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UW-La Crosse Newsletter

DEAN'S OFFICE
223 W. Carl Wimberly
Hall

Mid-Semester is Friday October 20

- ✓ **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 during J or Semester II, 2006-07, 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 J term, 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 December.
- ✓ **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 December. Program change forms are available at the Dean's Office.

Advisor/Advisee **Assignments**

Faculty advisor assignments are posted on the bulletin board outside 223 CWH Hall, 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. 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/ 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 CWH.

Registration for Sem. II, **2006-07**

Registration begins in mid-November. All instructions for registering are in the class schedule information available online around November 1. SNAP reports will also be sent to faculty advisors about this time, and you will receive your's electronically.

Registration advising will be available from faculty advisors, usually by appointment. Advisors should have sign up sheets for appointments at this time, and 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.**

May and August 2007 **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, 223 Wimberly, to schedule an appointment.

Graduates must also file an "intent to graduate form" through the Registrar's Office website. This should be done this fall.

<https://talon.uwlax.edu/webRegistration/LoginServlet>

I-S 220 and BUS 230 **Restricted Enrollment**

The CBA will again **restrict enrollment** in BUS. 230, Bus. and Econ. Research and I-S 220, Info. Systems for Bus. Mgt. to **students officially declared as business majors.**

Students not declared majors in business, or economics in liberal studies, will be prohibited from registering for these courses during regular registration. Mid-

semester (October 20) is the final day to officially declare programs before registration commences.

Reminders

Dropping a Class? The last day to drop a full-semester class is October 27. 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.**

Planning to complete a course at home this J-term or next 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.**



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.

Hoeschler Graduating Senior Award

Applications sought

Students graduating in August or December 2006 and May 2007 are invited to apply for the Hoeschler Award. This prestigious award, designed to recognize outstanding graduating seniors from the College of Business Administration is awarded each May. It honors a student who has undertaken a substantial project(s) in which they have demonstrated ingenuity, initiative, entrepreneurship, strategic thinking and, hopefully, civic involvement. The Hoeschler family wishes to recognize students who not only have a solid academic record, but who have also demonstrated a creative approach to identifying, planning and executing one or more projects.

Applications and information may be picked up at the Dean's Office, 223 Wimberly. Deadline for applications is early March. The cash award will be presented during May 2007 commencement.

DEPARTMENTAL UPDATES

ACCOUNTANCY DEPARTMENT

Banquet

The annual banquet is scheduled for April 24, 2007 at the Cleary Center. All accountancy majors should attend. Last year the Department of Accountancy gave out nearly \$30,000 for scholarships at the banquet. Applications are due March 15. Click the Scholarship button at <http://perth.uwlax.edu/ba/acc/> for an application form. Attendance at the banquet is a condition of receiving a scholarship.

Faculty Information

Professor Winter is interim associate dean in the spring.

Professor Kastantin is now teaching 321 and 322.

Professor Cross has retired.

Placement

Demand for UW-L accountancy graduates in professional positions and current accountancy majors in internships remains strong. Accounting Career Expo and Accounting Interview Days attracted over 30 organizations to recruit accountancy majors on campus. In the last three years, see www.uwlax.edu/CareerServices/Report/default.html, 97%, 97% and 100% of accountancy majors were placed in related employment. Average salary in 2004-05 was \$40,357. All of the 64 internships in 2004-05 were paid. Most ACC internships were full-time in the spring with public accounting firms.

Class Scheduling Information

Classes may not be offered if they do not reach enrollment minimums.

J-Term 2007

ACC 221 (Burrowes) and ACC 222 (Lyons) will be offered in the traditional format.

Spring 2007

ACC 421 and ACC 418 will NOT be offered. All other required ACC courses will be offered. VITA (ACC 350) will be offered too. ACC 301 and ACC 447 will NOT be offered in the spring.

Summer 2007

ACC 221, 222, and 421 will be offered.

Fall 2007

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.

Accountancy Minor

The accountancy minor consists of thirteen credits including ACC 321 and ACC 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.

