$2.75M IOWA STARTUP SEED FUNDING

THE JOHN PAPPAJOHN ENTREPRENEURIAL CENTER Celebrates a Quarter Century of Innovation

Innovators
Risk-takers
Leaders
Venture School

Revive the Startup Spirit
Learn to Lead
Launch & Grow
Statewide Network

Enhance every career path
Cross-campus partnerships
Innovators
Visionary
Leaders

Handson learning opportunities

Recognize full potential

Venture School
Leader in supporting student, faculty, & community entrepreneurs

IOWA
As 2021 draws to a close, we prepare to flip the calendar and begin a fresh start. Yet, so many of the strains of these last two years continue to affect our lives. At Tippie, we’ve hustled and innovated and dug deeper than ever before. You have too.

Where does the strength to do more during times of exhaustion come from? In August, I decided to explore this question with a personal experiment. Despite the fact I’d never run more than a mile, I signed up for a half marathon in February. I didn’t do it because I suddenly loved running (I’ve never done it!) or was getting any younger. I did it to see if I could.

I still don’t know whether I’ll complete the upcoming race. But I’ve learned so much along the journey. First, having a north star goal provides clarity and motivation, which is necessary when fatigue sets in. Second, you don’t have to do anything alone. Seeking help, learning from others, and letting them cheer you on gives you capacity to persevere. Third, restoration matters. Whether it is getting the right amount of sleep or pausing for an injury—you can’t accomplish a difficult goal by running non-stop.

As I’ve slowly built up my mileage, I’ve reflected on the journey of the Tippie community. In 1921, the business school separated from the College of Liberal Arts & Sciences to become the College of Commerce. Much of the college’s innovation over the past 100 years is directly due to the support and guidance of our alumni. The innovation in our MBA program, the establishment of the John Pappajohn Entrepreneurial Center, and our nationally recognized writing and communication curriculum all are directly tied to alumni support.

Thank you.

I hope you find plenty to be proud of in these pages and that this is a season of restoration for you and yours.

Warmly,

Amy Kristof-Brown
Henry B. Tippie Dean
HAWKEYE LEGACY

THE 319
Fresh leadership, rankings, and introducing the Duke Slater Field at Kinnick Stadium.

BRAIN ROCK
Where’s My Stuff?
Everything is on backorder. Tippie’s supply chain expert explains why.

ALWAYS A HAWKEYE
Hawkeye Pride
In Memoriam

HOW TO...GAME
As chief marketing officer, Dustin Godsey (BBA02) had a front-row seat to the Milwaukee Bucks’ 2021 NBA championship.

FEATURES

The Evolution of the Iowa MBA
Trending in transformation: Tippie modernizes the Iowa MBA.

Hawkeye Legacy
Celebrating a century of innovation including:
- Iowa’s first female CPA
- Launch of CAMBUS
- Iowa Electronic Markets
- Accounting Writing Program
- UPS George D. Smith Prize

COVER STORY
25 for 25
The John Pappajohn Entrepreneurial Center celebrates a quarter century of innovation.

DEPARTMENTS

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CONNECT WITH US
@TippieIowa TippieIowa Tippie College of Business @TippieCollege

ON THE COVER Design by Melissa Weber.
**DYK?**

**319** has been the Iowa City area code since 1947.

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**NEW UNIVERSITY PRESIDENT**

**Barbara J. Wilson**, former executive vice president and vice president for academic affairs for the University of Illinois System, became the 22nd president of the University of Iowa on July 15, 2021.

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**THE DEPARTMENT OF ACCOUNTING**

**National ranking** for the relevance of its accounting research.

(American Accounting Association’s Accounting Horizons, 2021)

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**UNIVERSITY OF IOWA**

**#1 Writing in the Disciplines**

(U.S. News & World Report, 2022)

With its strategic focus on graduating strong business communicators, Tippie is a significant part of the university ecosystem that earned this recognition, which includes the Judith R. Frank Business Communication Center and the Accounting Writing Program. For the second year in a row, this U.S. News ranking recognizes universities for “making the writing process a priority at all levels of instruction and across the curriculum.”

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**DUKE SLATER FIELD AT KINNICK STADIUM**

The University of Iowa Department of Athletics announced the naming of Duke Slater Field at Kinnick Stadium. Slater, a 6-foot-2, 210-pound tackle for the Hawkeyes from 1918 to 1921, was the first Black student-athlete in school history to earn All-American honors. Slater had a prolific career as a student-athlete at Iowa, was a player in the NFL, and later became a lawyer and judge.
**Experimental Economist New Head of Department of Economics**

David J. Cooper is the new departmental executive officer for the Department of Economics. As an experimental economist, Cooper says he was attracted to the storied department, in part for in role its pioneering the Iowa Electronic Markets, the world’s first prediction market.

**New Leadership in the Undergraduate Program Office**

Charles Wayne Keene became the new associate dean for the Undergraduate Program in July 2021. Keene stepped into the role that was held by Ken Brown since 2014. Brown, who holds the Tippie Children Professorship, returned to his faculty position in the Department of Management and Entrepreneurship.

