BEHIND THE SHRUG
Caitlin Clark stays grounded even as she soars
It's a great feeling watching Caitlin Clark sink a 3-pointer from the logo. Or learning that a student has landed the job of their dreams in Des Moines or New York. But even more than pride in our students’ accomplishments, it’s the ethos of this place. It’s when alumni say, “the people I met at Iowa are the best people.”

The answer is simple. 

*Because of you.*

Amy Kristof-Brown
Henry B. Tippie Dean

WHY AM I PROUD TO BE A HAWKEYE?
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Alum Sarah Monson (MBA14) is cooking up something good with the legendary Dolly Parton.

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Few athletes have had the kind of impact on their sport as Tippie student Caitlin Clark has had on women’s college basketball. But what’s she like off the court?

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Remembering entrepreneur and philanthropist John Pappajohn (BSC52).

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While a student, Jeremy Gosch (BBA97) started working as a part time clerk at Hy-Vee. Now he’s the CEO.

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

Best Public Undergraduate Business School in the Nation
(U.S. News & World Report, 2024)

"Be a champion of others, first."

Former Iowa basketball and current WNBA player Megan Gustafson (BBA19) spoke at the Tippie undergraduate commencement ceremony at Carver-Hawkeye Arena in May.

HOME COURT ADVANTAGE

Heineken + Tippie Analytics
Heineken sponsored the 2023 Iowa Graduate Business Analytics Case Competition. The event featured 14 teams from across the country analyzing data from the adult beverage company.
Artists in residence at the UI School of Music, the Cavani String Quartet, performed an "Art of Collaboration" presentation for Assistant Professor Daniel Newton’s Individuals, Teams, and Organizations course.

Tippie is partnering with the Des Moines-based Global Insurance Accelerator (GIA) to help develop early-stage "insurtech" ventures. Entrepreneurs in the GIA will be able to tap the college’s expertise in risk management and insurance through the Vaughan Institute and entrepreneurial expertise through the John Pappajohn Entrepreneurial Center.

Micah Hyde (BS13) (at right with his wife, Amanda, center) is a safety for the Buffalo Bills when he isn’t involved in charity work. Hyde is a former defensive back for the Iowa football team who took Associate Professor of Practice Joe Sulentic’s Social Entrepreneurship course through the John Pappajohn Entrepreneurial Center as a student, which provided a jumpstart for Hyde’s Imagine for Youth Foundation. Sulentic (left) threw out the first pitch for Hyde’s 3rd annual charity softball game in Buffalo, N.Y., in May.

The Tippie Leadership Collaborative’s Story Lab held its first showcase, featuring eight students. Story Lab is a new immersive experience designed to teach students to craft and deliver compelling stories to help them stand out among their peers and in the eyes of potential employers.

The Tippie College of Business now has a digital twin. The virtual world features interiors and exteriors of the Pappajohn Business Building and exteriors of many of its campus neighbors. The space is being used for online courses and student recruitment.
Strategic Partnerships

FEATURE

program

GIVE HAWKEYES A HAND(HOLD)

Reaching Tippie Students All Along Their Career Journey

BY REBEKAH TILLEY

Climbing wall at the Campus Wellness and Recreation Center.
The Tippie Strategic Partnerships Office is the front door to businesses and government agencies that need customized executive education, corporate sponsored research, student projects, and a pipeline to hire Hawkeyes. tippie.uiowa.edu/businesses

“I want my company to hire Hawkeyes” is a persistent request we field from alumni like Curtis Reed (BBA95), region manager and managing director at JPMorgan Chase in Chicago. The Tippie College of Business has a new front door for companies that want to connect with Tippie students: the Strategic Partnerships Office.

Are you looking for Hawkeyes? FOLLOW THIS ROUTE:

**HIRE YOUR HAWKEYES**
Your workplace just got a lot more black and gold.

**TALK TO THE NEXT LEVEL**
Highly publicized employer days are available to top-level sponsors and feature multiple classroom engagements and targeted posts on the college’s social media platforms. Andrew Stoefen (BBA20) and Tianying Liu (BBA19) at HNI took over @TippieCollege on Instagram to showcase the career opportunities HNI has given them.

**PICK YOUR PARTNERSHIP LEVEL**
The college offers three corporate sponsorship levels, depending on the needs of your company. The sponsorship fees directly support Tippie Career Services.

**MAKE A RECRUITMENT TRIP**
All sponsorship levels provide a streamlined campus visit process with career opportunities highlighted in targeted student communication, high foot traffic tabling, and company logo recognition near Pat’s Diner, the college café.

**CONNECT WITH STUDENTS**
The college can also coordinate with faculty to give company representatives—or even better, alumni—entrée to speak in classes targeted to the kind of students they want for specific internship and/or full-time opportunities.

**ENGAGE WITH TIPPIE LEADERSHIP**
Top-level sponsors have focused opportunities to advise the college’s continuously evolving professional development and career readiness programming.

**HOST A STUDENT ORGANIZATION PROFESSIONAL TRIP**
Connections facilitated with student organizations during campus visits often turn into those organizations later visiting the company’s offices.

**REACH OUT**
Your first point of contact is David Ernst, executive director of strategic partnerships. Ernst is deeply knowledgeable about the college and can best guide your company on how to connect with your ideal students.

**David Ernst**
Executive Director of Strategic Partnerships
david-ernst@uiowa.edu
(319) 467-4396

The Tippie Strategic Partnerships Office is the front door to businesses and government agencies that need customized executive education, corporate sponsored research, student projects, and a pipeline to hire Hawkeyes. tippie.uiowa.edu/businesses
Some of these fresh faces are only 19, unable to officially declare a major yet, but have just spent the summer in an innovative internship program.

Insure Your Future, designed to introduce first- and second-year students to careers in insurance, was developed in partnership with the Iowa Economic Development Authority.

“If we’re honest, kids don’t usually grow up wanting to work in the insurance industry,” Thomas Berry-Stoelzle, Nationwide Faculty Fellow and associate professor of finance, told Marketplace last spring. In part because they don’t know it’s a career path.

