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# UW-La Crosse Newsletter

**DEAN'S OFFICE  
223 W. Carl Wimberly  
Hall**

**Mid-Semester is Friday  
March 14**

- ✓ **Applications for admission to the Business Program are due.** All business majors who will be eligible, and who are **planning to start advanced (300-400 level) business courses Summer or Sem. I, 2008-09, must apply for the program.** Applications are available at the Dean's Office. Late applications may not be accepted. Applicants who are completing some of the admission requirements over the summer, here or elsewhere, must also apply by this deadline.
- ✓ **All major and minor changes are due.** Changes to students' majors and minors are done only through the Dean's Office. *Changes will be accepted up until mid-semester to facilitate the registration process and assignment of advisors. No changes will be done after that date until registration is over in early May.*
- ✓ **Students planning to change to another school or college** must file a "change of program" form at the new college dean's office. These are also due by mid-semester, and will not be processed after that date until registration is complete in early May. Program change forms are available at the Dean's Office.

## Advisor/Advisee Assignments

Faculty advisor assignments are posted on the bulletin board outside the Dean's Office, and this information is also available on-line through the "Current

Students" area (TALON) of the UWL website.

Students should check to confirm their assignment, particularly new transfer and reentry students, and those who've recently changed majors. Students are expected to visit with their advisors at least once a semester.

*Advising does not take place only at registration time.* Students are encouraged to visit with faculty advisors at any time. Faculty have posted office hours on their doors. If these hours are incompatible with a class schedule, students should talk with the advisor about arranging another time.

## Advising on the Web

Check out the registration and course scheduling information for CBA students at our web site: [www.uwlax.edu/ba/](http://www.uwlax.edu/ba/). Choose "Advising" from the left-side menu. You'll find basic information about registration advising and scheduling business core requirements and your major. This information is helpful to review before you see your advisor.

The departments also have lots of excellent information about their programs, careers, faculty, student organizations, etc. You can link to their websites from the CBA home page.

*Checksheets* outlining all degree requirements (General Education, Business Core, all business majors and minors) are available in dispensers near room 226 in Wimberly Hall.

## Registration for Sem. I, 2008-09

Registration begins in mid-April. All instructions for registering and your SNAP report are sent to your email address by the Registrar's Office in early April. Your SNAP report will also be sent to your faculty advisor at that time.

**Registration advising** will be available from faculty advisors, usually by appointment. Advisors should have sign up sheets for appointments at this time, or you'll receive other information about appointments from them. Students should schedule appointments well in advance of their registration time and day. **Students majoring in accountancy and international business are required to see their advisors before they may register, and some CBA faculty also restrict registration until an advising session has taken place.**

## August and December 2008 Graduates

Students planning to graduate are **required to get a "credit check"** with Ms. Dittman before registering for their final semester. Call 785-8090, or stop by the office, to schedule an appointment.

**Graduates must also file an "intent to graduate form" through the Registrar's Office website. This should be done this spring.**  
<https://talon.uwlax.edu/webRegistration/LoginServlet>

## Business Law Courses Change Department

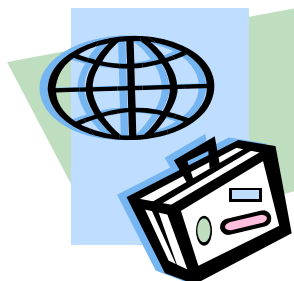
The business law classes (MGT 205, 305, 405 and 415) have moved from the Management Department to the Accounting Department. The course prefix has also changed from MGT to **BUS.**

## I-S 220 and MGT/BUS 205 Restricted Enrollment

The CBA will **restrict enrollment** in I-S 220, I-S for Bus. Management and MGT/BUS 205, Legal and Ethical Environment of Business, to students **officially declared as business majors** or the business administration minor in other colleges.

## Reminders

1. **Dropping a Class?** The last day to drop a full-semester class is March 28. Drop forms may be obtained from the Dean's Office; they require the instructor or student's faculty advisor signature. **Students may not drop courses after this date.**
2. **Planning to complete a course at home this summer?** If you're thinking about completing a course somewhere other than UW-La Crosse, please note you must obtain permission from the Dean's Office, in advance, if you want to transfer the course back to your program here. *Repeating* courses may be done **only at UW-L.**
3. **Thinking about studying abroad next year?** Check this website for all the information about the deadlines, various program opportunities, scholarships, etc.  
[http://www.uwlax.edu/oie/SA/study\\_abroad.htm](http://www.uwlax.edu/oie/SA/study_abroad.htm).



## Academic Advising Center

Are you a business student undecided about your major? Would you like to talk to someone about different careers in business? Would you like some information on job shadowing? Thinking about adding a second major or minor?

Where can you find the answers to these questions? Why the Academic Advising Center, of course! Dr. Laurie Strangman, a faculty member in the Economics Department, is currently working as an advisor in the Academic Advising Center. She can help you with advising or career questions that you might have. The Academic Advising Center is located in the lower level of Wilder Hall. Dr. Strangman's hours in the center for this spring are: Tuesdays from 12:30-4 p.m. and Thursdays from 1:30-4 p.m. For an appointment please call the AAC at 785-6950.

