



Curt Greeno, '06, helped start an electronics recycling company straight out of college.

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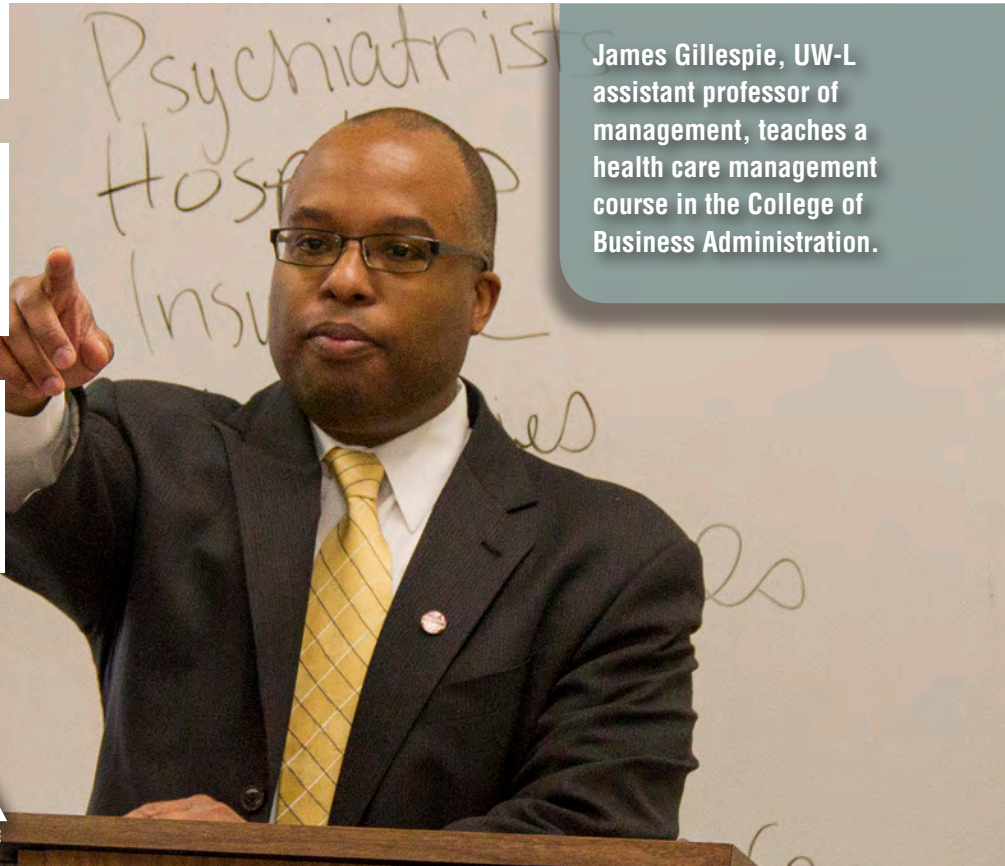
UW-L senior Gina Schultz received a \$1,000 scholarship from the Silver Eagles, a CBA alumni group.

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Alumnus Dan Saftig, '81, shares how 'higher education lifts lives.'

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James Gillespie, UW-L assistant professor of management, teaches a health care management course in the College of Business Administration.



Building Bridges

University of Wisconsin-La Crosse

A healthy start

New CBA program to meet national demand for health care leaders

The U.S. spends more on health care than any other country. Yet the country lags behind others when it comes to providing access and quality care.

These challenges, coupled with variables like a baby boomer population entering Medicare age and evolving trends in technology, point to a radically changing industry. It's a business that needs strong, future leaders.

Those health care leaders will soon be coming from UW-La Crosse's College of Business Administration through a new health care management program.

"It will take people who are well-educated to help the system of health care work more as a unified system and still get the high-quality outcomes we expect," says Eric Erickson, vice president of Primary Care for Mayo Clinic Health System – Franciscan Health care.

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BRUCE MAY

Letter from Dean

The business of hard work

We are proud of the success of the CBA's students and graduates. Success is not only measured by attaining high grades, wealth, honors or the like. It is also measured by the path it took to attain these things — the drive, hard work and thirst for knowledge that moved us to succeed.

This issue of Building Bridges highlights excellent examples of the kind of success that comes through hard work.

Business alumnus Curt Greeno, co-owner of Dynamic Recycling, discusses how as a young entrepreneur he doesn't have years of business experience to fall back on, so, instead, he and other leaders of the company read business books monthly as part of a company book club. They also have weekly meetings to brush up on their business skills. Their hard work has paid off. Dynamic Recycling was cited by Inc. magazine as Wisconsin's No. 1 fastest growing businesses based on revenue growth in 2012.