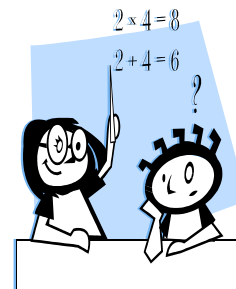
150-hour Curriculum

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

If you need assistance with your ACC 221 or ACC 222 class, tutors are available Monday through Wednesday in room 327 Wimberly Hall. Exact hours are posted on the door.



ECONOMICS DEPARTMENT



Course Information

Next spring the Economics Department and the Theater Arts Department will team up to offer a course entitled The Economics of Art and Culture. This course, which will be co-taught by Professor Mike Hauptert (Economics) and Professor Billy Clow (Theater Arts), will focus on the arts and entertainment industries, with particular focus on the theater, museums and art markets. The overall goal of this course is to enable participants to make or evaluate selected decisions and policy issues pertaining to the arts and to better understand the unique status the arts hold in the American economy.

ECO 346: Environmental and Resource Economics returns to its usual offering in the spring of even years. The course will examine questions like the following. How much pollution is too much? What role should the government play in regulating the environment? Will "clean technology" lay the foundation for a sustainable future? How can we resolve global environmental issues? How can we do better? The course will develop economic tools to explore solutions to environmental problems with important discussions on government failure in pollution control and incentive-based regulation. The emphasis of the course is on policy as it regards the environment, though there will be some coverage from a business management perspective on achieving competitive advantage with an environmental strategy. This course is an elective in the Environmental Studies Minor.

Independent Study: Introduction to Mathematical Economics. The department of economics has periodically offered an independent course in mathematical economics for students with an interest in the topic or those interested in a graduate degree in economics or finance. Students will work through

problems from *Fundamental Methods of Mathematical Economics 4/E* by Chiang and Wainwright. Topics include Linear Models and Matrix Algebra, Differentiation and Comparative-Static Analysis, and Optimization with Equality Constraints. It is the math required to successfully get through graduate level courses in microeconomics and macroeconomics. See Dr. Glenn Knowles if you are interested in this course.

Faculty News

Professor Keith Sherony's article "Smartball: Are Small Market Teams Redefining the Market for Baseball Talent?" is forthcoming in *Nine: A Journal of Baseball History and Culture*. The article was co-authored with Alan Davison. Alan graduated from UW-L with a bachelor's degree in economics and, at the time of the writing, was a graduate student in UW-L's sports administration program. The publication followed the authors' presentation of the paper at NINE's Twelfth Annual Conference in Tucson, Arizona. Currently, Professor Sherony is working with economics major Kim LaGuardia on a paper they hope to present at the NINE's Fourteenth Annual Conference. This paper examines the role baseball parks' design plays in determining team success on the field.

Mike Hauptert has received grants from the Yoseloff Foundation and the University of Wisconsin System Institute for Race and Ethnic Studies to pursue research on the labor history of Negro League Baseball. This is part of a larger project on the financial history of professional baseball that he and Ken Winter (Accountancy) have been working on over the past few years. They presented their most recent work, "A Tale of Two Ballclubs: The Financial Performance of the New York Yankees and Hilldale Daisies," at the Cooperstown Conference on Baseball History and Culture, held in Cooperstown, NY in June of this year.

Wenbin Zang, is a PhD candidate at the University of Kentucky and currently a visiting instructor at the Department of Economics. He teaches the principles of Microeconomics and Macroeconomics this fall semester. He is also working on his dissertation, Entry and Competition of Hospital Services in Local Hospital Markets, in which the competitive behaviors of local hospitals facing entry are examined using a national data. His research interests are mainly in the fields of industrial organization, health economics, and public economics.

FINANCE DEPARTMENT



Class Scheduling Information

January Term

Principles of Financial Management, FIN 355, will be offered during J term, January 2 through January 19, 9:00 - 1:00 p.m. There will be no class on Martin Luther King Day (January 15th). For more information about this course, contact Dr. Rob Wolf (785-6654) or stop by the Finance Department.