With this paid internship program, insurance companies across Iowa gave students an opportunity to learn about all facets of the industry—from marketing and human resources to data analysis and financials. The internship also includes giving a presentation back on campus about their experience, making them de facto insurance ambassadors.

Some of these students are aiming to graduate with Tippie’s newest degree—Risk Management and Insurance (RMI)—which became an official major this fall. (Are you thinking, “Wait... but I have a insurance degree from Iowa’s business school.” You’re not wrong. Tippie offered a major in insurance until the early 1980s.) The current program builds off the long-offered RMI certificate program and will allow graduates to hit the ground running.

Like Will Corbin, who finished coursework to complete the RMI major in May 2023 and started working full-time at Holmes Murphy & Associates. He elected to wait for his diploma until December 2023 to be one of the college’s first official RMI graduates.

Introducing the next generation of insurance.
WHAT PART OF THE INDUSTRY DO YOU WANT TO END UP IN?
I would like to work at a brokerage one day, possibly in an analytics position.

JENNA GRANT 20, West Des Moines, Iowa
2023 INTERNSHIP | Source Solar

WHERE WOULD YOU LOVE TO BE IN 10 YEARS?
I would love to someday operate my own insurance firm.

LUKE RAMSEY 20, Manning, Iowa
2023 INTERNSHIP | Iowa Insurance Division

WHEN DID YOU KNOW YOU WANTED TO COME TO THE UNIVERSITY OF IOWA?
When I first toured campus—it was love at first sight.

MADELINE O’NEIL 21, Downers Grove, Ill.
2023 INTERNSHIP | Liberty Mutual Insurance

WHAT PART OF THE INDUSTRY DO YOU WANT TO END UP IN?
Risk management

SRAAVIKA VADDADI 19, Hyderabad, India
2023 INTERNSHIP | British Petroleum
ALLISON ZAHN
19, Johnston, Iowa

FAVORITE CLASS?
Macroeconomics

HARDEST CLASS?
Financial Management

ADAM HASAN
19, Waukee, Iowa

BEST PART OF BEING A TIPPIE STUDENT?
The culture is focused on helping one another grow and reach their potential.

MACKENNA MATSON
20, Cedar Rapids, Iowa

WHAT INTERESTS YOU ABOUT THE INSURANCE INDUSTRY?
I think the insurance industry is interesting because most people don’t understand the impact it makes—insurance is a growing part of every sector.

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IOWA’S INSURANCE SECTOR MAKES UP 11% OF THE STATE’S GDP—THE HIGHEST IN THE U.S.

INSURANCE IN IOWA

GROWN 10% IN THE LAST 15 YEARS.

WHO DO YOU LOOK UP TO?
My twin. She is so strong and I’ve learned so many valuable lessons growing up with her by my side.

MELANIE GRADELER
19, Roquefort-Les-Pins, France

DO YOUR PARENTS WORK IN THE INSURANCE INDUSTRY?
Yes. I have a lot of family and close friends who really love what they do. Their passion is what pushed me into exploring the insurance industry.

KAI DEN KNOCKEL
19, Dubuque, Iowa

PAIGE KUNKEL
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19, Dubuque, Iowa

PAIGE KUNKEL
19, Dubuque, Iowa
Fun fact:
Corbin will be one of the college’s first official RMI graduates!

“I’ve always known I wanted to come to the University of Iowa since I was pretty young. One of my older brothers, Joe Corbin (BBA21), came here and I wanted to follow in his footsteps.”

WILL CORBIN  22, Johnston, Iowa
FIRST JOB  Holmes Murphy & Associates
Is Chat Generative Pre-Trained Transformer, better known as ChatGPT, coming for your job? After all, the large language model can find data sets and summarize them. It can write code, poems, and sales pitches. It can plan your next vacation and even diagnose medical conditions.

1 DON’T IGNORE IT.

The technology is here, and every day it’s proving its capabilities in fields as wide ranging as marketing, medicine, accounting, and law. “You can’t fight this,” says Ramji Balakrishnan, Ernst & Young Professor of Accounting. “It’s like saying you’re going to push the tide back.” Facing the facts means taking time to understand how your job may be affected.

“It’s unfortunate that a lot of routine, labor-intensive, and repetitive jobs will eventually be replaced by A.I. or A.I.-powered robotics,” says Patrick Fan, Henry B. Tippie Excellence Chair and professor of business analytics. As society demands more productivity, the economy rises to the challenge, supplanting less efficient labors with ones that are more, Fan goes on to explain. In some cases, that means replacing humans with labor-saving bots.
“New technology is always scary,” says Beth Livingston, Ralph L. Sheets Associate Professor of Industrial Relations. “This is not the first new technology that has come, nor will it be the last, but if you can approach A.I. as a tool instead of something that could upend your whole life, it makes it feel like something manageable.”

In most cases, A.I. technology will only eliminate or change parts of a profession rather than doing away with them entirely, posits Livingston, who is currently a co-principal investigator on a National Science Foundation grant researching how automation will affect clerical work. It’s incumbent for professionals to learn as much as they can about it—and harness it for their own purposes.

“Learn to surf the wave and become adaptable, and you’ll be able to leverage this technology,” Balakrishnan says. He recommends that professionals keep an open mind and learn how the technology works, especially the A.I. tools that are commonly used in their professions.

Some may even be surprised that leveraging this technology makes their jobs more enjoyable, since it can help reduce the time spent on monotonous or tedious parts of a job. Consider how A.I. can simplify the process of accounting to ensure disclosures are appropriate or compliance reports are filed, Balakrishnan says.

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Learning to adapt to A.I. may mean investing in formal educational upskilling in areas like prompt engineering, says Fan. It’s critical to understand how to manage, interpret, and analyze data produced by A.I. systems.

Even Tippie faculty are engaging in continuous learning to work with A.I. and machine learning. Ashish Tiwari, the Henry B. Tippie Research Professor of Finance, says that he learned to work with Bayesian machine learning methods to aid his academic research about improving performance benchmarking and the evaluation of hedge funds. “It helps to significantly reduce the errors in terms of performance evaluation and helps improve predictions around fund failure,” he says.

