TIPPIE

SPRING 2023

BIG IDEAS

SIX SUGGESTIONS THAT COULD SHAKE UP SOCIETY
Midwestern winters are so cold and long that many of us dream of, and sometimes get to take, an escape to somewhere warm and sunny between January and April. I don’t know about you, but it’s often while on these journeys outside my everyday environment that my mind is also freed to think bigger.

Finding creative solutions to business challenges is a core skill we teach our students. Identifying opportunities and executing on those observations is the first step in entrepreneurial thinking, and we have five alumni who are serial entrepreneurs sharing their best advice starting on page 16.

Forty percent of our faculty’s time is dedicated toward scholarship, which drives the business industry forward. Our faculty conduct and then publish rigorous research in the most respected academic journals. And they are also regularly consulted by journalists from The Wall Street Journal to local TV news channels and newspapers on their areas of scholarly expertise. In this issue, we asked faculty from our academic departments what big idea their research would lead them to enact if they could fiat it into existence. Big ideas can sometimes seem impossible or even silly, but they prompt us to look at things with new eyes and think “what if?” and “why not”? That’s what thinking bigger is all about.

**How do we create environments and surround ourselves with people who expand our perspective on what is possible?**

Personally, this involves valuing colleagues, students, industry partners, and alumni who challenge my thinking. It requires relationships that are deep in trust and mutual respect. It requires a connection that holds space for disagreement. And it requires an openness to perspectives outside my own.

Let’s always be willing to listen and think big.

Warmly,

Amy Kristof-Brown
Henry B. Tippie Dean
Assignment in ACCT 3500: Advanced Tax Topics

Prompt: You report directly to the controller of the company. As part of your regular professional responsibilities, it is clear the company is reporting artificially high earnings by overstating sales and understating expenses. Now you have been asked to make journal entries capitalizing several expenses into inventory, expenses you know should be recognized on the income statement. Your assignment: draft an email, addressed to the chairperson of the board of directors, to express your concerns.

MEMORANDUM

TO: Chairperson of the Board of Directors
FROM: Junior Accountant
DATE: October 1, 2022
SUBJECT: Concerning Actions Going Forward

I am writing to express some concern that I have regarding some documents that I have been given and what I have been asked to do with them. The documentation is clearly showing that our company is artificially reporting higher earnings due to overstating of sales and understating our expenses. I am concerned that this behavior will continue as long as is needed.

It is to my understanding that the CEO is encouraging this fraudulent behavior, as evidenced by his email to yourself and the CFO to "do whatever it takes" to meet next quarter's analysts' earnings expectations. This kind of behavior contradicts both business ethics as well as my personal ethics.

I understand that my standing in the company could be at stake with both refusal to participate in what is asked of me, but I have to put my foot down on this.

I also understand that yourself and the CEO of the company are close personal friends, however, I am strongly recommending to you to go the CEO and personally plead with him to stop this fraudulent business behavior as well as come clean with what has transpired over the past 2.5 years. This type of decision made by the CEO is only going to get worse as time goes on, so I believe that it would be in the company's best interest if you went to the CEO and talked to him about this. I hope you will do the right thing.

Sincerely,

Junior Accountant
Tippie students Paul Eikenberry and Isabelle Wilcox’s essay took first place at the 2022 Collegiate Eller Ethics Case Competition. They also won second place overall in the case competition hosted by the University of Arizona.

“"The greatest thing any entrepreneur—young or old—can do is recognize that they are part of a continuum in which whatever came before set up what we have now and informs what is coming next.”

—FEIFER
**Women in Analytics & Leadership Conference**

Business analytics is one of the most exciting, in-demand career options out there. On Oct. 7, Tippie offered students an opportunity to learn what it’s like to work in data analytics and how students from all backgrounds and majors can enter the field. Speakers included Wendy Batchelder (MBA17), chief data officer of global data governance at Salesforce.

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**Institute for International Business Hosted Chief Justice of Kenya**

The first female Chief Justice of Kenya, the Honorable Justice Martha Koome, spoke at the college on Nov. 17 about social transformation through access to justice. She is pictured above with Dean Amy Kristof-Brown and Dimy Doresca, director of the UI Institute for International Business.

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**Tippie Researcher Creates Program with Yves St. Laurent to Thwart Intimate Partner Violence**

Tippie’s Beth Livingston developed a free online training program employers can use to help their employees identify the warning signs of domestic violence and provide strategies to help.

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**Best in Business Analytics for Online MBA**

(U.S. News & World Report, 2023)
Jason Woodson
Master of Science in Business Analytics
Formula One was for many years the forgotten child of automobile racing in the United States.

The European-based circuit has always been well behind NASCAR and IndyCar in popularity within the U.S. But thanks in part to Netflix’s “Formula 1: Drive to Survive” docuseries, interest in F1 has exploded, with thousands of new fans in the United States. Like Jason Woodson (MSBA22).

Woodson, a recent graduate of Tippie’s Master of Science in Business Analytics Program, was encouraged to take on a research project about F1 by his advisor, Ann Campbell, professor of business analytics and a big F1 fan herself.