**Accounting Professor Collins to Retire—Excellence Fund Established in His Honor**

Dan Collins (BBA68/PhD73), a force in the University of Iowa Department of Accounting for more than four decades, is retiring at the end of the 2021-22 academic year. Kay Rath Hegarty (BBA80) and her husband, John Hegarty Jr. (BA79), are honoring Collins through the creation of the Kay and John Hegarty Accounting Faculty Excellence Fund, which provides funding to faculty for their most pressing needs. Collins was also honored with the 2021 Hancher-Finkbine Faculty Medallion. The award, the most prestigious at the University of Iowa, recognizes individuals of extraordinary ability and potential.
“Online classes provide great flexibility for working professionals with families. **Being able to have that flex-casual is just priceless.**”

—TESSA SUTTON (MBA19), manager of finance business partnering at Pearson
Epic journeys often start with major disruptions. The first MBA program, launched in 1908, was sparked by the Industrial Revolution.

In the wake of World War II, the Ford Foundation believed business school curriculum was not academic enough and so made a massive investment in business schools across the country. This spurred the launch of the MBA at the University of Iowa in 1961.

Working professionals also wanted to earn an MBA, and the college responded with its first off-campus MBA offering in 1966 and the Executive MBA Program in 1977. Technology advances brought the first Iowa MBA classes online in 2003. As student demand changed, the college phased out the Full-time MBA Program in 2017 to provide different graduate-level degree options.

Over the past four years, the Iowa MBA has continued to evolve with the launch of the Online MBA. The college added specialized master’s programs in business analytics and finance and revamped the Executive MBA Program. And then, the COVID-19 pandemic forced more Iowa MBA classes online. After experiencing the high quality of online classes, many working professional students determined that they could learn the same content while enjoying the flexibility that online classes provide.

So once again, the college listened to its customers and merged the part-time Professional MBA and Online MBA programs into one Iowa MBA in August 2021. The merger provides students with the ability to take classes online and/or in person at multiple locations around the state of Iowa and have them count equally toward completion of the degree. They keep the same advisor and can decide on a course-by-course basis how they want to learn specific content.

“Students spoke and we listened,” says Dean Amy Kristof-Brown. “The demand for lifelong learning continues to grow, and we’ll find ways to meet that demand that fit with the lifestyles of our students.”

While ever evolving to meet customer needs, the college’s commitment to its core values have never wavered, says Kristof-Brown. “We are giving our students an exceptional, transformational experience. We are delivering graduate education that is the growth engine for our state, our nation, and our world. And we’re making good on that promise at any stage of our students’ careers.”

DYK? The Iowa MBA was the 65th MBA program established in the United States.
As we celebrate the 175th year of the University of Iowa, we are reflecting on: what connects us as Hawkeyes and what is our collective legacy?

Over the decades, themes emerge.

Excellence, family, inclusivity, and technology are almost universal experiences for the college’s vast alumni network. We are also proud to say innovation has always been part of our story. The college and its alumni have long been at the cutting edge, pushing boundaries and setting examples across campus and the world.

Travel the timeline to explore some of the history of the university, the college, and the alumni who have contributed to the Hawkeye legacy through the years.

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1847
University of Iowa established, accepting qualified students regardless of race or sex from day one.

1858
First business class offered: political economy, an early form of macroeconomics.

1900
The first PhD awarded at the UI was in economics.
Mary Murphy (BSC27), Iowa’s first female CPA, graduates from the department. Read more about Murphy’s incredible career.

Mary Thomas Prappas (BSC49) was encouraged by her parents to get a college education in an era when few women did so. There were 35 other women who earned a business degree in 1949.

Mary Thomas Prappas (BSC49) was encouraged by her parents to get a college education in an era when few women did so. There were 35 other women who earned a business degree in 1949.

College receives AACSB accreditation.

1921 Elevation to college status. Chester A. Phillips is named the college’s first dean.

1945 After WWII, the G.I. Bill brought many veterans to campus. UI offered veteran housing in trailers, barracks, or Quonset huts for $25-$48 per month (utilities included.)

“My hut was anchored to the ground with about four stakes and that was it, so that didn’t work very well. It was a rocky start, but it all worked out okay in the end.”
—KEITH COOK (BSC49), A TIPPIE SOCIETY MEMBER AND NAVY VETERAN

1960s Jerre Stead (BBA65) and his high school sweetheart, Mary Joy, gave up college offers at Dartmouth and Northwestern so they could be together at Iowa. They married and had two children while still in college.

“We were happy as could be.”
— JERRE STEAD, REFLECTING ON HIS COLLEGE DAYS

1961 Full-time MBA Program established

Read more about the evolution of the Iowa MBA on page 4.

The college’s data processing department was equipped with the finest in IBM machinery.

Editor’s Note: Our 100-year-old college has a wealth of points of excellence, innovation, and heartwarming and sidesplitting Hawkeye memories. A tiny fraction is represented on these pages. To read more about the storied legacy of our college, visit tippie.uiowa.edu/175.
Doug Couto (BBA72) was a Tippie student when the Slater/Rienow dorms opened. He and a couple of friends convinced the Associated Residence Halls student organization to rent a bus to get students from the west side to main campus. The service grew into what is now CAMBUS.

At her first accounting job out of college, Maria Rydberg Turner (BBA86) remembers having to work with 14-column work papers, an HP-12C calculator, and a pencil. “We all had one—and the HP-12C was expensive at $150 (equal to almost $400 in today’s dollars!”