“There’s at least one thing that chatbots don’t have that people do—and that’s humanity. At the end of the day, A.I. are tools to augment or support jobs, Fan says. They cannot make ultimate decisions or be held responsible for them.

“We as human beings have to be the decision-makers,” Fan says. “We are responsible for every decision we make.”

People must be in charge of how to use the information and content that A.I. systems like ChatGPT create, and they have to be responsible for the ethics of the tool, when it comes to bias, discrimination, and objectivity, for instance.

Livingston also recommends that professionals “... recognize what computers have yet to be able to do, which is capture human ingenuity, create new things from nothing, and build relationships with others.” Ultimately, she suggests focusing on the parts of your profession where you, in your humanity, can add value.

That’s something that technology can’t replace... at least not yet. 

“Computers have yet to capture human ingenuity, create new things from nothing, and build relationships with others.”

—Beth Livingston

300 million jobs could be affected by latest wave of A.I., according to Goldman Sachs.
BAKING 9 to 5

Alum spreads joy with Dolly Parton

BY AMANDA MAY
When Sarah Monson (MBA14) goes grocery shopping, it feels like she’s visiting a bunch of friends. As a senior brand manager, Monson has developed several well-known products in her career that line store shelves across the country.

Planters’ peanut-shaped containers? That was her. Kit Kat Big Kats? Also her. The packaging for Rolo? Yep, her too.

“To see them on shelves... I don’t have children, but I assume it’s like when they hit a home run in baseball,” Monson said, laughing. “And as you go along in your career, you say ‘There’s my product, but also, there’s my friend Nicole’s product and there’s my friend Erin’s’—it triggers so many memories!”
Her team’s latest product launch is with a familiar name, and not just for Monson. Duncan Hines partnered with the one and only Miss Dolly Parton for a line of baking mixes and frostings with a nod to her southern roots. The mixes range from biscuits and cornbread to fudgy brownies and coconut cakes.

The country singer has such a cult following that saying she is a national treasure doesn’t even cut it. Needless to say, it was a quick “yes” when Parton’s team reached out to Duncan Hines for a possible partnership.

“Dolly is everything and more. She genuinely is,” Monson said. “I got to spend a couple of days with Miss Parton at her studio in Nashville. She’s just genuinely an incredible human being—and a powerhouse. She makes a point to meet every single person on set, know their names, and interact with them. This partnership is all about really good food and getting people closer to Dolly Parton.”

So far, the reaction has been fantastic. Monson’s team launched limited edition direct-to-consumer boxes with the mixes and fun Dolly merch, which sold out in under 72 hours. You couldn’t miss their pink unboxings on social media this spring, and they won a prestigious SABRE Award for the ongoing celebrity partnership.

Monson got her first taste of sweet-treat branding after graduating with an MBA from Iowa. Thanks to a Tippie alumnus connection with Martin Frech (MBA00), she headed to Pennsylvania to work at Hershey’s where she was thrown right into the business—and the opportunity to run large projects.

“We had some pretty big turnover, so it was just little ol’ me running that desk and it was incredible,” Monson said. “Kit Kat and Rolo are $900 million businesses in the United States so it was a lot, but it was great.”

She went on to work at Kraft Heinz serving up spoonable smoothies and sweet-and-salty peanuts, so her current role as innovation lead for Duncan Hines at Conagra Brands makes perfect sense, despite the slightly shocking revelation that she’s not a baker.

“It’s a testament to our products that I can make all of them!” she said. “My favorites are probably Dolly’s Fabulously Fudgy Brownies and the Buttermilk Biscuits. To me, biscuits sound so daunting, but they’re so easy and quick! You just throw some cheddar cheese in, and they’re done in 20 minutes.”

“Baking is such a sweet category in consumer packaged goods,” Monson said. “I’ve had this real privilege to work in categories that just make people’s lives happier. This partnership has reminded me even more so of that privilege.

“When I think about my career and this collaboration, I reflect on who Dolly is and how she exists in the world,” Monson concluded. “Doing the right thing the right way has made her wildly successful, right? It’s not good enough to just do the right thing—you have to do it the right way and really put your heart into it. That really resonates with me. And also, just have fun!”

When in doubt, add sprinkles!
"Dolly’s favorite" Pecan Pie Brownies
Perfect for fall, the Conagra culinary team really knocked it out of the park with this recipe.

**BROWNIES**

**Ingredients**
- Cooking spray
- 1 package Duncan Hines Fabulously Fudgy Brownie Mix
- 1 egg
- ½ cup melted butter
- 3 tbsp milk

**Instructions**
- Preheat oven to 350°F. Spray 8-inch square pan with cooking spray.
- Stir together brownie mix, contents of fudge packet, egg, melted butter, and milk in large bowl until well blended—about 50 strokes.
- Pour into pan and spread evenly.
- Bake 32 to 35 minutes, until toothpick inserted 1-inch from edge of pan comes out clean.
- Remove from oven.

**PECAN PIE FILLING**

**Ingredients**
- ¼ cup firmly packed brown sugar
- ¼ cup corn syrup or honey
- 1 egg
- 2 tbsp melted butter
- 1 tsp vanilla extract
- ½ tsp salt
- 1 ½ cups pecan halves

**Instructions**
- While brownies are baking, stir together brown sugar, corn syrup/honey, egg, melted butter, vanilla, and salt in medium bowl.
- Spread pecans over cooked brownies.
- Pour pecan pie filling evenly over pecans. Continue baking 20 to 24 minutes, until filling is set.
- Cool pecan pie brownies completely before cutting and serving.

DYK?
20% of Rolos sold are used for baking

**Brownie Waffles**
Have you ever tried making brownies in a waffle iron? We just added an additional egg to the Fabulously Fudgy Brownie Mix recipe and voilà—a transformational breakfast! Tigerhawk optional.