“I haven’t seen as much analytics about F1 as other sports,” Campbell said. “But clearly, there are many strategic decisions driven by data. One big decision that is made by every team in every race is what tires to use and when to switch them.”

Woodson says tire usage is critically important in a driving team’s success because tires determine speed and handling. There are only five different Pirelli brand tire compounds that can be used in F1 racing, ranging from super soft (lots of grip) to hard (less grip but last longer), plus two compounds for rainy conditions. Depending on the type of track, weather conditions, and where a car starts in the field, teams determine if they should use hard or soft tires and for how long.

Woodson gathered his data from a handful of online databases that track tire usage of every driver in every race, track layouts, and weather conditions. After analyzing the data, he built a model that can predict with 71% accuracy the types of tires and optimal number of laps that will result in a successful race for any driver on the grid.

His analysis found that successful drivers more often start the race on softer, faster tires and change to harder, longer-lasting tires later in the race.

The analysis also found that a key element in a tire strategy is where a driver starts. Those who start toward the back of the group have more positions to make up and are often recommended to use a one-pit-stop strategy. Those who are closer to pole position in front often use a mix of two- and three-stop strategies.

“Just one top-ten finish in a season can affect sponsorships, so a finish that high means the world to them,” Woodson said. “Something as basic as tire strategy can have a huge impact on the team.”

**DYK?** “Blistering” in F1 racing is when the temperature imbalance between a tire’s hot carcass (internal layers) and cold surface (outer layer) causes bubbles and/or pieces of rubber to explode out of the tire.
“DOES THIS CLASS REQUIRE A PAPER?”

Welcome to the Writing University

BY REBEKAH TILLEY

If you went to business school to avoid writing (like my accountant dad), you were in for a rude awakening when you started your first job. There were no term papers, but there were client emails, executive summaries, and reports. Entering the workforce with the ability to communicate clearly and professionally is something Tippie College of Business students are known for, and that’s not by accident.

Some Hawkeye history...

The Accounting Writing and Communications Program was established in 1998 in response to our alumni sharing how few accountants could write. That program paved the way for the Frank Business Communication Center to open in 2001 as a college-wide resource. The center tutors students, supports faculty in embedding writing instruction into their classes, and manages the required Business Communication and Protocol class. Today the college has incorporated business communication instruction into much of its curriculum. Students practice pitching to potential investors, creating a persuasive slide deck with strong data visualization, and honing their writing skills.

GO DEEPER

Sharpen Your Business Communication Skills
Elements of an Exceptional Slide Deck with Nick Westergaard
Thursday, May 25, noon-1PM CT via Zoom
Register at tippie.uiowa.edu/slidedeck

The TAKEAWAY The University of Iowa is known as “The Writing University” and business communication instruction is infused throughout the Tippie College of Business curriculum. The UI is recognized by U.S. News & World Report as the #1 public university in the nation for “Writing in the Disciplines.”
Assignment in ACCT 3500: Advanced Tax Topics

Prompt: You report directly to the controller of the company. As part of your regular professional responsibilities, it is clear the company is reporting artificially high earnings by overstating sales and understating expenses. Now you have been asked to make journal entries capitalizing several expenses into inventory, expenses you know should be recognized on the income statement. Your assignment: draft an email, addressed to the chairperson of the board of directors, to express your concerns.

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Sincerely,

Junior Accountant

Writing Consultant
9:57 AM Oct 18
Start email message with a greeting and then introduce yourself. Also, the writing is wordy throughout, aim to cut the word count by 1/4.

Writing Consultant
9:59 AM Oct 18
Overly strong language that risks retaliation. A simpler and safer way to approach the problem would be to state that you have a concern and ask for a face-to-face meeting. The last sentence of the paragraph ends up putting the focus on you instead of your concern.

Writing Consultant
10:01 AM Oct 18
Needs a better understanding of the power dynamics. Telling the chair what to do could be seen as overreaching professional boundaries.
BOOK REVIEW

STRONGER Together

Shared Sisterhood, published by Harvard Business Review Press, is the new Lean In.

BY AMY KRISTOF-BROWN
In the aftermath of the #MeToo movement, Babson College Associate Professor Tina Opie emailed Tippie’s Beth Livingston and brought up the question: why haven’t Black and white women made larger collective advances in the workplace?

To answer that question, they wrote the book Shared Sisterhood: How to Take Collective Action for Racial and Gender Equity at Work, where they examine the barriers preventing workplace colleagues with different racial backgrounds from overcoming their differences and working together for workplace equality.

Often when talking about societal ills like workplace disparities, we try to solve them with individual actions only. If I simply believe the right things—women deserve equal pay—racism is wrong—the rest will somehow sort itself out. As pointed out in Shared Sisterhood, the focus on individual actions throws the responsibility back to the historically marginalized. For example, the proposed solution to pay disparities is often to teach women to stand up for themselves and negotiate more assertively. But as Opie and Livingston point out in study after study, for women who are located within a culture that perpetuates wage inequality, it doesn’t matter how great of a negotiator you are.

