

# Monfort

College of Business

Fall 2016 Newsletter

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Earn MBAs  
Together, *pg 14*



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# DEAN PAUL BOBROWSKI

New MCB leader brings his career back to the state where it began

Paul Bobrowski is a man who knows what it's like to become attached to a place—after all, he still has a phone number from Alabama, where he worked as a dean and then professor at Auburn University from 2004 to 2012—and who knows what it's like to come full circle.

For example, his first job out of the United States Air Force Academy was at Wright-Patterson Air Force Base, just outside of Dayton, Ohio. After earning his master's at Purdue, his Ph.D. at Indiana University, and also working at the University of Oregon, Syracuse University and Auburn University, he returned to Dayton as dean of the University of Dayton's School of Business Administration.

And this year, as he starts as the dean of Monfort College of Business, he's returning to Colorado, the state where his career began.

Back when he started as a student at the Air Force Academy, he was one of four siblings who were first-generation college students. Their grandparents left Poland before World War I began. Bobrowski's father started to take college classes, but between the Great Depression, World War II and working to provide for four children, he was unable to finish. Even without degrees themselves, though, Bobrowski's parents made sure their children were prepared for college.

Coming from those roots, Bobrowski appreciates the mission of public universities such as UNC: They offer both academic excellence and opportunities to set students on paths their parents may not have had access to. As he moves into his role at MCB, he's also excited to educate students who can choose to stay in Colorado and contribute to their state's booming economy, growing business sector and community.

As dean of MCB, one of his first big jobs will be moving the college forward in the AACSB reaccreditation cycle. He comes in with a full toolbox of problem-solving abilities and a thorough understanding of the AACSB accreditation process, says Leo Welch, dean of UNC's College of Performing and Visual Arts and chair of the search committee that hired Bobrowski.

"Some problem-solving requires the administrative equivalent of a screwdriver. Sometimes you need pliers," Welch says. "He impressed the committee because he had a number of different strategies that he had employed over the years, which spoke to great problem-solving skills."

As he begins, Bobrowski has as a priority meeting and hearing from stakeholders in the college and the university community: faculty. Staff. Students. Alumni. Potential donors. Friends of the college.

"As the new person, you have this unique opportunity to really listen," he says.

And it shows.

"In the final search committee meeting, after he had been here for two days plus, he remembered every student that he had had lunch with by name," Welch says.

Bobrowski and his wife, Paula, currently the associate dean at Auburn's College of Liberal Arts, are excited to come and ski and bicycle and hike their way around Colorado. Their children are grown and live near the various institutions at which their parents have worked and studied. But for the Bobrowskis, it's time to come full circle.

—by Rebecca Dell



## JOINING UNC



**Daniel Brannon** is a welcome addition to the marketing department this fall. Brannon comes to MCB from W. P. Carey School of Business at Arizona State University, where he has taught various Marketing courses starting in 2012. He received his Ph.D. in Marketing this past spring from ASU and holds an MBA, marketing emphasis, from ASU as well. Brannon's research interests include how consumer identities influence product preferences; how and why consumers share word-of-mouth and how this behavior influences post-consumption product evaluations; and how images in the media influence consumers' health care choices. Brannon comments that he feels very fortunate to be joining the faculty at MCB this fall and contributing to the high quality of education and research at UNC.



**Mehrgan Mostowfi** has joined the CIS faculty as an assistant professor beginning this fall. Mostowfi comes to MCB from UNC's School of Mathematical Sciences where he has taught for the past three years and has been instrumental in the development of the Software Engineering major. Mostowfi received his Ph.D. in Computer Science and Engineering from the University of South Florida in 2013. His primary research interest is in energy-efficient computer networks, and his primary teaching interest is in technical courses in software engineering and networks with a special interest in project-based courses.

## RETIRING



**Tod Sedbrook**, professor of CIS, began his teaching career at UNC in August of 1989 after earning his Ph.D. at the University of Colorado Boulder. In the ensuing 27 years at UNC, he was instrumental in developing the CIS and software engineering programs. Sedbrook won college teaching awards in 1999 and 2015 and was the MCB Scholar of the Year in 1998. In reflecting on his years at UNC, Sedbrook stated that he is most proud of the success of his students. One former student pays homage to Sedbrook this way: "I learned to write my first lines of code in your C# class, followed it with your Java class, and finished it up with the senior project. Wouldn't be where I am without those classes." Sedbrook's plans for retirement include IT consulting, traveling and an abundance of skiing.