Spring Term Electives

Six elective courses will be offered during the Spring 2007 semester. From Group I of the Finance major, students may enroll in Multinational Financial Management, FIN 440 taught by Dr. Wahhab Khandker. Although the course is required of only international business majors and minors, many students can benefit from learning about the application of basic business finance principles in an international context. The only prerequisite for this course is completion of FIN 355.

From Group II of the elective categories we will be offering Real Estate Principles, FIN 456 and Principles of Insurance, FIN 360. The real estate course will be an informative survey of real estate principles and practices, which also includes both the valuation and financing of real estate purchases. Guest speakers will include experts from the local real estate community. Field trips are also scheduled, to provide students with real world exposure to the issues that arise when buying, selling, and financing real property. The only prerequisite for this course is completion of FIN 355. Mrs. Dianne Morrison will teach this course. In the Principles of Insurance elective course, students learn about a variety of risk management concepts, insurance industry practices, and common insurance contracts. Although the course is an introduction to risk management for the firm, some attention is given to personal insurance for the home, automobile, life, and health. The

prerequisite for FIN 360 is completion of ACC 221. The course will be taught by Dr. Tom Aiuppa.

From Group III we will be offering Life Insurance, FIN 361. Life Insurance is a course designed to provide students with an in-depth view of life insurance products and their uses. Students completing this course have improved abilities to evaluate the wisdom of life insurance purchases, the amount of coverage required, the most appropriate timing for such purchases, and the integration of life insurance into personal financial plans. The prerequisites for the course are FIN 355 and FIN 360. Dr. Robert Carney will teach this course.

The department is pleased that Drs. Andrew Temte and Tim Smaby will once again teach Advanced Financial Analysis, FIN 400, this spring. This course offers the students the opportunity for advanced study of topics related to (1) ethics and professional standards, (2) investment tools, (3) asset valuation, and (4) portfolio management. Students will learn how to effectively analyze financial statements, apply statistical models, and evaluate both international and derivative securities. Completion of this course will also prepare students for the first examination in the Chartered Financial Analyst (CFA) examination program. In addition to undergraduate students, professional money managers and brokers employed by local firms may be enrolled in this class, which will add to the unique nature of this course. Enrollment in this course is by consent of the department only. Please talk with Dr. Krueger or Dr. Wolf if you are interested in enrolling in this course.

Due to exceptional demand, the department will offer Personal Finance, FIN 207, in the spring. This course is a survey of personal financial topics including for example: budgeting, investing, and retirement planning. Guest speakers will include local experts in financial planning, insurance and other related professions. The course is open to all colleges with no prerequisites and applies to General Education.

Summer School 2007

We plan to offer FIN 355 and FIN 380 during the summer session. Please consult with your advisor during scheduled advising times for advice and more information on the availability of these courses.

Advising and Registration

Advising SNAP reports will be e-mailed to finance majors around the beginning of November. You may then sign up for an advising time on the schedules posted in the hallway outside the Finance Department offices.

Temte Scholarships

These scholarships were established by Dr. Andrew Temte, of Schweser Study Program, the international leader in preparation materials for the Chartered Financial Analyst (CFA) examinations. The CFA designation is recognized internationally by employers and clients as a sign of the highest ethical and professional competence. Three Scholarship winners receive goods and services valued at more than \$1,500, including:

- a. A \$250 reduction in their spring tuition bills.
- b. Prepayment of CFA program registration and examination fees (\$845).
- c. Schweser Study Notes and required readings (\$725).

The due date for scholarship applications is October 20, 2006. Please contact Drs. Krueger or Wolf for more details.

Faculty Notes



Dr. Aiuppa has retired! Dr. Aiuppa has served the university over 30 years in both the finance and mathematics department. He is the holder of two Ph.D.'s in Insurance and Statistics, both from the University of Georgia. Dr. Aiuppa always demonstrated high quality service to the college through teaching, scholarship and service. His talents were greatly appreciated by his colleagues and students. Dr. Aiuppa has agreed to serve the college, just a little longer, as the instructor of FIN 355 and FIN 360 in Spring 2007.

