What a fabulous year it has been! I am humbled and deeply privileged to lead the Colorado State University College of Business as it celebrates its 50th year. After visiting last fall with the college’s founding dean, the late Don Dobler, and so many faculty and staff emeriti who served during his 20-year tenure, I understand why the College of Business is so special. The college has always been and always will be deeply committed to its students, providing not only a rigorous but also a relevant education. Consistent with this mission, we hire faculty members renowned in their fields, who conduct cutting-edge research and are outstanding teachers and mentors. And finally, our college creates ethical and global leaders who are passionate about making a difference in our local community and across the globe.

With these three enduring pillars, the college is now recognized as one of the leading business schools in the country, that includes our exceptional undergraduate business, world-class distance MBA and top-ranked Global Social and Sustainable Enterprise (GSSE) MBA programs. I have spent the past year proudly telling our story and strengthening relationships with business partners, alumni, policymakers, and our many friends near and far.

Our tremendous success is largely due to the committed support from our alumni, donors, employers, students, faculty, and staff, who are united in their desire to help us forge an even brighter future. In honor of our 50th anniversary, the College of Business received the largest single gift in its history from CSU alumnus Michael S. Smith, Freeport LNG chairman and CEO, and his wife, Iris.

With their generous $5 million investment in the college, the Smiths established 50 full-tuition scholarships to allow the most talented Colorado students to pursue a CSU business degree, regardless of their ability to pay. This historic gift is an inspiring example of how support from our community can help shape the next 50 years.

Let’s use this milestone as the starting point for exploring new opportunities that advance our core mission and further elevate our position as a leading business school.

In gratitude to all who have contributed to the College of Business’s success, we have created this 50th anniversary edition of our Difference magazine to celebrate our past, capture our present, and to imagine our future in 50 years. Thank you to Karen Klein and all of the College of Business staff who worked so hard on this special edition. Thank you, Dr. Ted Weston, faculty emeritus, and Dave Dobler for arranging the meeting between Dean Dobler and me. Finally, a special thanks to George Kress, faculty emeritus and College of Business historian. Without his historical accounts and archives, this special edition would not be possible.

I hope to see you at our college’s 50th Birthday Bash and Homecoming celebration on Oct. 8 at Hughes Stadium.

Here’s to the next 50 years!

Beth Walker
Dean, College of Business
THE EVOLUTION OF A BUSINESS EDUCATION:
COLLEGE REACHES 50 YEARS

TRANSFORMATIVE POWER
Michael and Iris Smith make a generous gift to support future scholars

DIFFERENCE MAKERS
Honoring the vanguards of the College of Business

THE BUSINESS OF RESEARCH
Making an Impact

DISTANCE LEARNING
Learn where you are

COLLEGE OF BUSINESS AT FIFTY
People, places and little known facts

CAREER MANAGEMENT CENTER
Students find ample opportunities to succeed

CELEBRATING 50 YEARS
Crafting a perfect ale for our golden year

A RAM LEGACY
The Smith family’s ties go way back

FOUND LOVE
In the College of Business

THE COMPANY WE KEEP
Alumni and friends who have visited us recently

HOW WE RANK
The College of Business at Colorado State University has experienced more than its share of transformations since the Colorado Agricultural College first offered “business” courses in 1944.

Those courses – accounting, shorthand, and typewriting – were essentially for women looking to become secretaries. Seventy-two years later, as the official College of Business celebrates 50 years, a woman – Beth Walker – is the first dean.

“Clearly, the opportunities for women across our society have transformed since the 1950s, and the advancements in the College of Business are a reflection of that,” says CSU President Tony Frank. “Women have been a force in the business world since the beginning of time and, over the last half century, we’ve seen marked shifts in both corporate and academic culture that recognize that.

“But we didn’t hire Beth because she’s a woman; we hired her because she’s the best person for the job and has the energy and knowledge to ensure our top-ranked College of Business remains competitive in an increasingly complex and crowded academic marketplace,” he adds.

From courses to college
The evolution from secretarial courses to a business college was a slow one: Colorado College of Agricultural and Mechanical Arts, which it was known as at the time, put a formal two-year secretarial accreditation in place in 1950, but it would not offer a bachelor’s degree in business for another six years. Colorado A&M formed its School of Business two years later, but the College of Business wasn’t established for another eight years — in 1966, long after the transition to a University in 1957 – under the direction of President William Morgan.
Not only has the college made strides in gender equality and respect, but also in the quality of its programs. Today it's one of the top-ranked undergraduate and graduate programs in the country, regularly listed among the nation’s top 100 business colleges.

The college has approximately 67 tenured faculty and 35 special appointment faculty in five departments and six institutes/associated centers. It is AACSB-accredited at the undergraduate and graduate levels, serving approximately 2,200 resident undergraduate business majors, 1,800 resident undergraduate business minors, and more than 200 resident graduate students, as well as approximately 1,100 graduate students enrolled in the Online Professional MBA and Online Master of Computer Information Systems, and Executive MBA programs.

THE DEANS LIST
Don Dobler, 1966-1986
The College of Business would not have lasted 50 years – much less earned respect nationally and internationally – had it not been for a short but notable list of deans, starting with Don Dobler.

It was no small task for the 1950 CSU graduate to take the reins of the new college in the mid-1960s. Not only did he have to contend with the social issues of the period – anti-establishment sentiments, the women’s movement, civil rights conflicts, the perceived corruption of big business, the Vietnam War, and much more – but also with the fact many professionals believed business courses belonged at vocational schools or community colleges.

“...It was terrible,” Dobler said in a 2013 interview, calling it a period of “turbulence and uncertainty... It was not a good time to start a business school.”

But he and a dozen faculty members took on the challenge, building the college on the foundation that business, carried out with integrity and skill, can solve complex problems and change the world. It’s a foundation that remains in place today.

During his tenure, Dobler helped develop the college’s distance MBA program, the first of its kind in the country, and kept his hand in the professional world by serving as editor of an industry journal and as the corporate vice president of the Institute for Supply Management.

Dobler, who earned a Bachelor of Science degree in mechanical engineering from CSU,
then an MBA and a Ph.D. in management from Stanford University, passed away Dec. 8, 2015.

“Don was very thoughtful and a confidence builder,” said Sophia Aldrich, who served as director of development for 11 years, starting in the mid-1980s. “He was very passionate about turning a secretarial curriculum into a full-fledged college of business. All of his experience gave him a broader view of the world and what the curriculum should be. He always made sure the college was on the cutting edge.”

While Dobler’s vision created a credible college of business, his successor, Dean Richard Pegnetter, helped the college earn funding and respect beyond Fort Collins by encouraging faculty to engage in academic research, said John Weiss, former director of Graduate Programs Recruiting and 30-year employee of the college.

“Pegnetter came in, saw that other business colleges gaining attention and notoriety were known for their research, and knew we needed to pick up the pace as far as academic research,” he said. “He understood that when we looked at new faculty, we needed to look for research as a priority over teaching. He really began to turn the college not only into a premier teaching institution, but a premier research institution as well.”

Pegnetter is also remembered for finding the college a home. While it was housed in the B-wing of the Clark Building, the college was difficult for students to find, had no room for growth, lacked meeting space for student clubs, and forced courses to be spread out across campus. Pegnetter’s efforts resulted in Rockwell Hall becoming its headquarters in 1995.

Dan Costello, 1996-2002
The college’s third dean, Dan Costello, took the college into the 21st century.

Costello recognized that technology was imperative in instruction and in graduates’ ability to market themselves. He encouraged faculty to embrace technology as well as lobbied for changes such as desks with personal computers for direct access to instructional services.

Costello also continued Pegnetter’s emphasis on research publication for faculty, putting the college on the map. He also required new hires for tenure-track positions to have a proven research history and was instrumental in getting the still-flourishing online MBA program off the ground.

Ajay Menon, 2002-2015
While he is quick to pass the praise on to others, it was Ajay Menon – and his unyielding belief that students come first and people make a difference – whom many credit for the college’s success and accolades during his 13 years on the job.

“Our mission, we say, is we are in the business of transforming lives,” Menon said. “Business can make a difference. Business and private enterprise are the solutions to the human challenges of our time.”

He demonstrated that belief by developing entrepreneurs and bringing experts together to address issues such as human trafficking and social justice in third-world countries. Menon also served as the first Chief Innovation Officer of the State of Colorado under Gov. John Hickenlooper.

“He knew the people to go to, to get that expertise, and he had the ability to bring them together to bring resolution to the problem,” said John Olyienyk, who served as senior associate dean to Menon.

Under Menon’s leadership the college attained a No. 1 ranking among Colorado’s public undergraduate business schools by Businessweek, and a No. 4 ranking on The Princeton Review’s list of 10 Best Administered Business Schools. But Menon attributed the college’s consistently high rankings to “the intellectual curiosity, creativity, enthusiasm, and hard work of faculty, staff, and students.”

After Menon was appointed dean, 90 percent of the college’s graduates were able to secure jobs or other placements within 90 days of commencement; graduate enrollment grew 116 percent; the level of private funding for the college went from less than $230,000 annually in 2002 to an average of $2.5 million per year up to 2006; and the student body raised more than $1 million to help fund the construction of Rockwell Hall West.

“The college community brought the wisdom and talent; I’ve simply removed the
obstacles, opened avenues, and channeled efforts in positive directions,” Menon said of his tenure.

Beth Walker, 2015-present
It’s as if the college had come full circle when Walker was appointed dean in 2015. She places a priority on research with important implications for business practice and collaborating with business partners, on which she has written many award-winning articles. In her previous position at Arizona State University she served as chair of the marketing department, overseeing 27 full-time faculty, winning accolades for her teaching, and serving as faculty director of the evening MBA program and associate dean for MBA programs.

“Beth’s academic background, commitment to research with a strong industry focus, and her outstanding experience in growing one of the top executive MBA programs in the country were all strong factors in her favor,” President Frank said. “She also brought the vision and commitment to collaboration, diversity, and innovation that we believed were needed to lead an already very successful college forward to new heights.”

Walker says the best ideas come from collaborating with others “to create a vision and then engage the broader organization to execute the vision. I truly enjoy working with the faculty, students, and business partners.”

The next 50 years
With a half-century-strong foundation in place, Walker sees her job as continuing and improving on the access, excellence, and impact the college has had as it begins the next 50 years by adapting to the nuances of the next generation, she said.

“We know that we have to approach the Millennial Generation differently in delivering that education,” Walker said. “I think our faculty evolve and use new learning techniques and are more interactive.”

She also believes the future is about building cross-disciplinary skill sets, and that many students in the sciences, such as engineering and fermentation, will find careers in business.

