

Impact

m a g a z i n e

MICHIGAN TECH
COLLEGE OF BUSINESS

2020-21 | VOLUME 11

IT'S GAME ON IN THE COLLEGE OF BUSINESS

Huskies Find Success in Class
and Competition

PAGE 16





Words associated with the COVID-19 pandemic: challenging, fear, isolation. Words I associate with our Huskies' response to these uncertain times: adaptable, responsible, focused. During this time of uncertainty and hardship, I am proud of how our students, faculty, and staff have responded in the face of change, the likes of which our most tenured faculty have never encountered before.

While the coronavirus has consumed much of our thoughts and energy in 2020, our students, guided by their MTU mentors, pivoted and persevered toward their goals: Summer internships were accomplished, extra classes taken, new connections made through virtual opportunities, and service provided to local communities and businesses.

And our faculty, who last spring were in the trenches navigating sudden distance learning to support students, quickly resumed their research endeavors with renewed vigor before once again modifying course content to be delivered in novel and safer ways.

Our mission to prepare students for a nimble business world driven by technology is vital for tomorrow's economy. To help more students access an MTU business degree, our generous alumni responded in the midst of a lockdown with additional financial support for students. Our size and close connections between students, faculty, and alumni are advantages during COVID times. Tomorrow is unknown, but today the College of Business at Michigan Tech is in many ways stronger than ever before.

In the 2020-21 edition of *Impact*, I invite you to read about the opportunities within the College of Business and the diverse people and experiences that make this such an incredible place for a high-quality business education, even during tough times.

Sincerely,
Dean Johnson,

A handwritten signature in black ink, appearing to read "Dean Johnson".

Dean, Michigan Tech College of Business
dean@mtu.edu



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Impact is an annual print and digital publication produced by the Michigan Technological University College of Business. Notes to the editor may be directed to business@mtu.edu

ACHIEVEMENTS AND NEWS



ACADEMY OF BUSINESS INDUCTEES

The Michigan Technological University College of Business (COB) announces its newest inductees to the esteemed Academy of Business. These individuals join a group of leaders in business and civic affairs, as well as those who have contributed significantly to the growth and development of the COB.

David W. McBride '82, owner, McBride Remodeling Inc. and Northland Self Storage LLC

David McBride leads an award-winning team of highly trained professionals who are leaders in the home improvement and storage industry. His team uses environmentally friendly practices, including solar energy.

McBride has grown the construction division to become one of the top 500 in the country while delivering top-quality remodeling to discerning homeowners. In the storage division, he actively manages three facilities and more than 500 customer relationships.

Highlighted projects include developing a 25-acre industrial park in a former gravel mine, converting a drive-in theater into a commercial center, and receiving the Governor's Award for Historic Preservation in 2017 for the Douglas House renovation.

McBride and his spouse Joy are also proud supporters of scholarships for College of Business students and Michigan Tech Summer Youth Programs.

Dale F. Elliott '79, president and CEO, FCM Advisory Group, Ltd.

Seven members of Dale Elliott's immediate family have graduated from Michigan Tech.

After earning a TechMBA® in 1979, Elliott joined Brunswick Corporation as an advanced management trainee. He then spent 11 years with Emerson Electric, starting with the Dremel division as marketing manager.

Elliott was promoted to general manager of Dremel and was then selected to be vice president of marketing for the S-B Power Tool business. In 1995, he took a position with Snap-on Tools Inc. as president of the industrial and power tool business. He was named chairperson, president, and CEO of Snap-on Tools in 2001 and developed the strategy and tactical plans that set the stage for their future growth and profitability while addressing the economic impact of the September 11 attacks.

After retiring from Snap-on, Elliott was called on to become president of American Standard's Global Bath and Kitchen business. Currently, he is president and CEO of FCM Advisory Group, Ltd., a business consulting company he founded in 2007.

Elliott has served on the School of Business and Economics National Advisory Board and is a Michigan Tech Fund Life Trustee as well as a member of the President's Advancement Council.



Denise Blankenship '84, retired vice president of business analysis, Church Pension Group

Throughout her career, Denise Blankenship, who earned a BS in Business Administration from Michigan Tech, has held numerous positions in the information technology field with a focus on business analysis and resource management.