Dr. Graham was promoted to Interim Associate Dean. Drs. Graham and Winter will share the role, recently vacated by Interim Dean May. Dr. Graham will teach FIN 485 in the spring in addition to her responsibilities as Interim Dean. Dr. Graham spends most of her time in the Associate Dean's office, 223 CWH.

In the area of faculty scholarship, recent faculty publications include: "A Comparison of the Changes in the Debt-

to-Equity Ratio and the Debt Ratio," by Dr. Aiuppa in Advances in Financial Education and "An Instructional Model of Bank Portfolio Credit Risk and Return," by Drs. Wolf and Aiuppa in the Journal of the Academy of Finance. Dr. Krueger served as the Editor of the 2006 Proceedings of the Academy of Finance. Additionally, he presented four papers during the conference.

Finance Department faculty members continue to be involved in the East Central European Scholarship Program (ECESP). Dr. Carney serves as the academic advisor and Dr. Krueger continues to assist participants in finding internship sites. Drs. Aiuppa and Krueger were the primary lecturers in the ECESP summer program held at UW-L during June and July. Seminar participants were members of the securities and insurance community in Albania, Bulgaria, Macedonia, and Romania.

Dr. Carney and Ms. Morrison were awarded UW-L International Faculty/Academic Staff Development Fund grants to participate in the German Language Program sponsored by Goethe University, Frankfurt Germany. They attended German language and culture classes in Frankfurt for the month of July. During their time in Europe, they also visited and toured Teikyo University in Maastricht, Netherlands. The College of Business provides an international education opportunity for students to attend classes provided through the Maastricht Center for Transatlantic Studies which is housed at Teikyo University. Morrison and Carney also hope to ultimately participate in faculty exchanges and to more effectively encourage UW-L students to participate in the German student exchange programs that UWL makes available.

Dr. Carney is vice-chair of the board of directors of Marine Credit Union. During the summer, he attended the 2006 World Conference of Credit Unions which focused on the economic and political importance of supporting small entrepreneurs in underdeveloped countries. During Dr. Carney's free time in Europe, he was able to visit his daughter Shannon who is a jewelry designer based in Florence, Italy.

Ms. Morrison is treasurer of the board of directors of Marine Credit Union. She attended the National Directors Conference for credit union board members in Las Vegas.

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. Brooke Childs would be pleased to help you with your questions. Administrative assistance can be obtained from our program assistant, Mrs. Lori Komarek, whose office is in 404 Wimberly Hall.

Information Systems Department

Hot Job Market for I-S Graduates

This year the job market of Information Systems graduates has become even more favorable. Approximately 28% of the employers sending representatives to the October Job fair are coming to talk with I-S majors. This is occurring at a time when the number of job openings for entry level positions in Wisconsin far exceeds the number of I-S graduates from Wisconsin schools. The most recently available data (for the 2004-2005 academic year) indicate a UW-L I-S placement rate of 93% in a job related to the major at an average annual salary of \$44,167. While complete data for the most recent year (2005-2006) are not available, with a high end job placement at a salary of \$61,000, it is likely that the average will continue to increase. The current year has seen an increasing effort by employers to acquaint I-S faculty with the career opportunities awaiting I-S graduates in their organizations.



Spring Course Offerings

Incoming freshman in the College of Business Administration (CBA) should enroll in C-S 103 and C-S 104 during the spring of 2007. These two prerequisites to I-S 220 and BUS 230 are only offered in two seven week segments during the spring semester. Consequently, students who plan on taking I-S 220 during their sophomore year need to enroll in C-S 103 and 104 next semester.

In order to meet the needs of an increasing population of CBA freshman and sophomores, the I-S department will

continue to offer seven sections of I-S 220. In the spring of 2007 these seats will be restricted to business students and students in other colleges that are likely to pursue a minor or major in Information Systems. Tutorial help for I-S 220 students will continue to be offered.

I-S 300 will be taught by Dr. Wen in the spring, and I-S 310 will be taught by Dr. Park. I-S 300 and I-S 310 are required for both I-S majors and I-S minors and are only offered in the spring semester. If you are a junior who plans on graduating in spring of 2008, be sure and register for these courses in accord with your timetable for graduation.