New faculty member James Gillespie worked hard in school to get out of the housing projects, go to law school and, eventually, earn a doctoral degree. He's now using his experience to help build the CBA's new Health Care Management program.

Gina Schultz, a senior and a Silver Eagles scholarship recipient, was raised by a single mother. Her mother's hard work and determination inspired her to work hard in college. She's succeeded academically while managing part-time work and volunteering.

Years ago a thirst for life-long learning and education prompted me to seek graduate degrees and move from private business to university teaching and then into university administration. It involved a lot of hard work and I take pride in my accomplishments. I am especially proud of becoming a full professor and working directly with students. But I am equally proud of helping students and faculty become successful in their education and careers in my role as a university administrator. I always viewed my mission as being here to help people.

At the end of this academic year, I will be stepping down and a new person will take my place as dean. In retirement, I expect to continue to work hard, participate in life-long learning and scholarship, and accomplish some things that I have not had time to do.

Thank you for the opportunity to serve as dean of the UW-L College of Business Administration. It's been exciting to be part of a college filled with students, faculty and staff who embody success. Not only do they earn high marks and win awards, but also have that drive, ability to work hard and a thirst for knowledge that consistently moves our college forward. I look forward to watching that kind of success continue.

Best of luck,

Bruce E. May
Dean, UW-L College of Business Administration



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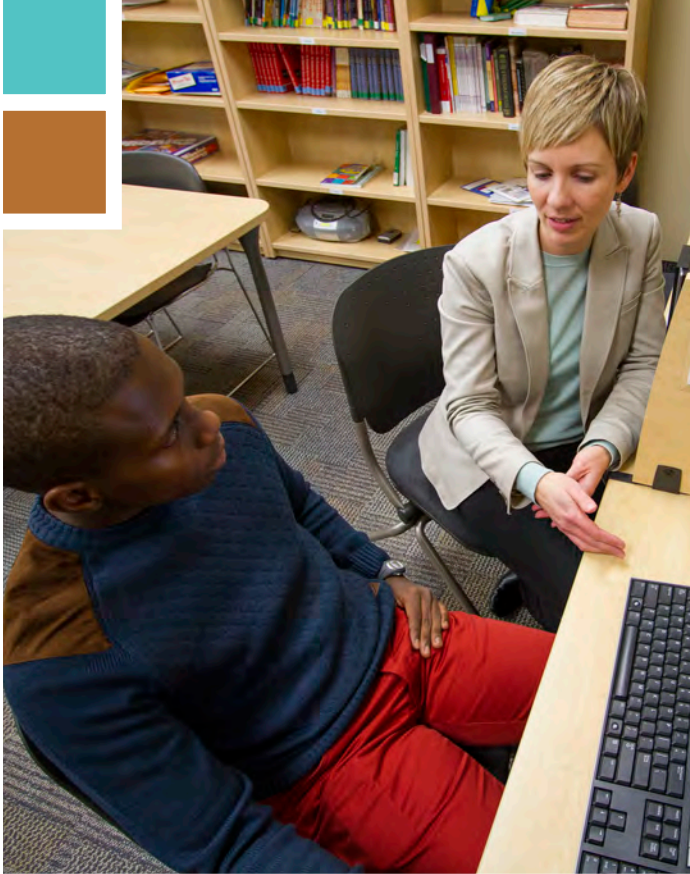
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University of Wisconsin-La Crosse



STAFF PROFILE

New assistant to the dean says tough conversations can be rewarding

Becky Vianden, the CBA's new assistant to the dean, began July 7, 2014. She replaces Amelia Dittman who retired in July 2014. Here Vianden meets with UW-L freshman Shoko Choga, an international student from Zimbabwe, for an academic advising session.

As a career adviser, Becky Vianden used to help students navigate the world beyond college. Today, as the new CBA assistant to the dean, she's helping students navigate through college.

"When students are stuck, it's really rewarding to be able to help them out," she says.

But helping students sometimes means telling them what they don't want to hear, adds Vianden. They may need to consider changing their major or learn they are ineligible to continue in the CBA.

"Sometimes those are hard conversations to have because of the outside pressure or the pressure students put on themselves," she says. "I start asking those questions and digging in a bit. Because of my career services experience, I can help them think about what other opportunities they have."

She says having those conversations is rewarding in the end because of the difference it makes in students' college careers and lives.