Most recently, Blankenship served as the vice president of business analysis at Church Pension Group (CPG), where she was a senior IT manager responsible for partnering with corporate business leaders to define, prioritize, and develop IT strategy for supporting both IT and business projects.

During her tenure at CPG, Blankenship established an enterprise business analyst program. She implemented numerous process improvement projects spanning web self-service, policy administration, document automation, and content management with a focus on efficient workflow automation.

In 2011, she received the Women in Insurance Leadership Notable Achiever Award.

Blankenship has served on numerous vendor customer advisory boards and is a member of the Presidential Council of Alumnae. She has also been active with the New York City alumni association, including hosting Applied Portfolio Management Program students in NYC.

Mark C. Roualet '81, executive vice president, Combat Systems

Mark Roualet is the executive vice president of General Dynamics for their Combat Systems group. This group includes three companies: European Land Systems, Land Systems, and Ordnance and Tactical Systems.

Roualet held positions of increasing responsibility throughout his employment with General Dynamics Land Systems, including plant manager, vice president of the Interim Brigade Combat Team program, vice president of Wheeled Vehicle Systems, and senior vice president and chief operating officer.

Roualet earned a BS in Business Administration from Michigan Tech and an MBA from the University of Dayton. He was recognized by Crain's Detroit Business Magazine as one of their "40 Under 40" executives and was awarded the Silver Star by the National Defense Industrial Association.

In 2019, Roualet was elected to the Council of Trustees for the Association of the United States Army, a nonprofit educational and development association serving America's total Army, soldiers and civilians, and their families.

View the complete listing of Academy of Business inductees: mtu.edu/business/people-groups/academy

ACHIEVEMENTS AND NEWS

OUTSTANDING STUDENTS IN BUSINESS



Jennifer Carolan '21

Originally from Rochester Hills, Michigan, Jennifer says her experiences in the Michigan Tech College of Business have helped her develop into a business professional while expanding her leadership skills through hands-on experience.

Jennifer is a member of the accounting club Beta Gamma Sigma and Pavlis Honors College. She also serves as an accounting tutor and a

tax preparer for the MTU Volunteer Income Tax Assistance Program.

After earning a BS in Accounting, Jennifer plans to continue her Tech education as a graduate student in the MS in Accounting program, before achieving her ultimate goal of becoming a CPA.



Jacob Mihelich '21

A native of Calumet, Michigan, Jacob feels that along with his rigorous education and top-tier professors, his time as an accounting major at Michigan Tech has presented him with once-in-a-lifetime opportunities, including traveling to Silicon Valley, visiting a Wells Fargo trading floor, and networking with successful business professionals around the country.

Jacob serves as treasurer for the finance club, is a member of the accounting club, and is a tax preparer for the Volunteer Income Tax Assistance Program. He is also a volunteer usher for the Calumet Theatre and a student ambassador for the College of Business. These experiences, along with a tax internship at a local accounting firm and an internship at Auto-Owners Insurance in Lansing, have enabled Jacob to get the most out of his MTU experience.

Upon graduation, he will pursue an MS in Accounting at Tech and plans to earn his CPA designation.

See more opportunities for undergraduate students in business: mtu.edu/business/undergraduate

COB STUDENTS PLACE HIGH IN CMU NEW VENTURE COMPETITION

Each year, Central Michigan University and Michigan Tech team up to offer students a chance to compete in CMU's New Venture Competition. Due to COVID-19, the competition was moved online.

Four Michigan Tech Husky Innovate students competed in the 10-minute pitch category and three, including two in the College of Business, won top prizes. Congratulations to this year's MTU winners:

First Prize—Ranit Karmakar with FOCUS, \$7,500

Second Prize—Mitch Delong (supply chain and operations management student) with FreightMate, \$3,000

Honorable Mention—Jake Soter (TechMBA® student) with SwimSmart, \$1,000

RECORD YEAR FOR STUDENT SUPPORT

Students in the Michigan Tech College of Business are uniquely supported by generous industry- and donor-sponsored scholarships, which are applied in addition to institutional, federal, and state financial aid.