**The brilliance of the book is its focus not on individual action or societal shifts, but on the interpersonal bridges that need to be built to make real change.**

The program for bridge building outlined in the book is based in decades of management research and grounded in the real-world experience of Opie and Livingston working with Black and white colleagues as they engaged in forging authentic, productive workplace relationships. Thus, it’s imminently practical. I appreciated that it accounts for the unique perspectives that women from various racial backgrounds typically bring to the table as they strive to build bridges with colleagues. The authors identify trust, vulnerability, empathy, and risk-taking as key to developing authentic connections that can lead to positive collective action. However, the authors observe that as colleagues embark on these bridging activities, white colleagues may need to focus on developing empathy while historically marginalized colleagues may need to first work on developing trust. This is part of the introspective process the authors describe as “dig.”

The results of these dig-to-bridge relationships can be truly powerful in creating positive change. The story of former Google ethical AI team co-leads Timnit Gebru and Margaret Mitchell detailed in the book stood out to me as an example of the power of collective courage in the face of institutional blind spots and past problematic management. In another example, the professional partnership between actresses Octavia Spencer and Jessica Chastain ended up helping them both. When negotiating pay for a movie they were co-starring in, Spencer and Chastain negotiated their salaries together, reportedly resulting in both women being paid substantially more than they were originally offered.

Shared Sisterhood shows that success isn’t a zero-sum game. We are stronger when we build connections based on our values and work together toward common goals.

Amy Kristof-Brown is the Henry B. Tippie Dean and professor of management and entrepreneurship.

Beth Livingston is the Ralph L. Sheets Associate Professor of Industrial Relations in the Department of Management and Entrepreneurship.

Tina Opie is an associate professor of management at Babson College.

**DYK?** Shared Sisterhood was named one of the Ten Best Business Books of 2022 by Forbes.
Have you ever been reading the news when the solution to the problem in front of you seems glaringly clear? Why can’t they just (fill in the blank)!!? We asked various professors around Tippie if they’ve ever had this “ah-ha” moment. Of course, our sharp-minded faculty delivered.

Here is a list of how they would change the world if they had all the time, money, and power necessary to enact their BIG ideas. You may find these spot-on or absolutely bananas, but we have no doubt they’ll start some interesting conversations.
OPTIMIZE REMOTE WORK

We are living through a historic transformation in the nature of work: while the Industrial Revolution pulled workers out of their homes, the pandemic pushed millions of Americans back into their homes. The last few years have taught us a lot about the possibilities of remote work with modern information technologies, but much remains unknown. This moment calls for rapid prototyping of new ways of managing remote work to catch up with centuries of iteration about how to manage in-person work.

Already, experimentation has identified some management practices that do and do not work for remote work. According to the latest research, hybrid arrangements that combine remote and in-person work seem to attain the best of both worlds in some organizations. On the other hand, Zoom watercoolers seem to be a poor substitute for in-person interaction. Yet, many questions are still unanswered: Is hybrid work a win-win for white collar jobs in most organizations? Can incentives for remote mentorship replace the motivations that encourage workers to mentor one another in person? Can new online spaces replicate the ease and flexibility of in-person interaction?

We need a radical rethinking of work and evidence-based assessment of new ways of working.

Assistant Professor of Economics
Emma Harrington
IMPLEMENT READYRETURN FOR TAXES

ReadyReturn is a system used in many European countries—like the UK, Denmark, Sweden, and Spain—where the government prepares your tax return for you. They mail you the return and, if you are in agreement, all you have to do is sign off on it.

For 90+ percent of Americans who just have withholding taxes or 1099s, the government already has all the information needed to prepare the returns. This would save Americans a tremendous amount of time, money, and anxiety. Individuals with more complex tax issues (partnerships, trusts, etc.) could opt out of the program and continue filing their own returns.

I believe it could also be structured to drastically increase the uptake in redistribution programs like the earned income tax credit, which would be beneficial to lower income taxpayers.

Henry B. Tippie Chair and Professor of Accounting
Ryan Wilson

CREATE A GLOBAL EXCHANGE FOR CARBON CREDITS

My idea is to create a global exchange for trading carbon credits, including carbon offset credits, along with a set of global standards for verification. This would accelerate the adoption of this market-driven approach—one, among many—to mitigate the growth of greenhouse gas emissions.

Currently, there are a number of regional/local carbon credit markets, but these have been limited in terms of trading volume. Standardization of the asset (carbon credits), along with a common set of standards for certification/verification would go a long way in pushing things forward. Among other things, it would make carbon credits more credible as an asset class, which in turn would attract institutional investors, thereby providing much-needed capital for carbon mitigation efforts.

Henry B. Tippie Research Professor in Finance
Ashish Tiwari
EXPAND ACCESS TO HEALTH CARE IN RURAL AMERICA

Nearly 60 million Americans live in rural areas. Due to a lack of health care resources, rural America has bleak statistics that include lower life expectancies and higher maternal death rates. While the Affordable Care Act increased insurance coverage in the United States, it did not close the gaps for health care in rural areas.

There are several avenues to try to better these statistics. I propose we:

1 | Fund more residency training for medical school graduates. The number of residency slots was fixed for years and is not growing at a pace to supply the primary care and specialist physicians needed by our aging population.