"I think back on when I was a student. There were turning points I remember and I remember who was involved," says Vianden. "It always makes me feel

better when I can be someone who helped make a student's life better."

While Vianden's role has plenty of student contact, she also has many administrative duties. She collects data for the CBA on statistics from enrollment numbers to graduation rates. She serves as a consultant to curriculum committees on campus, coordinates CBA faculty advising and provides training for advisers. She gives presentations and meets with prospective students and their parents who are interested in the CBA. Vianden also teaches a one-credit, career preparation course in the CBA.

Because of all of the hats she wears, Vianden has appreciated the support and resources from people across campus from Records and Registration to Student Life.

With all the people Vianden comes in contact with, her No. 1 goal is to be a good resource for all the different groups she works with from students to faculty to prospective students. Providing that support will ultimately help students achieve their school, business and life goals, she says.



Curt Greeno, '06, earned degrees in finance and economics. Greeno says one of the books that best describes his company is *EntreLeadership*. It's one of many business books he has read to stay ahead of the competition in his first business venture.



These computer monitors were de-manufactured at Dynamic Recycling. They've been put into plastic bails to be shipped to southeast Asia to be formed into new plastics.



The Inc. 500 is a ranking of America's fastest growing companies. Dynamic Recycling's growth landed it on Inc. magazine's top 1,000, fastest-growing U.S. companies for the last three years. It earned the No. 1 spot in Wisconsin and No. 79 in the U.S. in 2012.

Young alum launches one of the fastest growing businesses in the U.S.

Curt Greeno, '06, helped start a Wisconsin-based electronics recycling company straight out of college.

"Being young in the workforce, I can't lean on my experience to beat our competitors, so I need to do other things to continually make myself better," says Greeno.

That determination to succeed has become part of the culture at Dynamic Recycling, based in Brice Prairie, Wisconsin. Greeno's leadership team meets monthly to discuss business books and meets weekly to talk about business-improvement topics from accounting to leadership.

Their hard work has paid off. After Greeno co-founded Dynamic Recycling with three others in 2007, the headquarters has grown from several employees to more than 100, and a new branch opened in 2013 in Nashville, Tennessee that employs 10 people.

The company's annual revenue has also grown from \$45,000 the first year to more than \$31 million in 2014. That growth landed it on Inc. magazine's top 1,000, fastest-growing U.S. companies for the last three years. It earned the No. 1 spot in Wisconsin and No. 79 in the U.S. in 2012.

"I think we've made a really strong effort to not get

complacent," says Greeno. "We stretch goals and push to hit them. I think it's part of our company's culture, and everyone under management shares our enthusiasm."

Greeno was planning to go into banking after graduation, but says he was lucky to be in the right place at the right time when a high school friend asked if he'd like to launch a business instead. Recycling and being environmentally conscientious was "in," and Greeno knew the industry would grow.

"Being so young, I thought I should take the opportunity because I don't have anything to lose," says Greeno. "I talked to a couple of my professors who said banking will always be there if I get a couple years into this and it fails."

Starting the business came with challenges. It took trial and error to decide where they wanted to focus their services within the recycling industry. But Greeno's background in finance and economics at UW-L helped him quickly diagnose where the company was making money and where it wasn't. As the leadership team's "numbers guy" he still closely monitors everything from company profits to employee engagement.



Dynamic Recycling receives recyclables from other recycling companies to determine if they can be fixed and sold wholesale or for parts on eBay. "Some companies see this as scrap," says Greeno regarding a shipment of broken cameras. "They don't take the time to learn if they are worth more."

"Business success is important to us," says Greeno, "But it's not really about the money at all. It's about the challenge of creating jobs and a great place for people to work. We know years from now people will enjoy working here and hopefully we'll be making a difference in peoples' lives."

DYNAMIC RECYCLING is a full-service computer and electronics recycling company located in Brice Prairie. They do electronics recycling, scrap material purchasing and remarketing. UW-L Business Alum Curt Greeno owns Dynamic Recycling with Miles Harter, Gary Harter and Naomi Schaller.

RIGHT: Dynamic Recycling opened in 2007 at 2135 Enterprise Ave., La Crosse. The company has now outgrown this facility and opened in February at a new location in Brice Prairie with six times the space.

www.dynamicrecycling.com



CONTINUED FROM FRONT PAGE

A healthy start

Erickson is one of Wisconsin's health care leaders who joined the 14-member advisory board for the new program. James Gillespie, UW-L assistant professor of management, was hired in fall 2014 to bring together diverse parties to develop the program. Now in the early stages, the program will eventually include a major and minor in health care management.