**Rolo Brownies**
A deliciously gooey, chewy mashup of Monson’s career! Just toss them in the batter and bake.

**PRO TIP FROM SARAH**
If you want perfect cuts, cool the brownies in the refrigerator and use a square cookie cutter!

**This is the best brownie you will ever make in your entire life. Life changing.”**
—SARAH MONSON

A little bit more effort for incredibly transformational desserts
Few athletes have had the kind of impact on a sport that Caitlin Clark has had on women's college basketball. She hits logo threes as easy as layups. Her Final Four games with the Hawkeye women's basketball team scored record TV ratings. She's often compared to four-time NBA champion and fellow freeshooter Steph Curry.

She's also an honors student majoring in marketing at the Tippie College of Business.

We know what she's like on the court—a tough-as-nails, thread-the-needle passer who shoots from anywhere with a joy and energy you can feel through the TV screen. But what's she like when not playing hoops? When she's in class in the Pappajohn Business Building, or hanging out with her roommate, Hawkeye guard and fellow Tippie marketing major Kylie Feuerbach? How does she indulge her sweet tooth?
Clark wasn’t sure what her major would be when she came to Iowa. Psychology? Business? So many choices. What clinched it for her was Nancy Abram’s Intro to Marketing Strategy class. (1)

“She brought in a lot of students who worked at places like Amazon and Microsoft who talked about how they got where they are in their career, and a lot of former students who gave us a lot of guidance,” Clark said. “The class focused on problem solving and I love her energy. She really engaged me with marketing.”

Marketing turned out to be a smart choice. Not long after she came to Iowa, new Name, Image and Likeness (NIL) rules took effect that allowed student-athletes to make money with corporate sponsorships, personal appearances, and endorsements. Using what she’s learned in class to market herself, she’s signed agreements with Hy-Vee and Nike and hired a firm to manage her business interests. Her life has become a marketing class project.

“I’m working with executives, accountants and marketers, designers and getting real-world experience strategically engaging with all these people,” she said. “I should get internship hours for living my daily life running my business and brand.”

ON CHOOSING TIPPIE

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(1) Nancy Abram, associate professor of practice in marketing, taught Clark in Fall 2022, the 50th anniversary of Title IX. She pointed out that without that law, we would be deprived of seeing Clark’s wizardry. “She’s really pushing the sports world forward for women,” she said.
IN THE CLASSROOM

Clark said her academic achievements are as important to her as her athletic accomplishments. An Academic All-American, she is on track to graduate with an undergraduate degree in marketing and minor in communication studies. Clark will finish her coursework in the fall with Business Communication and Protocol (BCAP), a couple of marketing classes and some gen eds. She knows that someday she’ll have to hang up her Nike basketball shoes for the next stage in life—and she needs an education to be ready for that. Given her experience, she thinks something in sports management makes sense, or maybe even team ownership.

An honors student, she has the same drive to succeed in the classroom as on the court.

“I can’t not give it my all,” she said. Her academic performance puts her on the Dean’s List, but not the President’s List. “I don’t have a 4.0,” she said, ruefully. “I wish.”

OFF THE COURT

She’s taken up baking and cooking as stress relief (brownies, especially) and also likes to hang out by a pool or lake, take walks, and golf. She participated in a PGA Pro-Am tournament during the summer, golfing alongside former Master’s and British Open champion—and self-described world’s biggest Hawkeye fan—Zach Johnson.

GOAT talk

Caitlin Clark and three-time world champion wrestler Spencer Lee will take your questions.
The Wooden Award. The Naismith Trophy. Associated Press Player of the Year. The Wade Trophy. The Collegiate Woman Athlete of the Year. The ESPY for Best Female College Athlete. How does she keep it all from going to her head? How does she stay humble?

She said her family makes it a point not to treat her like a celebrity and holds her to the same standards they always have. Her coaches and teammates show her zero deference and give her as much grief as they give each other. Fellow students and faculty treat her like most anyone else in class. If she has a group project to complete, she’s expected to carry her weight. (2)

Most of all, what keeps her head on straight is the starstruck kid handing her a scrap of paper and a pen because it was just a few years ago that she was that starstruck kid, asking a college or WNBA or NBA star to sign her scrap of paper. She remembers how great she felt getting that autograph, and how easy it is for her to make a kid feel the same way.

ON STAYING GROUNDED

Clark is the third Tippie student to be named the national basketball player of the year in recent seasons, following Megan Gustafson (BBA19), a finance/marketing/psychology major, in 2019 and Luka Garza (BBA21), an economics major, in 2021.

DYK?

Heyong-Tak Lee is an assistant professor who had Clark in his Marketing Research class during the Spring 2023 semester, when the team made its run to the Final Four. But that didn’t stop her from participating in the class as much as she could. She took her midterm exam the day after the team returned from winning the Big Ten tournament in Minneapolis. She could have begged off and taken the test some other time, but she didn’t.

“She never acted like someone who was a celebrity and winning a lot of national awards,” he said. “She’s humble, personable, and a good person.”

He said the person you see in interviews—a smart, funny, team player who deflects attention from herself—is the same person he sees in class.
Clark says she is by nature a positive person, deflecting attention to her teammates and saying nice things about her opponents before the game starts and after it ends. She insists her thoughtful, upbeat, and diplomatic public comments are about more than media coaching. That’s just how she is. (3)

She said that comes from her family. Her parents told her to be kind and treat others as she wants to be treated. Keep the trash talk on the court.

“That’s how I was raised,” she said. “Treat everyone with kindness and respect and be my genuine self. This is who I am.”

She's just a really smart person,” says Cathy Zaharis, emeritus professor of practice in finance and long-time courtside season ticket holder who taught the team how to dine properly in a professional etiquette class early last season. She said that what's most impressive is Clark’s willingness to use her stardom as a platform. She builds the women's game every chance she gets, signs every autograph, and she partnered with Coralville Food Pantry to raise more than $75,000.

“She asks herself, ‘How do I use my voice where I have one?’” Zaharis said. “How do I use my platform to create opportunities that are bigger than playing basketball?”

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Alexis Dixon (BBA14) and her husband Michael Dixon (BS14) welcomed a baby boy, Joseph Michael, on May 20, 2022. Alexis is an associate director at Mindshare.