2 | Develop care teams of local providers. Fully integrate advanced registered nurse practitioners and physician assistants so they can coordinate care for patients with multiple chronic conditions.

3 | Fix the transportation problem. There are few transportation options in many rural areas. Access also means getting to see your health care provider in person.

4 | Keep rural hospitals open. In Iowa, Keokuk and many other rural communities are losing—or have already lost—their hospitals. This is a very difficult blow for small communities economically since it affects the quality of life for current residents and makes recruiting new employers more difficult since they cannot attract skilled workers.

The COVID-19 pandemic showed us how important rural communities are in our food production and processing systems. We ignore the viability of the people who create our food at our own peril. Money does not create food—land and people do.

Henry B. Tippie Professor in Marketing
Tom Gruca
CERTIFY THE FAIRNESS OF AI SYSTEMS

I would love to see the forming of a certification body by the government or an industrial association to certify the fairness of Artificial Intelligence (AI) systems, especially the ones used in making high-stakes decisions. AI systems have been increasingly used to make decisions that significantly impact people’s lives—including money-lending decisions, bail and parole decisions, school admissions, job recommendations, and more. This raises a concern of whether these AI systems are biased and produce discriminatory decisions for disadvantaged groups.

Before eliminating algorithmic bias, we first need to measure and review the biasness of AI systems. This cannot be self-reported and must be done by a third-party auditor. A new certification body could be formed to periodically audit the data-driven decision-making systems used by businesses, governments, and hospitals, to ensure they are fair, transparent, and trustworthy. By consulting with AI researchers, legal experts, and domain experts, the certification body could develop and standardize a procedure for assessing the fairness of AI systems. Just like other products like food and medicine, each AI system would be required by law to be certified as a fair and unbiased system before its deployment.

I expect such a certification could also add credibility to AI products, promote the applications of AI, and eventually increase both the efficiency and fairness of our society.

Henry B. Tippie Research Fellow and Associate Professor of Business Analytics
Qihang Lin

LEADERSHIP DEVELOPMENT SHOULD START IN PRESCHOOL

I think that leadership development resources should be subsidized starting in pre-K and extending through lifelong learning. Business and society would both benefit from people who are able to create a vision and engage others to act.

Leonard A. Hadley Chair in Leadership, Faculty Director of the Social Impact Community, and Professor of Management & Entrepreneurship
Amy Colbert

DYK?

In 2022, Qihang Lin was part of a team that received a $800,000 grant from Amazon & the National Science Foundation to research this topic.
HOW TO THINK LIKE A SERIAL ENTREPRENEUR

BY JENNIE MORTON
Get into the heads of five intrepid alumni who launched multiple businesses.

What do all serial entrepreneurs have in common? It’s likely they have burning curiosity and excitement for emerging markets, but at their core, they are certainly all adept problem solvers. Are you an aspiring entrepreneur? Read on for their expert advice.
If you want to invent the next Facebook or Amazon, get a steel pole and wait for lightning to strike—while playing the lottery. **Accept that virtually everything has already been invented.**

Instead, ask how you can improve something that people complain about and tackle that pain point.

**Find mature mentors.** Seek counselors in every aspect and phase of your life. I’m talking 15 to 20 of them. Peer-to-peer groups are especially valuable and will become pseudo family.

**If you have a plan B, don’t start.** You have to have absolute belief in your idea.

**Don’t be afraid of remote teams.** Hai is completely virtual, with West Coast employees, overseas manufacturing, and product development in Australia and New Zealand. Digital meetings are essential: one-on-one meetings with direct reports, team meetings, and daily standups.

**Get ready to be told “no,” a lot, especially if you are pushing people to think or act in a new way.**

Highs and lows can come at you on an hourly basis. Have a fundamental belief in what you are doing and keep pushing.

**Be customer obsessed.** Spend time doing frontline support—you don’t want to be shielded from important feedback.

**Embrace the non-sexy side of business.** The devil is in the details, but that’s how great companies are made. Be part of the “back-of-house” excellence.

**Find a problem that’s a little messy or complicated and solve it.** That’s how you find the competitive edge—seize opportunities that need fresh thinking and new energy.

**Find a health regimen that works for you.** We talk about athletes and their off-field performance—have the same mindset for your physical and mental wellness outside of business.

**Focus on a niche that’s truly in your heart; otherwise, you can lose sight.** Remember: this idea originated for a reason, whether it’s your life purpose or simply the next opportunity within reach.

**Don’t be afraid to ask for raw insights about someone else’s business journey.** Pick their brains about operations; even ask about their mistakes. They don’t need to be in the same industry!

**Spend time with someone before agreeing to a business relationship.** A great co-founder is someone you trust. Be honest about your strengths and weaknesses.

**Almost any successful start-up today is going to be a tech company in part.** **It’s important for at least one of the founders to have technical DNA.** It doesn’t always have to be a formal background; I taught myself coding.

**Go on another entrepreneur’s journey for a period of time.** Get into a company with fewer than 10 employees and find where you can add value. Bring all your ambition without assuming liability—what you learn will be invaluable.