High goals

Gillespie aims to create the No. 1 undergraduate health care management program in the nation.

"It's good to have ambitious goals in life," says Gillespie. "Of course, they should be reality-based."

Looking at UW-L's reputation as a top-ranked, American public university and its resources with two leading health care institutions next door, the goal isn't too lofty, he adds.

Area health care leaders agree UW-L is a good fit for the program.

"UW-L's CBA is known for its excellence. It's one of the best undergraduate business schools in the state and country," says Mary Ellen McCartney, chief learning officer, Gundersen Health System. "I'm excited that we're going to be able to shape this program right in our own community."

McCartney, who oversees recruitment for Gundersen, also sees a strong demand.

"Across the country there are shortages in management roles in health care," she says. "The reason is they are very complex, intense roles, which make them hard to fill."

Meanwhile health care, life sciences and related industries account for approximately 20 percent of the U.S. economy, which points to continued strong demand, notes Gillespie.



The typical health care administrator has a master's in business administration, says Kevin Hayden, CEO of Group Health Cooperative of South Central Wisconsin. Hayden, who is also on the advisory board, likes that UW-L's program will be multi-dimensional, giving students a 360-degree view of the health care industry.

"We are consistently looking for executives who have a broad understanding of the drivers of health care — not something that's required of the traditional MBA graduate," says Hayden.

Charting the course

The work of developing the program is just beginning, explains Gillespie. So far the CBA has one health care management course. The first step will be to develop more courses related to health care, then develop the minor, major and grow numbers.

Gillespie has already started building student interest in the program with a new student group, the Health care & Lifesciences Student Association (HLSA). The group of 25 students helps ensure the process of developing the program isn't top down, says Gillespie.

"Health care is an industry that is in significant transition. What we need to do is build leaders for the future who can transform the delivery system and work to lower the cost of care," says Mary Ellen McCartney, '84, chief learning officer, Gundersen Health System. "We need to have a lot of innovation, creativity and resilience."



"I'm very excited to see the future of this program and the new student association," says Linsey Feit, UW-L sophomore and president of HLSA. "We have so much interest across campus in health care and life sciences programs, but nothing that brings all these students together."

Feit, who wants to work in health care management, says if the program were offered now, she'd jump at the chance to join. She plans to declare the minor, which will likely be offered in fall 2015.

Staying connected

Alumni will be a resource for the program and vice versa, says Gillespie.

Kyle Phillips, UW-L senior and vice president of HLSA, will graduate in May and become the first president of a new HLSA alumni group. They will reach out to graduates in health care fields and serve as a link between each other and the university.

"I really realized toward the end of my schooling the value of networking, and this group is really about that," says Phillips.



KEVIN HAYDEN

Building the No. 1 health care management program in the U.S. is a big goal, but Phillips agrees it is possible — especially considering the diverse groups coming together to achieve it.

Erickson says it's clear Gillespie and others are looking at the long-term needs of the region and nation in development of the program.

"I feel fortunate to be at the table helping steer the discussion, so it's not just a program within the academic walls of UW-L, but one built at the street level here [Mayo Clinic Health System] or at Gundersen or any other system in the state," says Erickson.

Program's leader brings diverse perspective

When UW-L Assistant Professor James Gillespie was hired to create UW-L's new health care management program, he set an ambitious goal of creating the No. 1 program in the nation.

Setting big goals and achieving them is something Gillespie's done before.

He grew up in the housing projects with a single mother, and his family lived on public assistance. Gillespie's ability to score high on standardized tests allowed him to get out of the projects and pursue his educational dreams. He went to Massachusetts Institute of Technology, Princeton University, Harvard Law School, and pursued a doctoral degree in business from Northwestern University.

Gillespie says his background gives him a diverse perspective, which has aided him in building the new program. He's gone out of his way to involve diverse groups including students, faculty, staff, alumni and business leaders.

"I don't want to make this a me-centric program," he says. "I think my background gives me a sensibility to keep things in perspective in life."

A health care management major or minor will prepare students to become the managers and leaders of health care entities, whether health care institutions, dental offices, nursing homes, insurance companies, biotechnology companies, pharmaceutical companies, medical device companies, companies that develop technology related to health care and other related work.



James Gillespie, UW-L assistant professor of management, was hired to develop the CBA's new Health Care Management Program.



UW-L senior Gina Schultz received a \$1,000 scholarship from the Silver Eagles, a CBA alumni group.