"Joey's destined to be a Hawkeye!"
2020s

Austin Adrian (BBA21) won a Capstone Award from the ISCPA for being one of the top four CPA exam performances in the state of Iowa this year.

Cole Borwick (BBA20/MAc22) won a Capstone Award from the ISCPA for being one of the top four CPA exam performances in the state of Iowa this year. Borwick was also recognized as an Elijah Watt Sells Award winner for obtaining a cumulative score above 95.5 across all four sections of the CPA exam and passing each section on the first attempt.

Joe Freedlund (BBA22) competed at the North American Grappling Association’s Chicago Grappling Championship in May 2023 and won first place in the absolute division for no-gi (un-uniformed) beginners and second in his weight division.

Levi Kohl (BBA20/MAc21) is an internal audit associate with Peloton Interactive.

Jack Krause (BBA22) will begin a postgraduate technical assistantship at the Financial Accounting Standards Board in January 2024.

2010s

Austin Adrian (BBA21) won a Capstone Award from the ISCPA for being one of the top four CPA exam performances in the state of Iowa this year.

Cole Borwick (BBA20/MAc22) won a Capstone Award from the ISCPA for being one of the top four CPA exam performances in the state of Iowa this year. Borwick was also recognized as an Elijah Watt Sells Award winner for obtaining a cumulative score above 95.5 across all four sections of the CPA exam and passing each section on the first attempt.

Joe Freedlund (BBA22) competed at the North American Grappling Association’s Chicago Grappling Championship in May 2023 and won first place in the absolute division for no-gi (un-uniformed) beginners and second in his weight division.

Levi Kohl (BBA20/MAc21) is an internal audit associate with Peloton Interactive.

Jack Krause (BBA22) will begin a postgraduate technical assistantship at the Financial Accounting Standards Board in January 2024.

Brian Rubaie (MBA21) was promoted to compliance manager at Next Move Healthcare in Kansas City, Mo.

Karen Austin (MBA15) is the chief of staff at the Iowa State Treasurer’s Office.

Keith Brand (BBA13) is a broker in the Lincoln Park office of Berkshire Hathaway HomeServices Chicago. Brand was an Iowa baseball player from 2010 to 2013.

Levi Kohl (BBA20/MAc21) is an internal audit associate with Peloton Interactive.

Jack Krause (BBA22) will begin a postgraduate technical assistantship at the Financial Accounting Standards Board in January 2024.

2010s

Feihong He (BBA14) was named to the Forbes China 30 Under 30 list and the Hurun U30s, an award recognizing the most successful entrepreneurs under the age of 30. He is senior vice president of Newlinks, a technology company in Beijing, China.

Jessica Hendricks (MBA16) is part of the Des Moines Business Record’s Forty Under 40 class of 2023. Hendricks is vice president of agency development at EMC Insurance Companies in Des Moines, Iowa.

"Honored to be in Nairobi, Kenya, with compassionate, generous, and excellent leaders from around the world. I’m here bringing my emission reform ideas to the table.”
—Dec. 2022
TIPPIE’S 2023 YOUNG ALUM OF THE YEAR

CHERYL DAVENPORT (BBA05)
Vice President of Consumer Creation Strategy | Nike, Portland, Ore.

What do you love that most people hate?
Resolving interpersonal conflict.

What podcast do you like?
The Ezra Klein Show.

What’s the best business advice you’ve ever received?
In business and in life: you don’t have to be perfect to be fabulous.

Best place you’ve ever traveled?
After 32 countries and 42 states, the best is always yet to come!

What do you love doing that you wish you could get paid for?
Drinking exceptional cappuccinos.

Three people you’d invite to a dinner party (alive or dead):
Ruth Bader Ginsburg, Serena Williams, and Michelle Obama.

If you could have one talent instantaneously, what would it be?
To sing well. I’m truly terrible.

What’s the best kudo you’ve ever received?
“You helped me dream bigger for myself.”

What do you miss about Iowa City?
The radiating, citywide energy of a Hawkeye football game day!

What is a time you have failed and tried again?
Learning power weightlifting in CrossFit... still learning.

Best way to spend a day off?
I’m a working mom. There are no days off!

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2 MINUTES with...

Johnathan Prunty (BBA09) traveled to Antarctica and proudly waved a Hawkeye flag while there. This photo was taken from Telefon Bay on Deception Island.

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Drew Johnson (BBA13) and his wife, Staci (Pump) Johnson (BBA14), welcomed their first daughter, Ellen, in October 2022. Drew is a senior project manager at SHYFT, a design and construction company in Des Moines, Iowa. Staci is a risk and underwriting advisor for New York Life Insurance.

Katie Lyon (MBA11) is a partner at Modern Executive Solutions.

Arindam Majumdar (MBA10) was promoted in March 2023 to deputy chief risk officer for Bank OZK.

Srikant Mikkilineni (BBA10) is part of the Des Moines Business Record’s Forty Under 40 class of 2023. Mikkilineni is director and senior counsel of global privacy and data protection at Vontier.

Danielle Powers (BBA10/MAc11) and her husband, James Powers (BBA10), welcomed a son, Dominic George Powers, on November 19, 2021. Danielle is global supply chain controller at Beam Suntory.

Sam Pritchard (MBA18) is the chief of staff for Iowa congresswoman Ashley Hinson.

Denise Rusk (MBA19) is an IT product manager at Deere & Company.

Venkata Shistla (MBA18) was promoted to associate director at Collins Aerospace in Cedar Rapids, Iowa.

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Is there a new baby in your life?
Send us an update and we’ll send you a bib!
tippie.uiowa.edu/update
Aaron Warner (MBA15) was named Iowa’s 2023 Small Business Person of the Year by the U.S. Small Business Administration. Warner is president of the Coralville-based cybersecurity and compliance firm ProCircular.

**2000s**

John Mickelson (BBA03/MBA07/JD07) is co-founder and managing partner of Midwest Growth Partners in West Des Moines, Iowa. The private equity firm announced in April 2023 that it completed fundraising for its third investment fund, reaching $170M.

Emily Ramos (BBA08) is the director of logistics and planning at JR Simplot Co. in Meridian, Iowa.