# DEPARTMENTAL UPDATES

## ACCOUNTANCY DEPARTMENT

### Banquet

The Twenty-fifth Annual Spring Banquet is scheduled for April 30, 2008 at the Cleary Center. All accountancy majors are encouraged to attend. Last year over \$30,000 in scholarships was awarded at the banquet. Scholarship applications are due March 24. Click the Scholarship button at [www.uwlax.edu/ba/acc/](http://www.uwlax.edu/ba/acc/) for an application form. Attendance at the banquet is a condition of receiving a scholarship.

### Placement

Accountancy students who plan to interview in the fall of 2008 will need to meet with Career Services in April. The meeting is scheduled for Wednesday, April 16<sup>th</sup> at 2:15 pm in 209 CWH. If you are unsure about your plans for the fall, contact Dr. Ken Winter (405 CWH or [winter.kenn@uwlax.edu](mailto:winter.kenn@uwlax.edu)) before the meeting.

Demand for UWL accountancy graduates in professional positions and current accountancy majors in internships remains strong. Early in October, the Accounting Career Expo and Accounting Interview Days attracted over 35 organizations to recruit accountancy majors on campus. Last year over 98% of accountancy majors were placed in related employment and, on average, earned \$41,938 (see [www.uwlax.edu/CareerServices/Report/default.html](http://www.uwlax.edu/CareerServices/Report/default.html)). Most of the spring internships are full-time, paid internships with public accounting firms.

### Class Scheduling Information

At the beginning of spring semester 2008, the Business Law discipline was moved to the Department of Accountancy. The law courses will now have a BUS prefix.

### Summer 2008

The Department of Accountancy plans to offer the following courses:

ACC 221 (1<sup>st</sup> session), ACC 222 (2<sup>nd</sup> session), and ACC 421 (1<sup>st</sup> session).

### Fall Semester 2008

All courses required in the ACC major will be offered. ACC 301, Taxation for Non-Accountants, will be offered as an elective or as part of the ACC minor.

### CPA Candidates

Students planning to sit for the CPA exam prior to graduation now need to get their course registration verification form signed and sealed by the Registrar's Office, 117 Graff Main Hall.

### Advising and Registration

SNAP reports will be e-mailed around the beginning of April. All accountancy majors are required to meet with their advisors before registering online. You will be able to sign up for an advising time when your advisor posts a schedule on his/her office door. Watch for additional information regarding advising for accountancy majors that will be coming shortly.

### Accountancy Minor

The accountancy minor consists of thirteen credits including ACC 321, 322, plus any two additional ACC courses numbered 300 or above. Courses taken to satisfy the minor may be used to meet other major electives.

### 150-hour Curriculum

Wisconsin and Minnesota have joined most other jurisdictions in requiring 150 college credits to become a CPA. The department recommends that all students complete their 150-hour curriculum before starting employment in any jurisdiction. Students heading to other jurisdictions can check <http://www.aicpa.org/states/uaa/150chart.htm> to find out where that jurisdiction is in the 150-hour process.

### Accountancy Tutors

Assistance is available for ACC 321 & 322 Sunday evenings from 6:00–9:00 p.m. in room 256 Murphy Library. If you need assistance with your ACC 221 or 222 classes, tutors are available in 327 CWH. Hours are posted on the door and the BAP website.

## Faculty News

The department welcomes Professor Michael Devine and the other Business Law instructors.

Dr. Winter continues to serve as Interim Associate Dean of the College and the Internship Coordinator for the department. He and Dr. Haupt (Economics) recently had an article on the economic history of sports enterprises published in *Black Ball*, comparing the New York Yankees and the Hilldale Club from the Negro League entitled "The Old Fellows and the Colonels."

Dr. Gardner is actively involved on the AICPA's Tax Task Force that is currently revising the professional standards on responsibilities in tax practice. Drs. Gardner, Eide, Bruce May (Interim Dean) and Diane May (Winona State University) recently had "A Review of the Revised Disciplinary Process under Circular 230" accepted for publication in *The Tax Adviser*.

Dr. Eide serves as the Associate Editor of *Accounting Education: An International Journal*. She also presented "Using a Serial Case in Your Managerial/Cost Accounting Courses that Implements the AICPA Core Competency Framework" at the Colloquium on Change in Accounting Education.

Professor Kastantin has completed ten of fourteen exams to gain certification from ACCA (the Association of Certified Chartered Accountants in Glasgow). Recent publications include "In Spitzer we T(h)rust" in *Critical Perspectives on Accounting* with Dr. Burrowes and "Teaching to the Choir: Challenges of a Learner-Centered Simulation" in *Accounting Education: An International Journal*.

Dr. Burrowes continues to contribute to the *Chartered Accountants Journal of New Zealand* on topics that include auditor liability, forensic audits, rising minimum wages and the Canadian dollar. In addition, he and Dr. Betton (Management) had a poem entitled "Curtains" accepted by *Critical Perspectives on Accounting*.



## ECONOMICS DEPARTMENT

### Fall Course Offerings

The Economics Department's fall 2008 upper division course schedule includes:

**ECO305**, *Intermediate Macroeconomic Analysis*  
**ECO320**, *Economics of Sports*  
**ECO336**, *Women and the U.S. Economy*  
**ECO340**, *Introduction to International Economics*  
**ECO402**, *Public Sector Economics*  
**ECO471**, *Health Economics*  
**ECO474**, *Economic Forum – Economics of War and Peace*

Economics majors are reminded that the required intermediate theory courses are each offered only once per academic year: Eco 305-*Intermediate Macroeconomic Analysis* in the fall semester and Eco 308-*Intermediate Microeconomic Analysis* in the spring semester. To meet growing demand for upper level economics courses, two sections of Eco 305 have been scheduled for fall 2008.