CBA senior finds support from mom, Silver Eagles

UW-L senior Gina Schultz grew up watching her single mother raise three kids. She calls the situation — living paycheck to paycheck — a blessing.

“You see how hard work and determination can get you through life,” she explains.

Schultz has put that determination to the test in college, paying her own way while balancing two part-time jobs, volunteer work, involvement in organizations and a 4.0 GPA. Schultz says it helps to have constant encouragement from her mother who reminds her, despite the student debt, to never doubt herself.

This year Schultz has an extra form of encouragement. She’s received support from a group of College of Business Administration alumni, the Silver Eagles.

Schultz got the call in spring 2014 from member Marlin Helgeson who told her the group was offering her a \$1,000 scholarship for the following fall. Since 2000, the Silver Eagles have awarded 20 scholarships to students totaling \$20,000.

“When he told me, I burst out bawling,” says Schultz. “I felt like I had been involved in the campus community and had a loyalty to UW-L. For them to give that back to me — that’s incredible.”

Helgeson recalls how expensive college was in his day, but the costs have climbed as state support for higher education has steadily declined for decades.

“It’s heart warming when someone not only appreciates the scholarship, but also really needs it,” says Helgeson.

Schultz spoke on behalf of student scholarship recipients at the UW-L College of Business Administration Take an Eagle To Lunch event Thursday, Oct. 9, 2014, at the Cleary Alumni & Friends Center. The event was sponsored by the Silver Eagles.

Schultz says the gift has lifted a financial burden and pushed her to work even harder because she wants to make the Silver Eagles proud.

“I want them to know that they are investing in someone who is going to care and give back,” she says. “So it’s more motivating than anything.”

Make a gift

To make a gift to the Silver Eagles Scholarship Fund, visit the UW-L Foundation website at www.foundation.uwlax.edu, click on "Give Now," designate the College of Business Administration and note "Silver Eagles2015bb." Or contact Jeff Meyer, UW-L senior development officer, at jmeyer@uwlax.edu or 608.785.8502.

The Silver Eagles Alumni organization was created in 1996. Silver Eagles are College of Business Administration graduates who provide scholarships, along with networking and other opportunities, to CBA students as they prepare for business careers. Learn more or become a member on the Silver Eagles website at www.silvereaglesuwl.org/.



UW-L CBA Senior Gina Schultz spoke on behalf of the 2014 Silver Eagles scholarship recipients at the annual Take an Eagle to Lunch event Oct. 9 at the Cleary Alumni & Friends Center. Schultz received the Silver Eagles scholarship in honor of Amelia Dittman. Other scholarship recipients include: Kendall Lisecki, Silver Eagles Scholarship; Matthew Stephani, scholarship in honor of Pat Stephens; and McKenzie Hofmann, Alumni Network Scholarship.



The Silver Eagles endowment continues to grow

The Silver Eagles endowment fund has reached nearly \$50,000. The goal is to continue to grow the fund, providing additional scholarships. The endowment funds the William Perrett Scholarship and partially funds the UW-L Alumni Network Scholarship.



The crowd at the 2014 Take an Eagle to Lunch event.



UW-L Alum Meagan Kempen, '06, gave the keynote address at the UW-L College of Business Administration "Take an Eagle to Lunch" event in October at the Cleary Alumni & Friends Center. The CBA networking event is sponsored by the Silver Eagles CBA alumni group. Kempen said her experience as editor-in-chief of *The Racquet* while attending UW-L helped her learn to be curious and ask questions, skills that have helped her excel as new product marketer for 3M.



ANNUAL EVENT SERVES UP AN INSPIRING MESSAGE

At the conclusion of her keynote presentation at the UW-L College of Business Administration "Take an Eagle to Lunch" event, UW-L Alum Meagan Kempen, '06, read from the children's book "Harold and the Purple Crayon." The book reminds readers that they can make life what they want it to be — something Kempen has done. This mentality took Kempen on an unpredictable and inspiring journey from New York City, to Los Angeles, then Chicago and finally to Minneapolis. She says it's been a journey of self-discovery and zero regrets. Read her full story: <http://goo.gl/xqbfnw>



UW-L Senior Jordan Leagjeld, a marketing major, gave the student response during the Take an Eagle to Lunch event. Leagjeld thanked the Silver Eagles for organizing Take an Eagle to Lunch, which he calls a great opportunity for students to network with alumni and learn about potential opportunities for their future.