**People may shut you down in the beginning.** Your neighbor, closest family, even your best friend will not be your biggest customer. **Filter out naysayers and find supporters.**
Jose Duran (BBA20) is a senior associate at Silicon Valley Bank in San Francisco, Calif.

Madisyn Fah (BBA22) is a marketing coordinator for C&W Trucking’s new office in St. Petersburg, Fla.

Jack Halper (BBA22) is a strategic solutions representative with Arrive Logistics in the greater Chicago, Ill., area.

Francisco Olalde (MBA22) is the executive liaison to the chief quality officer at University of Iowa Hospitals & Clinics.

Kristoff Poole (BBA22) was named the 2022 Entrepreneurial Leadership Student of the Year at the John Pappajohn Entrepreneurial Center’s third annual Innovation and Entrepreneurship Honors event. Poole is a recent graduate of the marketing and management programs at Tippie, where he also obtained a sustainability certificate.

Christopher Poplawski (BBA22) is a client solutions associate at FactSet in Chicago, Ill.

Qi Zhang (PhD21) received the 2022 Ralph Alexander Dissertation Award from the Academy of Management, Human Resources Division for her dissertation “Connected to Fit, Fit to Connect: The Coevolution of Perceived Person-Group Fit and Social Networks.” Zhang is an assistant professor at Oregon State University.

Vance Glaser (BBA16) was promoted from senior tax supervisor to manager at LattaHarris in Durant, Iowa.

Zachary J. Parle (BBA18) joined the law firm Simmons Perrine Moyer Bergman PLC as an associate attorney. He specializes in providing counsel to clients relating to business and real estate transactions.

Gregory Branson (BBA14) is an associate at Katten Muchin Rosenman in Chicago, Ill., where he advises start-up companies and their investors on a variety of matters, including capital financing, corporate governance, and mergers and acquisitions.

Erin Dop (BBA15) is an insurance agent at Fullenkamp Insurance Agency Inc. in West Point, Iowa.

Greg Reimann (BBA13) was promoted to tax manager at LattaHarris in Iowa City, Iowa.

From January 31 to February 2, the University of Iowa campus was walloped by “the Groundhog Day blizzard of 2011,” with 50+ mph wind gusts and snowdrifts as high as 10 feet tall. While the snowfall was measured at “only” 16.5 inches, the conditions were perfect for dendrite snowflakes (picture a classic depiction of a snowflake), which pile up quickly when they reach the ground because they trap air in the spaces between individual flakes.

Submit your photos to: tippie.uiowa.edu/update
Mary Myers (MBA18), under the pen name Bold Mary, published *African Born: An American Story*. Her book is inspired by her own story of immigrating to the U.S. from Ethiopia at age 18. After almost a decade in corporate America (Bank of America, Dow, and Amazon), she says she has decided to live her next chapter more boldly. In her book, she speaks to immigrants, women, and anyone who wants to try living life on their own terms. Myers is also a leadership speaker and the co-founder of Satchl, a technology company in Seattle, Wash.

**TIPPIE authors**


**Charles Schaller (MBA17)** was appointed chief of staff to the chief medical officer at UnitedHealth's clinical policy group.

**Dan Stiles (BBA10)** is vice president at Wintrust Commercial Banking in Vernon Hills, Ill.

**Brad Badertscher (MBA01/PhD07)** is the Deloitte Professor of Accountancy at the Notre Dame Mendoza College of Business. He was recently quoted in its alumni magazine talking about his deep connection to farming.

> “When I go back now, I particularly enjoy climbing to the top of the grain bin to look out across the wide-open field. Knowing that my father and grandfather worked this land, it connects me to them in ways that only the farm can do.”

**Jess McCulloh (BBA04)** and her husband, Tim, were honored with the 2022 Tocqueville Society Award from the United Way of Central Iowa. They are the youngest couple to receive this prestigious award. McCulloh is a senior human resources consultant at Wells Fargo in Des Moines, Iowa.

> “Caring for our community is a shared responsibility, and we are committed to doing our part.”

**Brett Buechele (MBA06)** is a project engineer for Grain Processing Corporation in Muscatine, Iowa.

**Nicole Gunderson (BBA04)** is a principal at the venture capital firm Manchester-Story Fund Management. She was most recently a managing director of the Global Insurance Accelerator in Des Moines, Iowa.

**2000s**

“ARE YOU A published author?

Let us know! It’s ok to brag a little.

Update your info at: tippie.uiowa.edu/update

**QUOTABLES**

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**Nicole Gunderson (BBA04)** is a principal at the venture capital firm Manchester-Story Fund Management. She was most recently a managing director of the Global Insurance Accelerator in Des Moines, Iowa.
Aaron Olesen (BBA08) was promoted to senior director of development at the University of California, Davis.

Lisa M. Schreihart (MBA07) joined the law firm Polsinelli as an associate attorney in their Washington, D.C., office. She is a part of its Electrical Engineering and Computer Science Patent Prosecution Group, specializing in prosecution in the software and electronic arts.