—MARIA RYDBERG TURNER (BBA86)

Kevin Krause (BBA82/JD85) was Herky at the 1982 Rose Bowl when he was sacked by a Washington Husky lineman, a scene that played out (and got replayed multiple times) on national TV. “Boom. He ran me right over. I was parallel, my feet off the ground. But I was okay, and an Iowa fan gave me a Band-Aid for the cracked beak. It was certainly my most noteworthy college experience—nothing else I did was broadcast on NBC.”

—KEVIN KRAUSE | HERKY 1982 ROSE BOWL

Des Moines venture capitalist John Pappajohn (BSC52) makes a key donation for a new business building, complete with internet throughout, and a lactation room for nursing mothers.

“Union Pacific hosted an annual audit challenge, and the year I participated, Iowa State hosted the event. I was lucky enough to have been on the winning team and still receive dividend checks from the original share of stock that was awarded as a prize, of course along with bragging rights for the Hawkeyes!”

—CINDY STAEBELL (BBA89), FINANCE HUMAN RESOURCES MANAGER, DEERE & CO.

“The Iowa Electronic Markets, the world’s first prediction market, was founded by three economics faculty members.

You’ve got to be able to communicate verbally and in writing in order to advance beyond mid-level manager. The writing program helps Tippie students achieve that.”

—BOB NICOLLS (BBA80)
Part-time Professional MBA and Online MBA programs merge into one Iowa MBA.

Frank Business Communications Center established

Gregory C. Ellison Sr. (BBA73) boosted diversity initiatives in the accounting department while on Tippie’s Professional Accounting Council, working to establish a feeder initiative between Tippie and Morehouse College, which continues to this day.

When life give you lemons, make... beer? Matthew Wolf (BBA82) started the Iowa Brewing Company in Cedar Rapids, Iowa, with friends after their property took on 10 feet of water in the flood of 2008. He has lived in Denver, Colo., since 1982, but returns to Iowa regularly.

I’m a class of 2000 MBA (the old-fashioned way). One of the things I loved about being in Iowa and studying at the university is that there was always a forward focus, and intention on innovation and a striving to make an impact.

—ANTONIA BRENT SMITH (MBA00)

“I moved to the West Coast to be a part of the tech boom back in the dot com era and worked for a start up company. I have to credit my initial interest in entrepreneurship from the amazing class I took from John Buchanan. It led me to a now 23+-year career in tech, most recently with Adobe.”

—JASON BAER (BBA96), ENTERPRISE ACCOUNT EXECUTIVE, ADOBE

Department of Business Analytics awarded UPS George D. Smith prize, which recognizes the leading university in the world for excellence in preparing students to practice in the areas of analytics or operations research.

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Online MBA program launches, explodes from 40 to 336 students in first year.

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WHERE’S MY STUFF?

Jennifer Blackhurst, Leonard A. Hadley Professor of Business Analytics, breaks down the breakdown in the supply chain.

SUPPLY CHAIN BREAKDOWN

A CONSUMER SHOPS FOR A CAR
You want a certain make and model of a vehicle, but the dealership doesn’t have it.

A DEALERSHIP HAS LOW INVENTORY
The car dealership wants to sell you that car and get it to you as soon as possible, but they don’t have the inventory they need to meet consumer demand.

A CAR MANUFACTURER DOESN’T HAVE THE PARTS
Car manufacturers can’t get dealerships the inventory they need because of a parts shortage. Plus, they may have experienced a COVID-19 outbreak that forced a factory shutdown, which is further slowing production.
Back in spring 2020, consumers had trouble finding toilet paper and hand sanitizer while trampolines and exercise equipment became scarce. With the COVID-19 pandemic sweeping the globe, some of the shortages of supplies and delays on certain goods seemed reasonable. But now, nearly two years into the pandemic, there is still lag time on getting everything from new cars to new furniture.

**What’s going on?**

“Even small changes in demand can ripple and spread and grow and propagate to something really unmanageable as it moves through the supply chain,” said Jennifer Blackhurst, Leonard A. Hadley Professor of Business Analytics. “It’s also really impacted by the complexity of the supply chain.”

That means a consumer’s new sofa might be on a container ship out at sea waiting to enter a port with massive delays. Customers who ordered new jeans wait for them to come in the mail because of labor shortages or factory closures. Their new vehicles might be stalled at the factory due to a lack of microchips.

Even just one disruption in the supply chain, such as a labor shortage, a manufacturing plant shutdown, a shipping delay, or fluctuation in demand, can cause what’s called the bullwhip effect, the idea that when disruption starts at one point in the supply chain, it doesn’t stop there. Rather, it ripples and spreads, often growing in intensity and impact as it moves through the entire supply chain, Blackhurst said.

During the pandemic, multiple disruptions have plagued the supply chain, creating a massive backlog of goods, which is why consumers are still experiencing frustration especially as the winter holiday retail season approaches.

What can companies do to mitigate these shortages, delays, and losses?

In the short term, smart companies are trying to adopt an agile mindset as they react to disruptions in their supply chains. For some businesses, that means paying a premium to expedite shipping on their products or parts. For others, that means trying to find creative ways to detour around the disruptions in their supply chains.

In the longer term, Blackhurst said that companies might need to think more proactively about risk management.

Since the supply chain is incredibly complex and interconnected, one of the most effective ways of managing risk is gaining more visibility from their suppliers and their suppliers’ suppliers and their suppliers’ suppliers. That way, they’ll be able to more quickly pivot when a disruption occurs.