"It's very special to see such a strong alumni and student relationship in UW-L's CBA program," says Leagjeld. "Events like this allow students to really get a look at what the real world is like — not just behind the pages of a textbook."

The Golden Eagle Award goes to Amelia Dittman

Kevin Mahoney, '75, Silver Eagles president, presents Amelia Dittman with the Golden Eagle Award during the Take an Eagle to Lunch event. The Golden Eagle award is given to a member of the Silver Eagles who has provided outstanding service and/or support of the Silver Eagles and the CBA. Prior Golden Eagle Award winners are Pat Stephens and Jim Prudhome.



Dittman, '73, who retired in July as assistant to the dean in the CBA, has been involved in the Silver Eagles since its inception. She plans to continue in her new role as a board member.

"Amelia helped in the formation of the Silver Eagles and provided much needed support over the years," says Mahoney.



About 135 people turned out at the annual CBA Meet and Greet at the start of fall semester. At the event freshmen learn more about the college's programs and meet faculty and other students.

Why did you choose the CBA?

We asked students at a CBA freshmen Meet and Greet at the start of fall semester why they chose the CBA. Here is what they had to say.



KELLY MCCLONE, left, a senior marketing major with a minor in organizational and professional communication studies.

"In high school all the upper level AP classes were in science. So, when I came to college, I was already on the science track. I was undecided in the College of Science and Health as a freshman, but I did not enjoy it. As I was weighing my other options, I thought business would be a good opportunity. Even if I don't know what exactly I want to do, I can figure it out as I earn my degree because of the broad scope of business. And business will always be around."



MARCUS WHIPP, right, a freshman international business major.

"Growing up I worked at our family restaurant for six years in the small village of Denmark, Wisconsin [Population: 2,100]. I wanted something different. I thought it would be cool to travel and see the world. I picked this college because they offer Chinese and international business."

"I used to be a chemistry major, and, as much as I find chemistry to be a fascinating subject, I didn't want a career in it. A lot of careers involve working in the lab, and I'm much more of a people person than that. I ended up joining UW-L's chapter of the American Marketing Association on a whim. One of my friends had said 'Hey, check it out and you may end up liking it.' She knew me better than I knew myself! I switched my major to marketing in fall 2013. I'm looking forward to taking more classes and learning more about what I could do in the future."



BREANNE BERGER, left, a UW-L senior and marketing major.



ANDREW LOCKINGTON, far right, a freshman finance major.

"My dad, Ryan Lockington, went to UW-L and was a business management major. I got insight from him about the program. He said there are a lot of majors within the College of Business Administration that give you options regarding what you want to pursue. Today my dad is a manager at ACE Hardware Retail Support Center on French Island. He is successful in what he does, and he provides a big support for our family, which has helped me and my younger sister out with whatever our future holds."



DAN SAFTIG

“The places I’ve been and the people I’ve met are incredible. I think that’s true for most college graduates.”

– Dan Saftig, chief development officer at Arizona State University Foundation.

ALUMNUS SHARES HOW ‘HIGHER EDUCATION LIFTS LIVES’

As a UW-L freshman, Dan Saftig, '81, was the first in his family to go to college. He didn't know what to expect when his dad dropped him off at the residence hall and waved goodbye saying, “See you at Thanksgiving.”

What happened next was a transformation. Experiences inside the classroom and out were the launching pad to Saftig's successful career, including senior leadership positions at four major U.S. universities. Saftig says, ultimately, higher education improved his life.

Today, as chief development officer for Arizona State University Foundation, Saftig is dedicated to helping others recognize the truth he uncovered — the difference higher education makes.

“It's clear that higher education lifts lives — not only the lives of graduates, but also their families, future families and communities,” he says. “At the foundation, we educate alumni and others about the impact philanthropy can have in improving lives.”

When Saftig started at UW-L, he saw how important experiences outside the classroom were to his overall university experience. While a student, Saftig was

the university's sports information director and studied abroad in London for a year — just two experiences that he says led to landing his first job as special events coordinator for the American Heart Association in Milwaukee.

That experience led to careers in public relations and fundraising. He served in executive leadership positions at Penn State, the Minnesota Medical Foundation at the University of Minnesota and Iowa State University Foundation. During his nine years as the president and CEO of the Iowa State University Foundation, he led a fundraising team that secured more than \$1 billion in new gifts and commitments and doubled the university's endowment between 2003 and 2012. Today, as the ASU Foundation leader, he heads up a \$150 million-a-year fundraising program.

Saftig has found success in meaningful work — helping others find ways to give back.