“When you have that combination with business, you just enhanced your value proposition to employers,” Walker explained. “We can be different and unique by leveraging the place and the programs that are exceptional.”

Frank said the college’s future is also dependent on continuing to build a culture and climate that encourage women with a passion for business to enroll and succeed at CSU. With women making up only 38 percent of the College of Business’s undergraduates, “we still have a long way to go.”

“Colorado State University is committed to being the best university in the country for women to work and learn, and that means that we expect to have strong, talented, and inclusive women and men helping to lead the University in the senior academic and administrative ranks,” he said.

But there’s no doubt that the College of Business has come a long way since its secretarial beginnings.

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The Everitts: Longtime Supporters

When Don Dobler needed to get the business community involved financially as well as academically with the college, he looked for “somebody who was compassionate enough and cared enough about the students so that they would really work genuinely with the students and help them get through the program,” he said.

He was also seeking someone with practical experience to help produce the high-quality, analytical, and rigorous courses that would interest the students.

That’s why Dobler called Bob and Joyce Everitt, owners of a lumber company whose interests would eventually expand to include residential and commercial real estate development and home building throughout Colorado and several neighboring states.

“They asked me, and I didn’t turn them down,” Bob Everitt said before his death in 2016. “I kind of looked at it (as a way to)

get exposure to the business school, to let people know what a great place it was, the great students they were turning out.”

Former director of development Sophia Aldrich said Everitt sincerely believed in the college. “Bob would really speak up about the quality of the College of Business. He spoke with such passion and commitment to the college.”

The Everitts not only gave to and helped raise hundreds of thousands of dollars for program development and scholarships, but they also lent their reputation and expertise; developed the Center for Advanced Technology with the CSU Research Foundation; endowed the Everitt Real Estate Center; and started the college’s student-investment fund.

“You give because you love something,” Bob Everitt said of why he and his wife supported CSU.
Smiths’ $5 million gift has
TRANSFORMATIVE POWER

BY KELLY K. SERRANO
AND CARA NETH

When the College of Business sends its graduates out into the world, it is with the hope that they will not only do well, but also make a difference.

Occasionally – as in the case of Michael Smith – a small portion of the impact its former students has is on their alma mater.

As part of a $13 million gift to Colorado State University, alumnus Smith and his wife, Iris, have allocated a generous $5 million for the College of Business.

“We are grateful for the time and attention Michael Smith already has shared with our students, who are just in awe of his achievements and insight,” College of Business Dean Beth Walker said. “This gift is another outstanding demonstration of his leadership and commitment to investing in the next generation of business professionals.”

A CSU chemistry major with a minor in mathematics, Smith attended CSU in the 1970s. He has been extensively involved with CSU in many ways over the years, including co-founding the Development Council and supporting Ram Athletics. The University recognized Smith’s achievements and influence with an Honorary Doctorate of Humane Letters in 2008.

While Smith is the chairman and chief executive of Freeport LNG in Texas, he has many business and community affiliations throughout Colorado and a long history of philanthropic involvement here. Prior to Freeport, Smith was the chairman and chief executive of Basin Exploration, a Colorado-based E&P company he founded in 1981 in Fort Collins and sold to Stone Energy in 2001.

“I owe much of my success to the education I received at CSU and the combination of strong science and mathematics that enabled me to learn the oil and gas business,” Smith said. “My career has been built around the opportunity this country’s energy business has spawned, and I hope my gifts help CSU to continue providing a premier education to generations of geologists, chemists, and business leaders.”

Per Smith’s desires, the college will use the $5 million gift to create 50 full-tuition scholarships in honor of its 50th anniversary – 13 endowed Michael Smith Elite Business Scholars awards and 37 Michael Smith 50th Anniversary Scholarship awards.

Walker pointed out that the Smiths’ gift is the greatest single gift the college has ever received, but it will have the biggest impact on the 50 students who can now fulfill their dreams of attending CSU and earning business degrees.

“These are students who may not have been able to attend CSU otherwise, although they surely have earned it by the hard work, tenacity, and accomplishments they have demonstrated thus far,” she said. “Because of Mr. and Mrs. Smith’s generosity, they will not only experience what it means to be a Ram, but know that someone believes deeply in them, their potential, and their goals, and is willing to help them achieve them.

“This gift will transform their lives.”
DIFFERENCE MAKERS

Honoring the early vanguards of the college

While each person who has studied, taught or worked at the College of Business has had an impact on its legacy, we would not be where we are today without the vision and efforts of these key individuals.

Don Dobler
First dean of the college

Our college’s first dean took the reins amidst the social complexities of the 1960s and at a time when business in academia meant little more than typing and transcription. It was a lofty charge to create a business school then, but Donald W. Dobler accepted the challenge. For more than 20 years, he built the College of Business on a foundation fortified by his own vision that business, carried out with integrity and skill, is a force for good that can solve complex problems and change the world. He set the tone for how we do business today – in our teaching, in our research, and in our practice.

Don was the first dean of Colorado State University’s College of Business (1966-1986). He graduated from Colorado State University in 1950 with a Bachelor of Science degree in mechanical engineering. As a student, he was a member of Tau Beta Pi Engineering Fraternity, Associated Students of Colorado State University (ASCSU) and the basketball and tennis teams. He worked as an engineer for Westinghouse Electric Corporation and as a manager of Procurement and Materials for FMC Corporation. Later, he earned MBA and Ph.D. degrees in management from Stanford University.

After becoming dean, Don was responsible for helping to develop the college’s distance MBA program, the first of its kind in the country. For 17 years, Don served as the editor of the *International Journal of Purchasing and Materials Management* (now the *Journal of Supply Chain Management*) and is a former Corporate Vice President of the Institute for Supply Management.

Don married Elaine (Carlson) Dobler, who graduated from CSU in 1953 with a degree in home economics. While at CSU, Elaine was ASCSU secretary, a member of the *The Collegian* staff and 1950 homecoming queen.

The Doblers established the Dobler Family Scholarship fund to support College of Business students. Don Dobler passed away in 2015. He was 88.

Sophia Lei Aldrich
Catalyst for the college

When Sophia Aldrich started as the first director of development, the College of Business was almost 20 years old but still in its infancy in many ways. Her trailblazing helped the college grow past its brick-and-mortar structure into an institution with connections in the community, state and nation. She and Don Dobler worked as a team to bring in the industry partners that have propelled the College of Business to its current status. And she’s still helping the college grow today.

Sophia helped the first dean of the college, and community business leader Bob Everitt of Everitt Companies raise more than $600,000 for programs and scholarships. She left the college in 1990.

Sophia continued her development career with Boston University, and then in 2009 she became the principal gifts advisor for the World Wildlife Fund. Based in San Francisco, today she is a senior advisor and specialist in major gifts fundraising for WWF and focuses a lot of her time and energy in the Asia-Pacific region. She is married to Ted Aldrich.
John Olienyk
Transformer of student lives

During more than 30 years at the College of Business, John Olienyk was more than just a researcher at the top of his field. He transformed the lives of the students he worked with through teaching, mentoring, and advising.

John Olienyk earned his Ph.D. in economics at CSU in 1974 and joined the faculty in 1978. He is known for being an outstanding teacher, mentor, and advisor who cares about the students and what they learn. He recently retired from the college as the senior associate Dean, serving several years in faculty administration. One of his valuable contributions to the college included extensive work on the AACSB accreditation process every five years.

After receiving his doctorate at CSU, he taught economics at Bradley University and later moved to San Francisco to try investment banking. “I enjoyed the work and it was lucrative, but I thought teaching would be more rewarding,” he said. “Over the years that’s certainly proven to be true. It’s rewarding and fulfilling to work with students and help them develop a sense of direction and purpose. When you hear people say, ‘You’ve changed their lives,’ that’s priceless.”

Since being hired by the first dean of the College of Business, John has been recognized by a variety of entities for excellence in teaching, research, mentoring, and advising. His work has been published in numerous professional and industry journals and publications.

John is married to Susan Hine, senior lecturer in the College of Business finance and real estate department. He has been an avid mountaineer and even summited the Matterhorn in the 1980s.

George Kress
Model faculty member and inspiration to his students

A gentle man – and the consummate gentleman – George Kress served as marketing professor at CSU for more than 30 years, retiring in 1997.

George challenged his students to become their best in the classroom and in their research. His sense of humor, dedication to students, and wise advice made him a highly respected and highly regarded professor. He never aspired to be a leader yet he was an outstanding leader – he gave anyone and everyone the benefit of the doubt.

Evidence of his many accomplishments are the honors and awards he received along the way, including The Pat Griffin Award for Outstanding Faculty Contribution in the College of Business; Mortar Board Rose, given annually to the most outstanding faculty member at CSU, selected by members of Mortar Board; Faculty Internship with Hewlett Packard in 1985; and the Gladys Eddy Award for the Enhancement of the Undergraduate Experience in 1997.

George’s research and consulting interest included competitive intelligence and interpretation of research data. Earlier in his career he was known for conducting research on the floral industry. He also wrote a comprehensive history of the College of Business from 1966-1990 – a document that has been the foundation for the college’s efforts to honor the history and celebrate the people who have made a difference in the College of Business.

After retiring, George volunteered for Meals on Wheels for several years. His sense of humor and mastery of the English language have also landed frequent op-ed pieces in the Fort Collins Coloradoan.

Gladys Eddy
Leader in education and champion for women

Gladys Eddy is the reason that business education exists at CSU. During her 70+ year stint at CSU, she led the effort to teach business courses, create the College of Business, and bring in industry leaders through Business Day. One of the very first instructors of busi-
ness classes at CSU, Gladys helped promote student leadership within the college and fostered the education and needs of women in business. She passed away in 2010, after leaving a legacy we honor today.

“Mrs. Eddy has spent countless hours helping our students and exposing them to some of the most influential people in the nation through the annual Business Day event – from Ronald Reagan to Malcolm Forbes… She has been a significant, energetic force behind the scenes…” said former dean Ajay Menon.

Gladys’ leadership led to the implementation of the first administrative management courses at CSU in 1942, and she played a large role in the development of what is now the College of Business.

She was particularly instrumental in advancing the status of women on campus, pushing to open more courses to women who once could only major in home economics and chemistry. Additionally, she created the Association of Women Students and started the CSU Tau Iota Omega Chapter of Mortar Board, which then focused on honoring college senior women. She served in many other leadership roles to develop honor societies, organization chapters, boards, associations, funds, awards, and councils. In 1984, she was appointed by U.S. President Ronald Reagan to the National Advisory Council on Vocational Education. And over the years, she was honored with many awards for her outstanding accomplishments and contributions.

