

DAHL SCHOOL OF BUSINESS NEWSLETTER

FEBRUARY 2010

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DID YOU KNOW?

Only 37% of the 2400+ business programs in the U.S. are accredited by one of the two premier accreditation bodies: ACBSP or AACSB. The Dahl School of Business is accredited by ACBSP, the leading specialized accreditation association for business education focused on teaching excellence. The ACBSP emphasizes scholarly research as a means to improving classroom teaching. Its focus on student-centered education is perfectly aligned with the DSOB's mission, vision, and core values.

MESSAGE FROM THE DEAN, TOM KNOTHE



The Dahl School of Business (DSOB) takes many steps to help ensure that its students receive an excellent business education, including the following:

- ◆ Providing caring, dedicated faculty who are capable of teaching business theory and helping students understand how that theory is applied in the business world;
- ◆ Measuring, analyzing, and updating all program and course objectives;
- ◆ Surveying employers and alumni to gain their valuable insights;
- ◆ Providing resources to keep faculty current with business and education trends;
- ◆ Assembling an experienced advisory board to gain feedback from our community's business leaders; and
- ◆ Maintaining ACBSP accreditation to ensure continuous improvement in all facets of the education it delivers.

Our school's focus on continuous quality improvement ensures that DSOB students gain the right skills and competencies from their educational investment. In the end, our students are well prepared to compete for the best jobs and find it easier to gain acceptance to graduate school. Your DSOB degree will give you the education you need and employers want.



"A head for business. A heart for the world."

To achieve its goal of teaching others about financial literacy, Viterbo's SIFE team recently hosted a Lunch 'n Learn session for the Viterbo community on various personal financial topics. On Thursday, February 11, Kristi Weber, Vice President of Sales for Community Credit Union, presented the negative and positive effects of credit cards, how to safely use credit cards, and how to establish a personal budget. Results from her presentation showed:

- ◆ 58% of the participants said they would place a greater importance on being financially fit after participating in this presentation
- ◆ 34% reported they would likely change their spending habits after this presentation
- ◆ 21% stated they would cut up 1 or more of their credit cards after participating in the presentation
- ◆ Many participants gave the team more ideas for future sessions

On Saturday, Feb. 20, the financial literacy project team will present "Money Matters" to local high school seniors about the importance of budgeting their money and avoiding the dangers of credit card offers once they are financially independent from their parents.

FROM THE MBA CORNER

Two weeks ago, graduates of Viterbo's MBA program gathered to network and reconnect. The evening also provided leadership development on the topic of *conflict resolution in the workplace*, with guest presenter and organizational consultant, Rosalie Hooper Thomas. During the evening, graduates shared personal and career successes that have been achieved since the completion of the MBA program. Pictured here are colleagues from the MBA class of 2008 (left to right: Jennifer Kuderer, Associate Director of LADCO; Deborah White, Winona City Council Member, Consultant/Trainer; Sigried Johnson, Performance Measurement Specialist at WI Collaborative for Healthcare Quality; Ed Johnson, President of Necal Corporation; Joann Schumer, Director of Human Resources for New Lisbon Correctional Institute).



MISSION: THE DAHL SCHOOL OF BUSINESS VALUES EVERY STUDENT AND PREPARES EACH ONE TO MAKE A DIFFERENCE AS AN ETHICAL AND EFFECTIVE LEADER IN ORGANIZATIONS AND SOCIETY.



VITERBO
UNIVERSITY

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STUDENT SPOTLIGHT MISS AMERICA CONTESTANT



My name is Kristina Smaby, a 23-year-old, proud native of Holmen, Wisconsin. In 2005, I graduated from Holmen High School. In high school I had my heart set on attending Viterbo University because of its faith oriented energy and reputation. I now have one semester remaining before graduating, when I will earn a bachelor's degree in Business Management. Throughout my education at Viterbo, I discovered a lot about what exactly I wanted my future to entail and ended up changing direction with the type of business I wanted to open. Viterbo inspired me to develop a new passion with one that was already vibrant in my life.

While growing up, my grandpa lived with my family. The relationship that I developed with my grandpa has forever colored my perspective on life. When my grandpa passed away in 2000, I immediately realized the importance of bridging generations through everyday experiences. I wanted to do something in memory of him, so I founded a program called "Connecting Generations". This program is helping our society break the social barriers that exist between generations. When I visit schools and ask the children how often they talk to grandma and grandpa, it's sad to see how many don't have a relationship with their grandparents, and they surely don't realize how valuable that relationship could be. Children need positive role models, and older adults are looking for ways to keep active. With the unprecedented number of new retirees in our country, now more than ever is the time to connect baby boomers with younger people and "connect the generations".

After this program took off, I decided to start competing in the Miss America Program, where I was able to have a voice in my community and promote Connecting Generations. I held four local titles where I had the chance to compete on the Miss Wisconsin stage. Finally, on my fourth attempt, I was blessed with the job of Miss Wisconsin 2009. Through my journey, I have earned thirty-five thousand dollars toward my education at Viterbo and an opportunity to take Connecting Generations by storm and travel the great state of Wisconsin. I travel most everyday

to different communities in Wisconsin as a role model, proud Viterbo student, and ambassador for Connecting Generations. The once small program of Connecting Generations has now blossomed into a statewide concept. I have organized three intergenerational fairs and an intergenerational prom while building relationships with organizations such as RSVP (Retired Senior Volunteer Program), CWAG (Collation Wisconsin Aging Group), and BBBS (Big Brothers Big Sisters of America.)