In 2020-21, funds totaling nearly \$150,000 across 60 different sponsored scholarships were made available to incoming and current business students. This represents a 100 percent increase in COB scholarship funds from four years ago. Thanks to the generosity of alumni around the globe, the College of Business can make a high-quality business education accessible to even more hardworking students.

View our extensive list of sponsored scholarships: mtu.edu/business/resources/scholarships

And, read more about the Currey Scholarship and the Brule Business Scholars Award on page 23.



BUSINESS STUDENT EARNS SECOND IN BOB MARK BUSINESS MODEL COMPETITION

TechMBA® student Jake Soter won big at the 2020 Bob Mark Business Model Competition, taking home second place and \$1,000 with his innovation, SwimSmart Technologies. Together with his faculty mentor, Jake aims to make public beaches safer by using technology to communicate swim conditions faster.

A total of 18 students across 13 teams pitched business models to advance their innovation.

Judges from across campus and the community selected the winners and provided the teams with feedback.

This event is a tribute to the late Bob Mark, professor of practice within the College of Business who started the Elevator Pitch Competition at Michigan Tech. The competition recognizes his entrepreneurial spirit and its continuation at Michigan Tech.

Discover more about the Bob Mark Business Model Competition: mtu.edu/business/undergraduate/organizations/bobmarkbusinessmodelcompetition

APMP TAKES THIRD IN QUINNIPIAC COMPETITION

Students in the Michigan Tech College of Business Applied Portfolio Management Program (APMP) placed third in this year's Quinnipiac University Global Portfolio Competition, earning an annual return of more than 20 percent. Their return proved even more impressive when adjusted for the amount of risk pursued by the team compared to other universities.

The MTU undergraduate investment experience, open to students of all majors, has earned first in this global competition seven times. Prior to the COVID-19 pandemic, several students planned to attend the New York City-based competition and conference in person.

APMP students manage \$1.8 million of real money in the US stock market, where they present to clients and make their own investment decisions.

Learn more or support the program:

mtu.edu/business/undergraduate/organizations/apmp

MIDSIZED MTU EXCEEDING BIG TEN RESULTS

Federal College Scorecard data is in and the Michigan Tech College of Business shines! In fact, we are proud to be the top business college in the Upper Peninsula of Michigan.

When compared to other regional colleges offering similar programs, our graduates pull away from the pack in their early career salaries, which are higher than graduates from many Big Ten schools and 50 percent higher than grads from other UP schools.

- ✓ Higher Placement Rates
- ✓ Industry-leading Salaries
- ✓ Highest Graduation Rates

See the numbers for yourself: collegescorecard.ed.gov/data

ACHIEVEMENTS AND NEWS



SHEILA MILLIGAN, TEACHER OF THE YEAR

This year's College of Business teacher of the year is Sheila Milligan, senior lecturer in accounting. Students recognized Milligan for her enthusiasm, interactive teaching style, and dedication. One student remarked, "I was ready to change my major until I had a class with Sheila. She makes accounting easy to understand and enjoyable to do." Another statement of support said, "Sheila makes an effort to connect with each student and ensures they reach their goals and fullest potential."

Milligan said receiving the award helps keep her motivated. She also acknowledged longtime College of Business champions Joyce and Richard Ten Haken for supporting her as the Richard and Joyce Ten Haken Faculty Fellow in Accounting/Finance. "Their support of the College of Business and the accounting department is tremendously impactful and helps me do my job to support students," she said.

Q: Is there a saying you live by?

SM: Be humble and kind.

Q: Where did you work before you were a faculty member?

SM: I was the manager of a CPA firm, as well as the owner of my own CPA firm specializing in forensic accounting. After joining the faculty of the College of Business, I took some time off to be with my children when they were young, then returned full-time.

Q: Why do you think the accounting profession is important?

SM: Accountants are the sheriffs of the corporate world. It's easy for people to not understand the financial world and to be taken advantage of. It's our job to make sure people understand the corporate world as it relates to them and their personal financial decisions. A criticism I have of our profession is that it's too



Q: How do you spend your downtime?