**Ron Reed**, professor of accounting, retired after a teaching career that spanned 28 years at UNC. Reed holds a Ph.D. from Texas Tech and joined MCB in 1988 from the University of Colorado Boulder. During his years at UNC, he helped build the accounting program into a robust and much in-demand program at MCB. Current department chair Pat Seaton affirmed Reed's career by stating, "He has been an outstanding advocate for our students—both while they were on campus and when they started and continued to develop their careers." Reed received numerous outstanding teaching awards, including the COCPA's, Outstanding Accounting Educator Award. He is a CPA in both Colorado and Illinois. Reed's retirement plans include playing golf and travelling in the U.S. and abroad.



“ Dean Turner...rolled up her sleeves and got to work making things happen. ”

Photo by Woody Myers

# Farewell for now

## Turner heads off to one-year sabbatical as new dean takes the reins

The MCB faculty and staff bid farewell to Karen Turner in July as she stepped aside from her role as acting dean of MCB after two and a half years. Since 2005 when she began as assistant professor of accounting, Turner has served in several roles within the college, including chair of the accounting and CIS departments and associate dean. She was chosen as Accounting Professor of the Year in 2009 by MCB students, and in 2015, she was nominated in the education category by her peers and honored as one of 12 recipients of BizWest Media's annual Northern Colorado Women of Distinction award.

During her tenure, Turner spearheaded strategic planning for MCB and led the effort to expand career week from just one event, Networking Night, to a full week of career-focused events. Turner also spent much of her time and effort on increasing young alumni support, supporting the Daniels Fund ethics initiative, and MCB's

international programs for business students. MCB was also the recipient of more than \$5 million raised during her time as acting dean.

Alumnus Kelly Garland sums up Turner's time as acting dean by saying, "It has been my honor and pleasure to work for Dean Turner [on the Dean's Leadership Council] for the past two years, and her unwavering commitment to excellence in all that she does will be hard to replace. I welcome the new dean, but Dean Turner shall always be remembered as a woman who accepted the responsibility of interim dean, quickly reviewed and assessed the situation, rolled up her sleeves and got to work making things happen."

Turner is on sabbatical for the next year, spending some time teaching in Italy and the Czech Republic as well as pursuing some long-awaited research opportunities. She will return to teaching, which is her lifelong passion, in fall 2017.

—by Sylvia Stager



Left to right: Keiko Krahnke, Stephen Salazar, Thomas Hoffman, Renee Skoglund, Lindsay Haines, Sorcha Moldauer, Nicholas Gregory and Sharon Clinebell

## MCB students win first place at Daniels Fund ethics competition

A team of six MCB students won the Daniels Fund Ethics Initiative 2016 Consortium Case Competition, which took place on April 14–15 in Denver. For the competition, the UNC team analyzed a fictional case of a company acquisition. The students acted as consultants regarding cultural and ethical issues with the acquisition. They presented before a panel of eight judges, representing business professionals from multiple states.

The team consisted of seniors Nick Gregory, finance and accounting; Lindsay Haines, management; Thomas Hoffman, marketing; Sorcha Moldauer, management; Stephen Salazar, management; and Renee Skoglund, accounting.

Professors Sharon Clinebell and Keiko Krahnke served as faculty advisors and attended the presentation. Clinebell directs the Daniels Fund Ethics Initiative in the college. UNC Daniels Fund Ethics Initiative faculty fellows include Gal Faganel, Janel Greiman, Michael Martin and Denny McCorkle.

This year's case competition involved 10 business schools that are members of the Daniels Fund

Ethics Consortium. In addition to UNC, those competing were University of Utah (second place), University of Colorado Denver (third place), Colorado Mesa University, Colorado State University, New Mexico State University, University of Colorado Colorado Springs, University of Denver, University of New Mexico and University of Wyoming. University of Colorado Law School students acted as legal advisors to the teams.

### *About the Daniels Fund Ethics Initiative and Consortium*

Reflecting Bill Daniels' commitment to ethics and integrity, the Daniels Fund Ethics Initiative strives to deliver principle-based ethics education and reinforce the value of ethical business and personal conduct. The Ethics Initiative encompasses three components—the Collegiate Program, the High School Program and the online Case Bank—each with a specific approach and target audience.

The Collegiate Program was launched in 2010 with a \$7.5 million grant and eight participating schools, and it was renewed for another five years (2015–2019) with an \$11.25 million grant and the addition of three more schools.

—UNC News Service

 To learn more, visit [danielsfund.org/ethics](http://danielsfund.org/ethics)



Associate director Lisa Hudson (center), executive director Richard Pickett and other members of the BizHub team discuss client business models.

## UNC BizHub Collaborative proves its value to businesses and students

This April, the UNC BizHub Collaborative successfully defended its second year of funding from a state grant, extending its funding for another year. In addition, the state increased funding, recognizing the value of the incubator's role as a virtual service to small businesses and an integrated part of the MCB, UNC and business communities in eastern Colorado.