The department has split *Economics of Sports and Entertainment* into two stand alone courses: *Economics of Sports* and *Economics of Arts and Entertainment*. The *Economics of Sports* class will use economic tools to analyze the sports industry, including demand for sports, labor markets, public financing of stadiums and the role of the media. The course will be taught once each year. The *Economics of Arts and Entertainment* is currently undergoing the process to be added to the General Education program. The course is an interdisciplinary offering with the Theater Department and will have professors from both departments in the classroom every day. The course is scheduled to be offered every other year and will next be offered in spring 2009.

**ECO 471:** The health care industry currently accounts for 16% of GDP and it is projected to rise. Presidential candidates are calling for dramatic changes to our health care system, with Obama and Clinton arguing the merits of insurance mandates it is likely to be the most important issue facing the next President. ECO 471 is designed to provide an introduction to the economics of the health care industry so students can answer these questions for themselves. Besides discussing the industry's organization, the producers and the

consumers, a fair amount of time is spent discussing the broader economics of public health issues. For example: Do single mothers contribute to childhood obesity? Do parental consent laws for abortion lower rates of STDs? Do higher alcohol taxes decrease risky sexual behavior among teenagers? These are just some of the public health related questions economists have been asking in recent years.

Join Dr. T.J. Brooks next semester and you'll discuss and debate their research findings. A current draft of the syllabus can be found on his website: <http://www.uwlax.edu/faculty/brooks/>.

The class will be offered Tuesdays, and Thursdays 12:40 to 2:05.

**ECO 474: Economic Forum** will be offered in the fall with the topic **Economics of War and Peace**. Topics will include the following: (1) The economic effects of war including the Iron Law of War (an assertion that war is good for the economy); (2) An examination of how the economics of peace contribute to war. We will read from the book that made John Maynard Keynes famous, *The Economic Consequences of the Peace*. This topic will consider economic integration, reparations, sanctions and appeasement; (3) The interaction between strategic thinking and economics in Nazi Germany. The source for this topic is an important new book by Adam Tooze, *The Wages of Destruction: The Making and Breaking of the Nazi Economy*; (4) If time permits a final topic will include measuring the costs of war, including some interesting analysis by economists on the war in Iraq. For more information, see Professor Glenn Knowles.

## Faculty News

Dr. Donna Anderson is planning another study tour in **J-term 2009 to Tanzania, East Africa**, focusing on socially responsible business. In partnership with Global Exchange (GX), an international nonprofit human rights organization working for global, political, economic, environmental and social justice, students will come face to face with crucial issues about globalization and its impact on communities to better understand them and see grassroots solutions in action. Participate in a service learning project in which we will work alongside Tanzanian community members to help finish a primary school building for Arusha students. Tanzania, known for its natural wonders from Mt. Kilimanjaro to the Serengeti, is one of the most unique countries in Africa because of its post-



colonial socialist background and its relative stability in an unstable region. Contact Dr. Anderson for information.

In March, Professor Keith Sherony is presenting "Examining the Artificial Selection Hypothesis," which he coauthored with Professors Paul Bursik and Kevin Quinn of St. Norbert College, at the 15<sup>th</sup> Annual NINE Spring Training Conference in Tucson. The paper examines player performance data from 1903 through 2007 in a time series analysis to evaluate the *artificial selection hypothesis*. This hypothesis posits that improved screening of baseball talent has had the paradoxical effect of lowering the maximum performance of the best players, whose ability is bounded by human capacity, because they face ever-improving competition.

Professor Kathryn Birkeland published the article "On the Needed Quantity of Government Debt" co-authored with Edward C. Prescott, Nobel Laureate from the Minneapolis Federal Reserve Bank and Arizona State University. The motivation for the paper came from a student's question about the amount of government debt needed to transition the U.S. from a pay-as-you-go retirement system to a saving for retirement system. The authors discovered that the size of the needed government debt can be large and depends on the demographics of the country. In countries with long retirement periods and low population growth, the transition of retirement systems requires government debt as large as 5 times national income and generates gains in economic welfare as high as 24% of consumption every year for life.

Lisa Giddings presided over and served as a discussant at a session titled "Marriage, Divorce, and Fertility" at the Allied Social Sciences Association annual meeting, sponsored by the American Economic Association. The Conference was held in New Orleans, LA January 4-6, 2008.

## Undergraduate Student Research

Ms. Jessica Dargiel, a Dec. 2007 UW-L graduate majoring in economics and political science, will be presenting her undergraduate research project "The Effect of Globalization on Women in Developing Countries" at the 2008 National Conference on Undergraduate Research at Salisbury University in Salisbury, Maryland April 10-12, 2008. Advisor: Dr. Donna Anderson

Mr. Leng Yang received a 2007 Undergraduate Research Grant to conduct research during the J-Term 2008 Tanzania Study Tour. The title of his research is "Tranquility of Tanzania". Advisor: Dr. Donna Anderson

## FINANCE DEPARTMENT

### Risk & Insurance Program

The *Risk and Insurance Concentration* is receiving a make-over. As the demand for financial planners and insurance representatives dramatically increases, the concentration is becoming more flexible allowing students to focus on financial planning in addition to insurance. In conjunction with the redesigned concentration, the department is offering *Advanced Financial Planning* (listed under FIN 400) this spring and next fall. This new course covers a variety of personal financial planning topics including mutual fund investing, taxes, life insurance, and retirement planning. Currently, the course has only FIN 355 as a prerequisite, but FIN 207, *Personal Finance*, and FIN 360, *Principles of Insurance*, are very useful. If you have any questions about the redesigned concentration or the new course, please speak to your advisor during their advising schedule, or contact Dr. Wolf.