"THE REASON I LIVE IN THE KEWEENAW PENINSULA IS BECAUSE I LOVE THE OUTDOORS AND SPEND MY FREE TIME MOUNTAIN BIKING, KAYAKING, HIKING, CROSS-COUNTRY SKIING, AND PLAYING HOCKEY."

complicated for anyone without a financial background to understand and needs to be simplified; however, the financial world is complicated and it is difficult to make something so complicated simple enough for people without a financial education to understand.

Q: How do you think the accounting profession is evolving?

SM: Coming from an auditing background, the standards are changing because everything is so connected. We need to change how we approach our auditing objectives from traditional methods to data-analytics-focused methods. As corporate data becomes readily available through the Internet of Things, we are able to identify false or fraudulent data through anomalies and then investigate, rather than the traditional method of tracing company documents.

Q: How do you stay current?

SM: I am a consultant focusing on forensic accounting. My two largest clients are investigative insurance fraud companies and I have other projects involving the sale of businesses with concerns about fraudulent financial statements.

Q: What is your favorite part of your job?

SM: My favorite part of my job is being on the College of Business Student Success Committee. One component of that committee is the Professional Blueprint Program, where I focus on getting students ready for their professional life after college. The second component is working with scholarships that help more students access an MTU education.

Connect with Milligan:

mtu.edu/business/people-groups/faculty/sheila-milligan

ACHIEVEMENTS AND NEWS

NEW MINOR—FINTECH

The financial services industry is associated with continued and rapid technological innovation, and is in the midst of a sea change in terms of the representation, exchange, and storage of value. In response to this opportunity, the Michigan Tech College of Business now offers a minor in financial technology. It is the only FinTech minor in Michigan, and was made available to students beginning in fall 2020.

Heather Knewton, assistant professor of finance, advises pairing a technological major with the FinTech minor. "The FinTech minor is for anyone, but designed to appeal to computer science, finance, engineering, and mathematics majors," she said. "Business majors who pursue the minor will benefit from greater technology skills and our most cutting-edge elective in FinTech, while computer scientists, engineers, and mathematicians will benefit from in-depth investments courses, including FinTech Foundations. FinTech differentiates our program, and students University-wide will benefit from the new minor."

See all of our opportunities to pursue minors in business:
mtu.edu/business/undergraduate/minors-certificates

MTU ACCOUNTING RANKS THIRD IN STATE

Prospective students looking for a top accounting program can look no further than Michigan Tech, whose program ranks third in the state among four-year public colleges and universities according to newly released rankings by College Factual.

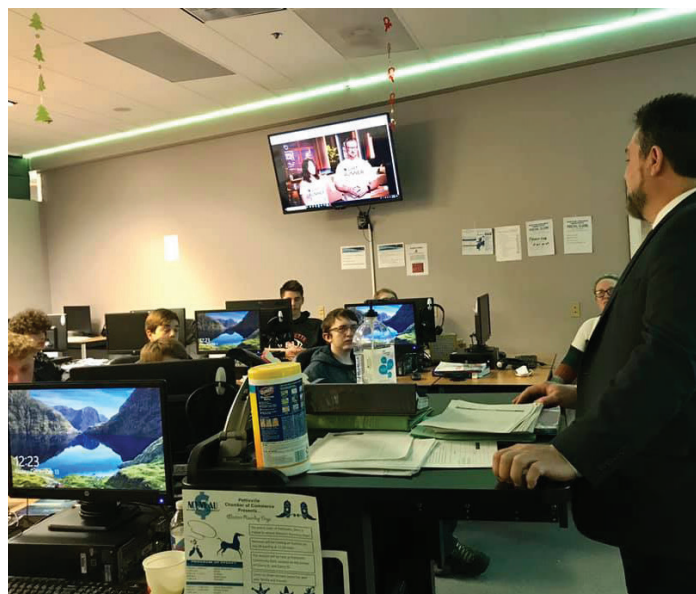
Michigan Tech accounting has achieved a number three ranking two years in a row.

Dean Johnson, dean of the College of Business, says it's the focus on technology in addition to attentive faculty that offer superior outcomes for Husky accounting graduates. "The accounting field is being driven by technology and a demand for data management," he said. "Our grads are uniquely prepared for high-level, high-tech careers in accounting because of our nimble curriculum led by top faculty who care."