She spent most of her life as an administrative assistant and instructor, including working as secretary to CSU President Roy Green. She served as assistant to the dean in the College of Business until her retirement in 2007. While in the College of Business, she helped start the Business College Council, predecessor to the current Dean’s Student Leadership Council.

Gladys was born on Christmas Day, 1915, in Castle Rock, Colo., to William and Jessie Shellabarger. She graduated as valedictorian of Littleton High School in 1933 and earned a bachelor’s degree in commerce at the University of Denver in 1937. At the age of 21, she moved to Fort Collins and was employed as a part-time instructor and administrative assistant at Colorado State University, then known as Colorado State College of Agriculture and Mechanic Arts. She met Willard Eddy, teacher and founder of the Department of Philosophy, at a reception hosted by College President Charles A. Lory, and the two were married in 1938. They had a son, Bill, and a daughter, Sandra, who both live in Fort Collins. Gladys died in 2010. She was 94 years old.

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College of Business

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When we think of “business research,” we think of two different kinds of information gathering.

There’s the operational market intelligence every business needs: potential customers, competitors, and capital. Entrepreneurs, especially, find there is no shortage of practical resources to help launch and sustain a company – and advisors to help them locate and make sense of those resources.

Then there’s the rigorous scientific analysis of the nature and role of business done within the academic setting. Academic business research is a relatively new field; it only gained prominence in the years just ahead of the opening of the Colorado State University College of Business in 1966, spurred by a national call for business schools to follow the professional lead of engineering and medical schools. The result: more scientific methods – data, models, measurements, systems and analysis — used to study how business works.

“At its core, research in business seeks to understand how individuals and firms make choices under constraints, and what the results of those choices are on different stakeholders; the factors that influence individual and aggregate consumption, investment, and production decisions; the role of uncertainty in decision making; and the organizational ingredients that spark human ingenuity and societal progress,” explained Sanjay Ramchander, professor of finance and associate dean for academic programs in the College of Business. “These questions continue to excite the imagination and work of researchers in the business discipline.”

CSU had long offered practical classes in line with the how-to nature of the University’s land-grant mission – typing, bookkeeping, accounting and similar courses – as well research projects that addressed specific operational needs of Colorado businesses. This “vocational” approach continued during the first two decades of the college, as Dean Don Dobler and his crew concentrated on creating both undergraduate and graduate programs, attracting students, and expanding outreach through distance education.

Making an impact
Starting in the 1980s, the college became much more aggressive in recruiting faculty who could bring an added dimension of robust research – and academic prestige – to their teaching. Since then, College of Business researchers have been making an impact with their work, for example:
Selected forthcoming articles by College of Business faculty

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<tr>
<td>Journal of Management Information Systems</td>
<td>Nick Roberts and Leo Vijayasarathy</td>
<td>“Using Information Systems to Sense Opportunities for Innovation: Integrating Post-Adoptive IS Use Behaviors with the Dynamic Managerial Capability Perspective”</td>
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<tr>
<td>Contemporary Accounting Research</td>
<td>Laurence Johnson and Suzanne Lowensohn (co-author S. Davies)</td>
<td>“Ambient Influences on Municipal Net Assets: Evidence from Panel Data”</td>
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<tr>
<td>Academy of Management Journal</td>
<td>Christine Henle (co-authors Brian R. Dineen, Michelle Duffy, and KiYoung Lee)</td>
<td>“Green by Comparison: Deviant and Normative Transmutations of Job Search Envy in a Temporal Context”</td>
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<tr>
<td>Academy of Management Journal</td>
<td>Jason W. Miller and Susan L. Golcic (co-author Brian Fugate)</td>
<td>“How Do Firms’ Respond Following Regulatory Changes?”</td>
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<tr>
<td>Academy of Management Journal</td>
<td>Travis Maynard (co-authors Lauren D’Innocenzo, Margaret Luciano, John Mathieu, and Gilad Chen)</td>
<td>“Empowered to Perform: A multi-level investigation of the influence of empowerment on performance in hospital units”</td>
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<tr>
<td>Journal of Financial and Quantitative Analysis</td>
<td>Harry J. Turtle (co-authors Richard Sias, Blerina Zykaj)</td>
<td>“Hedge Fund Return Dependence: Model Misspecification or Liquidity Spirals”</td>
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- An article co-authored by marketing professor Doug Hoffman in 1995 – “Tracking Service Failures and Employee Recovery Efforts” — was just named the most outstanding contribution to the Journal of Services Marketing in the publication’s 30-year history.
- Kelly Martin, completing research under her two-year Monfort Professorship, won the 2016 Thomas C. Kinnear Award from the Journal of Public Policy and Marketing.
- Management professor Daniel C. Ganster is the author of one of the most highly cited papers in the field of management, “Work Stress and Employee Health: A Multidisciplinary Review.”

In addition to winning prestigious awards, research performed by College of Business faculty serves government and society — accounting research informs congressional committees and standard-setting bodies about the effects of various proposed rules or legislation; management research informs public policy regarding employee health and safety practices; and finance research investigates how commodity and security prices are affected by various factors.

College researchers, including Kathleen Kelly, Gina Mohr, and Samantha Conroy continue to explore important topics such as how business- and marketing-based approaches can have a positive influence on the behaviors of at-risk youth or improve nutrition awareness among consumers, or why employees are more productive not checking email over the weekend.

“Business research rarely aligns perfectly with a particular firm’s situation at a particular point in time, but is important for understanding how the market operates,” Ganster said. Such understanding has helped whole industries move forward, for example, by developing best practices for managing teams of auditors or in the surgical suite.

But to make a difference, such findings must be vetted and shared through publication in peer-reviewed journals.
“Our research is evaluated on the basis of its theoretical, empirical, and methodological contributions,” said Ken Manning, associate dean for research and faculty, and co-author of a recent study evaluating the effect of specific types of messaging on children’s consumption of sugary foods. “Fellow academics critique our work against the literature and current understanding of business.”

And that’s where some of the greatest controversies in the field arise.

“Many in the academy have debated over the years about whether academic research has remained relevant to businesses, and people have disagreed on the extent to which this is true, or even as to whether it should be the main concern,” said Ganster. “But what drives faculty choice of research topics is mostly their judgment about what topics will ‘sell’ in the peer-reviewed journals.”

With the explosion in the number of researchers around the globe competing for a relatively stable number of pages in the top journals — the ones faculty are expected to publish in to get tenured or promoted — Ganster estimated the article rejection rate to be above 95 percent. “Those are pretty low odds for a faculty member who has spent a year or two conducting a study with hopes of publishing it in a top journal.”

Standards for publication are also getting tougher, according to Manning. “Editors and reviewers are expecting more and more in terms of the number of studies included in a paper, the quality of measures, use of multiple methods, more field-based data, and so on,” he said, adding that the “low-hanging fruit” of topics has already been examined, so it becomes increasingly challenging to identify novel contributions.

Ramchander, for one, sees this as a relatively positive development.

“We hope to have an impact via our work,” he said. “I think the scarcity/high value of journal pages is creating a system in which you do not get published unless you truly have something important to say.”

Best Teacher Award Recipients

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<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Department</th>
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<tbody>
<tr>
<td>2002</td>
<td>John Olienyk, Ph.D.</td>
<td>Senior Associate Dean</td>
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<tr>
<td>2007</td>
<td>Glory Burns</td>
<td>Finance and Real Estate</td>
</tr>
<tr>
<td>2010</td>
<td>Gideon Markman, Ph.D.</td>
<td>Management</td>
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<td>2012</td>
<td>Lumina Albert, Ph.D.</td>
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<td>Michael Gross, Ph.D.</td>
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<td>Gretchen Irwin Casterella, Ph.D.</td>
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<td>Seung Hwan (Mark) Lee, Ph.D.</td>
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Into the future

Technology has also had an impact on College of Business researchers, mostly for the better, but with some challenges as well. “Research methods have become much more sophisticated over the years, especially in terms of statistical techniques,” said Ganster, who has been a researcher for nearly four decades. “For instance, I routinely do intensive ‘bootstrapping’ statistical estimations on my laptop in seconds that really did take hours on a supercomputer in the 1980s and even 1990s. Many of the statistical techniques that I routinely use now in my own research were not even invented when I completed my doctoral program. This means that faculty members need to continually keep up just with learning new analytical techniques in order to be competitive.”

The biggest challenge for faculty, who must balance their research pursuits with teaching, is finding the time to do it all. Manning said the college is working hard to provide faculty with this scarcest resource, in part by extending contracts beyond the traditional nine months to support research over the summer months.

“With all of these challenges I am constantly amazed at the success of our faculty here,” Ganster said. “They are talented and they are dedicated to their craft.”

Kathleen Kelly’s policy research examines the influence of tobacco and alcohol advertising on adolescent consumption.
LEARN WHERE YOU ARE
EVEN AT A DISTANCE
BY BETH LIPSCOMB

FOR MORE THAN 40 OF ITS 50 YEARS, the College of Business has led the way in distance learning, beginning in 1975 when the College first distributed its MBA program to Fort Collins employers. Through that program, students could assemble together in their workplace to watch videos of their classes, then submit homework via mail — all without missing valuable work.

“By accomplishing this, we proved we could take education outside the building and still deliver it effectively,” says John Weiss, former director of Graduate Programs Recruiting for the College. “But of course the challenges were communication and turnaround times.”

The MBA program evolved over time, with class sessions airing on early-morning television, then through distribution of classes to individuals through DVDs — and finally transformed forever with the advent of the Internet. Suddenly “distance learning” became “online learning,” and communication became quick and easy.

ACTIV82LRN: a new level of engagement
Today, faculty and staff in the CSU College of Business continue to innovate the process. The latest example is ACTIV82LRN, an online application developed by Joe Cannon, marketing and MBA professor, and former CSU faculty member Brian Fugate.

The software came from Cannon’s desire to mimic the case method of teaching, in which students analyze a business situation and offer a solution to a specific challenge. In the classroom, the technique allows for discussion and debate, while honing students’ critical thinking skills — for a peer-learning type of experience that’s not easily replicated online.

“Before this tool, we typically used discussion boards for our online learners,” Cannon says. “With those, I would pose a question about a case or business problem, and the first three responders would often exhaust the best answers.... The result was that there was no back-and-forth, and very little consideration and airing of opposing points of view.”

With ACTIV82LRN, business students can now read and analyze a case. After responding thoughtfully to a question, a student is presented with three responses from fellow students who hold opposing views. They can evaluate those answers (giving each a thumbs-up or thumbs-down) and then offer responses that test their ability to debate. Follow-up questions from the professor deepen students’ analysis and fine-tune their arguments.