The department plans to offer a new Finance Group I elective this fall titled *Financial Modeling*, (FIN 400). The course will focus on the development of computer spreadsheet-based models to analyze various problems in finance. The Excel-based course will introduce students to a variety of higher-level spreadsheet functions with numerous personal and professional applications. The prerequisite for the course is FIN 355. Talk to Dr. Graham if you would like more information.



### Gordon Spellman Fund

Through a generous alumnus donation, finance students have the opportunity to manage and invest real money! Students in *Portfolio Management*, (FIN 475) and *Investment Analysis and Management*,

(FIN 721) review and present investment alternatives for the Spellman Fund. The students then interact with a committee of successful investment professionals to finalize the Fund's investment choices. Ameriprise Financial, CVS Caremark, and Lockheed Martin were chosen from the December 2007 presentations. During the third quarter of 2007, the Spellman Portfolio included the best performing company in the Dow Jones Industrial Average!

### Class Scheduling Information

#### Summer Term

*Principles of Financial Management*, (FIN 355) will be offered in both Summer I & II. The department may be offering *Personal Finance* (FIN 207) during Summer I. *Money and Capital Markets* (FIN 390), a finance major core requirement, is offered in Summer II. Additionally, an online version of *Money and Capital Markets* will be offered during Summer III. For more information, please see your advisor or the department chairperson, Dr. Wolf.

#### Fall Term Courses

*Personal Finance*, (FIN 207) is open to students in all colleges and can help you acquire the tools you need to reach your financial goals. Also, the course is included in the General Education curriculum as a component of the Self and Society category. Topics covered include investing, fringe benefits, taxes, buying a house and/or an auto, credit and budgets. Guest speakers are invited to bring "real world" information into the class in different areas such as credit, investing, and home buying. This is an extremely useful course for all majors and now fulfills a general education requirement.

Another elective open to all CBA students is *Principles of Insurance*, (FIN 360). In this course, students learn about a variety of risk management concepts, insurance industry practices, and common insurance contracts. Although the course is primarily an introduction to the topic of risk management for the firm, some attention is given to personal insurance for the home, automobile, life, and health. The prerequisite is ACC 221.

**Finance Group I Electives - *Advanced Financial Planning*** (listed under FIN 400) is a new course covering a variety of personal finance planning topics such as mutual fund investing, taxes, life insurance, and retirement planning. The course is a requirement for the Risk and Insurance Concentration, but may be taken by any finance major with senior

class standing. Currently, the only prerequisite FIN 355.

*Portfolio Management*, (FIN 475), which has FIN 380 as a prerequisite, provides students with a more in-depth investigation of the concepts of risk and risk reduction through portfolio construction, as well as various methods for measuring an investor's return on investment. Additional attention is paid to derivative securities (primarily options and futures) that are frequently mentioned in the financial press. Students in this course manage the student-directed Spellman Portfolio.

### January Term 2009

The Department of Finance plans to offer FIN 355 during the January 2009 term.

## Advising and Registration

The department will email informational material on advising and registration at the end of March. Advising SNAP reports will be e-mailed at the beginning of April. Please review this important information carefully before scheduling your advising appointment and registering.

## Faculty Notes



Dr. Robert Carney retires after 21 years at UW-L. In the fall of 1987, Dr. Carney joined the finance faculty at UW-L, having just received his Ph.D. in Insurance from The University of Iowa. Since then he has made himself an invaluable member of the faculty, providing instruction for all of the insurance courses, principles of finance and numerous additional roles to keep the department running smoothly.

Dr. Carney's keen knowledge of the insurance industry and innate sense of professional expectations will be missed by students and colleagues alike. Thanks Bob for your many years of service!

Dr. Carney serves on the Investment Committee of the UW-L Foundation. The investment income earned on the Foundation's endowment is the source of the funding for UW-L student scholarships. Dr. Carney also serves on the UW System Tax Sheltered Annuity Investment Committee.

Dr. Carney and Ms. Diane Morrison continue to serve as officers and members of the Board of Directors for Advantage Credit Union.

Shuming Bai will join the finance faculty this fall. Ms. Bai comes to UW-L with excellent teaching credentials and promising research potential, finalizing her Ph.D. from the University of Texas – Pan American. Her primary teaching responsibilities will be undergraduate and graduate international finance, although she will also strongly support the Principles of Finance course.

Dr. Tom Krueger has published, 'Corporate Reputation and Investment Value,' forthcoming in the Journal of Contemporary Business Issues. Drs. Krueger and Lise Graham have published, 'Does Investing in Interim Terms Pay Dividends,' in the Journal of the Academy of Finance. Also, last fall, Dr. Krueger published the Instructor's Manual and Study Guide to accompany Principles of Managerial Finance.

Dr. Krueger is the editor of the Proceedings for the 2008 Academy of Finance annual meeting.

In the Fall 2007 YWCA Tribute to Outstanding Women, Dr. Lise Graham received the Outstanding Achievement Award in the Education category. The YWCA's objective is to 'recognize and honor women from the Greater La Crosse area who have demonstrated qualities of outstanding leadership and excellence in their professional and personal endeavors.' Congratulations, Lise!