“You're not selling widgets, but really helping to create a better society,” he says. “There are great rewards when donors thank me for giving them the opportunity to make a difference with their hard-earned dollars.”

UW-L students, faculty and staff learned about the keys to starting a successful career during a College of Business Administration Distinguished Lecture Series featuring UW-L Alum Dan Saftig, '81. He presented Oct. 16 at Centennial Hall.





A panoramic view of Frankfurt, Germany. UW-L student Rebecca Dickmann took the photo from the top of Main Tower, a skyscraper in the city.

Student promotes cultural understanding through fellowship in Germany



UW-L Junior Rebecca Dickmann pictured at the top of the Berliner Dom, the Evangelical Supreme Parish and Collegiate Church in Berlin, Germany. Dickmann, a German and international business major, was selected to receive the Congress-Bundestag Youth Exchange for Young Professionals to study and work in Germany for a year.

UW-L junior Rebecca Dickmann was one of 700 Americans to apply for a federally-funded exchange program to Germany in fall 2013. Considering the odds, Dickmann, a German and international business major, never expected to receive the prestigious Congress-Bundestag Fellowship.

So, when she received the email in her inbox with the words, “Dear Ms. Dickmann, Congratulations!” she had tears of joy. Dickmann is now one of 75 young professionals from across the U.S. studying and working in Germany in 2014-15 through the year-long, public diplomacy program.

Dickmann would one day like to become a translator or interpreter for the State Department or United Nations. She’s had plenty of opportunity to work toward that goal so far through literature and language classes and conversations over the dinner table with her host family.

The U.S. Congress and German Bundestag created the fellowship program in 1984 to promote understanding between U.S. and German citizens.

Dickmann says that understanding comes not only through learning each other’s languages, but also through understanding cultural norms. She’s learning about the little things such as the customary few coins she must pay to use a public toilet and the impressive timeliness of public transit.

Dickmann arrived in Germany in August and started off with a two-month intensive German language course. She spent the rest of the semester studying language and literature at Otto von Guericke Universität in Magdeburg. She finishes her stay with a five-month internship with a German company in her career field.

Since its inception, about 1,700 Americans have worked and studied in Germany through the program. The program also sends German professionals to experience life in the U.S.



Student group earns WiSys grant

UW-L Collegiate Entrepreneur’s Organization, a UW-L student group that encourages students to express their ideas and learn about business, received a \$500 grant from the WiSys Technology Foundation. A letter from the foundation explained that the student group encourages entrepreneurship among UW-L students and faculty, which fits with the foundation’s goal of supporting UW students and faculty with development of their business innovations. Here the group listens to guest speaker Ethan Jerue, owner of Wild Clothing Co., talk about how he started his business during a meeting in February.



UW-L student Stephanie Streicher practicing in one of the new sales rooms. Students use the rooms to practice for competitions and also to practice role plays for Personal Selling and Sales Management classes.

UW-L HOSTS FIRST SALES COMPETITION IN NEWLY CREATED SALES ROOMS

Hormel, fire-braised St. Louis style pork ribs.

Selling them gave students a taste of the real world of marketing during UW-L's first ever sales competition on campus.

Seventeen marketing majors had 20 minutes to sell the ribs during the competition in October, in UW-L's new sales rooms. Sales and purchasing professionals from as far away as Madison and Colorado served as the buyers and judges.

"It was a cool experience, and a learning experience too," says Breanne Berger, UW-L senior and marketing major who took first place. "It's great to get in contact with professionals from the business world. You don't get to do that a lot in classes."

Many of the October competition judges were directly involved in hiring marketing positions at their company, says Marketing Professor Gwen Achenreiner.

"These are often the companies that provide internships and job opportunities for our students, so being able to facilitate these relationships earlier in students' academic careers is a win-win for everyone," she says.

The competition happened in two newly renovated rooms in Wimberly Hall, specifically designed for

practicing sales role playing. They include computer technology and a camera so role play can be recorded or viewed remotely.

Practice in the rooms "helped me become more comfortable in my surroundings," says Stephanie Streicher, UW-L junior marketing major. She used the rooms to prepare for UW-L's competition and the following regional competition she advanced to in Eau Claire.

After the competition, Streicher watched her recorded role play and evaluated small details of her delivery from eye contact to gestures.

"Role playing is extremely important in any field of study. In essence, it's practice," says Streicher. "Role playing gives you the ability to prepare and gain confidence in what you are getting ready to sell."