Today as I near graduation, I stand confidently in the direction of opening up a national chain of intergenerational family support centers that provide integrated child and adult day care. Through my courses at Viterbo, I discovered that this career path is the epitome of my life passion and work. I'm so blessed that Viterbo has provided me with the tools and life skills to feel confident with all that I do through the Miss America Program and my future career.

NOBEL PRIZE WINNER TO VISIT IN APRIL

The Dahl School of Business is honored to host Gary Becker, Ph.D., at Viterbo University on April 14 and 15. His list of accomplishments includes:

- 1992 Nobel Prize winner in Economics
- 2007 Presidential Freedom Award
- 2000 National Medal of Science
- 1967 John Bates Clark Medal of the American Economic Association

Dr. Becker is recognized for his expertise in human capital, economic incentives and economics of the family. Dr. Becker will be on the Viterbo University campus for a 7:30 p.m. public presentation Wednesday, April 14, in the Fine Arts Center. Dr. Becker's presentation is entitled: The Worldwide Boom in Higher Education, Especially for Women. Additionally, Dr. Becker will offer comments to students, alumni, faculty, advisors and administration Thursday morning, April 15, at a continental breakfast at 8:15. An 80 minute lecture will be presented for all business students, SIFE members, Rotaract members, MBA students, faculty and advisors at 9:30 a.m..

For additional information, please contact Todd Ondell, jtondell@viterbo.edu.

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NEWSLETTER****VITERBO**
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LEADERSHIP AT NOON SERIES**RAMONA GONZALEZ**

On January 26, the D.B. Reinhart Institute for Ethics in Leadership and the Dahl School of Business sponsored the next in the series of Leadership at Noon events. The guest was Ramona Gonzalez, La Crosse County Circuit Court Judge. Although past speakers have typically come from the corporate environment, Judge Gonzalez helped demonstrate that leadership is an important quality and presence in other sectors.

Judge Gonzalez emphasized that one's background and past experiences play an important role in leadership. She described children as sponges, absorbing the environment and experiences around them. Born in the Dominican Republic, Judge Gonzalez's experiences involved challenges such as those encountered by her family as a result of her father's involvement in politics; for the same reasons he had become a doctor, he became involved in politics to help improve the lives of citizens under the dictatorship in existence at the time. As a result, the entire family was eventually forced to flee the country, which is how Judge Gonzalez came to the United States.

Judge Gonzalez continued to be that sponge, soaking up knowledge, opportunities, and challenges in Chicago and New York State before eventually moving to La Crosse. She practiced law for 13 years and then progressed to serve on the bench in 1995. Through her leadership, Judge Gonzalez has earned a great deal of respect by making changes for long-term benefits versus focusing on short-term "band-aids". For example, her leadership was key in reengineering judicial process with the "one judge, one family" change; not only do members of the same family now benefit from consistent attention, but the judges also benefit by having full knowledge of the family's entire situation, enabling them to provide more efficient and effective assistance.

In addition to hearing about Judge Gonzalez's impressive background and leadership, the Viterbo students and other attendees had the opportunity to learn her perspective on volunteering and giving to the community. She stated that when she was a young adult, volunteering and service were much different than they are today. She is proud of how volunteering and service is a natural part of today's young adults; they don't contribute simply to receive something in return but because they know it's for the greater good. It is a good reminder that the Viterbo community is making a difference by providing a service culture and nurturing students to continue the tradition in the world around them.

Judge Gonzalez's visit was very well received. The next Leadership at Noon event is from noon to 1:00 PM on Tuesday, March 16, in the Reinhart Center Board Room, with Matt McPherson, CEO of Mathews, Inc (see below). All are welcome; the events are free and open to the public. Audience members may bring their own lunch or purchase a box lunch for \$5.

MATT MCPHERSON

Mathews, Inc. founder and CEO Matt McPherson will share the story of his company's success as part of Viterbo University's Leadership at Noon series Tuesday, March 16 in Reinhart Center room 107.

Based in Sparta, Mathews is a leading manufacturer of compound bows and other archery equipment. The company was launched in 1992 with two employees. Today, the business has 240 employees at three local facilities that produce archery equipment for authorized dealers all over the world.

McPherson's development of single cam technology, or the SOLOCAMÒ, revolutionized the archery industry by making Mathews bows lighter, faster, quieter, and powerfully accurate.

Mathews is one of the largest selling archery manufacturers in the world. McPherson credits his management philosophy, "people first, business second" for much of his company's success. Mathews prides itself on "providing quality jobs that support families, provide competitive benefits, and a working environment second to none."

We look forward to a motivating presentation on March 16!