Dr. Graham continues to serve as the Interim Associate Dean. Also, Dr. Graham is the VP-Finance for the Academy of Financial Services.

Please see the note under The Financial Management Association (FMA) in the newsletter for more information on their annual tour of financial institutions in Chicago, and the golf outing this spring. Both events have been extremely successful and we look forward to high student demand for both activities.

## Tutors & Other Assistance

If you need a little help to understand your latest finance assignment or lecture, we urge you to visit our tutors located in 406E Wimberly Hall. Brandon Barlow will be pleased to help you with your questions. Administrative assistance can be obtained from our program assistant, Mrs. Lori Komarek, 404 Wimberly Hall.

## Information Systems Department

### Personnel Changes

Recruitment for a faculty position in data communications is in its final stage, and three candidates have been interviewed. We hope to successfully conclude this search by the end of March. And, Dr. Wehrs recently announced his retirement this year, so this will necessitate discussion and planning for a replacement faculty member in the coming months.

Dr. Wehrs has been a member of the university faculty for many years, having taught first in the economics area, and then moving to information systems management. He was instrumental in the creation of the Information Systems major in the late 1990s. He has made many contributions to the CBA, the I-S department and the university through curriculum design and evaluation, academic policies and standards and counseling students.

### Summer Course Offering

The IS Department will offer one section of I-S 220 in the first summer session this year. Up to 32 seats will be available from an instructor to be determined.

### Fall Course Offerings

The IS Department will offer 7 or 8 sections of I-S 220, providing no fewer than 231 seats for the anticipated larger incoming CBA class. To fully cover all these sections, the IS department is likely to employ an instructional academic staff for the coming year.

Dr. Wen will teach one section of I-S 401 and also the BUS 735 course for the MBA program. In addition, he will offer a section of IS elective on information security management under I-S 405. This new course can be taken by both undergraduate and graduate students who have taken I-S 220 or had at least two years of relevant work experience in the subject area.

Dr. Yang will offer one section of I-S 330 or MGT 370, depending on the teaching assignment of the new faculty member. No other upper-division IS elective course is scheduled for next fall. Students who need electives for timely graduation are

encouraged to take IS internships for credit, the IS independent study course, or qualified elective courses in the Computer Science or Management Departments.

## International MBA Programs in Asia

The formal agreement of a 1+1 joint MBA program with Taiwan's National Kaohsiung University of Applied Sciences (NKUAS) was signed in October 2007, during the visit of a delegation from NKUAS. Preparation for starting the first class of the program has been underway in both countries. A UW-L delegation consisting of CBA's interim dean, Dr. May, IS department chair, Dr. Wen, and the assistant OIE director, Ms. Rost, will visit NKUAS during the coming spring break to meet the top leaders and the prospective students of the joint program. On the same trip, the delegation will also visit the National Kaohsiung First University of Science and Technology to further develop a joint MBA program similar to that of NKUAS.

As to the joint program with the Beijing Union University, the agreement has been refined and revised several times. We anticipate the signing by both partners will take place in the coming May.

## Faculty Research Output

### Conference Proceedings

Dr. Yangil Park and Jeng-Chung Chen presented "An investigation of the impacts of user's perception toward RFID on privacy concerns," at the Decision Sciences Institute (DSI) Annual Meeting, November 17-20, 2007 in Phoenix, AZ.

Dr. Kyung Hoon Yang also presented "Comparison of ICT Adoption Pattern: in the Case of Thailand and Korea" at the conference.

### Book Chapter

Dr. Kyung Hoon Yang has contributed to "Evolving a Strategy for Web-Based Shopping Systems" in Consumer Behavior, Organizational Development and Electronic Commerce: Emerging Issues for Advancing Modern Socioeconomic (Advances in Electronic Commerce Book Series).

## MANAGEMENT DEPARTMENT



The Department of Management is very pleased to welcome Dr. Davide Secchi. As the most recent tenure track hire, Professor Secchi brings unique expertise to the Department. Born and educated in Italy, he enhances the department's global reach. His Ph.D. in Management and Masters in International Finance enable him to be terminally qualified to teach a combination of "soft" and "hard" courses including *Organizational Theory and Behavior*, *Management Strategy*, *International Management*, and *Compensation and Benefits*. Furthermore Professor Secchi's interest and extensive publications in corporate social responsibility (CSR), sustainable development, and cognition, fully support the Department's aim to cast a wide net on providing substantive courses to train future thoughtful, creative, civic-minded managers and leaders. One of Professor Secchi's favorite hobbies is playing classical guitar.

## Global Compact News

UW-L Management Department joins a list of elite institutions signing on to the U.N. Global Compact. Part of this engagement includes adopting the Principles for Responsible Management Education (PRME) launched at the 2007 Global Compact Leaders' summit in July in Geneva.

The Principles provide a framework to advance corporate social responsibility through curriculum and research. The accreditation body for the College of Business Administration is a partner in this initiative. In signing on to the Global Compact, the department joins a prestigious list of business departments and colleges that includes M.I.T., Harvard, the Wharton School, University of Michigan and top business schools in Europe, Latin America and Asia.

Dr. John Betton has been invited to participate in a seminar on the U.N Global Compact at Harvard Business School in April. Mary Robinson, former U.N High Commissioner for Human Rights and former President of Ireland will be giving the keynote address.