Tamria Zertuche, a recent graduate of the CSU Online Professional MBA (OPMBA) program, notes, “It provided a way to think critically, apply our knowledge, and learn to give and receive balanced feedback from our peers. You cannot merely oppose an idea or approach. You need to provide support for how the idea or approach could be made more effective. This type of skill is so critical to MBA professionals.”

Next steps
ACTIV82LRN software is spreading to other business school classes, and the developers are looking at commercialization. The College of Business continues to develop, evaluate, and utilize a range of educational technology tools to facilitate online learning.

“Some of the exciting ongoing developments in this area include adaptive learning, which uses technology to dynamically adjust content based on student need; learning analytics, using student information to influence learning and outcomes; hybrid learning, which includes both face-to-face and online instruction; and more,” according to Sanjay Ramchander, associate dean of academic programs for the college.
Online Training
FACILITATING CHANGE IN WORK AND LIFE

Tamria Zertuche, senior director of IT at Ferrellgas dba Blue Rhino, graduated from the two-and-a-half-year OPMBA program in May, and says the program has had a huge effect on her.

"I’ve been a director of IT for more than 10 years, and have more than 25 years in management," Zertuche says. "I was skeptical at first at how this program could help me be better at my job. But every eight-week period I learned a tool, an approach, made a connection, or experienced a change that profoundly impacted my ability to do my job, lead my team, impact business goals, and support my family. I cannot say enough about the practical applicability of this program to real life opportunities and challenges."

Video technician Jamie Switzer, captures an MBA lecture in the Clark Building, April 1990. Jamie is now an Associate Professor in Journalism and Media Communication in the College of Liberal Arts.
1. The first course dealing with business topics emerged in 1895 when Colorado Agricultural College introduced a 2-year "Commercial Course" to meet the needs of people seeking a quality business education. The program was intended primarily for those students seeking careers as bookkeepers and stenographers and was discontinued in 1908.

2. During World War II, the business programs received a government contract to teach courses in clerical procedures to selected military personnel. These courses were primarily of an office management and secretarial nature and temporary staff were hired to teach them.

3. It wasn’t until 1945 that courses were listed in the catalog under a business prefix (BS). They consisted of three typewriting and two shorthand courses. At the same time, Wilma (Windett) Ferris, who had a Master’s degree from the Denver School of Commerce, was hired as the first, full-time instructor of business subjects. She remained the sole business course instructor until she resigned in 1947.

4. Beginning in 1945, local lawyers were used in a part-time capacity to teach the business law course offered in the Department. The first such instructor was Ruth Roberts, who had an MA from the University of Iowa, taught all of the secretarial courses starting in 1947.

5. Waldo Riffenburgh, who was followed in 1947 by Dale Shannon.

6. In 1954, there were enough business courses (17) to offer a four-year business program. These courses were given a BU designation to distinguish them from the secretarial course (BS).

7. Forest Carter was the first head of the Business Department (1957).
8. The first computer in the College of Business was an HP 9830 - a 4K machine. At first it was kept locked in the dean’s conference room because no one was sure what to do with it.

9. In 1957, the business faculty moved into the Civil Engineering Building – now known as the Glover Building. Each faculty member had to share an office with at least one other person.

10. Andrew Clark, Dean of Faculty in 1957 and future CSU president, was a strong proponent of the Department of Business. He wanted to significantly increase the overall number of students at the University and he thought adding a college of business was the quickest way to do so.

11. By 1957, the faculty featured some teachers who would remain with the program for the next 20 to 30 years including Robert Tueting, Lois Meyer, Ruth Moyer, Deane Carter, Paul Spencer, Eleanor Stevens, and Ed Kleckner.

12. In the spring of 1958, five students graduated with the first BS degrees in business ever offered at CSU.

13. In 1965, the accounting faculty began using a teaching process they called ETV (Education on Television) in their introductory course. Twenty seven teaching tapes were developed by Bruce McCosh and Lewis Wall and shown to students via TV sets located in classrooms. The tapes were intended to comprise about 40 percent of the class time. This was the Department’s initial use of television as a teaching tool, a procedure that would expand dramatically in later years into the SURGE distant learning program.

14. The new college was officially recognized on campus as of January 1, 1966 which gave the College formal representation on the Faculty Council. The first representatives were Wally Reiff, John Staples and Don Nelson. Donald Dobler was named the dean of the college.

15. The demand for business education was evident from day one: Enrollment in the four-year degree program jumped from 41 to 164 in the first year.

16. In the mid-60s, the faculty was greatly expanded to handle the growing number of business majors. Some of the faculty added during this period were: Terry Lantry, Ted Roselius, Ted Will, Ron Hasty, Eliot Waples, George Kress, Steve Paranka, Fred Norwood, Harry Gibson, Carl Vail, Jack Culley, and Phil Shade. In 1967 alone, there were twelve additions to the faculty.

17. By 1967 the existing faculty and staff exceeded the office space available in Johnson Hall, so a communal area containing six to eight desks was necessitated. “I can remember eight of us shared one telephone, passing it back and forth through a hole in the wooden partition that divided the room” said Steve Paranka.

18. In 1968, Steve Paranka was appointed as Associate Dean of the College. One of his first assignments was to develop the materials needed in the College’s application for accreditation from AACSB.

19. The College received full and unconditional accreditation for our undergraduate program from the American Association of Collegiate Schools of Business (AACSB) in 1970. Such unrestricted approval was unusual for a first time applicant.
20. Political activist and consumer advocate Ralph Nader was the keynote speaker for Business Week on November 10, 1977. Tickets for his presentation on corporate responsibility and consumer protection were $2 for students.

21. Ronald Reagan, was the first Business Day capstone speaker. The then governor of California was in the early stages of his campaign for the presidency and managed to avoid addressing any business-related topics in his presentation to a packed Moby Gym in October, 1979.

22. Malcolm Forbes, owner and editor of Forbes Magazine was the capstone speaker for Business Day 1980. According to Dean Dobler, Forbes rode a rented motorcycle from the Denver Airport to the CSU Campus for his presentation. He misunderstood the sequence of events from the evening and began delivering his formal presentation to a small group of people attending the pre-lecture dinner rather than to the large audience awaiting him in the student center auditorium. When he was made aware of his mistake midway through his speech, he accepted his faux pas in a humorous manner.

23. In 1981, The College’s Administrative Committee decides to hire a Development Officer for the COB. In an effort to save on expenses, the college shared this person with another CSU college for at least the next few years. Sophia Aldrich was chosen to fill that role.

24. The college’s first copy machine was purchased in 1982 and was housed in the dean’s office. You had to go through two staff members if you wanted to use it.

25. CIS Associate Professor, John Plotnicki was instrumental in securing a grant to acquire the HP 3000. This state-of-the-art (for 1982) minicomputer allowed up to 400 students and faculty significant computing power for various parallel business application execution, as well as the ability to develop and author their own applications.

26. In 1984, AACSB raised the bar on accreditation by adding a special emphasis on ethical, societal and international curriculum. In response, Rob Allerheiligen was appointed to lead an international programs thrust within the college.

27. The COB’s first microcomputer lab opened in the C-wing of the Clark building in 1986.

28. The faculty approved the proposed Denver Executive MBA program in Fall 1986. According to Steve Paranka, one factor that made the program unique was that the college offered evening
classes during the week, whereas the other universities in the Denver market were teaching their EMBA classes on weekends.

29. Dean Dobler retired in 1986 and was succeeded by Richard Pegnetter. Dean Pegnetter’s primary goals were to increase the college’s research activities and finalize plans for the Denver Executive MBA.

30. Billy Thornton was asked to spearhead many of the activities involved with establishing the Executive MBA in Denver, and Ralph Switzer was heavily involved with selecting the facilities to house that program. Jane Wells, a former faculty member in the Department of Management, was selected to be the program’s director and was responsible for recruiting students and managing its day-to-day activities.

31. Rockwell Hall was a women’s residence hall that opened at the start of the Fall Quarter 1939. It was named to honor the memory of Aileen Miller Rockwell, the wife of State Board of Agriculture member Robert E. Rockwell who had donated $20,000 towards its construction.

32. Jim Hoeven taught at CSU from 1972 until 1995 and is remembered as one of the most respected and admired professors. The Hoeven Games is an annual golf tournament organized by the Hoeven Family in honor of Professor Jim Hoeven and his son, Jim Jr., “Chip.” Proceeds from each year’s tournament benefit the James Abbott Hoeven Jr. and Sr. Scholarship for students in the College of Business.

33. Rockwell Hall became the College of Business’ main building in 1994, but even more space was needed to house the College. The Classroom and Technology wing was added in 1997 and features 25,000+ square feet of space to house enhanced multimedia facilities, distance learning lab and an open-air courtyard.

34. Commemorative bricks were gifted by friends and alumni of the college in support of the Campaign for Rockwell and are on display in the courtyard today.

35. A time capsule was placed under the Rockwell Hall courtyard in October 1997, in commemoration of the formal dedication of Rockwell as the home to the College of Business. The items sealed in the capsule document college, University, state, national and international news and events from 1997. The capsule will be unsealed in 2022.

36. “The Marketplace” is the name of the mural installed October 9, 1998, in the south wing of Rockwell Hall. Artists Susan K. Dailey and Mario M. Echevaria capture the history and essence of business in this original piece. The College of Business and CSU commissioned the work as part of the Colorado Art in Public Places Program.

37. Rockwell Lager was a special beer brewed by Sharkey’s Brewing Company in Colorado Springs in honor of Homecoming 1995. The college is resurrecting the tradition in honor of the 50th anniversary with a partnership with Odell Brewing Company and will brew a commemorative Colorado Golden Ale.
38. Former independent presidential candidate H. Ross Perot was the capstone speaker for Business Day in 1999. The sold out event was so popular University officials had to turn away more than 500 people waiting outside the LSC Theatre.

39. George Kress, marketing professor from 1967-1997, was one of the most highly-respected and highly-regarded instructors. He was also the unofficial College of Business historian, documenting the origination and evolution of the college through 1990.

40. In the late ‘90s when the homecoming parade was on game day, the college hosted Bleachers for Business – a festive celebration with bleacher seats for alumni directly on the parade route.

41. An American elm tree was planted on the Oval on April 4, 2009 in honor of Don Dobler’s service, leadership and unfailing pursuit of excellence.

42. The college continued to grow in the early 2000s. It was clear that a new building was needed to support the growth of the college. In 2008, the ground breaking ceremony took place for Rockwell Hall West, a two-story, 54,600 square foot, LEED Gold certified building.

43. Rockwell Hall West was completed in 2010 and the Honorable General Colin L. Powell was the featured speaker at the dedication event.

44. Gladys Eddy, former assistant to the dean, created the Association of Women Students, a women’s honors society. She also pushed to open more classes to women because at the time they could only major in home economics or chemistry.