I-S 411 will be taught by Dr. Wehrs next semester. I-S majors who plan on graduating in spring or fall 2007 should plan on enrolling in 411.

No undergraduate I-S electives will be offered in the spring semester. I-S majors who need an elective in the major are encouraged to take I-S Internship (451), I-S Independent Study (499), or qualified elective courses offered by the Computer Science department.

Dr. Yang and Dr. Wen will also provide support to the college of business MBA program. Dr Yang will team teach BUS 731 with Dr. Krueger of the finance department. Dr. Wen will teach BUS 755.

Faculty Research

Drs. Wen & Yang (with Y. Chen):

- "E-business Value Creation in Small and Medium Enterprises in South Korea" *Proceedings of the 5th International Conference on Information and Management Sciences*, July 2006, Chengdu, China, 111-115.

Dr. Yang:

- "An Empirical Study on e-CRM in Internet Online Shopping: Evaluating the Relationship between Perceived Value, satisfaction and Trust," Pan-Pacific International Conference, May 23-28, Pusan, Korea, 2006.
- "Human Decision-Making Behavior and Modeling Effects," 10th Pacific Asia Conference on Information systems, Kuala Lumpur, Malaysia, July 6-9, 2006.

Grants

Dr. Wen:

- Received a \$2,998 International Development Grant to present a paper and conduct empirical research in China in summer 2006.

- Received two CBA Title VI(B) course modification grants to incorporate international components in two existing courses: I-S 401 and BUS 755.
- Received a CBA Title VI(B) course development grant to create a new course in information security management that includes a significant international component.
- Received a \$3,500 grant from the UW-L Foundation to promote the information systems discipline to women and minority students.

Faculty Development

Drs. Park, Wehrs & Yang:

- Attended a workshop "Assessing and Enhancing Student Learning in the Department or Program: Feasible, Practical, and Simple Strategies" led by Barbara E. Walvoord on the UW-Baraboo/Sauk County Campus, March 10, 2006.
- Dr. Park completed the UW-L faculty teaching portfolio project supported by the Center for Advancing Teaching and Learning (CATL) throughout the 05-06 academic year.

International Program Development

Dr. Wen:

- Established CBA's joint MBA program with the College of Applied Sciences of Beijing Union University (BUU) in China. The formal agreement was signed in Beijing in March 2006.
- Developed the proposal for a joint MBA program with the entire BUU system. The agreement is under preparation.
- Designed (with Amelia Dittman) a 2+2 international program in information systems that is currently under review by two national universities in Hanoi, Vietnam.
- Created a German exchange program under I-S 499 Independent Study. The collaborating partners from the University of Applied Sciences in Frankfurt will visit La Crosse and conduct joint research in late October, 2006. The UW-L student team will visit Frankfurt in January of 2007.

MANAGEMENT DEPARTMENT

Retirement

At its January meeting, the Management Department recommended to the University that Dr. Dayr Reis, who retired in



January, 2006, be granted "Professor Emeritus" status. It has been approved by university administration and will be awarded to Dr. Reis at the spring commencement of the College of Business Administration. A plaque was awarded to Dr. Reis for his contributions to the College of Business Administration at a celebration on September 29th. Many members of the CBA faculty attended as well as most of Dr. Reis's family. It was a gala time.

Scholarly Productivity

The Management Department has had a busy and productive year. A number of papers have been accepted, presented and/or published. John Betton has had a paper entitled "Human Rights, Globalism and Cultural Values: Universality and the Nation State" accepted for presentation in July at the 'New Directions in the Humanities Conference' in Tunis, Tunisia. A paper on corporate responsibility by John Betton, with Dayr Reis and Leticia Peña, is being published as a chapter in a multi-volume book on Development Studies by Atlantic Publishers. Dr. Betton also reviewed papers for the Operations and Supply Chain Management (OSCM) International Conference in Bali, Indonesia in December 2005.

Michael Devine passed the Fast Track Oral Assessments held in London on July 29-30, 2006; and is currently a Member of the Chartered Institute of Arbitrators (M.C.I.Arb.). By passing this examination and following personal interview he will become a Fellow of the Chartered Institute of Arbitrators (F.C.I.Arb.).