Companies can also reevaluate their inventory levels. Do they need to have more of a buffer going forward? Rethinking their suppliers is another idea. Would reshoring or nearshoring expose companies to less risk? Using analytics to see how suppliers have performed over time can be helpful in determining whether a company should continue a relationship or end it.

“It’s a balance between being lean and efficient and responsive and agile, knowing that supply chains are exposed to risk,” Blackhurst said.

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**Go Deeper**

Watch the webinar where Jennifer Blackhurst discusses with Dean Amy Kristof-Brown how companies can prevent future supply chain disruptions.

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**A Warehouse Doesn’t Have the Parts Either**

Warehouses, which receive and send parts to the manufacturers, don’t have the parts either, particularly the microchips required for all new vehicles. They also don’t have the full workforce they need to move the parts.

**A Supplier Can’t Make the Microchips**

Suppliers don’t have the raw materials they need to make the microchips. For instance, a global semiconductor shortage means that a supplier can’t keep up with the demand for microchips, which control multiple systems in a car.

**A Supplier’s Supplier Can’t Get Their Raw Materials**

Not only does the warehouse have a supplier, but a supplier has its own suppliers—which are also experiencing delays and shortages.
THE JOHN PAPPAJOHN ENTREPRENEURIAL CENTER Celebrates a Quarter Century of Innovation

BY TOM SNEE
It was 1996 and Iowa needed to regain its entrepreneurial edge.

Once a state of small businesses, many did not survive the farm crisis and the economy was struggling as a result. John Pappajohn (BSC52) wanted to change that. An inveterate entrepreneur and venture capitalist, he knew the importance of small businesses to an economy. So, in 1996, he donated $1.5 million to establish the John Pappajohn Entrepreneurial Center at the University of Iowa to help revive the startup spirit, along with funding to create centers at four other universities and colleges in Iowa.

“I want to make Iowa the most entrepreneurial state in America,” he said at the time. It was a visionary investment. Few universities had entrepreneurial centers then and none were part of a statewide network.

Pappajohn’s vision paid off. In the 25 years since, the University of Iowa John Pappajohn Entrepreneurial Center (Iowa JPEC) has been recognized as a leader in supporting student, faculty, and community entrepreneurs. On Sept. 23, the 25th anniversary of the statewide JPEC network was celebrated with a gala in Des Moines, Iowa. On hand to celebrate John Pappajohn were former governor and U.S. ambassador to China Terry Branstad, Gov. Kim Reynolds, University of Iowa President Barbara Wilson, and Tippie Dean Amy Kristof-Brown, along with hundreds of entrepreneurs who got their start with help from a John Pappajohn Entrepreneurial Center. At the event, Pappajohn announced an additional $2.5 million gift to Iowa JPEC.

Over the past 25 years, alumni, students, and other Iowans have used Iowa JPEC resources to start thousands of businesses and create thousands of jobs in Iowa and around the country. Many of them have financed their businesses using money from two competitions that Pappajohn created to support Iowa entrepreneurs—the Pappajohn Student Entrepreneurial Venture Competition and the Pappajohn Iowa Entrepreneurial Venture Competition—or from the Wellmark Venture Capital Fund he helped launch. Iowa JPEC alumni have made breakthroughs in health science, education technology, agricultural technology, and green manufacturing, as well as selling clothes, consulting services, coffee, and ice cream.

“I want to make Iowa the most entrepreneurial state in America.”
OKOBOJI, the famed resort area in northwest Iowa, is where Iowa JPEC students learn from the best for one week every August. Started in 2006 by Iowa JPEC benefactor and long-time Okoboji resident Tom Bedell, the Okoboji Entrepreneurial Institute brings 32 students to stay with Iowa entrepreneurs in their lakeside summer homes to learn about startups and build relationships that will last for years. Since its inception, Pappajohn has supported the annual event and provided cash awards to two top OEI student entrepreneurs.

Monster Mash is still among the top-selling menu items at Heyn’s Ice Cream in Iowa City after it was invented in 2007 by elementary school students attending the annual summer entrepreneur camp sponsored by Iowa JPEC’s Jacobson Institute for Youth Entrepreneurship.

In the last 10 years, Iowa JPEC has awarded more than $2.75 million in seed funding to Iowa startups.

Iowa JPEC received the National Model Undergraduate Program Award from the United States Association for Small Business and Entrepreneurship in 2004.

The Princeton Review ranks Iowa JPEC as one of the nation’s top undergraduate entrepreneurial programs at a public university.

1,500+ students have started businesses through the Startup Incubator (formerly known as the Founders Club) in the Bedell Entrepreneurship Learning Laboratory (BELL), a former fraternity-house-turned-co-working space that supports the launch of student ventures. Many of those businesses, such as Bio::Neos, FanFood, and Premiere Dance Project, remain active businesses years after leaving the BELL.
100+ ENTREPRENEURS FROM AFRICAN COUNTRIES

have built businesses since 2016 ranging from honey production to electronic money exchange after participating in the Young African Leadership Initiative (YALI) Mandela Washington Fellowship Program hosted at Iowa by the Institute for International Business. The fellowship, a U.S. State Department program, brings 25 young business leaders from African countries to Iowa City. Participants in the program learn how to build and develop a business and take those skills back to help build their homeland’s economy. Each year the Mandela Fellows say the highlight of the program is the presentation and Q&A with Pappajohn himself.