## HR Fall Course Offerings

MGT 485, *Collective Bargaining* will be offered in the fall. This is an elective choice in the HR emphasis. Please keep this in consideration, as this course is not offered every semester.

## Faculty News

Professor Tom Kuffel, along with Milorad Novicevic, Katherine Ready and Abdul Elfessi had their article "General Business Competencies of Students as Outcomes Assessment" published in the *Journal of College Teaching and Learning*, in March 2007. This was the third in a series of articles on the assessment of seniors taking the capstone course in the college of business.

Drs. John Betton and Tom Hench coauthored - Hench, T. and Betton, J. (2007). "The 'Environment' and 'Sustainability': An Interdisciplinary Reframing." *The International Journal of Environmental, Cultural, Economic and Social Sustainability*. And Betton, J. and Hench, T. (2007). "Learning for the New Economy: Management Education in a Changing World." *International Journal of Knowledge, Culture and Change Management*.

Professor John Betton presented a paper on management education at the 7th International Conference on Knowledge, Culture and Change in Organizations held in Singapore at the National Management University in July 2007.

Dr. Betton also reviewed a manuscript on the Guantanamo Bay Detention Center for the *Journal for the Study of Peace and Conflict*.

Dr. William Ross had the following articles published during 2007:

Ross, W. H., & Chen, J. V. (2007, Summer). Labor Arbitrators Consider HIPAA: Guidance for Health Care Managers. *Labor Law Journal*, 58, (2), 117 – 130.

Boland, M. & Ross, W. H. (2007). The impact of Self-Monitoring on the negotiation of emotionally-laden and non-emotionally-laden issues. *International Journal of Management & Enterprise Development*, 4, (6), 674 - 692.

Chen, J. V., & Ross, W. H. (2007). Individual Differences and Electronic Monitoring At Work. *Information, Communication, and Society*, 10, (4), 487 - 504



Ross, W. H., Chen, J. V., & Huang, S. F. (2007). Adapting different media types to trust development in the supply chain. *International Journal of Management & Enterprise Development*, 4, (No. 4), 373-386. An earlier version of this paper was presented at the Management International Conference, Portoroz', Slovenia, November 23-25, 2006.

Romportl, D. T., & Ross, W. H. (2007). MLBPA's bargaining strategy during negotiations over the 10<sup>th</sup> Basic Agreement. In Hodge, K. A. (Ed.) *Annual Advances in Business Cases*, 2006. Durango, CO: Society for Case Research. pp. 182 – 193. [Refereed Business Case with Teaching Note].

## Other News

Student Maureen Hosley studied fair trade communities in Peru, for which she was awarded an undergraduate research grant. She has submitted a research article to the Journal of Undergraduate Research for publication. Her faculty sponsor is Dr. John Betton.

Dr. Betton was also the faculty sponsor of research by Jeanne Whisler in a study of fair trade communities in Nicaragua completed in January for which she was also awarded an undergraduate research grant. Her research has been submitted to the UW system symposium on research.



## MARKETING DEPARTMENT

### Personnel News

The Marketing Department is pleased to welcome two new additions to our department and program this year.

Dr. Oliver Liu joined us this past fall. Dr. Liu is originally from the Hongzhou area of China. His Ph.D. in Marketing was received from the University of Wisconsin-Milwaukee. Dr. Liu will be teaching Marketing Research in the undergraduate program, and will also be contributing to the delivery of our MBA program. His research interests lie in the areas of consumer choice modeling. In his spare time, Dr. Liu enjoys playing

tennis, watching movies, traveling, and playing a fantastic board game called Go (he is the equivalent of a 1-dan). He currently lives in Onalaska. His Office is in 318E CWH.

Mrs. Lisa McClain-Sharp also joined us this past fall. Mrs. Sharp is a UWL Finance graduate and she then earned her MBA at Grand Valley State University in Michigan. She has an extensive background in industrial marketing applications in both product and service related organizations. She is teaching the *Industrial Marketing* course, and is also contributing to the delivery of the *Marketing Principles* courses. She is a Trivial Pursuit expert, and enjoys various other games. In her spare time she is mother to 6 children, including two who are descended from Ghengis Kahn (seriously). She is also a Brown Belt in Tae Kwan-Do...treat her with respect. Her office is in 318A CWH.

Please be sure to welcome both of them to the College.

Dr. Stephen Brokaw has been invited to be a keynote speaker at the 1st Annual Symposium on International Marketing at the Autonomous University of the Yucatan (UADY), in Merida, Yucatan, Mexico. The symposium will be held May 1 to May 4, 2008 in Merida.

## Course Offerings

Marketing plans to offer a section (section 5) of MKT-309, *Principles of Marketing*, in an evening section in the fall term. It will be Tuesday evenings starting at 5:30 pm.

We will be offering MKT-309 in the first session of summer 2008 and during J-term 2009.

We would like to hear from students interested in taking MKT-444, *Sports Marketing* during the Fall 2008 regular semester. If enough interest is expressed by students we will TRY to get permission to offer the course in the Fall of 2008 term. Please see Dr. Brokaw, Department Chair, if you are interested.

## Blasts from The Past

The following are words of advice from past Marketing grads. Their words reflect things they wish someone had told THEM while they were students here.

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Ryan P. Carrigan, May 2004  
Graduate Candidate  
University of St. Thomas JD/MBA

Do not let decisions be made for you.

If you want something, go and get it. And, most of all, it is never too late to MAKE YOUR DREAMS HAPPEN! You'll be a happier and better person for it.