Drew Stapleton and co-author Jon Ross, from The Trane Company, have had a manuscript accepted for publication in the *Journal of Supply Chain Management: An International Journal* at the end of March, Vol.11, No 2. It is entitled "Enhancing Supply Chain Solutions with the Application of Complexity Theory". Dr Stapleton and Dr. Keaton have co-

authored a paper titled "The Dukes of HazMat: The Current State of Hazardous Materials Transportation in the U.S.", which they will present at the 2006 Midwest Business Administration Association (MBAA) Conference in Chicago this next March.

Paul Keaton and Tom Kuffel, with co-authors Harvey, Sigerstad and Novičević, have had a paper entitled "Faculty Role Categories: A Dean's Management Challenge" published in the *Journal of Education for Business* in February, 2006.

William Ross had an article entitled, "What Every Human Resource Manager Should Know about Web Logs," published in the *Society for Advancement of Management (S.A.M.) Advanced Management Journal*, 70, (3), 4-14. In addition, a manuscript entitled, "Web logs and recruiting: Directions for future research," was published in the *Communications of the International Chinese Information System Association*, (2005, Summer) 7, (1), 1-12. William Ross also had a paper, "Should 'Night Baseball' arbitration be used in lieu of public sector strikes? Psychological considerations and suggestions for research" appear in the *Journal of Collective Negotiations*, 31, (1), 45-70. He has also been invited to serve on the Editorial Board for the new publication, *Journal of Negotiation and Conflict Resolution*

John Betton is teaching three classes for the capstone course in the Environmental Studies minor in March. The classes are on "Sustainable Business", "Biomimicry" and "Ecological Design".

MARKETING DEPARTMENT

Personnel News

It has been an interesting year for the Marketing Department. You may recall that last year we were going through a Search and Screen for a new faculty member. Unfortunately, we were not successful. However, we are very fortunate in that some of our alums, who now hold MBA degrees, are still in the area and willing to help us out. A BIG "thank you" to Kelly Nowicki for giving us another year of her time. We are back in the Search mode this year, and have attracted a nice pool of potential candidates. We will see how it goes.

Two members of the department attended the "Teaching of International Business"

workshop at the University of Memphis this last summer. They were able to attend due to the International Development Grant awarded to the CBA this past year. Expect to see material related to this in Dr. Fields and Miss Nowicki's classes.

Course Offerings

The Marketing Department will be offering the following classes over J-Term 2007:

MKT-309, with Dr. Brokaw
MKT-444, with Mr. Chilsen

SMALL BUSINESS DEVELOPMENT CENTER

Bootstrap: 7 Rivers Region Innovation Fair

Innovation is alive and well. The second annual Bootstrap: 7 Rivers Region Innovation Fair was held at Onalaska's Omni Center on September 28, 2006, with great success. Twenty inventors and entrepreneurs displayed their innovations, ranging from household items to pest management techniques to business software.

Bootstrap was organized by UW-L's Small Business Development Center in conjunction with the 7 Rivers Region Alliance and its partners in WEN (WI Entrepreneurs Network), including the Wisconsin Department of Commerce, the Wisconsin Technology Council, and the Juneau County Inventors and Entrepreneurs Club.

Bootstrap provides an opportunity for inventors from the 7 Rivers Region to learn about the resources that are available to them in the region and to meet with members of the business community who may provide helpful services, including investors, manufacturers, distributors, and potential management partners. During the 2006 event, many exhibiting inventors were able to set up appointments with potential partners and investors that could help bring their products to market.

Bootstrap was generously sponsored by Coulee Bank, the Wisconsin Housing and Economic Development Authority (WHEDA), State Bank Financial, and the Western Wisconsin Workforce Development Board. Next year's event is already in the works for September 2007 (date to be announced), where we hope

to have exhibits from student and faculty inventors as well as from regional communities.