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100-MILLION ONLINE SHOPPERS

have outfits recommended to them every month by Stylitics, a New York City-based retail technology company founded by Zach Davis (BBA03). The firm’s clients include Nike, Kohl’s, Old Navy, Crate & Barrel, West Elm, and Macy’s.

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V I S I O N A R Y

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“Happiness is positive cash flow.”

— JOHN PAPPAJOHN

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250,000+

ELEMENTARY & HIGH SCHOOL STUDENTS

have taken a class using the BizInnovator Startup or STEMInnovator curricula or participated in KidInnovator camps and the Innovator Competition curriculum developed by the Jacobson Institute for Youth Entrepreneurship. In FY21 alone, 644 teachers from 43 states and the District of Columbia used the BizInnovator Startup and STEMInnovator curriculum.

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“Why would anyone want wifi outside?”

Ben Anderson (BA03), Karsten Temme (BSE02/MS04) and their entrepreneurship classmates founded X-Wires, Iowa City’s first wireless internet company, in the early 2000s. “I remember them setting up a hot spot in the Ped Mall, broadcasting wifi. At the time I thought...why would anyone want wifi outside?” recalled Andy Stoll (BBA03).
Tara Cronbaugh (BA98) is a University of Iowa entrepreneurship pioneer. She developed her idea for the Java House coffee shop for a Tippie entrepreneurship class taught by adjunct faculty member John Buchanan (BSC56). She opened her first Java House on the second floor of the legendary Prairie Lights bookstore in 1994 and has since expanded to six locations around the Iowa City area, four of them with Heirloom salad shops, another company she started. The Java House Roastery also provides wholesale coffee to locations around Iowa. An early supporter of Iowa JPEC, she continues to mentor students and has served on the Iowa JPEC advisory board since 2018.

Patricia Miller (BBA04) left a successful career in pharmaceutical marketing to turn her family’s struggling manufacturing firm into a thriving fullstack company that works with clients from the design stage to the factory floor. The Woodstock, Ill.-based M4 doesn’t just make widgets, it works with clients to determine what exactly the widget should do and then helps design them. Since she took over in 2014, the company has been named one of Inc. magazine’s 5,000 fastest growing companies five years in a row and she made Crain’s Chicago Business’ 40 Under 40 list.

Few in Iowa had heard of Red Bull energy drink as it entered the U.S. market in 1997, but Zac Voss (BBA00) had a feeling it would fly once people tried it. He was still a student at the Tippie College of Business, studying finance and entrepreneurship, when he became the state’s first Red Bull distributor in 1999. His home office was his student apartment and he delivered shipments to stores between classes. After graduating, he returned home to Des Moines and expanded Voss Distributing, which now provides Red Bull to grocery stores and other retail establishments throughout the state and into Illinois and Missouri.
In the last 10 years, Iowa JPEC students have completed 722 business consulting projects for alumni-owned and Iowa-based companies. That’s more than 93,000 hours dedicated to one-on-one consulting by students.

840+ IOWANS have received entrepreneurial training through Venture School, the state’s premier entrepreneurial training program.

Michele Williams was hired as the first Iowa JPEC faculty fellow in 2017. An assistant professor of management and entrepreneurship and the John L. Miclot Fellow in Entrepreneurship, Williams studies teamwork, trust, and the value of long-term relationships between founding entrepreneurial partners and mentors, as well as between founders. She also studies the role that stereotypes play in small-business survival as well as women in leadership, and she works with her students to apply research findings to practice. A second faculty fellow, Miranda Welbourne Eleazar, joined this fall as assistant professor of management and entrepreneurship.

After starting several businesses and nonprofit organizations in his native Chicago, as an Iowa JPEC student Duane Wilson (BA08) turned his attention to helping solve social challenges on a global scale. He’s now the vice president of strategic development for The Gratitude Network, a Pleasanton, Calif.-based nonprofit organization that enlists entrepreneurs to help solve social challenges facing people in 60 countries around the world. Wilson is also an arts entrepreneur. He is the author of Jackie and the Dreamstalk, a book used in youth entrepreneurial classes for children ages 9 to 14. And he’s a prolific voiceover artist, running his own agency that provides narration on commercials for companies like McDonald’s, ESPN, and Porsche.

Forbes magazine named Jon Lensing (MD20) to its Next 1,000 list of up-and-coming entrepreneurs for 2021 Lensing started OpenLoop as a member of Founder’s Club (now known as Startup Incubator) and with seed money from business competitions. OpenLoop matches health care providers with short-staffed hospitals around the country. It grew 800 percent in just a few weeks at the start of the COVID-19 pandemic, when overwhelmed hospitals desperately short of doctors and nurses turned to his app for assistance.

A case of the nerves isn’t unusual when students give class presentations. Nico Aguilar (BS11/MHA14/MPH14) did that one better, having a full-on anxiety attack in front of his rhetoric class as an Iowa undergraduate. “My palms were sweaty, my breath stopped. My mind just went blank, and I totally botched my presentation,” he said. But from that disaster came the inspiration for a new tool that uses artificial intelligence to measure and improve a person’s speaking skills and helps them give more confident public presentations. Aguilar and his cofounder, Anthony Pham (BS11/MD16/MPH19) began their startup quest with an office in the BELL and by winning Iowa JPEC’s Rose Francis Elevator Pitch Competition. That eventually led to a spot in Techstars, the prestigious global technology business incubator. They also met Tippie alumna Nicole Cook Gunderson (BBA04), an important early advisor who continues to provide counsel. Speeko has since built relationships with organizations like Toastmasters and expanded its product line to include a course that helps people deliver wedding toasts and a desktop widget that works with virtual meetings and online presentations.
Staci Meade (BBA10/MAc11/MBA20) was selected for the 2020 Corridor Business Journal’s “Forty Under 40” list for her work at Linn County Community Services and on the executive committee of the Linn County Mental Health Access Center.