Each semester, executive director Richard Pickett works with his Small Business Counseling students to write business plans for five clients. "It's real life," says Lisa Hudson, BizHub's associate director and director of marketing. Instead of getting a theoretical million-dollar budget, she says, students are given a real, small-business budget and have to forge a path for the business.

Students solve other business problems, as well. One client, a commercial furniture business, was having issues with cash flow. MCB students worked with their professor, Tim Jares, to create a spreadsheet to project the cash flow. Another class developed a robust marketing plan for a nonprofit; students created strategies for the organization to implement.

One BizHub success story centers around The Colorado Therapy Horses, a nonprofit charitable foundation that serves veterans, cancer survivors,

at-risk youth and others. The Colorado Therapy Horses contacted BizHub for a business plan, to be written by MCB students.

"The product they produced was top of the line and saved our fledgling company thousands of dollars," wrote CEO and clinical director Richard McMahan. "Without them we would be several years behind in our effort to be the leader in animal assisted therapy in Northern Colorado."

As the economy fluctuates, the BizHub exemplifies the flexibility that small-business owners themselves know well. This past year, it added manufacturing as a client category to make up for the decline in the oil and gas industries. It also added GrowthWheel training and consulting to evaluate businesses, identify areas of opportunity and create strategic growth plans. In fact, Hudson is the only licensed certified GrowthWheel trainer in the state. Bizhub has also added SizeUp, a database of Colorado-based research that is especially valuable for rural clients that need accurate, local data in order to make sound decisions. With the rich databases available, even municipalities have started seeking BizHub's services.

In short, the UNC BizHub is poised to have an even greater regional impact for years to come.

—by Rebecca Dell

 For more information, visit [eastcoloradosbdc.com](http://eastcoloradosbdc.com)

# 7<sup>th</sup> annual ENTREPRENEURIAL Challenge



Left to right: George Lobisser, Gregg Moss, Gary Schneider, Ashley Colpaart, Pat Keady, Anthony Franco and Raine Giorgio.

## Female founders sweep competition

Three businesses founded or co-founded by women took top honors in the seventh annual MCB Entrepreneurial Challenge, which was televised on Sunday, April 24, on KTVD Channel 20. The first-place winner of the challenge was The Food Corridor, the second-place winner was NerdNest and the third-place winner was Aerosol Devices.

The Food Corridor, winner of \$25,000, is a Fort Collins company and the first online marketplace for food businesses to find commercial kitchen space, enabling efficiency, growth and innovation in the food system. Founded by Ashley Colpaart, the marketplace provides online booking, payment processing, disbursement and reviews to match food businesses without adequate production facilities with underutilized commercial kitchens that have available space, creating an access economy in the food industry.

“We are beyond honored to win this esteemed prize,” Colpaart says. “Our startup team has been working tremendously hard, and the prize money will be used for customer acquisition, product development and general business operations. We are humbled to compete alongside the best startups

in northern Colorado and congratulate all of the competitors.”

NerdNest, a Denver company founded by Raine Giorgio, was the second-place winner of \$15,000. NerdNest is an innovative social media site targeting female fans to create and share their favorite, nerd-based fandom content including photos, gifs, videos and written content related to fandom. Nerd-based fandom can include specific geeky movies, books, television shows, anime, podcasts or comic books with an obsessive following.

The third-place winner of \$10,000 was Aerosol Devices, a Fort Collins company co-founded by Pat Keady, maker of an advanced scientific instrument for the collection of airborne particles for physical, chemical and biological analysis. Aerosol Devices is bringing advanced aerosol collector technology to market to create better samples for better analysis in the lab.

“Our participation in the Entrepreneurial Challenge helped us formalize our business plan and refine our pitch to more effectively share our passion and vision for our advanced aerosol particle collector,”

Keady says. “In return, we received valuable feedback from the judges, greater exposure for our startup and new networking opportunities.



We will use the prize money for marketing activities to increase product awareness and accelerate sales. We are very grateful to UNC and the Monfort family for giving us this incredible opportunity.”

Five finalists presented their business plans to a panel of judges at

9NEWS studios in Denver. In addition to the prize money, the winners received business incubator services from UNC BizHub. Judges for the final round of the Entrepreneurial Challenge included Kevin Ahern, founder, chairman and CEO of CIC Bancshares; Kelly J. Brough, president and CEO of the Denver Metro Chamber of Commerce; and George Lobisser, partner at Maliky Capital, former

“ Our participation in the Entrepreneurial Challenge helped us formalize our business plan and refine our pitch to more effectively share our passion and vision for our advanced aerosol particle collector. ”

president and CEO for Pace International and UNC alum. Gregg Moss, business reporter and 9NEWS anchor, was again the emcee for the event.