Find out why accounting at Michigan Tech is a smart idea:
mtu.edu/business/undergraduate/accounting

NEW OUTREACH PROGRAM EXPOSES HIGH SCHOOL STUDENTS TO BUSINESS

The Husky Investment Tournament hosted this spring by the College of Business at Michigan Tech drew more than 300 high school business students from across the region to compete for a cash prize and scholarships toward a Michigan Tech education.



The competition utilized a virtual stock-trading tool and College faculty-led video modules to help high school educators lead engaging conversations and lessons of their own. Teams of three to four students received \$1 million in virtual US dollars to build a portfolio. The group with the highest-valued portfolio earned \$1,000 in prize money and all students who actively participated were awarded scholarships to attend Michigan Tech.

"The purpose of the Husky Investment Tournament is to offer more students more pathways to discover business opportunities at Michigan Tech," said Dean Johnson, dean of the Michigan Tech College of Business. "We want young people to understand that investing is the key to their retirement and we want to help demystify the stock market in a hands-on and dynamic way."

The Husky Investment Tournament is embedded into high school economics, business, and personal finance classes. Since its launch in September 2019, 600 students across Michigan, Wisconsin, Minnesota, and Illinois have participated.

High school educators or administrators can register teams online:
mtu.edu/business/tournament



COLLEGE OF BUSINESS IMPACT SCHOLAR 2020-21

The Impact Scholarship, organized by Michigan Tech's Admissions Office, Financial Aid Office, and College of Business, is an annual competitive award recognizing business majors and leaders at MTU. This year, 25 high school senior finalists from four states participated in leadership activities on campus and received renewable awards ranging from \$1,000 to full in-state tuition.

Ava Stoneberg, daughter of Lisa and David, completed her pre-college education at Port Huron Northern High School. Her accomplishments include serving as class president and leading her robotics team to the FIRST Robotics World Championship competition. Stoneberg was also active in the National Honor Society, Diversity Club, Ski Club, Renaissance Club, and Student Council. In addition to her studies in engineering management, Stoneberg plans to study abroad and participate in an internship during her time at Michigan Tech.

"I am so grateful for this opportunity to affordably achieve an education in such a highly regarded business program," Stoneberg said. "The majors offered are unique because of the blend of business and STEM. I know I wouldn't get an education like this anywhere else."

"Office staff were immediately impressed with Ava's poised and professional presence. We feel confident she will be an excellent ambassador for the Michigan Tech College of Business as she continues to develop her leadership and business skills as a student," said Allison Carter, a director of admissions at Michigan Tech.

In her free time, Stoneberg enjoys painting, hanging out with friends, and spending time in nature.



AMBARISH RAO
Management Information Systems

HOMETOWN:
Irvine, California

HIGH SCHOOL:
University High School

CAREER GOAL:
Start my own medical device company or medical practice.

My favorite brand is... Google because the company started in a garage and is now worth more than \$632 billion!

My business role model is... Jay-Z because he is an amazing human and business leader who constantly helps fellow performers while changing social justice and economic systems.

I'm most looking forward to being a Husky because... of the top-notch education and the opportunities that come with it. I'm also looking forward to joining an Enterprise and gaining real-life experiences.



ANDREW MAIERS
Engineering Management

HOMETOWN:
Fort Gratiot, Michigan

HIGH SCHOOL:
Port Huron Northern High School

CAREER GOAL:
Become a manager of an engineering team or an engineering firm.

My favorite brand is... Apple because they always release good products that work well together and appeal to customers.

My business role model is... Mark Cuban because he is smart, successful, and has a good time while working.

I'm most looking forward to being a Husky because... I will get to make so many new, close friends.



BEN JONES
Engineering Management

HOMETOWN:
Howell, Michigan

HIGH SCHOOL:
Howell High School

CAREER GOAL:
Work in space exploration.

My favorite brand is... SpaceX. As of writing this, they have successfully launched two astronauts to the International Space Station!

My business role model is... Gaston Glock.

I'm most looking forward to being a Husky because... of the superior education and location. I love skiing, swimming, and being outside!



SARAH GILBREATH
Management Information Systems

HOMETOWN:
Chelsea, Michigan

HIGH SCHOOL:
Chelsea High School

CAREER GOAL:
Work for the FBI.