45. The Summit Student Investment Fund was created in the Fall Semester 1999 with an initial donation of $50,000 from Bob and Joyce Everitt. The student-run fund bridges academic course work with professional experience in managing an actual investment fund with a socially responsible investment perspective. Today, the fund is valued at approximately $354,000.

46. Management Professor Billy Thornton balanced a full-time teaching load with an acting career in local theater. Some of his favorite roles included Willy Loman from Death of a Salesman, Weller in The Gin Game, and Norman in On Golden Pond. He often used acting in his teaching, including a noon ‘brown bag’ session for faculty and staff with Morris Burns of the CSU Theatre Department entitled, Teacher as Actor.
47. The college’s real estate center was established in October 2000 with a grant from the Mortgage Bankers Association. In August of 2005, Bob and Joyce Everitt and Everitt Companies pledged to donate $2.4 million to the center in support of real estate business education. At the time it was the college’s largest gift ever and the center was renamed in the Everitt’s honor.

48. The Gary B. Halley Financial Data Lab, named for the distinguished alumni and donor who graduated in 1960, is the iconic feature of Rockwell Hall West. Because of Gary’s generosity, the lab features an NYSE stock ticker, 30 workstations and 16 Bloomberg terminals, and sophisticated analysis software that provide real-world business training.

49. The Global Social and Sustainable Enterprise MBA, established in 2007, promotes and uplifts entrepreneurship in developing countries. Often called “the good MBA,” the GSSE MBA features a summer of hands-on field work, often in a developing country.

50. Former Colorado State University football coach Sonny Lubick was hired as the director of community leadership outreach for the college in 2009. He just completed his sixth semester of the Sonny Lubick Leadership Series – a program for business students that enables him to share what he’s learned about life and leadership with students.
Students find ample opportunities with help from Career Management Center

BY KELLY K. SERRANO

There’s no question that Colorado State University College of Business students graduate with skills, knowledge, and experience attractive to employers. But having easy access to the college’s Career Management Center (CMC), with five counselors dedicated to ensuring students’ success, doesn’t hurt their chances of finding a job after graduation – and sometimes before – either. From helping with resumes and identifying potential jobs and employers to the interview itself, the CMC counselors often play a big role in jump-starting graduates’ careers.

Susan Schell, director, believes the efforts of the CMC’s counselors helped boost the number of the college’s December 2015 graduates who received a job offer within 90 days of graduation to 92 percent.

“I think we do a huge service here,” she says. “We keep working on making it better.”

The college has had its own career services counselor for many years, but the expanded CMC started Jan. 1, 2012, thanks to the efforts of former Dean Ajay Menon. According to Schell, Menon believed that the implicit agreement we make is that students will be employed, which attracts parents, students, and donors.

Business students are introduced to the CMC in Business 100, where they learn about careers in business, drop-in hours, the Professional Development Fund, the job-search software, and networking and career fairs, among other events and services, Schell says. “Two or three assignments are around career, so we hook them right away.”

The CMC Professional Development Fund, supported by donations, ensures students have the appropriate attire in which to attend career fairs as well as interviews.

“We give them the resources to purchase interview-appropriate attire they would not otherwise be able to afford,” Schell says, noting the office has mannequins wearing today’s acceptable business styles on display so students know what to buy. Doing so “levels the playing field. If they offend the employers, they’re not going to get the job. If they’re in casual attire, they’re going home to get dressed.”

But the college’s graduates wouldn’t have so much success finding jobs if it weren’t for the education and skills they receive at CSU and if they weren’t willing to work for it, she says.

By the time they graduate, many students have done community service, worked on multiple teams, started their own businesses, participated in athletics, shined in national competitions, and were members of various clubs, Schell says.

“They are just ready,” she says. “I love looking at the resumes because I’m impressed with our students. They can put people to shame to see how much they have done by age 21.”

Working to find work
Megan Baumhover, who graduated in May 2015 with a bachelor’s degree in business administration with concentrations in real estate and finance, is one of those who wasn’t going to graduate without a job. She says she visited the CMC even before she learned about it in class her freshman year.

“I was pretty proactive,” she says. “I knew what I wanted to do; I wanted to leave with a full-time job and have a bunch of internships while I was at CSU. I hit the ground running.”

Besides helping her build her resume and encouraging her to attend career fairs and networking events, Baumhover’s counselor advised her to interview people in the careers she was interested in. After doing that and two internships, she says she realized a career in marketing wasn’t for her.

Through the same process Baumhover discovered she enjoyed working in real estate and, while going in to learn about commercial real estate at Chrisland Real Estate Cos. in Fort Collins, discovered she was actually interviewing for a job. Chrisland hired Baumhover the spring semester of her junior year.

“Chrisland could tell I was driven and was someone who not only wanted to pick their brains about real estate, but also wanted to learn more about the industry and further my future career in real estate,” she explains.
Today she is the company’s business manager, overseeing a few employees and performing a variety of duties including bookkeeping and financials, operations, investor relations, and corporate branding.

“I don’t think I could have found this job without (the CMC) — or at least made that connection to find the job,” Baumhover says.

Worth the effort
Lalo Galvan, a December 2015 business administration graduate with a concentration in computer information systems, credits finding a better job than he had hoped to using the CMC — and following the instructions he received from its counselors to the letter.

One of three siblings who are the first generation in their family to go to college, Galvan was in the “I don’t know” stage as he began his last semester at CSU. “My biggest issue was I had no idea what I wanted to do, where I wanted to go, what opportunities I should strive for,” he explains.

After stopping by the CMC to find out how the center could help in his job search, Galvan received assistance with his resume, did mock interviews, narrowed down his job choices, explored careers on LinkedIn and Handshake (CSU’s online employee and employer connection website), and began attending any and all networking and career fairs the CMC staff suggested.

“The students recognize everything they do benefits them, not us,” Schell says. “It’s not about us; we’re here to make sure they get a job. Everything we do is to improve their odds, and I think they get it.”

Galvan, for instance, understood that presenting a face as well as a resume to potential employers would improve his chances of finding employment. It was on his way out of a technology career fair that he spotted a booth for Cigna Corp., and curiosity got the best of him as he wondered what technology jobs the health-insurance provider offered.

“Cigna had a technology/early career development program and I thought, ‘That’s what I need, to be groomed to become a better leader.’ It sounded like exactly what I wanted, exactly what I needed,” he says.

Before he graduated, Galvan accepted a position with Cigna as an application development analyst — a job much different than the technical support position he had envisioned himself in because of his previous experience. The company also offers ample opportunities for advancement.

Although his job is in Greenwood Village, Galvan can work from Fort Collins, where his girlfriend still attends CSU, or from his family’s home in the Denver area when his presence in the office isn’t needed.

“I’m definitely enjoying it,” Galvan says. “I’m learning things every day and I’m enjoying the specific challenges from the job. I get to play with a lot of technologies I wouldn’t have otherwise.”

The master of his future
As an adult learner and veteran, Rick Dixon found himself in a similar situation when he earned his master’s degree in accountancy: He wasn’t sure where he would find a job or in what field. He had graduated with a bachelor’s in business administration with a concentration in accounting and a minor in history in 2014, and received his master’s degree in December 2015.

That degree — and help from the CMC — opened doors for a career Dixon wouldn’t have had otherwise, he says.

“The College of Business invests a tremendous amount into resources for the students,” including the CMC, he says. “I know them on a first-name basis; these are all people who invest themselves in helping people, who dedicate themselves to elevating people.”

Dixon says he doesn’t know how many resume revisions or mock interviews the CMC counselors helped him with, but “you never hear a ‘no;’ which is really amazing. They never turned me away.”

Schell says given the CMC is free and offers drop-in hours four days a week, it’s not uncommon for students to stop by frequently as Dixon did.

Dixon’s extensive time in the military wasn’t typical of most graduates, and the CMC counselors helped him navigate what experience to include on his resume as well as set up a LinkedIn profile. He also posted his resume and looked for jobs on Handshake.

“I went from starting from scratch to doing three interviews,” Dixon says. “I had 15 interviews set up; I did the three and had competing job offers. All of the CMC counselors’ hard work and efforts on my behalf paid off.”

Dixon accepted a position as an accountant in the audit service area of EKS&H in Fort Collins — the largest accounting firm in the state and ranked among the best places to work nationwide. He says he is enjoying working with other professionals, many of whom are CSU graduates, “mastering his craft,” and preparing to complete all four CPA tests by the end of the year.

But he notes his situation wasn’t unique: “It seemed like every single student in the master’s program for accounting already had a full-time position lined up” when they graduated.

If it wasn’t for help from the CMC, “it would have been a completely different scenario,” Dixon says, noting he had planned to move to Arizona and open a motorcycle repair shop. “I wouldn’t have had that door (at EKS&H) open to me if it wasn’t for CMC’s business connections and the College of Business’s efforts on its students’ behalf.”
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Crafting a perfect ale for our golden year

BY GRIFFIN MOORES

The College of Business soon will have a home among the hallowed hops at Odell Brewing Company. Students have begun building a beer from the ground up, choosing ingredients, brainstorming marketing, and deciding on the style of brew to be brought to life through a partnership with the renowned Fort Collins brewery.

This latest College of Business beer, born out of a Global Leadership Council meeting, is slated for release on Oct. 6, in celebration of the college’s 50th anniversary, and just in time to be tapped for CSU’s Homecoming and Family Weekend. The evening football game against Utah State will be the last homecoming game at Hughes Stadium.

Hunkered down in the Odell brew house early in July, business and fermentation science students began their ideation in the auspices of 90 Shilling Ale, Runoff Red IPA, Cutthroat Porter, and Easy Street Wheat. Moments earlier Doug Odell had taken the group on a founder’s tour, pointing out brew kettles and massive fermenters, walking the students through the steps that the anniversary beer would take before fruition.

Building off their expertise in finance, marketing, and beverage industry operations, graduate and undergraduate students brought a wide mix of complementary skills to the project. This effort, although not the first beer to be brewed by the college, stands to be one of its most successful.

“Creating opportunities for our business students to work together – and make connections with people outside the college – serves the dual role of exposing them to new ideas and preparing them to work collaboratively once they leave CSU and start their careers,” said College of Business Dean Beth Walker.

Doug and Wynne Odell’s involvement with CSU began 25 years ago, shortly after opening their original brewery, when they joined the University’s efforts to provide scholarships, build student organizations, and develop athletic programs. Since then, their generous donations have spread throughout the community, and the two have recently been...
awarded the Charles A. Lory Public Service Award for their longstanding support.

As Doug’s passion led him to help develop brewing courses, Wynne forged a stable bond with the College of Business. Her contributions to the Beverage Business Institute have strengthened the organization’s ability to deliver cutting-edge education, training, and research.