The two other finalist companies were mcSquares, a Broomfield company founded by Anthony Franco, maker of a portable dry erase board designed to foster innovation through collaboration, and Planting Profits, a Masonville company founded by Gary Schneider that provides an online application to mathematically optimize and identify the most profitable combination of crops for farmers.

—edited by Sylvia Stager

To stream the show, visit [mcb.unco.edu/events/e-challenge](http://mcb.unco.edu/events/e-challenge)



# team of Bears

Photo courtesy University Relations

Left to right: Dave Battilega, Sandy Rufenacht, Cody McDavis and Zach Miller.

## Alumni lead successful capital management firm

UNC alumnus Sandy Rufenacht ('87) and the work being done at his Castle Rock, Colo.-based investment firm, Three Peaks Capital Management, LLC, has been getting a lot of attention from investment media including *Bloomberg* and the *Wall Street Journal*. His unique formula for picking stocks was the topic of his recent interview with Bloomberg media, and, according to Bloomberg reports, the Aquila Three Peaks Opportunity Growth Fund co-managed by Rufenacht and UNC alumnus Zach Miller ('08) has consistently topped 97 to 99 percent of peer funds over several years. Dave Battilega ('04) is also a co-portfolio manager at Three Peaks. Rufenacht says the firm's success is thanks to no mystery ingredient, but due to the hard work, passion and talent of the team he's formed at Three Peaks. *UNC Daily* recently interviewed Sandy.

**UNC Daily:** Three Peaks seems to be blazing a path and garnering a lot of attention from the financial press—how do you explain the attention?

**Rufenacht:** Three Peaks is made up of a good contingent of UNC kids making happen what is

happening here—their drive, their tenacity and a work ethic not found on the street—on Wall Street, that is. UNC is a college of hard working students. I often see other major financial firms, firms of all sizes, and firms here in Colorado, recruiting from Ivy League schools, from Yale and Harvard, but we have talent that is just as good right here in our own backyard.

**UNC Daily:** What do you think Three Peaks is doing that is unique?

**Rufenacht:** What we do is complex. We're building portfolios for people who are entrusting us with their funds and, in some cases, with their life savings, and we have an extreme fiduciary responsibility, an obligation to know what is going on around the world that could have an impact on that portfolio and on individual investments. At Three Peaks, we're taking a complex business and simplifying it. We're simplifying it in the sense that we make sure we're dotting all the I's and crossing all the T's. We go further and dig deeper through the layers. Acting much like agents, we go further to validate what the management team tells us and

dive deeper to find what we believe is the perfect combination of investments. It means a lot of travel, a lot of one-on-one, and a lot of digging for what is true. It's hard work. It all ties back to being willing to do the hard work.

**UNC Daily:** What's behind the Three Peaks and UNC connection?

**Rufenacht:** I believe the workforce you get here in Colorado, specifically at UNC, is as good as you can get in the country. One common thread at Three Peaks is UNC and, with these good numbers, what we do here is working. We've got a good crop of people. Our numbers speak for themselves. The work ethic is second to none. We're all from UNC, and we're from different years, spread over several years. It shows long-term success of the program. I think that's what UNC does best—it brings in great individuals from outside areas and wide experiences, and keeps those individuals engaged. As a student, you're not just a number. It's big enough to feel big but small enough that you get recognized. If a student wants to excel, they're going to be acknowledged and supported. UNC has the Midas touch.

—by Amber Medina

## White House Honors

MCB alumnus Cody McDavis, a former UNC men's basketball player, was honored by the White House in April for his work on the It's On Us campaign to end sexual assault on college campuses. As the Big Sky representative on the NCAA's Division I Student-Athlete Advisory Committee, McDavis led the It's On Us national video competition that aimed to involve students in learning about and practicing intervention in sexual assault situations.

The White House recognized McDavis through its Champions of Change program, President Obama's initiative to recognize Americans making a difference in the world. *The Greeley Tribune* reports that McDavis and his nine fellow honorees, all working to end sexual violence in schools, were chosen from among 400 nominees.

After graduating with a degree in Finance in December 2015, McDavis worked for fellow MCB alumni at Three Peaks Capital Management, LLC. Next, he plans to earn his law degree from the University of California, Los Angeles and eventually use his knowledge of finance and law to advocate for historically marginalized people.

// To see Cody tell his story, visit [bit.ly/1Sp7BAY](http://bit.ly/1Sp7BAY)



# CAREER WEEK

“Student success is at the heart of MCB’s vision.”

## Career Week exemplifies Monfort College of Business’ dedication to student success

Monfort College of Business is dedicated to providing vigorously focused business programs and related learning opportunities for every business student, and nothing demonstrates that better than the annual Career Week.

Career Week, which ran February 10–18 this year, featured more than a dozen events with a plethora of quality resources and opportunities for professional growth and development. A total of 760 students participated in this year’s Career Week events.