Thomas L. Cardella (MBA95) was named the 2022 Alumni Entrepreneur of the Year at the John Pappajohn Entrepreneurial Center’s third annual Innovation and Entrepreneurship Honors event. Cardella is the founder and CEO of TLC associates, a Cedar Rapids, Iowa-based company specializing in call centers.

Sunil Hanoman (BBA99) joined Principal Real Estate Investors as a managing director of development and asset management after 15 years at MetLife.

Claudia Marban (BBA99) was named a recipient of the 2022 Five Star Wealth Manager award by Five Star Professional. The award goes to less than seven percent of the wealth managers in the region. Marban is a private wealth advisor and president of Claudia Marban & Associates in Frankfort, Ill.

Thomas Mepham (MBA91) is CEO and chairman of the board of the Sequa Corporation, the parent company of Chromalloy, an aerospace and aeroderivative after-market company.

TIPPIE ADVISORY BOARD

1990s

Your Name Here
BBA/MBA/PhD

New job? New grand/baby? Retirement?
It's ok to brag a little.
Send your update to: tippie.uiowa.edu/update

Is there a new baby in your life? Send us an update and we'll send you a bib!
tippie.uiowa.edu/update

Megan Feskens (BBA12) and husband, Scott, welcomed daughter Jordan Rose on December 17, 2021. Feskens is a senior human resources specialist with CommScope.

Kate Gerber (BBA09) and her husband, Dan, welcomed future Hawkeye Isla Rose Gerber into their family on August 4, 2020. Gerber is the director of marketing for Opti9 in Omaha, Neb.

Karthik Iyappan Gunasekaran (MBA14) and his wife, Pavana Rotti, welcomed daughter Eera Anveshna Pavkar into their family on August 28, 2022. Gunasekaran is the vice president/head of global products and engineering for Udemy and a business advisor to Harvard Innovation Labs and MIT.

Stefanie Price (BBA11) and her husband, Mark, welcomed baby girl Leighton on June 23, 2022. Price is a human resources manager with W.W. Grainger in Lake Forest, Ill.

Jason “Jay” Schaldecker (BBA00) and his wife, Caroline, welcomed twin baby daughters Ryan and Harlowe into the world on December 27, 2021. Schaldecker is a partner with PwC in Chicago, Ill.

Director of Alumni Engagement Ashley Durham welcomed baby boy Graham Emory on February 13, 2022.

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Thomas Mepham (MBA91) is CEO and chairman of the board of the Sequa Corporation, the parent company of Chromalloy, an aerospace and aeroderivative after-market company.

Kate Gerber (BBA09) and her husband, Dan, welcomed future Hawkeye Isla Rose Gerber into their family on August 4, 2020. Gerber is the director of marketing for Opti9 in Omaha, Neb.

Lisa M. Schreihart (MBA07) joined the law firm Polsinelli as an associate attorney in their Washington, D.C., office. She is a part of its Electrical Engineering and Computer Science Patent Prosecution Group, specializing in prosecution in the software and electronic arts.

Thomas L. Cardella (MBA95) was named the 2022 Alumni Entrepreneur of the Year at the John Pappajohn Entrepreneurial Center’s third annual Innovation and Entrepreneurship Honors event. Cardella is the founder and CEO of TLC associates, a Cedar Rapids, Iowa-based company specializing in call centers.

Sunil Hanoman (BBA99) joined Principal Real Estate Investors as a managing director of development and asset management after 15 years at MetLife.

Claudia Marban (BBA99) was named a recipient of the 2022 Five Star Wealth Manager award by Five Star Professional. The award goes to less than seven percent of the wealth managers in the region. Marban is a private wealth advisor and president of Claudia Marban & Associates in Frankfort, Ill.

Thomas Mepham (MBA91) is CEO and chairman of the board of the Sequa Corporation, the parent company of Chromalloy, an aerospace and aeroderivative after-market company.

TIPPIE ADVISORY BOARD

1990s

Your Name Here
BBA/MBA/PhD

New job? New grand/baby? Retirement?
It's ok to brag a little.
Send your update to: tippie.uiowa.edu/update

Is there a new baby in your life? Send us an update and we'll send you a bib!
tippie.uiowa.edu/update

Megan Feskens (BBA12) and husband, Scott, welcomed daughter Jordan Rose on December 17, 2021. Feskens is a senior human resources specialist with CommScope.

Kate Gerber (BBA09) and her husband, Dan, welcomed future Hawkeye Isla Rose Gerber into their family on August 4, 2020. Gerber is the director of marketing for Opti9 in Omaha, Neb.

Karthik Iyappan Gunasekaran (MBA14) and his wife, Pavana Rotti, welcomed daughter Eera Anveshna Pavkar into their family on August 28, 2022. Gunasekaran is the vice president/head of global products and engineering for Udemy and a business advisor to Harvard Innovation Labs and MIT.

Stefanie Price (BBA11) and her husband, Mark, welcomed baby girl Leighton on June 23, 2022. Price is a human resources manager with W.W. Grainger in Lake Forest, Ill.