My favorite memory from college was working to raise money for Tippie Build. My decision to get involved with local nonprofits has been the biggest driver of life and career satisfaction. I want to do work that contributes to a greater good.”

Employees for Ernst & Young worked alongside Tippie students and faculty on the Habitat for Humanity Home in Iowa City, Nov. 6, 2009.
Jennifer Hovda (BBA12) was promoted to senior finance manager for Gap.

Adam Keune (CER10), along with Higher Learning Technologies cofounders Alec Whitters and Ben O’Conner, won the 2021 Young Alumni Entrepreneur of the Year Award from the John Pappajohn Entrepreneurial Center.

Rachel Langholz (BBA17) joined the Tippie Young Alumni Board. She is a consultant with Deloitte in Washington, D.C.

Santino Morena (BBA17) is a corporate development and transaction services specialist with Accenture in Chicago, Ill.

Jordyn Steinkritz (BBA18) joined the Tippie Young Alumni Board. She is a private equity associate at Osceola Capital Management in Tampa, Fla.

Amy Schembari (BBA18) joined the Tippie Young Alumni Board. She is a global solutions lead for compete and case studies for Google in New York, N.Y.

Katherine (Boyle) Smith (BBA17) is channels strategy manager for BMO Financial Group in Dallas, Texas.

Jonathan Swaim (BBA10) has joined Dentons Davis Brown as an attorney in Des Moines, Iowa. Swaim is a business transaction and securities lawyer, previously advising on compliance matters at Principal Global Investors.

Gabriele Villarini (MBA18) was named one of the world’s most influential climate scientists by Reuters. Villarini is a University of Iowa engineering professor and the director of the IIHR—Hydroscience & Engineering.

Michelle Nessa (PhD14) won an Accounting Review Outstanding Reviewer Award. The award was given in August 2021 by the American Accounting Association. Nessa is an assistant professor at the Broad College of Business at Michigan State University.

Isaac Oberlin (BBA17) joined the Tippie Young Alumni Board. He is currently an MBA candidate at Northwestern University.

Faviola Santana (BBA19) is a consulting campus recruiting specialist for Deloitte in Chicago, Ill.

Jeralyn Westercamp (BBA14/MBA20) accepted a position as economic development manager for the John Pappajohn Entrepreneurial Center.

Neil Zhang (BBA16) was promoted to associate director at UBS Asset Management, Multi-Managers Real Estate in Chicago, Ill.

Brent Banwart (BBA08) was named vice president of human resources for Ferrellgas, one of the nation’s largest propane retailers. He was previously human resources director at PepsiCo.

Steve Bensema (BBA06) helped launch a new church in Marshalltown, Iowa, on Easter Sunday 2021. He cites his involvement in the Tippie College of Business, Dance Marathon, and founding Beta Theta Pi fraternity at the University of Iowa as experiences that helped him become an entrepreneur—first in the business world and now into the world of vocational ministry.

Sandra Davis (BBA04) received the University of Iowa Hickerson Recognition Award. Davis is co-head of global client marketing and communications for the Investment Banking Division in Goldman Sachs’ New York, N.Y., office.

Matthew Decker (BBA04) was promoted to partner with PwC in Minneapolis, Minn.

Andrew Hosmanek (BBA01/MBA05/JD05/PhD15) has been appointed to the Iowa Supreme Court’s Grievance Commission by Chief Justice Susan Christensen. In this role, he will investigate and hear ethical complaints brought against attorneys in Iowa. Hosmanek is an associate professor of instruction at the Tippie College of Business where he teaches professional ethics and teaches business law and ethics at the undergraduate and MBA level.
Jacob Johnson (BBA06) is a founding team member of the Laerdal Million Lives Fund, a $100M mission-driven venture capital fund investing in global health care technologies that increase health care access and improve outcomes.

Joe Knebel (BBA07) was named vice president, senior relationship manager at Shareworks by Morgan Stanley. He is an Iowa City native, Krause Fund alum, and worked for the Tippie College of Business’ Stead Technology Services Group in college.

Christina Lexa (BBA07) was appointed as the new strategy and governance leader for the Deloitte Global People organization. Additionally, she serves as the chief of staff for the Deloitte global chief people officer. In this role, Lexa develops and manages the implementation of the talent strategy for 7,500+ Deloitte Global professionals, manages crisis response, and supports the most critical executive talent priorities.

Patricia Miller (BBA04) won the 2021 Alumni Entrepreneurial Leadership Award from the John Pappajohn Entrepreneurial Center. Miller is the CEO and owner of M4.

Nick Satariano (BBA08) was promoted to associate director of finance, overseeing all financials for the vision specialty benefits offering at UnitedHealth Group in the greater Minneapolis/Saint Paul, Minn., area.

Mary Sellers (MBA07) returned as president of the United Way of Central Iowa. Sellers formerly led the organization from 2012 to 2017 until she was appointed as U.S. president of United Way Worldwide in Arlington, Va.