“Student success is at the heart of MCB’s vision,” says Cassandra Shearholdt, the college’s professional experience coordinator. “Beyond the classroom, our faculty and staff work to coordinate and promote events like Career Week, bring in both local and nationally recognized guest speakers, fund and encourage learning, and require student internships in an effort to facilitate the success of our undergraduates and alumni.”

Shearholdt says business majors also benefit from opportunities to enter regional and national student competitions and to become involved in a variety of business-related clubs and organizations.

This year’s Career Week kicked off with a student favorite—the Elevator Pitch Contest. The contest is a chance for students to craft a fast-paced pitch that explains the value they would bring to a future company. This year’s top three winners were awarded scholarships.

Networking with Purpose was hosted this year by the college’s chapter of the Student Center for the Public Trust and was a great way for students to learn how to have meaningful networking interactions. It taught helpful strategies for both introverts and extroverts.

The second half of Career Week began with a presentation on Understanding Ethical Issues in Recruiting, where students heard from award-winning ethical companies on remaining ethically responsible during tough job-searching situations.

One of Career Week’s most popular features is the Industry Panels event. Exposure to industries outside of a student’s major can open new doors and allows students to learn about another industry that they’re likely to come in contact with, no matter which industry they work in.

At this year’s Job and Internship Fair, organized by the Office of Career Services, students learned

about real-world opportunities and gained ideas for how they might want to start their careers after college. Students brought their resumes and met professionals from dozens of companies. Many students made connections that may lead to their first job at the event.

The grand finale of 2016’s Career Week was Networking Night, which all sophomores and juniors were required to attend. It was the perfect opportunity for students to put their developing networking skills into practice and meet with professionals from the Greeley area. Students learned about internships and full-time opportunities at this event.

Attendees at past Networking Nights say that they’ve left with up to a dozen business cards that resulted in multiple opportunities for interviews for internships or jobs.

By the end of Career Week, every student had learned something new, met someone new or learned about a new opportunity that would help him or her continue to grow professionally and be better prepared for career success after college.

—by Taylor Trubia, UNC class of 2017





Photo by Woody Myers

It's no surprise that brothers Sol and Nate Mascarenas both enrolled in UNC's Master of Business Administration program when it started in the fall of 2014. It's also no surprise that they're the first two of their cohort to complete the program.

Growing up in Windsor, the brothers were best friends. They spent the majority of their time together, even though Sol (above, left) is 17 months older. Their close relationship endured over the years, even after the bachelor's degrees in engineering that they earned as Boettcher Scholars at the Colorado School of Mines took them in different directions professionally.

But as fate would have it, in 2014 while working for different companies, they found themselves in a similar situation: Their employers needed management help.

Sol's employer, an IT solutions provider, was looking to him to eventually move up to be president of the company. Nate's employer, a fast-growing residential elevator company, needed help managing that growth. The brothers realized that an MBA would set them up for success where they were, or anywhere they wanted to go.

While they both investigated MBA programs, Nate was the first to decide that UNC's best fit his needs.

"A lot of MBA programs are an online format or a hybrid thereof, and I really liked UNC's approach to stepping away from that and having all in-class, in-person courses," Nate said. "Plus, the Monfort College of Business has such a great reputation."

The brothers agree that completing the program in two years had its challenges, especially considering they were balancing school with their jobs and families, but that it was worth the time and effort.

Sol noted that the program provided an unexpected fringe benefit. While fulfilling a requirement in one of his courses to develop a business plan for a new business, he realized that an enterprise that he and his wife had been talking about might be viable. With encouragement from his professor and classmates, they recently launched the business.

Nate said he also started benefiting from the program before completing it.

"I've learned so many things that I've applied in my working life instantaneously over the past two years," he said.

—UNC News Service

## Monfort family continues support with \$4.2M gift

The Monfort Family Foundation pledged \$4.2 million to continue its long-time dedication to the Kenneth W. Monfort College of Business, its students and its faculty.

The family's commitment to the business college honors the enduring memory of Kenny Monfort, the college's namesake, revolutionary businessman, philanthropist and beloved family patriarch.

"We are excited about the future of the Monfort College of Business, and we hope this gift will show our commitment to UNC and to Colorado," says Dick Monfort, a 1976 UNC graduate who also serves as the chair of UNC's Board of Trustees.

The donation will be spread over six years and is earmarked for student scholarships, faculty enrichment, competitive opportunities for students, and more. "In the years since the Monfort family first invested in the college, it has evolved from being a solid but little-known college to being nationally and regionally recognized as a leader in business education," says UNC President Kay Norton. "The Monforts' ongoing support has enabled the college to focus on what is most important—putting students first."