The Red Hot Chili Peppers performed with the Foo Fighters at Carver-Hawkeye Arena on April 26, 2000. Were you there? Do you know any of the people in this crowd photo?

**1990s**

Jamie (Edgar) Taets (BBA02) was named to the Inc. Magazine 2023 Female Founders 200 list. She was also named one of the 100 Women to KNOW across America, is a mom of four, and recently completed a climb of Mt. Kilimanjaro in Africa. She is the CEO of Keystone Group International.

Nicole Thorne Jenkins (PhD02), the John A. Griffin Dean at the University of Virginia McIntire School of Commerce, is now a member of the board of trustees at CREF.

Elyse (Cress) Tiffany (BBA09) married Ben Tiffany in Iowa City, Iowa, in June 2022, and was promoted to senior director of mobile engagement, technical and launch services at Vibes in Chicago, Ill.

Matt Walz (BBA06) is the chief financial officer for Benchmark in Cedar Rapids, Iowa.

Melissa Whisler (BBA04/MBA06) is the interim chief administrative officer for the University of Iowa Stead Family Children’s Hospital.

Tim Wright (BBA02) is the CEO and co-founder of Caliber Golf, which was featured in February 2023 by Sports Illustrated.

**2000s**

The Red Hot Chili Peppers performed with the Foo Fighters at Carver-Hawkeye Arena on April 26, 2000. Were you there? Do you know any of the people in this crowd photo?

**1990s**

Josh Simpson (BBA07/MAc08) is a managing director in the investment banking division at Goldman Sachs, where he covers the global insurance industry.

**2000s**

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Elyse (Cress) Tiffany (BBA09) married Ben Tiffany in Iowa City, Iowa, in June 2022, and was promoted to senior director of mobile engagement, technical and launch services at Vibes in Chicago, Ill.
Kristin Illian Mateja (BBA92) is a director at Relativity in Chicago, Ill.

Tanya Kopps (BBA95) is the board chair for the LEAD (Leading Executives Advancing Diversity) Network. Kopps is chief human resources officer for Europe and Indonesia at Ahold Delhaize.

Cynthia Nance (JD89/MA91) received the Association of American Law Schools Section on Women in Legal Education’s Ruth Bader Ginsberg Lifetime Achievement Award. Nance is dean of the University of Arkansas School of Law.

Wolfe Tone (BBA96) was recognized by Crain’s Chicago Business as one of the 2022 Notable Gen X Leaders in Accounting, Consulting, and Law. Tone is a member of the Tippie Advisory Board and the U.S. leader of Deloitte Private as well as a tax partner in the firm’s Chicago office.

Scott Bennett (BBA86/MBA88) is president of the Des Moines Area Community College (DMACC) Foundation board of directors. Bennett is a portfolio manager at Principal Financial Group in Des Moines, Iowa, and a member of Tippie’s Financial Advisory Council. His father, Carroll Bennett, was one of DMACC’s first administrators and helped launch its Newton campus in 1993.

Richard Grimley (BBA80) was appointed board director for the Kaiser Aluminum Corporation. He will also serve on the board’s compensation and ESG committees.

Nick Hentges (BBA81) earned a top 10 ranking on Captive Review’s Power 50 list for the fourth consecutive year. In 2023, he ranked #4 on this “who’s who guide” of the most influential people in the world of captive insurance. Hentges is the CEO at Captive Resources.

Arlene Houk (BBA84) is a senior internal audit manager with Aegon in the Netherlands.

Patti Humble (BBA86) was named one of the 2023 Top 50 Women in Accounting at Ignition’s Women in Accounting Awards. She is the chief accounting officer for UPS.

ARE YOU A published author?

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

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

TIPPIE’S 2023 ALUM OF THE YEAR

Nicole Johnston (BBA94)

Chief Sales Officer, Food Division
Newell Brands, Atlanta, Ga.

What’s the best business advice you’ve ever received?
99.9% of people try to do the right thing. Assume positive intent. If you are having a challenge with someone, align on what success is, and challenges go away.

Best place you’ve ever traveled?
Petra, Jordan, hands down. My husband and I went in 2015. You have to walk through a slot canyon where it feels like nothing is around. After about a mile, you make a final turn and it opens up to the stunning treasury, which is breathtaking.

What do you love doing that you wish you could get paid for?
I love coaching and developing others—especially women!

Three people you’d invite to a dinner party (alive or dead):
1) P!nk, who would not only be crazy fun at a dinner party, but I really respect her as a strong, talented woman who always delivers messages of support, inclusion, and lifting women up.

2) Ada Lovelace, whose brilliant mind was able to construct the first computer program over a hundred years before the machine was even invented.

3) The Mirabal sisters. Known as The Butterflies/Las Mariposas, they led the revolution against the brutal Dominican dictatorship of Rafael Trujillo. He ordered their assassination in 1960, which led to his own demise. Being married to a Dominican and seeing the outcome of their fight, I would absolutely love to understand more about their journey.

Kevin Gruneich (BBA80) received the 2023 Hancher Finkbine Alumni Medalion from the University of Iowa. He retired from a senior leadership position at Bear Stearns in 2004 and remains actively engaged in private business ventures and on several corporate and philanthropic boards. He has helped open doors for many students at Iowa, and his foundation helped renovate the Pomerantz Business Library in 2018.

1980s

Scott Bennett (BBA86/MBA88) is president of the Des Moines Area Community College (DMACC) Foundation board of directors. Bennett is a portfolio manager at Principal Financial Group in Des Moines, Iowa, and a member of Tippie’s Financial Advisory Council. His father, Carroll Bennett, was one of DMACC’s first administrators and helped launch its Newton campus in 1993.
Kyle Krause (BBA85) and Sharon Krause (MBA94) received a 2023 Bravo Award from the Bravo Greater Des Moines Regional Arts Council.

Joseph “Joe” LeValley (MBA89) has published his fifth mystery/thriller novel. The Sophocles Rule features an Iowa journalist whose investigation into a 60-year-old killing sparks two new murders and the disappearance of a teenage boy. LeValley’s books have won several awards and honors and have sold in every state and in seven foreign countries.