Nicole Thorne Jenkins (PhD02) joined the Tippie Advisory Board. She is the John A. Griffin Dean of the Mcintire School of Commerce at the University of Virginia.

Brooke VandeKamp (BBA01) was promoted to regional sales vice president at Grainger in the greater Phoenix, Ariz., area.

M. Ayhan Kose (MA94/PhD97) coauthored a book, Global Waves of Debt: Causes and Consequences. Kose is a chief economist at the World Bank.

Kristina Lutz (BBA90) joined the Marketing Institute advisory board at Tippie. She is vice president of strategic partnerships at CarSaver.com.

Eric Martin (BBA93) is now head of enterprise transformation at Transamerica. He is a member of the Tippie Advisory Board and has three children, all currently enrolled at the University of Iowa.

Joseph McIntosh (BBA92) is now co-head of Bank of America’s Chicago, Ill., investment banking office in addition to leading global agribusiness coverage for the firm.

Trevor Schauenberg (BBA91) was named chief financial officer of Equipment Share. He was previously the president and CEO of GE Capital Industrial Finance.

Matt Szafranski (BBA99) is a principal and senior portfolio manager at Chesley, Taft, and Associates in Chicago, Ill.

Brian Thompson (BBA97) was named CEO of UnitedHealthcare, the insurance unit and overall biggest business of UnitedHealth Group Inc. Thompson has been with the Minnesota-based insurer since 2004.

Wolfe Tone (BBA96) joined the Tippie Advisory Board. He is U.S. tax leader for Deloitte Private and a tax partner at Deloitte’s Chicago, Ill., office.

Robert Weinberg (MBA98) joined the Cleveland, Ohio, law office of Taft Stettinius & Hollister LLP. He specializes in supporting the legal, business, and operations needs of clients in the pharmacy benefit management and related prescription drug supply chain industry.

Chris Cox (BBA89) was named the Tippie Outstanding Accounting Alumnus of the Year for 2021. He is the senior vice president and chief accounting officer for AMC Entertainment Holdings Inc. in the Kansas City, Mo., area.
Lois Eichacker (BBA85) is the vice president of customer success at supplier.io in Chicago, Ill.

John Higgins (BBA85/MBA87) was named senior vice president of finance and chief financial officer of Vail Health in Vail, Colo.

Mohamed Hassan Kamil (MBA86) is a high-level executive in the insurance industry in Malaysia. Since stepping into leadership in 2007, he has propelled Takaful Malaysia to become one of the top Takaful operators in the world.

David Heiden (BBA80) retired as a captain after 30 years of flying with Delta Air Lines. Heiden previously flew as a pilot in the U.S. Air Force for 10 years. He earned his Air Force officer commission from the University of Iowa’s Air Force Reserve Officer Training Corps in 1980.

“It’s been a great adventure, all starting at Iowa.”

Susan L. Kelsey (BBA84) will return to Iowa with Legacy Film for the making of a documentary about indigenous tribes. Kelsey is a producer and the author of Billy Caldwell (1780-1841): Chicago and the Great Lakes Trail. The documentary is expected to be released in 2023.

Thomas A. Kloet (BBA80) was reelected to the Nasdaq Inc., board of directors. Kloet is the retired CEO and executive director of TMX Group Limited and a member of the Tippie Advisory Board.

Jim Lewis (BBA83) won the 2021 Venture School Business of the Year award from the John Pappajohn Entrepreneurial Center for his company, Benjamin.

Michael Mahoney (BBA87) was named to Glassdoor’s Top CEOs for 2021 list. He is chairman and CEO of Boston Scientific.

Will Moon (BBA83), along with his wife, Renee, made a transformative donation to endow the head football coaching position and create a new athletics excellence fund at the University of Iowa. Moon is part owner of the World’s Largest Truckstop outside of Walcott, Iowa.

Michael Prior (BBA80) has started city transit systems in Santa Clarita, Calif., and Kankakee, Ill. Both startups were designated the fastest growing transit systems in North America and each received the Outstanding Transit System Award by the American Mass Transportation Association.

Angela Sanders (BBA86/MA88) has retired from Principal after 32 years with the company.

Soumyo Sarkar (MBA82) joined the advisory council of Fintso, an AI-based wealth-tech platform catering to independent financial advisors and their investors.

Michael Vidyarthi MBA17, and his wife Pankhuri welcomed Pahi on February 17, 2021.

“We cherished our time in Iowa and the relationships we built with the people there. We hope to raise Pahi with the Iowan values of love, respect, and care.”

Is there a new babe in your life? Send us an update and we’ll send you a bib! tippie.uiowa.edu/update
Fred Luthans (MBA62/PhD65) received the Academy of Management’s Distinguished Scholarly Contributions to Management Award, a top honor in the field. Luthans is an emeritus professor of management at the University of Nebraska.

Fun Fact: Luthans was a letterwinner on the Hawkeye track team (1957-1961)!

University of Iowa Hawkeye yearbook, 1961. Courtesy of Special Collections, University of Iowa Libraries

Dan Collins (BBA68/PhD73) received the 2021 Hancher-Finkbine Faculty Medallion. This prestigious award is in special recognition of his achievements in leadership, learning, and loyalty.

Karl Nollenberger (BBA69) retired after a career that included nine years in accounting/finance, 21 years in city/county management, and 13 years in academia.