Dick Monfort also recently gave to UNC's newest building, Campus Commons, scheduled to break ground in 2016 with completion in 2018.

## Campus Commons

UNC marked a significant milestone in the development of the Campus Commons, a student-centered facility situated in the heart of campus. A second round of state funding, combined with student fee and philanthropic support, enables UNC to make significant progress in the design and development phase of the building.

Located next to the University Center, Campus Commons will serve as the university's welcome center, offering students access to centralized support services, including career services and on-campus interview facilities, while also showcasing UNC's world-class music, musical theatre and visual arts programs. Once built, Campus Commons is expected to enhance the UNC experience for students, alumni and community members.

Groundbreaking will begin with a public ceremony held during Homecoming on October 22, 2016 and full occupancy scheduled in 2018.

For more information, visit [unco.edu/campus-commons](http://unco.edu/campus-commons)

## The Garth Allen and Allen McConnell Chairs

The Garth Allen and Allen McConnell Distinguished Chairs were dedicated during the college's spring 2016 celebration. Established to recognize the careers of professors Allen and McConnell, the endowed chairs provide funding to recruit and retain outstanding faculty necessary to continue the quality of business education MCB is known to deliver.

"Our courses are relevant to the real world, in order to help our students be successful in their chosen careers," Professor Allen says. "They learn great communication, interpersonal and presentation skills so they can distinguish themselves as high-performing, team-oriented leaders."

MCB proudly invests in providing world-class educational experiences through the support and partnership of our alumni and friends. Join MCB in building educational investments with your gift toward either the Allen or McConnell distinguished chairs.

To support either chair, or another program of your choice, visit [give.unco.edu/monfort-college-of-business-priorities](http://give.unco.edu/monfort-college-of-business-priorities)

**BEAR SPOTLIGHT**



Photo by Michelle Ding

Johanna Baker, near Piha Beach, New Zealand

## Johanna Baker

### Audit Senior, Crowe GHP Horwath

Before she came to UNC as a student, Johanna Baker sat down with one of UNC's music professors. Baker had been playing piano since she was five and singing in choirs since late elementary age, but she wasn't sure she was passionate enough to major in music. The piano professor suggested she minor in music and major in something else.

Looking back, Baker's family might've offered a clue as to what her future would hold. The Bakers are a close-knit family—her older brother was adopted from Korea, and after he prayed for a little sister, infant Johanna joined the family in California. Their mom homeschooled the siblings, and they moved from California to Oregon to Colorado for their dad's job. His career has included decades of experience in business development and consulting. Although Baker was not entirely certain of her future or major, she transferred to UNC after getting a year's worth of credits at community college. For her time at UNC, she decided on a general business major and music minor.

"I was able to join in on the really fun things about

music," she says, "and I was able to then balance that out with business school."

She sang in choirs under UNC professors Galen Darrough and Jill Burgett and traveled to Europe for the International Choral Competition Ave Verum in Baden, Austria. But even after years of investment in music through taking private lessons, playing at church and commencing her minor at UNC, she started thinking about what area of business to focus on.

On the advice of her advisor, Pat Seaton, she decided to declare an emphasis instead of remaining a general business major.

"From the beginning," Seaton says, Baker was "very enthusiastic about her education and enthusiastic about our program."

He recalls her inquisitive nature and drive to grab hold of whatever opportunities she could. At a Beta Alpha Psi meeting, another student told Baker that if the principles of accounting made sense to her, she should go for it. So at the beginning of

her junior year, Baker walked into the accounting office to declare her major. A week later, she attended her first Meet the Firms event. Although she didn't receive any public accounting internships from the Meet the Firms event, she met her future firm, Crowe GHP Horwath, that night.

After attending a second UNC-sponsored job fair, she met Cloud Peak Energy, where Professor Ron Reed's daughter worked as a senior accountant. Baker spent the summer interning in the coal industry. That fall—her senior year—she helped run Meet the Firms. After three on-site interviews, she received three job offers and chose Crowe GHP Horwath.

She made her decision based on both the people and the firm's international connections. At the beginning of her career, though, she figured she'd have to wait a while for her chance to travel abroad. But during her second busy season, she got an email from Mike Filkoski, a senior principal at Crowe GHP Horwath and fellow UNC alumni. He told her an affiliate in New Zealand wanted to borrow a couple auditors from her office. Would she be interested?

**"You're not just a number at MCB. You're a student that they invest in."**

And just like that, the international opportunity that had seemed so far away became a real possibility. A few

months later, with the encouragement of her family—including her sister-in-law, who currently works for Deloitte—Baker flew to New Zealand to spend four and a half months in what she calls a gorgeous country with friendly, diverse people.