Trish (Brothers) Harman, 95  
Market Intelligence Analyst  
SAP

In college, I thought marketing was sales, advertising or number-crunching market analysis. There is so much opportunity to have diverse careers with a marketing background.

Robert Lipps (Dec 1993, B.S. Marketing, minor Spanish)  
Vice President – International Sales  
Sonic Foundry, Inc.

This advice is worth what you paid for it: Determine your dream job (in writing) that you want to have (earn) 5-10 years from graduation, then take the available opportunity that best gets you on your way to that goal...regardless of pay/title. If you start on the wrong track out of the gates, you will likely continue on the wrong track. Don't be tempted by short term opportunity at the expense of achieving your long term goal.

Ryan R. Johnson, Dec. 2001  
Self Employed  
One Sweet World Investments, L.L.C.  
B.A. Burrito Co., L.L.C.

Do everything in your power to find something you will love. In addition, never give up on your dreams or ideas: it is better to regret something you have done than something you have not done.

Matt Moldenhauer  
Graduated May 2007  
Corporate Trainee – Sales Service Representative  
Quad/Graphics, Inc.

There are two things I would have liked to have heard in regards to work, before graduation:

In a broad sense, coming out of school you need to learn how to ask questions. No matter how much you know, the environment you enter after graduation is full of people who know more; even if for no other reason than experience. You no longer are taught what you need to know, you need to actively seek it through as many means as you can. Seek out and question those around you who you believe are successful.

More specifically, when seeking a job after school, strongly examine the industries you would like to work in. In some ways it may be more important to

find the right industry before the right job title. If you are interested in sales, for example, you most likely will not spend your whole day around salespeople. You will spend your whole day around people within your industry. What your company does is sometimes more important to know than what you will do for your company. Work extra hard at industry-related projects to learn the important aspects of any industry!

Perry Lowe, Class of 1992  
President & CEO  
Axis Dental Corporation

It's not necessarily what you learn during your college years, its understanding HOW to learn what you will need to know in the future that will serve you well in your career and, equally important, in your life.

Tracy Dummer  
June 2004  
Sales Service Representative  
Quad/Graphics

Personal time becomes harder and harder to find when you're working post-college. So enjoy the free time you have during school and make sure to find a balance between personal and work time when you do have the "real job".

Tammy Gall  
December 2001  
Portfolio Development Manager  
Sara Lee

If you ever are in an interview for a sales position, and they ask, "see this pen here? Sell it to me." Correct answer: besides any features/benefits of that pen, it is because YOU are selling it to them. Your personality, dedication, follow-up, customer service, etc. is what sets that pen apart from a pen they can buy anywhere else. YOU are that pen's greatest asset.

Rhenee Bartlett – 2003  
Account Executive  
Vivid Marketing

Network while you're still in school; I know it's totally cliché, but I had the job I wanted working for the company I wanted secured before I even graduated. After starting I was told the only reason they called me for an interview was because I had an employee of the company listed on my resume; who, by the way, I got in contact with through Professor Brokaw's alumni list while working on a career destination project for one of my marketing classes.

Andrew S. Gerlach  
December 2000  
International Sales Manager – Canada  
John Morrell & Co.

Don't be afraid to ask questions or say I don't know. The worst thing you can do is pretend to know the answer when you don't. Employers/companies understand that NOBODY knows everything.

## Marketing Career Placement

Employment opportunities for 2006-2007 UW-L Marketing graduates continued to be strong, with 98% of graduates reporting that they were employed in the period six to nine months after graduation. Ninety percent of those employed reported that they were in a position related to their major.

Graduates reported employment in diverse industries including banking, insurance, retail, professional services and consulting, information services, industrial equipment manufacturing, non-profit and consumer products. While most graduates choose employment in Wisconsin or Minnesota, marketing graduates also reported employment in seven other states including Arizona, Colorado, Illinois, Indiana, Ohio, New Jersey and North Carolina.

Approximately 6% of Marketing graduates from this same period reported that they were continuing their education in a graduate or professional program.

## SMALL BUSINESS DEVELOPMENT CENTER



## Do You Want a Career in Global Business?

Globalization is exciting and filled with tremendous career opportunities. Global marketing, global management, trade finance, and supply chain management are several of the growing fields. To help prepare business people within the 7

Rivers Region and upper Midwest, the UW-La Crosse Small Business Development Center (SBDC) is again offering its Certified Global Business Professional (CGBP) Series on May 19-22. The CGBP also serves as a preparatory course for the CGBP exam. Visit [www.uwlax.edu/sbdc](http://www.uwlax.edu/sbdc) for details.

The CGBP credential fosters global business practices and is a nationally recognized international business credential. In 2007, four members of CBA faculty earned the credential: Barb Eide, Accounting; Stephen Brokaw, Marketing; Gail Gillis, Management, and Lise Graham, Finance-Interim Associate Dean.

In 2008, the SBDC expanded its recruiting territory beyond the 7 Rivers Region to also invite business people from companies within Minneapolis, Madison, Milwaukee, Green Bay, and Chicago. A recent partnership between the SBDC and the Wisconsin Departments of Commerce and Agriculture will also help communicate the importance of the CGBP program to professionals looking to expand their international trade knowledge.

## Register for Economic Indicators: An Update for the 7 Rivers Region

What makes a strong entrepreneurial climate, and how can a region improve? As we continue our reports on core 7 Rivers Region economic indicators, Tom Still from the Wisconsin Technological Council and a panel of business owners from our region will share their insights regarding key public and private factors that facilitate entrepreneurial success.