Charles Harvey (BSC56) retired after owning Lilly Printing Company in Cedar Rapids, Iowa, from 1963 to 2005.

Hawkeye Memories | 53 Years Ago

“No big names scheduled for concerts” ran the headline in the 1969 Hawkeye yearbook after Led Zeppelin performed at the IMU on January 15, 1969.

Courtesy of Special Collections, University of Iowa Libraries

Tippie College of Business is one of the top-ranked, best-value business programs in the country. Alumni and friends play an important role in our success by staying connected and giving back.

DID YOU KNOW?

From July 1, 2020, to June 30, 2021, nearly 2,100 alumni and friends came together to commit more than $26.8M in donations to support current and future generations of business students, faculty, and innovative programs.

Thank you!

Connect with us

@Tippielowa
Tippielowa
Tippie College of Business
@TippieCollege

Iowa 2021 Giving by the Numbers

510 Donor-funded scholarships were awarded to students last year.

34 Faculty held prestigious, donor-funded named faculty positions.

1,627 Tippie alumni participated in University of Iowa events.

Editor’s Note: Alumni updates are submitted by alumni and are not verified by the editor. While we welcome alumni news, Tippie Magazine is not responsible for the information contained in these submissions.
**Frank Schmidt**  
April 29, 1944 – August 21, 2021  
Emeritus Professor of Management and Entrepreneurship

Frank Schmidt was one of the University of Iowa’s most cited researchers. Schmidt was a pioneer in the field of industrial and organizational psychology, the study of human behavior in the workplace. A prolific researcher, his h-index, a measure of a scholar’s influence, is 98, which puts him seventh among all University of Iowa-affiliated researchers.

Schmidt joined the college in 1984 as the Ralph L. Sheets Distinguished Professor and retired as the Gary C. Fethke Chair in Leadership in 2012. With graduate degrees from Purdue University, Schmidt was a member of the faculty at Michigan State University and held a research position at the Personnel Research and Development Center at the U.S. Civil Service Commission for 11 years before joining the faculty at the University of Iowa.

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**J. Richard Zecher**  
July 3, 1940 – May 11, 2021  
Dean, 1978–1981

Richard Zecher started his academic career as an assistant professor of economics at the University of Chicago where he worked under Milton Friedman. He earned both a BA and PhD in economics from Ohio State University and an MA in economics from the University of Delaware. After stepping down as dean, he served as the chief economist for Chase Manhattan Bank. He later became CEO of Chase Investors Management Corporation and its successor UBS Asset Management. He also served as the public director on the Chicago Board Options Exchange (1979–1997).

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**David Fisher**  
December 7, 1936 – May 30, 2021  
Tippie Advisory Board member, 2001–2012

Chicago Board Options Exchange (1979–1997). He also served as the public director on the Manhattan Bank. He later became CEO of Chase Investors Management Corporation and its successor UBS Asset Management. As a scholar’s influence, is 98, which puts him seventh among all University of Iowa-affiliated researchers.

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**David Kirkpatrick** (BBA62)  
July 11, 1939 – May 31, 2021  
Charter member of the Tippie Board of Visitors (now the Tippie Advisory Board), 1983–2012

Chairman of the Chicago Board Options Exchange (1979–1997). He also served as the public director on the Manhattan Bank. He later became CEO of Chase Investors Management Corporation and its successor UBS Asset Management. As a scholar’s influence, is 98, which puts him seventh among all University of Iowa-affiliated researchers.

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**Merle Volding** (BSC49)  
February 19, 1923 – May 21, 2021  
John Pappajohn Entrepreneurial Center Advisory Council member, 1999–2013

John Pappajohn Entrepreneurial Center Advisory Council member, 1999–2013

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**Memoriam**

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<th>Year</th>
<th>Name</th>
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<td>John R. Arries (BSC49)</td>
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LET ME EXPLAIN...  

1. Having a plan doesn’t mean being scripted. Knowing where you want to go gives you the flexibility to improvise along the way.  
2. It’s hard to beat the adrenaline of a buzzer beater, but in the end, it’s an individual moment. A shutout takes sustained effort and teamwork.  
3. It’s better to light a candle than curse the darkness.  
4. Possibly the perfect food. I don’t care if it is a sandwich or not.  
5. Being a marketer means understanding what your audience wants or needs, which is hard to discover if you never give them a chance to tell you.  
6. My Iowa Hawkeyes coffee mug is never far from reach.  
7. Technology is great, but it can never replicate the communication and collaboration that comes from being together.  
8. I’m a writer at heart, and while I appreciate the efficiency of a phone call, I love the ability to carefully choose my words in an email when I really need to communicate an idea.  
9. It’s not what it used to be, but it is still the outlet for my more irreverent side.  
10. While difficult to pick against the all-time scoring champ, I’ve been lucky to be a part of the ride with Giannis from an unknown draft pick to NBA champion.
“Tucked into the college’s photo archive is a robust collection of photos of our Iowa MBA students with Warren Buffett. I’m always struck by the sense of warmth and comradery that come through these photos, and others that alumni have sent us from their time studying abroad, rushing the field at Kinnick, or other images that represent student life on Iowa’s campus.”

I am always on the hunt for great Tippie alumni photos. Share them with me at tippie.uiowa.edu/update.

— REBEKAH TILLEY
HERKY HIT HARD
Get the inside story of this Rose Bowl moment on page 8.