Remote viewing from the sales rooms allowed judges to watch from different rooms. It also allows Susan Whitewater, UW-L's sales coach and instructor, to watch students doing a role play live from her office.

Students in a Professional Sales and Sales Management course, a required course for all marketing majors, as well as students participating in sales competitions also use the rooms to practice.

RIGHT TOP: The new sales rooms have technology like this camera, which allows people to view students doing role plays remotely.

RIGHT BOTTOM: Breanne Berger, a senior marketing major, left, accepts the first-place award in UW-L's first sales competition on campus. Susan Whitewater, UW-L sales coach, is pictured with her.

The first UW-L Sale Competition results:

Four UW-L students were awarded certificates, cash prizes and represented UW-L at the Great Northwoods Sales Competition, hosted by UW-Eau Claire, in October. Students are coached by Instructor Susan Whitewater and Student Coaches, Danielle Spahn and Hannah Olevson.

- Breanne Berger (first place)
- Stephanie Streicher (second place)
- Sam Riebau (third place)

Five new members joined the College of Business Administration Board of Directors

- **Lynn Zielke**, Travel Leaders, La Crosse
- **Karla Helke**, CPA, director of finance and controller, Logistics Health Incorporated, La Crosse
- **Mark Platt**, senior vice president, Business Services, Gunderson Health System, La Crosse
- **Mike Skroch**, vice president of Human Resources, Inland, La Crosse
- **Matt Otterstatter**, partner, Vilicus Ventures, Minneapolis

Jim Prudhome leaves a legacy in the CBA



Jim Prudhome, '70, was a dedicated UW-L alumnus who returned to campus to serve on committees, boards and was a charter member of the Silver Eagles alumni group. Prudhome, 68, of La Crosse, died May 23, 2014. But his commitment to the UW-L community continues.

A \$195,000 gift from Prudhome's estate established the James Prudhome Scholarship Endowment Fund in Economics. The gift means that each year two College of Business Administration students will receive a \$4,000 scholarship beginning in 2016-17. For the 2015-16 year, the UW-L Foundation will award one, \$2,500 scholarship. The award is specifically directed to juniors or seniors with a major or minor in economics.

"We very much appreciate Jim's thoughtful gift," says TJ Brooks, chair of UW-L's Economics Department. "I know he was always a staunch supporter of the university and cared very deeply for our students. We will put his thoughtful contribution to good use in the hands of deserving students."



Scholarship Campaign Annual Summary

The momentum continues to grow for the Share the La Crosse Experience Scholarship Campaign. The fundraising initiative just completed its second year and is on its way toward a goal of raising at least \$15 million over seven years. The total so far:

Gifts and pledges: \$4,526,976

A special thanks from the entire university community goes out to all donors who have supported the scholarship needs of students. Many have set up pass-through scholarships, which are funded on an annual basis. Those will be listed in a future edition of the Lantern alumni magazine. New funds created in the College of Business Administration since the start of the campaign include:

COLLEGE OF BUSINESS ADMINISTRATION

Robert & Laurel Allen Leadership Award	Robert Hetzel Scholarship
Russ & Gail Cleary Scholarship*	James Prudhome Scholarship
Gordon & Barbara Gade CBA Scholarship	Ronald Stratton Scholarship
Elizabeth From Scholarship	Jim Warmus Scholarship

*additions to existing funds

Consider establishing a scholarship fund that provides assistance to students in the area that means the most to you.

Learn more: www.uwlax.edu/scholarship-campaign

12th Annual Greater UW-L

CBA GOLF Challenge

Friday, June 5, 2015

Trappers Turn Golf Club — Wisconsin Dells, Wis.

Cost: \$120 before May 17th
\$140 after May 17th

Time: 10:30 a.m. Shotgun start

Format: Scramble

Men's, women's and mixed divisions

Courses: Lake and Canyon

Proceeds from this event will be applied towards the CBA Scholarship Program.

Registration includes 18 holes of golf, gifts, cart, beverages on the course and evening meal

UNIVERSITY of WISCONSIN
LA CROSSE

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College of Business Administration
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Becky Vianden, the CBA's new assistant to the CBA dean.

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UW-L hosts first sales competition in newly created sales rooms.

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UW-L students in the College of Business Administration Student Advisory Council decorated a tree for Rotary Lights 2014. SAC member Sam Wallace says it gives students a chance to give back while also representing the CBA in the community. Pictured here are members Sam Wallace, left, and Danielle Wilde.

Building Bridges

University of Wisconsin-La Crosse