NEWS



Brooks



Oelfke

- ◆ Brooks, Rochelle, Ph.D., and Courtney Grotz, Nursing major/Management minor, presented a paper at the International Applied Business Research Conference on January 4. The title of the paper was "Implementation of Electronic Medical Records: How Healthcare Providers are Managing the Challenges of Going Digital." They received the most votes for "Best Paper Award" for their session. They were recently notified that the paper was accepted for publication in the [College Teaching Methods & Styles Journal](#).
- ◆ Brooks, Rochelle, Ph.D., presented a paper at the International Teaching and Learning Conference on January 5. The title of the paper was "The Development of a Code of Ethics: An online classroom approach to making connections between ethical foundations and the challenges presented by Information Technology." Brooks received the most votes for "Best Paper Award" for her session and recently received notification for pre-acceptance in the [American Journal of Business Education](#).
- ◆ Oelfke, Alissa, M.B.A., was the keynote speaker at the Ladders to Success conference on February 20. She addressed Upward Bound students and their parents on "The Importance of Lifelong Learning".

**WE MAKE A DIFFERENCE IN OUR STUDENTS' LIVES
SO THEY CAN MAKE A DIFFERENCE IN THE WORLD**

SUSTAINABILITY

Increasingly, businesses view sustainability as an effective mechanism to enhance profitability and long-term viability. The concept of sustainability can be understood as meeting our present needs without compromising the needs of future generations. Applied to business, this equates towards an orientation to align environmental, social, and economic considerations into operational decision-making, strategy, and practices. The adoption of a sustainability platform provides businesses a whole host of benefits: improved performance, increased market share and customer loyalty, superior competitive advantage, maximized efficiency, and overall reductions in operating costs. Many prominent U.S. companies (e.g., Walmart, General Electric, and Proctor & Gamble) have rigorously pursued sustainability and have produced significant positive results. Given sustainability has gained momentum in the business community, it has become increasingly important to retain a capable workforce knowledgeable about sustainability principles and practices.

The Dahl School of Business acknowledges that sustainability will continue to shape the business community and play a key role in the long-term success of businesses. To that end, the Dahl School of Business has actively sought to integrate sustainability into our curriculum and academic programs. Our courses effectively prepare future leaders to make knowledgeable and meaningful contributions toward sustainability aims in businesses and the community. Currently, our undergraduate offerings have several courses with sustainability themes. Additionally, our 4+1 MBA program has a primary focus on sustainability. We believe our students will greatly benefit from our commitment to instruction and outreach focused on sustainability.

FACULTY SPOTLIGHT

The focus of this issue's faculty profile is Dr. Rochelle Brooks, Associate Professor. Rochelle came to Viterbo in 1998 from Franciscan Skemp Healthcare where she was responsible for computer training for staff at three hospitals and 13 clinics. In addition to doing corporate training she taught for Western Technical College for seven years prior to coming to Viterbo. Her business experiences include retail management, sales and marketing, and retirement plan management in addition to her work in the information systems field.

"It's been a great advantage for me to be involved in different aspects of business in addition to my work in information systems," according to Rochelle. Students enjoy and appreciate the experiences that Rochelle shares in the classroom.

Rochelle has taught a variety of courses at Viterbo including Management Information Systems Concepts and Applications, Ethics and Technology, Project Management, Business Reporting, and Ethical Leadership and Sustainability. She is also the research advisor for the 4+1 MBA program and facilitates the series of three courses as she advises the students in the completion of the MBA thesis. Rochelle is the lead instructor for two courses in the School of Graduate, Professional, and Adult Education.

Dr. Brooks is the recipient of a research fellowship from the D. B. Reinhart Institute for Ethics in Leadership and recipient of a grant from the Wisconsin Foundation of Independent Colleges for the development of an Ethics and Information Technology course. Rochelle is a past recipient of the Outstanding Academic Advisor Award and has served as a subject matter expert in the area of information technology ethics on professional development projects.

Rochelle received her Ph.D. from Capella University in 2001. Her dissertation was titled "The Ethics of Data Privacy in an Electronic Marketplace: A Multiple Case Study of the Privacy Policy Notice and the Incorporation of Fair Information Practice Principles." Much of Rochelle's doctoral work focused on the ethical challenges presented by Information Technology. She was the alumni speaker at the Capella University Ph.D. Colloquium in Dulles, VA, in October in 2004.

Rochelle has had her research published in journals such as [Contemporary Issues in Education Research \(CIER\)](#), [Journal of Business & Economics Research](#), and [Review of Business Information Systems](#). She has recently received initial notification of publication acceptance in the [College Teaching Methods & Styles Journal](#) and the [American Journal of Business Education](#).

Dr. Brooks is appreciative for the unique opportunity she has been given to work with Viterbo students as they develop skills in software applications, business writing, and informal and formal research while understanding the ethical challenges presented in each of these areas. "It's an honor to be part of a process that contributes to the growth of Viterbo students in this way," according to Rochelle. "It's great to be a part of the Viterbo family!"

Rochelle is the mother of an eight-year old daughter who loves dance classes, piano lessons, gymnastics, reading, and..... visiting Viterbo (because she knows which offices have the candy available).



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