College of Business graduate Karen Fichuk, who serves as President, North America for Nielsen, also pitched in. She helped run student and alumni designed labels through the marketing research firm to assess their messaging power.

To further aid the project, Bill Bauerle, a professor of horticulture at CSU donated hydroponically grown hops from his lab.

The deep-seeded industry and intercollegiate cooperation that have defined the celebratory venture are values that advance the entire College of Business and are continually helping to propel students forward.

“This collaboration with students from the fermentation science program, Odell Brewing, and Nielsen, is something very special that we will all remember for a very long time,” Walker said.
A Ram Legacy

BY BETH LIPSCOMB

When Ryan and Kayla (Kessler) Spor married over Memorial Day weekend, they began a new chapter in the story of a long-standing family legacy.

As a 2015 graduate from the College of Business, Ryan is a third-generation Colorado State University alum. His grandparents met each other while studying there when the University was still Colorado A&M — and extended their love of the place through the generations to follow.

The beginnings
Ryan’s grandmother, Carol (Overmyer) Smith, was the first in her family to attend college, and recalls her time in Fort Collins fondly.

It was the place where she received her degree in occupational therapy, attending on a full-tuition scholarship she’d earned as the valedictorian of her high school class. “I worked in the dining hall for my board. My parents paid $15 a month for board the first quarter of college, and after that, I paid my own way,” she says.

It was where she participated in Greek life. (Her sorority house is now the Taco Bell at the corner of College Ave. and Prospect Rd.) And it was where she met her late husband, Dr. Bernard Smith, who studied in the veterinary school.

“I was a sophomore when I met him,” she says, recounting how a friend of hers encouraged Bernard to invite her to a party. Later, for their first official date, she says, “I think we drove around town and pointed out houses we liked. He was fun to be with; we really clicked.”

The two ultimately married and had 11 children — five of whom attended CSU themselves. The family lived on the Leadville ranch that Bernard’s grandfather had homesteaded as a young man. Bernard served the community as a veterinarian for many years, and Carol supported him in his business, while also caring for all of the kids.

Following diverse paths to CSU
Erin Smith recalls working for her dad in his veterinary office, along with her siblings. “We would answer phones, take dogs’ temperatures, and things like that,” she says. Erin also drew side views of dogs and cats, which her father would use to chart the location of skin issues and other health concerns.

She came to CSU intending to become a biomedical illustrator. After completing her art degree, however, she decided to become an attorney, driven in part by a passion for protecting the environment that played such a critical role in her upbringing. Today, much of her focus is on helping others navigate governmental regulations in their work and lives.

Monica Stevenson is the oldest of the Smith children, and points out that their mother did an exceptional job of encouraging all of their 11 children to follow their individual dreams and skill sets. “Blaine is an engineer, Erin was in fine arts, I studied education,” she notes. “It shows that my mom was good at determining what talents and gifts each one of us had, and fostering that in everyone.”

Family members describe both Carol and Bernard as lifelong learners, which made a formal education important for all of their kids. But this unspoken expectation came without an
abundance of pressure. Erin, for instance, says that when she was finishing high school, her mother told her, “You don’t have to go to college. I thought, ‘Of course I’m going to college!’ But it was nice to know that she thought there were options.” Much later, Carol advised Monica’s daughter Natalie, “College is about learning things. It’s not about grades. Sometimes you learn that you should have studied more, or that wasn’t your thing. And sometimes you learn about life.”

The third generation

“All of my college years were great,” Ryan says. “I met wonderful people through the College of Business, and through my church. I enjoyed my professors. And the campus is so beautiful.” He grew up watching Ram football, and went on to study finance and economics. He and Kayla met on campus, just as his grandparents did in the 50s. Ryan is currently serving others through FOCUS - the Fellowship of Catholic University Students.

His cousin Natalie also studied in the College of Business, and met her husband, Robert Sudar, at CSU. Today, they’re Ram fanatics. Their three children all love CSU, and often sing the fight song before bed. Oldest son Emerson, age 7, has been a football season ticket holder for two years already.

“I’m glad my grandfather lived to see me marry a Ram,” she says proudly, referencing Bernard, who passed away at his beloved family ranch earlier this year.

Why CSU?
Many family members agree that the rural traditions associated with CSU were aligned with the Smith family’s upbringing and heritage.

Ryan’s uncle Blaine says, “CSU’s affiliation with agriculture and natural resources appealed to the descendants of early Colorado pioneer Henry Smyth.” It was he who first immigrated to the U.S. from Ireland, ultimately taking ownership of several hundred acres in the high country in the 1870s. “The importance of growing up on Henry’s ranch, and the historical struggle its ownership represents resonates with the family members, whether they realize it or not, and played a part in their choice to attend Colorado State University.”

The beauty of the campus, scholarship opportunities, and more, all played roles in individuals’ final decisions to attend CSU, too. And certainly, decades of passed-down memories had their part. “One of my favorite things,” says Erin, “was to go to the Oval, and see the old vet school buildings just east of the Oval. I would think about the times when my parents were there, and how campus was a simpler place then.”

Last fall, the family purchased a brick in Bernard and Carol’s names for the new football stadium, to ensure that their legacy lives on at the campus. A reminder to their family’s future-generation Rams of their roots.

Smith Family CSU Grads

The Smith family’s ties to CSU go back as far as a letter written by Henry Smyth, asking the University to analyze his river water to determine what pollutants were causing changes to the grass on his land. This list represents all CSU alumni from the family, including family members’ spouses.

FIRST GENERATION
Dr. Bernard Smith, Doctor of Veterinary Medicine, 1955. Later in his life, Bernard was involved in the Arkansas River restoration project, which transformed it from one that couldn’t support fish, into the gold medal stream it is today.

Carol (Overmyer) Smith, Occupational Therapy, 1956. “I had the choice of having CSU or Colorado A&M on my diploma, and I chose A&M because that was more precious to me,” says Carol, who now lives in Oregon with one of her children.

SECOND GENERATION
Monica (Smith) Stevenson, Bachelor of Education/Concentration in Marketing and Distributive Education, 1981
Erin Smith, Bachelor of Fine Arts, 1983
Blaine Smith, Bachelor of Science in Electrical Engineering, 1984
Matt Schehrer, Bachelor of Science Wildlife Biology, Minor Fisheries Biology, 1985
Padraic Smith, Bachelor of Arts in Technical Journalism, Minor in Human Development, 1988
Barbara (Smith) Medina, Bachelor of Science in Human Development & Family Studies, 1995

THIRD GENERATION
Matt Stevenson, Bachelor of Science in Chemistry, 1995; Bachelor of Science in Chemical Engineering, 2000
Mark Stevenson, Bachelor of Science in Health & Exercise Science, 2001
Cerissa Stevenson, M.Ed. Education and Human Resource Studies, 2004; Ph.D Education and Human Resource Studies, 2008; Cerissa is now a professor at CSU.
Natalie (Crandell) Sudar, Bachelor of Science in Business Administration with a Concentration in Marketing, 2005
Robert Sudar, Bachelor of Science in Business Administration with a Concentration in Finance, Minor in Economics, 2004
Brigid Crandell, Bachelor of Arts in Liberal Arts, Minor in Art History, 2008
Ryan Spor, Bachelor of Science in Business Administration with a Concentration in Finance; Bachelor of Arts in Economics, 2015
Kayla (Kessler) Spor, Bachelor of Science in Hospitality Management, 2015
At a meeting to review new CSU marketing materials, Bryan Krueger ('79) was wearing a button that said, “I love CSU.” As he talked about his college experiences, he found himself telling the others in the room, “I should have a button that says I found love at CSU!”

His remark sparked the concept for this collection of stories, about just a few who met their matches during their time in the College of Business. Enjoy!

MARK AND KERRI MCCLOSKEY were married in August 1983, a few months after they graduated from CSU. They met as juniors while taking a personnel class in the College of Business. They didn’t begin dating until their senior year, however, in October 1982.

The two were both involved in Greek life at CSU. After a co-ed pajama party between Sigma Phi Epsilon and Kappa Kappa Gamma, Mark drove Kerri home, and they soon began dating. They often picnicked together in Poudre Canyon, and went hiking at Horsetooth Reservoir.

“I think it was really lucky that we both went to CSU, because Mark grew up in Hawaii and I was from Colorado. It took a while for our paths to cross in a business class, but once they did, it was the beginning of an amazing life together,” says Kerri.

Following graduation and their wedding, Mark went on to grad school at Vanderbilt University in Nashville. For a time, the McCloskeys lived outside Washington, D.C., until Mark was able to transfer within his company to Boulder. They’ve remained in Colorado ever since.

Today, Mark works as financial director at Xcel Energy, while Kerri devotes herself largely to volunteer work. She’s actively involved in the Cooking Matters Colorado program, which is a division of Share Our Strength.

Throughout their marriage, the couple have continued their adventures, traveling overseas to destinations such as Italy, Spain, Croatia, Scotland, and Germany – and plans are underway for a trip to Ireland this summer. They still enjoy hiking and snowshoeing in the mountains of Colorado as well.

Their daughter, Morgan, is 25 years old, and recently began working in the department of Food Science and Human Nutrition at CSU.

TRAVER AND LAURA HECKMAN were married in September 2013, four years after they both graduated from CSU. While they both studied in the College of Business, they had a different area of focus – with Laura studying marketing and Traver concentrating on management — and didn’t meet until their senior year.
They both spent time studying in the computer lab. "I got his number from a mutual friend, and started texting him from across the lab, trying to get him to guess who was writing him," Laura says. "It turns out that he wanted to talk with me prior to that, but he was really shy. So it was good that I made that first move!"

The only class the two shared was a physical fitness and conditioning class. Laura fell in love with Traver because, she says, "he was a true gentleman. It was in the wintertime when we first started talking, and I remember he would hold out his arm to keep me from falling on the ice. He’d be late to his own classes in order to get me to mine." And in the spring, she says, he always knew when she was coming up behind him, riding her brother’s squeaky old bike.

The two have had many opportunities to travel in their first few years together, to Thailand, France, Switzerland, Japan, Australia, and New Zealand.

Traver works as a firefighter for the Loveland Fire Rescue Authority. Laura manages a summer teaching program for a nonprofit organization, ELIC, which is based in Fort Collins and sends teachers all over the world. The two are now making plans to welcome their first child in November.

The Kruegers have moved eight times during their years together, living in diverse cities such as Denver, St. Louis, Chicago, and Tokyo. Their two children spent four years attending an American school in Tokyo while Bryan worked for Baxter International. Julie is from Colorado, though, and they were ultimately drawn back.