The Sophocles Rule novel

Angela Sanders (BBA86/MA88) was elected a director of the Iowa Society of CPAs. She will serve a one-year term. Sanders is also a board member of Farm Bureau Financial Services.

James Anderson (BBA72) is a member of the board of directors of Lionheart Acquisition.

The Honorable Robert T. Hanson (BBA77) retired from his position as a circuit judge for the State of Illinois. At the time of his retirement, he was chief judge of the 15th judicial circuit.

Elizabeth Sierk Corridan (BBA83) retired as CEO of Kappa Alpha Theta after 25 years in the position and a total of 39 years on staff.

Rick Tollakson (MBA82) was named to the Des Moines Business Record’s 2022 Business Hall of Fame. He is president and CEO of Hubbell Realty Company in West Des Moines, Iowa.

Maria Volante (BBA86) was recognized as a 2023 Woman of Influence by the Des Moines Business Record. Volante is president of Volante Consulting in Clive, Iowa.

Terri Vaughan (BBA79) was recognized as a 2023 Woman of Influence by the Des Moines Business Record. Vaughan is the professional director of the Emmett J. Vaughan Institute of Risk Management and Insurance.

1970s

James Anderson (BBA72) is a member of the board of directors of Lionheart Acquisition.

The Honorable Robert T. Hanson (BBA77) retired from his position as a circuit judge for the State of Illinois. At the time of his retirement, he was chief judge of the 15th judicial circuit.

1960s

Jerre Stead (BBA65) and wife, Mary Joy, have been named to the University of Iowa’s 2023 Eight Over 80 Award cohort. The award is for Iowans, age 80 and over, who carry the Hawkeye spirit of achievement and continue to help others well beyond retirement.

Kyle Wick (BA09) and his wife, Stephanie, welcomed Beckett Phelps Wick into their family on April 17, 2023—seen here with big brothers Xander and Watson. Wick is the president of the Dallas, Texas, IOWA club.

Terri Vaughan (BBA79) is part of the Des Moines Business Record’s Forty Under 40 class of 2023. Krause is the president and chief executive officer at Kum & Go in Des Moines, Iowa, and a member of the Tippie Advisory Board.

Herky and Iowa State’s Cy face off in 1977 and 2022.
MEMORIAM

1940s
Jane F. Cammack (BSC47)
Keith L. Cook (BSC49)
Jack R. Dauner (BSC47/PhD70)
Phyllis T. Gillett (BSC48)
Norman F. Kallaus (BSC49/MA51/PhD56)
Mary Ellen Larson (BSC45)
Henry E. Tompkins (BSC49)

1950s
William D. Agnew (BSC56)
Robert B. Becker (BSC52)
Wanda E. Brechler (BSC52/MA57)
Harold D. Brinkman (BSC56)
Bruce L. Burton (BSC59)
Judd Grove Butler (BSC56)
Roger V. Christensen (BSC50)
Alberta M. Code (BSC51)
Ruth E. Drips (BSC57)
Kenneth C. Etcheson (BSC53/MA55)
Charles Farber (BSC51)
William A. Fenholt (BSC51)
Kenneth E. Finch (BSC56)
Morey Greenstein (BSC52)
Donald H. Groeneveld (BSC57)
John F. Hansman (BSC51)
Carl N. Smith (BSC50)
Margaret L. Smith (BSC52)
Mary Joan Streb (BSC56)
Jack J. Hutcheson (BSC57)
Bobby E. Jenner (BSC53)
Shelby L. Jones (BSC58)
Frank A. Katalinich (BSC56)
Richard R. Fulmer (BBA65)
Craig I. Gilchrist (BBA62)
John B. Grier (BBA60)
George L. Grovert (BBA63/MA65)
Frank R. Hellentha (BBA69)
John A. Hobbs (BBA64)
Everett L. Klosterman (BBA65)
Herbert J. Knudten (BBA63)
Mancil R. Laidig (BBA60)
Larry L. Lyman (BSC53)
Robert B. Madsen (BSC56)
Ray V. McDonald (BSC50)
David C. Mozena (BSC51)
Gail L. Allard (BBA78)
Norris S. Annis (BBA72)
Gail L. Allard (BBA78)
Norris S. Annis (BBA72)
Adolph A. Neidermeyer (PhD74)
Clyde Nickel (BBA75)
David D. Noble (BBA79)
Jerry A. Randall (BBA72)
Shelley S. Reig (BBA76)
Larry A. Rogers (BBA72)
David A. Schafer (BMA76)
Carl A. Selden (BBA71)
John N. Sherrick (MA72)
Mary K. Stewart (BBA77)
Ralph D. Struzina (BMA73)
Carlton D. Stuvick (BBA72)
Pearl D. Wetter (BBA72)
Michael E. Eganhouse (BBA82)
Bradley J. Egeland (BBA85)
Rodney A. Engelbrecht (BMA83)
Mark P. Frunden (BBA83)
Kenneth R. Grenier (BMA84)
John D. Hines (BBA82)
James T. Hughes (BBA82)
John R. Wicks (BBA82)
Paul D. Mischke (BBA80)
John Castelein (BMA90)
Scott W. Clem (BBA96)
Richard A. Curtis (BBA96)
John M. Henrichsken (BBA96)
Ramona J. Krenz (BBA92/MA95)
Georgieann Schmitt (MA95)
Susan R. Spray (BMA98)
JoAnn M. Stone (BBA97)
Nancy A. Thoma (BBA90)
Marcus T. Beer (BBA07)
Lorene Harden (BBA01)
Karen Kukulski (BBA01)
Kenneth D. Nelson (BBA07)
Richard J. Peters (BMA06)
Todd C. Smith (BBA00)
Joseph B. Henderson (BBA17)
Janelle L. Morio (MA19)
Brandon L. Stockdale (BBA16)
Travis L. Williams (MA17/PhD22)
John R. Hastings (BMA22)
William “Bill” L. Berry
December 24, 1935—March 9, 2023
Business operations professor and assistant to the dean, 1982-1988

Norman “Norm” F. Kallaus (BSC49/MA51/PhD56)
March 30, 1924—May 19, 2023
Department of Business Education Chair, 1973

Keith L. Cook (BSC49)
September 16, 1927—February 15, 2023
Hawkinson Institute Advisory Board member, 2002-2013
Krause Fund Investment Advisory Committee member, 1998-2001
Tippie Society member

The Norman F. Kallaus Excellence in Business Communication Scholarship has been established in his honor should you wish to contribute toward honoring his legacy.