Jason “Jay” Schaldecker (BBA00) and his wife, Caroline, welcomed twin baby daughters Ryan and Harlowe into the world on December 27, 2021. Schaldecker is a partner with PwC in Chicago, Ill.

Director of Alumni Engagement Ashley Durham welcomed baby boy Graham Emory on February 13, 2022.
Harald Schneider (MBA97) is chief data analytics officer at Equifax.

Bill Smith (BBA93) completed an Ironman 140.6 in Wisconsin. Smith is CEO of Knockerball USA in the Chicago, Ill. area.

Ron Snitker (BBA94) was named the first-ever chief diversity officer at Waller Lansden Dortch & Davis law firm in Nashville, Tenn. He was previously executive director of Waller’s financial services industry team.

Nicolas Abou-Assaly (BBA89/JD92) is a partner with Simmons Perrine Moyer Bergman PLC in Cedar Rapids, Iowa, and is serving his second term as mayor of Marion, Iowa.

Steve Grubbs (BBA89) is founder of ChalkBites and Victory Companies and CEO at VictoryXR, the leading provider of augmented and virtual-reality tech for schools and educational institutions.

Brian Kuhlmann (BBA89/MBA00) is assistant director of research administration and finance for the University of Florida Health Cancer Center. He is also an adjunct instructor at Drexel University.

Steven Bahls (BBA76) was named president emeritus of Augustana College and is now both a senior consultant for the Association of Governing Boards Consulting and a senior advisor to the Council of Independent Colleges.

Dan Holm (BBA76) was elected to the Iowa Athletics Hall of Fame. Holm was a wrestler while studying insurance at Iowa, was a three time All-American, and won the 158-pound NCAA championship in 1975.

Andrew W. Code (BBA80/MBA81) is the winner of the 2022 International Impact Award from the University of Iowa. Code is a partner at Promus Equity Partners in Chicago, Ill.

Ellen Willadsen (BBA82) was inducted into the Iowa Insurance Hall of Fame. She is the chief innovation officer of Holmes Murphy & Associates.

In 1989, Iowans first had the chance to purchase official black-and-gold University of Iowa license plates for $50 apiece. Money raised from the vanity plates was used for student financial aid.

Do you have one?
SEND US A PIC OF YOUR UNIVERSITY OF IOWA PLATES!

Brandon Miller (BBA03)

34 YEARS AGO

In 1989, Iowans first had the chance to purchase official black-and-gold University of Iowa license plates for $50 apiece. Money raised from the vanity plates was used for student financial aid.

Do you have one?
SEND US A PIC OF YOUR UNIVERSITY OF IOWA PLATES!
Steve Rasmussen (BBA74) was inducted to the Iowa Insurance Hall of Fame. He is the retired CEO of Nationwide.

Joel Telpner (BBA78/JD83) was named a leading lawyer in fintech on The Legal 500’s United States 2022 list for his pioneering work in the blockchain and cryptocurrency space. Telpner is special counsel and co-chair of the fintech and blockchain practice group at Sullivan & Worcester in New York City and chief legal officer of the blockchain company IOHK. He is also on the Tippie Finance Advisory Council.

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Major General Stewart Wallace, Ret. (BBA68)
Wallace served 33 years in the United States Army after graduating from the UI with degrees in finance and insurance, ending his military career as commanding general of United States Army Cadet Command. He serves as the military advisor and advisory board chair for the College of Engineering’s Iowa Technology Institute and is leading the effort to recognize Iowa students and alumni killed in combat.

Lt. Col. Patrick Chesterman (BBA72)
Chesterman was a four-year Air Force ROTC cadet and served for 22 years in the United States Air Force where he was recognized as the expert on petroleum logistics and helped convert the Air Force to a safer aviation fuel.

Hawkeye Distinguished Veterans Award honors members of the armed forces who have demonstrated exceptional service to the United States, their communities, and our university.

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.
Students react to the 1954-55 men’s basketball team 72-70 win over Minnesota. That year, the team started the season 3-5, but went on to win 17 consecutive games, clinch the Big Ten Championship, and the regional NCAA title, before going down in the NCAA finals. Two thousand students mobbed the returning Hawkeyes’ plane the morning after their Minnesota win!

The Big Ten Conference is the oldest Division I collegiate athletic conference in the United States. Founded as the Intercollegiate Conference of Faculty Representatives in 1896, it predates the founding of its regulating organization, the NCAA.
THE UI HENRY B. 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, 2021 to June 30, 2022

2,312 alumni and friends came together to commit $20.3M+ in donations to support current and future Tippie students, faculty, and innovative programs.

2022 GIVING BY THE NUMBERS

Thank you!

752 Tippie students received donor-funded scholarships last year.

Donors gave more than $360K to the college’s Excellence Fund, which supports the greatest needs of the college.