STUDENT ORGANIZATIONS

AMERICAN MARKETING ASSOCIATION

American Marketing Association is a nationally affiliated organization that strives to provide college students with opportunities to expand critical business skills through professional development, community service, fundraising, and socials. AMA provides its members with opportunities to network with business professionals, UW-L faculty, and fellow students. With over 90 members, AMA is off to a great start for the fall semester!

Already this year, AMA has hosted many events to get members involved. Our first social, a Mississippi river cruise on the La Crosse Queen was a great kickoff to the year. The fundraising committee provided a fun opportunity to raise money when AMA volunteered to bartend in the Oktoberfest beer tent. The organization has been volunteering at the Community Teen Center and will continue to do so as the year goes on. The first speaker, Direct Supply, held a seminar on how to succeed at job fairs a few days prior to the job fair on campus. Finally, Campus Cakes is in full swing. We are working on expanding this fundraiser, so look for us at the Homecoming football game!



Upcoming events for AMA include:

- Participation in the Cardboard Houses event put on by a fellow UW-L student club. AMA will be at the event with a hot tub to help raise money for Habitat for Humanity.
- AMA will be helping with the Trick-or-Treat Trek on October 28th.
- Look for our booth at the November 2nd Business Expo. We will be displaying our club along with our newest fundraiser- a coupon book to be distributed in January of 2007 to the UWL student body.
- Another ongoing fundraiser is our annual candle and wreath sale which is posted on our website. See any AMA member for more details.

- We will be hosting a 4's volleyball tournament in Mitchell Hall in mid November.
- Our upcoming business tour is at the La Crosse Brewery on November 1st.
- Also look forward to more speakers and socials!

AMA has a new executive board and a new faculty advisor heading up the group this year. We welcome Dr. Jon Fields to the AMA team. He has brought many new ideas to the club, so look for new events and projects as the year goes on.

2006-07 Executive Board Office Hours

Beth Anderson M 9:45 – 11:00
President

Phil Spurley W 1:00 – 3:00
VP of Programs

Tricia Brath T 8:15 – 9:15
VP of Communications

Peter Johnson M 1:30 – 2:30
VP of Finance

Gina Conlon M 2:45 – 3:45
Dir. Of Internal Comm

Liz Cox H 11:00 – 12:00
Dir. of Membership

Brandon Hougham M 10:45 – 12:00
Dir. of Prof. Events

Adriana Zavala W 9:50 – 10:50
Dir. of Advertising

Brian Messerli H 9:30 – 11:00
Dir. of Socials

Kelly Bremness T 4:00 – 5:00
Dir. of Fundraising

Kristin Gelhaar T/H 2:00 – 3:00
Dir. of Campus Cakes

The AMA office is located in 318D Wimberly Hall. Feel free to come visit our officers and ask questions about our club. We also have a brand new website this year. Visit us at www.uwlax.edu/ama to see pictures from our socials, check out upcoming events, and to see our members. Feel free to e-mail us with any questions too at amarketa@uwlax.edu.

Students interested in joining a professional organization to enhance their communication, professional, and networking skills are invited to join AMA in the spring semester of 2007. For more information, please check out one of our meetings on Wednesdays at 5:30 pm in 337 Cartwright.

DELTA SIGMA PI



Delta Sigma Pi is a professional business fraternity that reaches out to all business majors on campus and should make its way onto the resume of every business major. Members of Delta Sigma Pi benefit in a multiple of ways. Along with being a resume

builder, employers associate Delta Sigma Pi with experience, professionalism, and a distinct personality. Being a member of DSP allows you to build life-long friendships with fellow business majors as well as create valuable networking skills. The people that you make relationships with in DSP are the type of people you can count on whenever you have a problem. Membership to Delta Sigma Pi does not end when one graduates; it is a life-long membership in which alumni of DSP are always willing to help fellow brothers.