Wednesday, April 2  
Cleary Alumni and Friends Center  
Breakfast at 7 a.m.  
Program from 7:20 to 9 a.m.  
\$20 (includes breakfast)



## STUDENT ORGANIZATIONS

### AMERICAN MARKETING ASSOCIATION



#### AMA is Marketing like it's HOT!

The spring semester has begun and AMA has kicked off what will be the hottest semester ever! After wrapping up an exciting fall semester with a little roller skating fun, AMA is back with a great new line up of activities for our members in the areas of volunteering, socials, and professional events.

In February AMA helped support Relay for Life in the fight against cancer and successfully met our fundraising goal for the event! When the weather starts to get HOT, AMA will be cooking up some tasty brats to raise money for this semester's social events!

AMA members will also have the chance to turn up the heat at the 30<sup>th</sup> Annual International Collegiate Conference in New Orleans, LA. Members will be exposed to a variety of networking and exhibit sessions and hear successful marketing professionals share their experiences.

In the area of professional events we have many great speakers lined up to talk to us about their careers, interviewing, resumes, and so much more! AMA is also excited for our Alumni Panel which will consist of UWL Marketing alumni sharing their experiences, and current UWL Marketing majors having the chance to ask questions and get a flavor for the different area of marketing of each individual on the panel.

AMA is open to all majors or any students interested in Marketing, don't miss this HOT opportunity! Meetings are held every Wednesday at 5:30 in 337 Cartwright. If you are interested in learning more about AMA visit our website [www.uwlax.edu/ama](http://www.uwlax.edu/ama) or email [desmet.kati@students.uwlax.edu](mailto:desmet.kati@students.uwlax.edu).

### BETA ALPHA PSI



Beta Alpha Psi (BAP) is a national honors fraternity for financial information professionals. Accountancy majors and I-S and Finance majors with an accountancy minor, are welcome to join BAP. Students are eligible to become members after earning 60 credits, obtaining at least a 3.0 GPA, and completing *Intermediate Accounting* (ACC 321). BAP is an excellent opportunity to meet people, network with professionals, enhance your resume, learn more about career opportunities, and to get involved in the community through a variety of service projects. This year's members will have the opportunity to attend the regional convention in Chicago, and the national convention in Anaheim, CA.

Meetings are held Wednesday evenings at 6:15 pm in 228 CWH. At the meetings, students will have the opportunity to interact with professionals and gain knowledge about the business world for their future endeavors.

Look for BAP signs. If you are interested in learning more about our organization, please visit our website at [www.uwlax.edu/BetaAlphaPsi](http://www.uwlax.edu/BetaAlphaPsi)

We have a lot of great speakers and activities planned for this semester. Come check us out!

### DELTA SIGMA PI



Delta Sigma Pi is a professional business fraternity that will not only help you gain experience for the business world, but will also create some of your most unforgettable memories of college. Having a reputation of being a Delta Sigma Pi (DSP) brother is one in its own. When applying for jobs, employers associate the name with experience, professionalism and personality that they know each person holds. Delta Sigma Pi is a great organization to become

involved with and will help prepare you for the business world.

This co-ed fraternity was founded in 1907 and is nationally recognized with more than 250 chapters and over 200,000 members. The chapter here consists of 91 active members as well as 17 pledges this semester. Together, they get involved through community service, professional, and social events. Adopt-A-Highway, Riverwatch, and Relay for Life are just some of the ways they get involved within the community. Also, each semester they host "Prep-for Success", as well as bring in speakers to discuss many relevant business topics. Along with great networking, Delta Sigma Pi is the best investment that you can make in your college career. If you would like more information about DSP, visit our website at <http://www.uwlax.edu/dsp/>.

### FINANCIAL MANAGEMENT ASSOCIATION



The Financial Management Association is an organization which fosters knowledge and exploration of careers in Finance and Economics. FMA provides many different options of careers provided by involvement with some of the top industry leaders in the world today. Additionally, FMA provides opportunities for career development and volunteerism. Each semester FMA has guest speakers from different companies come in and educate students about their jobs and their firms. Students are able to learn first hand the dynamics of the financial and economic fields of work. FMA is open to all business students, but emphasizes careers in Finance and Economics.

#### FMA Spring Activities

March 13- Speaker: TBD  
CWH 102 5:30 PM

March 27 & 28: Trip to Chicago

April 23-Speaker: Cliff Wullschleger,  
John Hancock, CWH 102 5:30 PM

May 9-Golf Outing, Fox Hollow Golf Course

We look forward to a great and productive semester and we hope to see you at the meetings. If you have any questions, please contact Desiree Hall, [hall.desi@students.uwlax.edu](mailto:hall.desi@students.uwlax.edu).

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## CBA ADMINISTRATION

Accountancy .....	Dr. Barb Eide
Economics .....	Dr. Keith Sherony
Finance .....	Dr. Rob Wolf
Information Systems .....	Dr. Kuang-Wei Wen
Management .....	Dr. Tom Kuffel
Marketing .....	Dr. Stephan Brokaw
Director, Small Business Development Center .....	Jan Gallagher
Assistant to the Dean .....	Amelia Dittman
Interim Associate Deans .....	Dr. Lise Graham Dr. Ken Winter
Interim Dean .....	Dr. Bruce May

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