Today, Bryan is the CEO of Bonfils Blood Center, and keeps in close contact, working with the College of Business on various initiatives. Julie spends much of her time taking care of their three grandchildren and investing in the stock market. They visit CSU a couple of times each year for football games, and still enjoy spending time at Horsetooth.

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“If I hadn’t gone an extra semester, I never would have met her,” Bryan notes. The two met on Add/Drop Day at Horsetooth Reservoir through a mutual friend, and discovered they were both marketing majors. “She was the best add of my life!” he says.

A month or two later, they saw each other at a weekend party. “He invited me to go watch him play soccer,” says Julie, who later started playing soccer along with him on a co-ed team, and also joined the women’s club team in her last year.

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FOUND LOVE CONTINUED

Distinguished Alumni Award Recipients

1977 Gary G. Cassell
1981 Terry R. Larrew
1982 Mark P. Driscoll
1983 Amaris J. Sprague
1984 Richard L. Boehner
1985 Ronald E. Walling
1986 Richard C. Nichols
1987 Randy Zmrhal
1988 Stanwood Lehman
1989 Mark Notestine
1990 Ralph Westfall
1991 Richard D. Dole
1992 Carol R. Marshall
1993 David B. Rohr
1994 Gerald W. Montiel
1995 Floyd E. Peterson
1996 Paul L. Gillis
1997 William T. Beierwaltes
1998 James R. Smith
1999 Lynn E. Turner
2000 Ruth Benton
2001 Kerry Hicks
2002 Victoria Quintana
2003 Gary Howard
2004 Jan R. Horstall
2005 Gregory J. Osberg
2006 Monica A. Pleiman
2007 Robert Hottman
2008 Frank Keller
2009 Brenda Davis
2010 Patrick Tracy
2011 Kent Anderson
2012 Albert Miller

just blown away — I hadn’t been anywhere!” she says.

Randy spent two years teaching in the College of Business, and also helped to develop some of the curriculum. When he completed his graduate studies, he began working in Chicago. Linda joined him after graduating, and they spent 10 years there together. They then relocated to Portland, Ore., where they’ve remained for the past 33 years.

Linda has spent much of their marriage dedicated to raising their children and performing a lot of volunteer work. Randy was a founding partner of Anderson Consulting in 1989, and also worked for Accenture for many years. He retired almost 15 years ago, after which, he did some private consulting.

“I was fortunate — not lucky,” he says, noting that few universities offer computer information systems degrees when he arrived at CSU. For a time, he worked with the cause of salmon habitat river bank restoration — and today, he devotes free time to honing his golf game.

The two have enjoyed many opportunities to travel together, noting Europe, China, and New Zealand among some of their best trips. They’ve also committed resources to supporting other up-and-coming CSU students through a scholarship endowment. To date, they’ve granted five scholarships.

They have two grown children and three grandchildren.

♥ BILL AND LINDSAY CHAPMAN were married in 1977 in Scottsdale, Ariz., a year after they both graduated from the CSU College of Business.

They originally met in a finance class, when Bill says, “She decided I was obnoxious for arguing with the professor.” A year later, they found themselves together in an upper-level business statistics class of just seven or eight students, with only two being women. It was a difficult course, and Lindsay asked Bill if he could tutor her, which he did for several weeks.

“At midterms, the professor told us that none of us in the class did well, except for one,” remembers Bill. “I had scored a 63 percent — the second-highest score. Lindsay broke the curve. She was the smartest one in the class! Why was I tutoring her?” Lindsay responds, “Maybe ulterior motives.”

Over the years, the two have enjoyed many adventures — both in work and life. After their time at CSU, and a brief stint living in Casper, Wyo., both Bill and Lindsay found themselves interviewing for the same two positions at tech giant Motorola. Both were selected for both jobs — so Bill and Lindsay got to choose their roles, and return to Scottsdale for the next 30 years.

They’ve traveled the world for their work, often ending up in different places at different times but sometimes having the chance to rendezvous in places like Paris or Scotland. Lindsay fondly remembers trips to Hong Kong, the Philippines, and Europe, while Bill recalls a trip that took him to the Czech Republic while it was still behind the Iron Curtain. There, he says, the KGB followed his team around to see what they were doing with all their advanced technology.

Today, Lindsay is retired and is working on designing their “forever home,” which will be built just outside Fort Collins. They’ll be living back near each of their best friends from college and high school, who married each other. They’re both very excited about returning to the area where they met.

“We’ve had a lot of adventures, and we’re both very grateful for them,” says Lindsay. Their family enjoys spending lots of time together, including taking an annual beach vacation, and sometimes an annual ski trip as well, when schedules allow.

The Chapmans have two daughters, Chelsea (also a CSU alum) and Alyx, who graduated from the University of Colorado.
THE COMPANY WE KEEP

Our alumni and friends often share their time and talents. We value their experiences and expertise. Here’s who visited us recently:

- A10 Capital
  - Jerry Dunn, Founder and CEO
- The 1stMovement LLC
  - Kim Hughes, Account Director
- Access Venture Partners
  - Kirk Holland, Partner
- Advanced Regenerative Therapies
  - Ben Walker, CMD
- Agility Solutions
  - Brook McCormack, Consultant
  - Jess Horning, Associate
- Ascent Global Market
  - John Striebel, Chief Executive Officer and Founder
- Anonymous Longboards
  - Dillon Martin
- Anadarko
  - Keith Turgeon, Retired CFO
- Apollo Energy
  - Chris Fry, Principal
- Alpinvest Partners
  - Eric Hanna, Principal
- Altitude Digital
  - Jeremy Ostermiller, CEO and Founder
- American Furniture Warehouse
  - Jake Jabs, CEO and Founder
- AtoL
  - Tom Petersen, Principal Management Consulting and Process Implementation
- A-Train Marketing
  - Gretchen Gaede, President
- Arrow Electronics
  - David Craig, Sr. Finance Director
- Arrow Ventures
  - Nicklaus Mertz, Operating Partner
- Awesome Web
  - Nick Tart, Co-Founder and Product Manager
- B2B CIO
  - Steve Olson, Partner
- Bai Products
  - Chris Gilmore, Sr. Vice President
- Ball Corporation
  - Drew Crouch, Vice President of Technology
- Banner Health
  - Simone Bobolz, Sr. Director
- Bayer CropScience
  - Jeff Boettge, Global Head of Marketing and Sales
- Barefoot Wine and Bubbly
  - Karli Williams, Field Brand Manager
- Basin Development and Properties
  - Matt Brossovich, Principal
- Better World Organizations
  - Mary Zenzen, President
- BH Solutions
  - Michael Mesdag, Sr. Consultant
- Bimbo
  - John Lorenzen, Retired CFO
- Bill Hero
  - Dan Holt, Founder
  - Kelly McDuffie, Director of Engineering
- BizWest Media LLC
  - Jeff Nuttall, Publisher, Vice President of Operations
  - Lori Franklin, Controller
- Bonfils Blood Center
  - Bryan Krueger, CEO
- BONEXA
  - Kent L. Bradley, Founder
- BrushFire Sales
  - Mike Higgins, Partner
- Burns Marketing
  - Melissa Humbert, Director
- CA Technologies
  - Christine Hudson, Program Manager
  - Kevin Yu, QA Engineer
- Cannalane
  - Katherine Gregory, Co-Founder
- Capital Championship
  - David Brey, Executive Director
- Catalyst Law Group LLP
  - Matthew Hyde, Partner and Co-Founder
- Charles Schwab
  - Harris Maslowe, QA Manager
  - Leah Bullinger, Talent Attraction Specialist
- Cintas
  - Lisa Cunico, Human Resources Representative
- Citadel Advisory Group
  - Aaron McCambridge, Managing Director
- City and County of Denver
  - Corner Store Program Administrator
- City of Fort Collins
  - Travis Storin, CPA, Accounting Director
- City of Golden
  - Jeff Hansen
- Clintel Capital Group
  - Rich Batenburg, President and CEO
- Coca-Cola Company
  - Lisa Wellington, Director, Marketing Strategy and Insights
- College of Healthcare Information Management Executives
  - Russ Branzel, CEO
- Colorado Eagles Professional Hockey, LLC
  - Ben Peal, Partnership Activation Manager
- Colorado State Bank and Trust
  - Bill Farrell, Sr. Vice President
- Colorado State Forest Service
  - Sara Colorosa, HR Management
- Colorado State University
  - Alan Rudolph, Vice President for Research
  - Bob Richburg, Professor Emeritus
  - Jason Stringer, Database Manager
  - Joe Sparks, AR Systems Accountant/Banner
  - Lindsay Connors, Marketing Coordinator
  - Rich Feller, Emeritus Professor
  - Sally Alexander, Chief Risk Officer
- Community Funded
  - Ryan Stover, Co-Founder
- Chipotle
  - Christine Moore, HR Manager
- Chipper’s Lanes Family Entertainment
  - Matt Hooven, Owner
- Choose People
  - Kris Boetsh, Founder
- Coan, Payton and Payne, LLC
  - Kay Collins, Senior Attorney
  - Robert Herrera, Attorney
  - R. Clay Bartlett, Attorney
- Cooley LLP
  - Bill Christiansen, Partner
- Craig Hospital
  - Chris Watkins, CIO
- Creative Learning Systems
  - Matthew Dickstein, CEO
- Crowe GHP Horwath
  - Abby Thorn, HR Generalist
- CSU Ventures
  - Jeremy Nelson, Director of Licensing and Business Development
  - Steve Albers, Licensing Manager
- Curian Capital
  - Osana Doncila, Director
- DAMN Good Marketing
  - Deb Alles, Owner
- Decibullz
  - Kyle Kirkpatrick, Founder and CEO
- Deloitte and Touche LLP
  - Audrey Goldman
  - Ben Nathanson, Campus Recruiting Specialist
  - Greg Laughlin, Sr. Consultant
  - Jay Liang
  - Jen Belt
  - Josh Ladner
  - Kit Maxwell
  - Roger Bland
  - Ryan Ulibarri
  - Tim McGraw
  - Tom Chamberlin
  - Young-Woong Shim
- Dr. Squatch Soap Co
  - AJ Fountain, Founder
- EKSGH
  - Chris Otto, Partner
  - Jonathan Hart, Consulting Senior
  - John DeVore
  - Josh Billiard, Sr. Manager
  - Josh White, Audit Sr. Manager
  - Kyle Rummell, Sr. Consultant
  - Lauren Criner, Regional Recruiting Manager
- Earth Elements Organics
  - Jana Glanzer, Owner
- Ed Minnock and Associates
  - Bill Hero, Founder
- Eighty20 Advisors
  - Allen Duck, Founder
- Ekase Consulting
  - Ed Kase, Founder
- Eldorado Trading
  - Eric McFarland, Managing Director
- E. & J. Gallo Winery
  - Hayden Genthe, Field Sales Manager
- Enduring Resources
  - Alex Campbell, VP
- Envirofit International
  - Alan Campbell, Global Supply Chain Director
  - Andrew Kumar, Product Manager
- Epicentral Coworking
  - Lisa Tessarowicz, Co-Founder
- Ernst and Young, LLP
  - Karen Kreshbach
  - Lisa Palmer
  - Wendy Bowling
- EY
  - Garrett Pichtler, Sr. Consultant
  - Mary Neidert, People Consultant
- Facebook
  - Steve Biddle, Global Marketing Solutions
- Fast Signs
  - Gary Salomon, Retired Founder
- Fastenal
  - Peter Roskap, District Manager
- Fillet 7
  - Jared Ard, Co-Founder
  - Tyler Dobs, Co-Founder
- FirstBank
  - Joanna Larez, IT Recruiter
  - Naiely Miranda, Recruiter
- First National Bank
  - Jennifer Smith, Talent Advisor
THE COMPANY WE KEEP