Donors stepped up on One Day for Iowa, giving nearly $70,000.
1940s
Betty G. Armbruster (BSC47)
Mary E. Bushawn (BSC49)
James W. Clarke (BSC49)
Margaret J. Horn (BSC45)
Robert F. Ingersoll (BSC47)
Marilyn A. Irwin (BSC46)
Mark T. McKee (BSC41)
Donald E. Merritt (BSC48)

1950s
Darlene J. Beauchamp (BSC54)
Mary Ann Becker (BS51)
Bill B. Berry (BS59)
Sylvester G. Blank (MA58)
Irving D. Borochoff (BSC56)
Thomas C. Brooke (BSC50)
Richard E. Elefson (BSC57)
Malcolm E. Fallek (MA53)
Gerald A. Forken (BSC57)
Leo T. Goss (BSC59)
Russ B. Gray (BBA59)
Gordon W. Halverson (BSC56)
Lincoln W. Hurring (BSC58)
Mary Lou Johansen (BSC52)
Lester C. Johnson (BSC56)
Robert L. Johnson (BS51/MA54/PhD61)
Max F. Kersbergen (BSC58)
Donald H. Levy (BSC50)
James E. Lloyd (BSC55)
Alex A. Meyer (BSC56)
Eldon P. Nuss (BSC54)
Jerome W. Pierce (BSC59)
Joseph J. Ries (BSC53)
Don T. Ross (BSC55/MA61)
Dean S. Roussos (BSC58/MA60/PhD70)
James P. Rowan (BSC57)
Donald R. Ryan (BSC55)
Anton Jack Schmidt (BSC52)
Richard A. Selander (BSC51)
Paul Keth Shearer (BSC54)
Tore B. G. Steen (BSC51)
Roger K. Stoll (BSC58)
Roy Edward Taylor (BSC50)
Robert L. Wayland (BSC50)
James F. Welp (BSC56)

1960s
Robert C. Ackermann (BBA61)
Thomas J. Clark (BBA61)
Robert J. Connoise (PhD68)
John L. Farmer (MBA68)
Harly R. Finnegan (BBA60)
William R. Friese (BBA65)
Gordon A. Haack (BBA63)
Ronald A. Hendricks (BBA69)
David A. Hoak (BBA68/MBA71)
Larry J. Jansen (BBA69)
Arketh Karunakaran (BBA65)
Robert W. Koser (BBA61)
Ronald E. Macloskey (BBA67)
Gary J. Markwell (BBA68)
Larry C. Meyer (BBA65/MBA70)

1970s
Warren L. Bush (BBA70)
Tony C. Clark (BBA76)
David H. Cohen (BBA73)
Keith D. Feuerbach (BBA73)
Steven E. Keifer (BBA74)
Chris S. Lamberto (BBA71)
Erik W. Lippold (BBA78/MBA82)
Gary H. McDonald (BBA79)
Janis L. Novak (BBA75/MBA82)
Jerry D. Oxenford (BBA71/MBA72)
Jim Skog (BBA78/MBA79)
Kurt D. Sloan (BBA74)
Kenneth R. Spranger (BBA72)
Tom L. Steen (BBA76/MBA70)
Robert C. Thomson (BBA70)
Keith W. Weigle (BBA78)

1980s
Susan Boeding (BBA81)
Jim N. Braut (MBA82)
Alan J. Creemers (BBA80/MBA85)
Julia M. Jasper (BBA80)
Todd M. Koppes (BBA81)
Mitchell E. McArtor (BBA83)
Royce D. Miller (MBA82)
Sharon A. Simmons (MBA88)

1990s
Charles T. Hardy (MBA98)
Keith Hartley (BBA94)
John R. Sramek (BBA90)
Steve F. Wohin (BBA94)

2000s
Sherlyn S. Flesher (MBA03)
Michael K. Leidel (MBA04)
Mark E. Shellmyer (MBA01)
John M. Weiler (MBA08)

2010s
Deborah S. Alt (MBA14)
Aaron S. Hueldebohl (BBA11)

2020s
Alexandria M. Eipert (BBA22)
LET ME EXPLAIN...  (1) As I have gotten older, I appreciate the value of planning, yet some of the best experiences happen with spontaneity.  (2) I love being together whenever possible! The energy and connection from being with others is unmatched. However, I also appreciate having greater flexibility, and there are days it’s nice to be remote.  (3) It’s so easy to email or text. However, I’ll always prefer in-person conversation whenever possible.  (4) The Des Moines Art Festival is one of my favorite events, and I look forward to it every year. I wish I had just a little bit of artistic talent.  (5) Learn, adjust, and embrace—it’s critical for success in so many circumstances.
As I was flipping through yearbooks to find “Hawkeye Memories” for the alumni notes section, I came across a page in the 1989 yearbook that made me laugh: “Burge: Anarchy Reigns.” See, I lived in Burge from 2000 to 2002. I loathed its institutional shared bathrooms. I briefly worked in the cafeteria, spending more time in front of a fryer than I care to mention. Yet, I met some great people on my floor—Hi, Bridget Leo (BBA04), Katie Parrish (BBA04), and Karen Kuhlman (BBA04)! And a lot of life happened there. So, it was funny to read things like, “Residence halls are like a hostile foreign country. Accepting a room in Burge is like taking a one-way, express-paid ticket into the Heart of Darkness.” Call me Kurtz.

—AMANDA MAY
The Writing University

Discover why Iowa is ranked the #1 public university for Writing in the Disciplines on page 6.