The work in New Zealand pushed her and prepared her to overcome lingering doubts about whether she was really cut out for accounting. Now, she's sure that spending her days protecting investors from fraud and error is what she wants to do.

"I love my job," she says. "I love the people I work with. I love having clients that I've known now for one or more busy seasons."

And MCB helped prepare her for that.

"You're not just a number at MCB," she says. "You're a student that they invest in."

—by Rebecca Dell



Photo by Woody Myers

### Denver Business Journal program recognizes UNC alumnus Mica Lesser

UNC alumnus Mica Lesser was named one of the *Denver Business Journal's* 40 Under 40 honorees for 2016.

The awards program, in its 20th year, recognizes 40 outstanding Colorado professionals under the age of 40 for their business success and community contributions.

Lesser is the general manager for Pearson North America, an international education publishing and assessment service. He graduated in 2001 with a bachelor's degree in finance.

"I really cherished my time at UNC," Lesser says. "I have so many great memories and not only with UNC laying the foundation for me in my business career, but really building the foundation of me becoming a solid giver to society as a whole." Lesser paid for his education with no family financial support and is the first and only member of his family to graduate from college.

Lesser and the rest of the 40 Under 40 Class of 2016 were recognized during the 20th anniversary event March 17 and profiled in a special edition *Denver Business Journal* report March 18.

## MCB students win Better Business Bureau award

Four MCB students won the award for Best Nomination Paper at the 2016 Better Business Bureau Torch Awards for Ethics on April 26 in Loveland.

Lindsay Haines, Branden Wilson, Kelsey Smith and Michaela Pribyl, students in a business ethics class taught by associate professor Keiko Krahnke, worked with Roberts Excavation Corp. of Berthoud, which received the BBB Torch Award for Ethics in the small business category.

Participation by UNC students is a result of a long-standing partnership between MCB and the BBB. UNC students, along with business students from Colorado State University and the University of Wyoming, prepared entries on behalf of 14 nominated businesses, evaluating the ways in which the businesses promote the six principles of the BBB's TRUST principles: Transformation at the Top, Reinforce and Build, Unite the Team, Steer Performance, Treasure People and Enthusiastically Reinvest.

"Every year, companies nominated for the BBB Torch Award for Ethics tell us that working with students is one of the highlights of the entire process," said Carrie Rossman, director of the BBB Institute for Marketplace Trust. "And students tell us that working with the business leaders is helpful to their own future careers."



Photo by Getty Images

## FINANCE

### Finance students hit home run

In a case competition, the Colorado Rockies challenged college students around the state to think like a general manager. Students were asked to produce a model that ranks the top 100 players in professional baseball. Each team submitted a report, and the top five were chosen to present to a panel at Coors Field. The team of Nick Gregory, Weston Hager, Chuck Rasmussen-Goodwin, Jake Hyatt and Jack Pryzgodka took on the challenge and moved forward to the top five.

### MCB recognized by CFA Institute

MCB is the latest business school to be welcomed into the CFA Institute University Recognition Program. The finance emphasis was acknowledged as incorporating at least 70 percent of the CFA Program Candidate Body of Knowledge (CBOK) and placing emphasis on the CFA Institute Code of Ethics and Standards of Practice. This program positions students well to obtain the Chartered Financial Analyst designation, the most respected and recognized investment credential in the world.

## ACCOUNTING

Two teams of MCB students, along with the teams' faculty advisor, Professor Ryan Cahalan, competed in this year's Deloitte FanTAXtic Regional competitions at Deloitte's offices in Chicago and Los Angeles. Each team presented the results of its analysis of a business combination case to two Deloitte partners. The Chicago team, including Connor Barr, Tanner Bedsaul, Nicholas Gregory, Sara Sugi and Kathryn Van Dewerker, was selected to advance to the national finals at Deloitte University in Dallas. The Los Angeles competitors included Phillip Carter, Edith Gonzalez, Kathleen Kirelik, Heather Wright and Jordan Zaeske.



## PROGRAM PROFILE

Software engineering students set on path to success

*"If you don't like learning new things, don't jump in!"*

That's the advice of Professor Charmayne Cullom, one of many key players in pioneering the software engineering major since the idea was first put into motion. Cullom's advice stems from the nature of the program: Software engineering is hands-on. It's intense. And in order to be successful, software engineers need to constantly learn about new developments.

That lifelong learning starts with a solid foundation at UNC. The major, a joint program between MCB and the School of Mathematical Sciences, packages some of the resources offered across UNC to fill a career niche for students and is currently working toward accreditation from the Accreditation Board for Engineering and Technology (ABET), the rigorous body that accredits major applied science, computing and engineering programs.

To start the program, UNC's cross-campus team designed a curriculum to meet the recommended body of knowledge from the Institute of Electrical and Electronics Engineers (IEEE), a global professional organization dedicated to advancing technology. In the fall of 2013, UNC's program welcomed its first students.