The Food Corridor
Ashley Colpaart, CEO and Founder
Freeport LNG Development
Michael Smith, Chairman and CEO
From the Farmer LLC
Jason Lundberg, President
Nick Phelps, Founder
Frontier Airlines
Barry Biffle, CEO
FTM Consulting
Frank Balog, Principal
Fog and Powers LLC
J. Patrick Kendrick, Attorney
Fort Collins Museum of Discovery
Donna Jared
Fort Equity
Brad Florin, Partner
Galvanize
Charisse Bowen, Campus Director
Menno Axt, Membership Development Manager
Gateway Enterprises
Sammy Huntington, Co-Founder
GM
Bill Hurles, Retired Sourcing Director
Goals Design
Janice Lawrence, President and Founder
Graham Corporation
Jeff Glach, CFO
Grant Thornton
Brena Egedisen, Lead Human Resource Generalist
Kelsey Corliss
Samantha Garin
GreenJobInterview.com
Theo Rokos, CEO
Growcentia
Matthew Wallenstein, Founder
H.M.S. Protocol Etiquette Training
Marie Hormbach, Founder
Hach Company
Diane Veatch, Global Marketing Campaign Manager
Seth Vance, Global Business Unit Director
Harris, McRillis, Hudgens and Associates
Mims Harris, Diversity Training and Teaching in Northern Colorado
Hein and Associates LLP
Jim Brendel
Helm Surgical
Corey Helm, Retired CEO
Hewlett Packard
Andrew Willard, Global Project Manager
Brittany Conant, Business Planning and Operations Manager
Charles Radman, Global Business Development Manager
Connor Rock, Executive Engagement and Planning
Curt Richards, Director, WW Semiconductor Procurement
Derrick Pauly, Strategic Workforce Planner
Jim Zafarana, Vice President, General Manager
Kaitlyn Kenyon, Business Management Reporting Manager
Mark Coleman, R&D Manager
Mark Lessman, Electrical Engineering Designer, Manager
Michelle Strecker, Storage Pricing Manager
Hitachi Consulting
Darren Jefferson, Specialized Services Manager
Natalie Casey, Consultant
H.M.S. Protocol & Etiquette Training
Marie Hormbach, Protocol Consultant
12B Capital
Larry L. Curran II
IBM Global Technology Services
Boyd Novak, Vice President Global Transition & Transformation
IgnoreU
Carmelo Mannino, CEO and Co-Founder
Innotieve
Jerry Thurber, Founder and CEO
INGATHER Research and Sensory
Spencer Baldwin, Assistant Project Manager
Innovation Pavilion
Rachel Isaman, Director of Education and Training Programs
Inspirato
Claire Casey, Database Manager
Josh Levy, Vice President of Marketing
ITX
Mai Tran, CEO
JobZology
Eric Leftwich, Co-Founder
Kauffman Foundation
Alicia Robb, Senior Fellow
Kendall, Koenig and Oelsner PC
Matt McKinney, Attorney
KPMG, LLP
Laurel Stone, Manager, University Relations and Recruiting
Larimer County
BridgePort, HR Director
Larimer County Business Services
Mike Kohler, Business and Communications Editor
Larimer County SBDC
Mike O’Connell, Director
Law Booth
Willy Ogorzaly, CEO
Leprino Foods
Brad Cunningham, Transportation Manager
LeverSource
Kellay Buckelew, CEO
Lewan Technology
Christina Thais, Talent Acquisition
LightSource Creative
Kaitlin Woolridge, Project Manager
Lisa Malquist, Co-Owner
Living Ink Technologies
Scott Fullbright, Co-Founder and CEO
Logio Solutions
Sasha Stewart, Founder
Fritz Institute
Lynn Fritz, Founder
MacMillan, Sobanski and Todd LLC
Dana Stangel, Attorney
Madwire Media
Rachel LaFollette, Chief Customer Officer
Mantooth Marketing Company
Iris Diloreti, Senior Account Manager
Shannon Hein, Community and PR Manager
McGee, Hearne and Paiz, LLP
Andy Worshak, Director of Human Resources
McNeary Management Group, Inc
Danielle Davidson, Recruiter
Metric Theory
Grace Harris, Senior Manager
Molycorp
James Allen, Sr. VP and Treasurer
Monument Marketing
Nick Tark, Founder
Morgan Stanley
Jim Olmedo, First Vice President and Financial Advisor
MSEC
Jana Karr, HR Consultant
The Moxie Exchange
Maureen Bernd, Boyce, Executive Consultant and Founder
MTech Ventures
Jim Mack, President
New Belgium Brewing
Andrew Krehick, Business Intelligence Manager
Jake Jael, IT Manager
John Gamlin, HR Director
Katie Wallace, Assistant Director of Sustainability
Travis Morrison, IT Director
Never Settle
Kerr Kelly, Co-Founder
Nexxus Bioenergy
Lucas Loetscher, Co-Founder
Northwestern Mutual
Andy Goege, Financial Advisor/Field Director
Brian Campbell, Wealth Management Advisor/Field Director
Erica Cox, Director of Recruitment and Selection
Ryan Yoder, Managing Director
Tony Johnson, Marketing and Recruiting Coordinator
NWA Financial Partners
Adam Kuettel, Managing Partner
NewCo Launchpad CSU Ventures
Terry Oppegard, Vice President and Executive Director
New World Vistas
Cynthia Banks, MS, Managing Director, Co-Founder and President, Foundation for Global Scholars
NuBru Coffee
Nick Romcevich, Co-Founder
O’Gara Jets
Johnny Foster, CEO
Old Dominion Freight Line
Joseph Johnson, HR Manager
Lewis White, Operations Manager
One Tribe Creative
Nichole Sellden, Marketing Manager
O2Group
Mike Sitzman, Principal and CEO
OptiEnz Sensors
Steve Witt, CEO

COLORADO STATE UNIVERSITY
HOW WE RANK

37
U.S. News and World Reports ranks CSU’s Online Graduate Business Programs No. 37 for 2016 – the #1 program in Colorado

Top 10
... again
For the fourth year, we’re ranked in the top 10 for “Best Administered” by the 2016 Princeton Review rankings

44
Our ranking among all public universities for the 2016 Bloomberg Businessweek “Best Undergraduate Business School Programs”

29
Military Times ranks the CSU College of Business No. 29 in their 2016 “Best for Vets” rankings – the #1 in Colorado

20
Our Supply Chain Management concentration is ranked No. 20 globally by the SCM Journal List for supply chain management research output in the leading supply chain management journals

3
CSU’s Global Social and Sustainable Enterprise MBA ranks No. 3 in the world among social entrepreneurship according to Net Impact.

CENTERS OF EXCELLENCE

Beverage Business Institute
Delivers management education and research with a focus on beverage operations, wholesaling, and distribution.

Center for Corporate Financial Reporting
Promotes quality in financial reporting through educational outreach and research.

Center for Marketing and Social Issues
Engages in groundbreaking research that addresses social issues through marketing principles and techniques.

Center for Professional Development and Business Research
Provides professional expertise in research, consulting, training, and development to private and public sector organizations.

Everitt Real Estate Center
Produces and disseminates knowledge that addresses current and future real estate-related needs of Northern Colorado and the Front Range.

Institute for Entrepreneurship
Focuses on training entrepreneurs to positively impact the world.

Supply Chain Forum
The CSU Supply Chain Management Forum provides partners with the opportunity to interact with CSU supply chain faculty, outstanding supply chain students and other company partners.

Veterinary Management Institute
The Veterinary Management Institute is a collaboration between the American Animal Hospital Association (AAHA) and the Center for Professional Development and Business Research. It is an executive-level, comprehensive program that offers up to 83 hours of continuing education to professionals in veterinary professions and fields.

UNDERGRADUATE Profile
number of concentrations

| Real Estate | 54 |
| Computer Systems | 247 |
| Accounting | 310 |
| Undeclared | 331 |
| Marketing | 450 |
| Management | 506 |
| Finance | 614 |

STUDENT BODY Composition

| Graduate | 1,350 |
| Minor | 1,803 |
| Undergraduate | 2,204 |

GRADUATE Profile
number of degrees

| Executive MBA | 27 |
| MSBA-Financial Risk Management | 30 |
| Early Career MBA | 38 |
| Master of Accountancy | 45 |
| Global Social & Sustainable Enterprise MBA | 49 |
| Professional MBA | 50 |
| Master of Computer Information Systems | 263 |
| Online Professional MBA | 839 |
DID YOU KNOW?

57,555 pounds of food were collected and donated to the Food Bank for Larimer County by the College of Business in 2015, making it the top contributor during the University’s annual food drive for nine consecutive years!

BY THE NUMBERS

90 IN 90

Ninety percent of graduates obtain job offers or placements within 90 days of graduation.

$47K

Average starting full-time salary for College of Business undergrads, one of the highest on campus.

100% pass rate

100% pass rate among students taking the Certified Supply Chain Analyst (CSCA) exam during 2015.

20+

20+ business-focused clubs and organizations.

1 IN 5

1 in 5 students study abroad while at the COB.

63%

63% average percentage of students who complete an internship before graduation.

The College of Business faculty and staff, August 2016
"I am the first person in my family to receive a college degree ... and it has allowed me to provide hope for my family's future."

DUNYA JIMMA
2016 College of Business accounting graduate

ETHIOPIA

MAKING THE IMPOSSIBLE, POSSIBLE
THAT’S THE POWER OF GIVING

Learn more about Dunya’s story and how to turn aspirations into reality in the College of Business: csu.bz/jimma

STATE YOUR PURPOSE
• THE CAMPAIGN FOR COLORADO STATE UNIVERSITY •