Almost 100 years ago, this co-ed fraternity prospered into a nationally recognized association that is made up of more than 200 chapters and over 200,000 collegiate brothers. The chapter here at University of Wisconsin La Crosse consists of 65 active brothers and 27 pledges this fall semester. Together, the brothers and pledges get involved in many activities around the campus as well as the community. Activities around campus include professional events (guest speakers), resume building (learn how to build your resume), and "Prep for Success". To help the community, brothers and pledges take place in Adopt a Highway and other community service events such as helping out at Hill View Community Health Care Center. There are also social events that allow brothers and pledges to relax, have fun, and really get to know each other. DSP is one of the best things a business major can get involved in. To learn more about our fraternity 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. Each semester FMA has three speakers from different companies come in and educate the students about their job and the company they work for. The students can then learn first hand the dynamics of the financial and economic fields of work. FMA is open to all business students, but has great emphasis in the careers in Finance and Economics.

FMA Speaker and Meeting Times:

October 4: Ron Wessels from M & I Bank
 October 25: Chris Harkness from Merrill Lynch
 November 15: Nicole Berlin from Kohler Company

This semester the meetings are at 6 p.m. in 122 Carl Wimberly Hall. Look for posters and announcement in classrooms for reminders of times and speakers. We look forward to a great and productive semester and we hope to see you at the meetings. If you have any questions, feel free to contact Kate Gehring at gehring.kate@students.uwlax.edu.



BETA GAMMA SIGMA

In recognition of their outstanding scholastic records, the following students were elected to membership in the UW-La Crosse chapter of Beta Gamma Sigma in May 2006.



Juniors

Ariel (Aegerter) Lorge
 Sheena Berkley
 Eric Christoffersen
 Ivana Dimalouw
 Joseph Kolk
 Dora Schmit
 Timothy Schmitt
 Elizabeth Slupski
 Katherine Slupski
 Derek Steinmetz
 Jeffrey Strand

Seniors

Healthier Beaurain
 Jenna Bryngelson
 Ashley Davidson
 Jonathan Gartzke
 Kate Gehring
 Jacob Harberts
 Erika Haugen
 Andrew Huss
 Rebecca R. Johnson
 Anastasia Lallas
 Tara Nordquist
 Rachel Pertsch
 Annie L. Schroeder

Masters

Nada Ghandour

Beta Gamma Sigma is the international honor society for students in business programs at schools accredited by AACSB-International. Students must be in the top 10% of their senior class, top 7% of second semester junior class, and top 20% of masters class to be invited to membership.

The induction ceremony was held on May 5 and featured a keynote address from Mr. Robert Howard, Community Bank president at Wells Fargo, La Crosse. Drs. James Finch, Paul Keaton and Tom Krueger, and student member Kara Bravick, conducted the ceremony. This was the 22nd anniversary for the La Crosse chapter.

Students interested in Beta Gamma Sigma may contact Dr. Krueger, the faculty advisor, at his office in 406B, Wimberly Hall.

STUDENT ADVISORY COUNCIL

The CBA-SAC serves as a consultant to the Dean of the college, and as a communication link between students and faculty. SAC undertakes projects on behalf of the college, and makes recommendations on a variety of issues to the dean and other administration. They also promote educational programs and leadership among students.

The 2006-07 Student Advisory Council will meet the 1st and 3rd Wednesday of the month this semester at 5:00 p.m. in Cartwright Center. Steve Reuter is this year's chair, and he is one of four CBA Senators on SAC. You may contact him at reuter.stev@students.uwlax.edu for information about the council, and the meeting room.

Other members this fall:

Max Gillman	Economics Dept.
Ben School	Accountancy Dept.
Jacob Ruatti	Beta Alpha Psi
Shawn Dobbins	Society for Human Resource Management
Jon Otto	Information Systems Dept.
RyanPerket	CBA Senator; Vice-Chair of SAC 2006-07
Kelly Walt	CBA Senator
Sarah Putnam	CBA Senator

CBA ADMINISTRATION

Accountancy..... Dr. Kenneth Winter

Economics..... Dr. Keith Sherony

Finance Dr. Rob Wolf

Information Systems..... Dr. William Wehrs, Interim

Management Dr. Tom Kuffel

MarketingDr. Stephan Brokaw

Director, Small Business Development Center Jan Gallagher

Assistant to the Dean Amelia Dittman

Interim Associate Dean Dr. Lise Graham

Interim Associate Dean Dr. Kenneth Winter

Interim Dean.....Dr. Bruce May