At the root of the program are the building blocks of software engineering: the most-current programming languages, operating systems, database systems, networking and more. As juniors, students practice designing software according to the systematic problem-solving principles learned in earlier classes. As seniors, budding software engineers spend the year interacting with a client and developing software that meets that client's needs.

The intensive study prepares students for a job field with a 17 percent projected increase in employment between 2014 and 2024, according to the U.S. Bureau of Labor Statistics. The average growth rate for all occupations is seven percent. Ultimately, software engineers graduate ready to change the world.



Photo by Woody Myers

## MARKETING

During the past year, members of the Northern Colorado Marketing Association spent their time recruiting new members, providing services to the greater Greeley community, and working on their professional development as future marketers. They served as key marketers for the 9News Health Fair and handled publicity for the event. They helped market the opening of Grand Lake's 16th Street Tavern, worked to promote the Fur Ball for the Humane Society, and volunteered in Greeley with Halloween events for children. Some of the group traveled to New Orleans to attend the national American Marketing Association conference and took home a prize for small chapters. After the majority of the group graduated in 2015, the remaining members worked hard to invite new members and are now ready to start the year with a plan in place and new members who are passionate about marketing.

## MANAGEMENT

Management students participated in many educational opportunities this year, including attending conferences and presenting in competitions. MCB is fortunate to have such engaged and caring Management Advisory Board members who have given many hours out of their busy schedules to assist the college and its students. Partnering with local business leaders is critical in providing a well-rounded business education, and MCB is grateful for their involvement.



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## PROGRAM UPDATES

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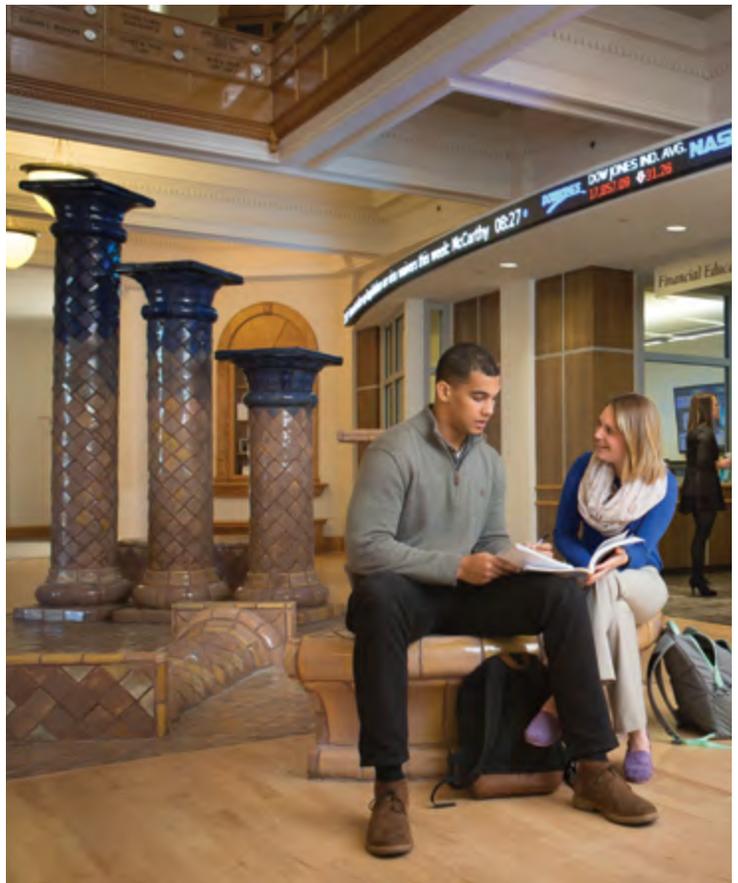
### MBA

The MBA program will become an on-campus program after being delivered at Centerra since its inception two years ago. The program graduated its first class this past spring and has about 14 students enrolled at any given time. The move to campus will allow MCB to better develop cross-campus partnerships with other programs that would benefit from a business component.

According to graduate coordinator Don Gudmundson, there is a partnership in the works with Jiangxi University of Finance and Economics in China for UNC to host Chinese students as they gain language proficiency and then take 500-level business courses in preparation for enrolling in the MBA or MAcc. "An international program that brings in students from another part of the world helps our students understand the world better and is more attractive to potential students," Gudmundson says. He hopes to enroll the first Chinese students in Fall 2017.

### MAcc

The MAcc program had 12 graduates in the class of 2016. This program gives students the opportunity to complete the 150 credits required to sit for the CPA exam and provides students with skills in applied accounting research, communication and problem solving.



Photos by Woody Myers