Dager Scholarship recipient, Madelyn Jobe, receives her certificate from President Emeritus Robert Dager.

Eugene J. Croarkin Accounting Scholarship

Danny Alter
Wen Tang

Robert A. Dager Scholarship

Madelyn Jobe
Amber Smith
Claire Vasilis

Delta Sigma Pi/Tina Schmidt Memorial Scholarship

Jared Bloustine

James Edwards Accounting Scholarship

Sydney Scherzinger

Howard & Anne Elsberry Opportunity in Business

Matt Buchheit
Zachary Whitehead

EY Accounting Excellence Scholarship

Levi Krauss
Nicolas Poindexter

Mary Giovannini Scholarship

Joseph Niblock

Grace Hortense Greenley Scholarship

Taylor Athon
Jared Bloustine
Reagan Boyd
Rebecca Geraghty
Katie Kottmeyer
Gavin Pettig
Monica Wickenhauser

Duane & Joy Hercules Family Accounting Scholarship

Will Hopkins
Tyler Nord

William C. Holper Memorial Scholarship

Rebecca Hilsabeck
Eric Wang

Vaughn G. Hysinger Business Scholarship

Madison TenEyck

Iota Nu Finance and Leadership Scholarship

Adam Boyles
Claire Vasilis

John H. Jepson Memorial Scholarship

Jenny Cho

Edward Jones & Company Scholarship

Nicole Muenz

Kevin & Bonnie (Neuner) Kuebler Annual Business Scholarship

Eric Wang

Dean Earl & Edna Ludlow Business Scholarship

Noah Bauer-Dehart
Jocie Hogsett

Gregory & Donna Meier & Friends Business Scholarship

Drew Jurad

Joseph Mitch Memorial Scholarship

Jacob Dobbs

Missouri Society of Certified Public Accountants Scholarship

Nicolas Poindexter
Monica Wickenhauser

Thomas & Maria O'Brien Business and Accounting Annual Scholarship

Kyle Smith

Susan & Joseph Orr Accounting Scholarship

Linh Tran

Larry & Sharron Quisenberry Business Scholarship

Mackenzie Matthews

PricewaterhouseCoopers Accounting Scholarship

Sydney Scherzinger

Jeff & Marilyn Romine Scholarship

Kayley Collins
Kristen Schepker

Dr. Paul Owen Selby Memorial Scholarship

Tyler Athon
Rebecca Geraghty
Rebecca Hilsabeck
Joseph Niblock
Garett Olson
Caroline Ruprecht
Emily Zaner

Ryan & Lauren (Rase) Shreve Annual Scholarship

Eric Wang

TEI St. Louis Scholarship

Tyler Nord

L. L. Via Fund for Excellence Scholarship

Wendy Huang

UHY Advisors Accounting Scholarship

Taylor Collins

Ina Finegan Whisler Scholarship

Rachel Ludwig



Jeff & Marilyn Romine Scholarship recipient, **Kristen Schepker**, is flanked by **Jeff** and **Marilyn Romine**.



Eric Wang is the recipient of the **Kevin & Bonnie (Neuner) Kuebler Annual Business Scholarship**.

<http://giveonline.truman.edu>

VITA STATS

Volunteer
Income Tax
Assistance

Years
2015-18

Returns
Filed
2,867

Refunds
Claimed
\$1,185,000





TRUMAN STATE U | Honor • Celebrate • Pursue



Five of the University's six living former presidents returned to Kirksville April 13-14, 2018 to participate in the Sesquicentennial Celebration as part of the Truman State University Foundation Banquet weekend. The annual event honors donors and the significant impact they have on Truman. Pictured from left to right: **Sue Thomas, Darrell Krueger, Robert Dager, Jack Magruder, Barbara Dixon and Troy Paino.**



Susan Plassmeyer ('86) and Business Professor of Accounting Emeritus **Jeff Romine ('74)** speaks with former president **Barbara Dixon.**

Jim Cherrington ('85) shares his table with Mid-MO Alumni Chapter's Scholarship Recipient, **Samantha Tackitt** and her mother, **Denise** at the 2018 Foundation Banquet.

150 Celebration fireworks at the Student Activities Board's Final blowout on April 23, 2018.



Truman State University
School of Business
100 East Normal
Kirksville, MO 63501



TruGiving



Truman provided a tremendous foundation for our future – it feels right to give back to support more Truman futures!

Kevin Kuebler ('90)

Adam ('17), Bonnie ('87), Jane ('19), and Kevin ('90) Kuebler

<http://giveonline.truman.edu>