GIVE HERE: foriowa.org/business
REMEMBERING

JOHN PAPP AJOHN

(July 31, 1928-April 22, 2023)
A self-made entrepreneur, visionary philanthropist, and generous champion of Iowa students, John Pappajohn (BSC52) used his success in business to make the world a better place.

He was born in Greece, the first child of George and Maria Pappajohn. He and his two brothers, Socrates and Aristotle, grew up in Mason City, Iowa, during the Great Depression. Beginning at age 5, John pitched in at his father’s corner store, which was open from 6 a.m. to 10 p.m. seven days a week.

John’s status as an immigrant often put him at a disadvantage early in life. He remembered being turned away by the local Boy Scouts because of his ethnicity and the fact that he lived, quite literally, on the wrong side of the tracks. He had to repeat kindergarten because he spoke little English. But what John lacked in social status he made up for with pluck. “I was an entrepreneur when I was born,” Pappajohn once said. Always trying to earn a buck, John sold brass, copper, steel, rags, and whatever else of value he could find at the city dump. When he would talk about his childhood later in life, he called himself “the Opportunity Kid.”

His father died when he was 16, and it hardened his resolve to make something of himself and help his brothers succeed. In 2017, he said, “One of my favorite quotes is, ‘Adversity is a blessing in disguise.’”

The three brothers put themselves through college by taking turns attending the University of Iowa for a year or two, then staying home for a year to manage the store. John graduated in 1952 after six years of off-and-on attendance—all while working nearly 40 hours a week as a butcher at Brady’s Supermarket in downtown Iowa City.

Pappajohn spent his early career selling insurance, but a pivotal moment in his life came while serving as president of a life insurance underwriting group. The organization invited a guest speaker to Iowa named W. Clement Stone, a Chicago insurance executive and author of Success Through a Positive Mental Attitude. Pappajohn became a disciple of Stone and his message about the power of a positive mental attitude. Inspired, he started his own insurance company.

Another pivotal point came in the late 1960s, when he read a story in The Wall Street Journal about Ned Heizer, who was described as a venture capitalist—an investor who funded fledgling companies and made money as they grew. Pappajohn had never heard of venture capitalism, a relatively new industry, but the concept thrilled him. He soon established Equity Dynamics, a financial consulting firm, and Pappajohn Capital Resources, a venture capital firm.

He made his first million a few years in by helping launch Kay Laboratories, a San Diego company that held patents for the hot and cold packs used in hospitals. Pappajohn recognized the promise of the biomedical industry, and a string of lucrative ventures soon followed on the West Coast. Most notably, he invested in the nation’s first home health care company, Caremark, which today is a part of CVS Caremark. In the coming decades, Pappajohn fostered more than 100 startups, facilitated over 50 initial public offerings, and served as a director for more than 40 public companies.

John and Mary (1933-2022) wed in 1961 and settled in Des Moines, where they raised their daughter, Ann, and became deeply involved in cultural organizations. Mary had studied art at the University of Minnesota, and John came to share her love of painting and sculpture. Over the years the Pappajohns became noted art collectors, served on prestigious art organizations’ boards, and established the Pappajohn Sculpture Park in downtown Des Moines in 2009.

Pappajohn also found joy investing in the future of young Iowans. He told Forbes magazine in the 1990s that his ambition was to become “the greatest philanthropist in the history of Iowa.” Through his support of the arts, young entrepreneurs, and higher education institutions across the state, he made a strong case for himself.

Pappajohn’s leadership and largess is nowhere more apparent than here at the University of Iowa, where his impact has been transformative. His generosity made the Pappajohn Business Building and the John Pappajohn Entrepreneurial Center possible at the Henry B. Tippie College of Business, and he made many donations to the University of Iowa Hospitals and Clinics—including funding a cancer center, biomedical institute, a pavilion at the hospital, and the Biomedical Discovery Building. The Pappajohns also established numerous UI scholarship and faculty funds, and John was a dedicated member of several UI boards and committees.

“Mary and I feel strongly that a successful life must include service to society and our fellow man,” Pappajohn said in 2018. “This is how we will be judged. We must all try to make a difference in this world.”
LEARNING FROM THE TOP:

Jeremy Gosch (BBA97)  |  Chief Executive Officer, Hy-Vee, West Des Moines, Iowa

HOW TO

Hy-Vee

LET ME EXPLAIN...  (1) I like to have a plan with room to be agile and move quickly toward a goal.  (2) I’m always an optimist. No matter the challenge, there is always a solution and a lesson to be learned.  (3) Providing value to your customers is an absolute must. Value is created—not just by price—but by how you treat a customer and make them feel throughout their shopping experience.  (4) I typically listen more than I talk. When I do speak, it’s after I’ve had the chance to hear and consider others’ opinions on the topic. I genuinely enjoy listening to others.  (5) Long-term strategies are the goal you are working toward. You must know where you are going in order to be able to get there—while still having agility to adjust along the way.  (6) I prefer working in the office. I like being around our team and having the ability to talk face to face.  (7) My favorite dessert is an authentic key lime pie, so pie it is.
For our Baking 9-to-5 story, assistant editor Amanda May tracked down a Tigerhawk waffle iron in Burge Market Place to create a critical prop for our photoshoot with alumnus Sarah Monson (see page 12). Once the waffle iron was pulled out of storage, baking the waffle brownie comically took place on the desk of the incredibly accommodating UI Housing and Dining staff member Josie Neumann, who didn’t flinch even as hot brownie batter overflowed onto her desk.

—REBEKAH TILLEY
BODILY INJURY

Discover why you shouldn’t write off a career in Iowa’s insurance industry on page 6.