My favorite brand is... Pela, because they care about the environment and all of their phone cases are 100 percent biodegradable.

My business role model is... Lee Iacocca because he was always able to step into struggling companies and help them become profitable.

I'm most looking forward to being a Husky because... of the close-knit community and the opportunities Tech offers.



KEVIN HOEFER
Management Information Systems

HOMETOWN:
Midland, Michigan

HIGH SCHOOL:
Midland High School

CAREER GOAL:
Be a major contributor in the sports industry.

My favorite brand is... the NBA because I really enjoy their product and they have done a phenomenal job expanding their influence through social media and reaching young fans to grow the game.

My business role model is... Bill Gates because he revolutionized the workplace. Additionally, he has used his wealth for philanthropy, and has become a leader on key issues facing our world today.

I'm most looking forward to being a Husky because... there's so much to do on campus and there is a strong sense of community.

IMPACT SCHOLARS



JADEN DIETZ
Construction Management

HOMETOWN:
Dansville, Michigan

HIGH SCHOOL:
Dansville High School

CAREER GOAL:
Oversee my own construction company.

My favorite brand is... Ford. They have been in the automobile business for a long time and know how to make a quality product.

My business role model is... my father. His attention to detail is like none other. He taught me "to do the job right or don't do it at all" and I strive to have that same level of integrity.

I'm most looking forward to being a Husky because... of the career opportunities. I am also looking forward to outdoor and recreational experiences near campus.



OWEN WATSON
Engineering Management

HOMETOWN:
Otsego, Michigan

HIGH SCHOOL:
Otsego High School

CAREER GOAL:
Serve as the project manager of a large-scale engineering firm.

My favorite brand is... Patagonia because they sell outdoor products and gear that I can use in the activities I am involved in.

My business role model is... Larry Page. Not only is he from Michigan, but he used the limited resources and opportunities he had to create the most used and well-known search engine in the world—Google. I look up to the successes and ideas he created for himself.

I'm most looking forward to being a Husky because... I will have the resources and relationships available to learn and grow in the direction of success.



LUCAS KENDALL
Engineering Management

HOMETOWN:
Cadillac, Michigan

HIGH SCHOOL:
Cadillac High School

CAREER GOAL:
Reduce fast-food packaging waste as a packaging engineer.

My favorite brand is... Amazon because I bought stock in the company and it did really well.

My business role model is... is Shaquille O'Neal because he invests in and represents a lot of different companies, and he takes the time to do research to make sure he truly believes in them.

I'm most looking forward to being a Husky because... of the great education and having the opportunity to be able to participate in lots of awesome extracurricular activities.



KIERAN ROWAN
Engineering Management

HOMETOWN:
Savage, Minnesota

HIGH SCHOOL:
Prior Lake High School

CAREER GOAL: Contribute to preventing global warming, and support the future of humanity.

My favorite brand is... Samsung. I have always really liked their phones, as well as their TVs and hard drives.

My business role model is... Dean Kamen. After working hard on helping invent the segway and iBOT wheelchair, he went on to establish FIRST, a nonprofit organization that helps kids become more involved in business and engineering.

I'm most looking forward to being a Husky because... the campus and the environment all feel like home, plus I know that Michigan Tech will be great for learning the engineering aspect of my major.



MAGGIE ZIMMERMANN
Marketing

HOMETOWN:
Brighton, Michigan

HIGH SCHOOL:
Hartland High School

CAREER GOAL:
Start my own business in the insurance or medical sales field.

My favorite brand is... On, because they build amazing running equipment/shoes.

My business role model is... my dad because he started his own company in the auto business.

I'm most looking forward to being a Husky because... the location is stunning and there's so much to do.

**CHELSEA RHEAULT***Accounting***HOMETOWN:**

Lake Linden, Michigan

HIGH SCHOOL:

Lake Linden Hubbell High School

CAREER GOAL:

Become a CPA.

My favorite brand is... Google, as it has flawlessly integrated its way into everyday life—it is almost impossible to imagine a world without Google!

My business role model is... Jeff Bezos, as his innovative efforts changed e-commerce into a shopping website that contains virtually anything you can think of.

I'm most looking forward to being a Husky because... I am excited to surround myself with others who are on a similar career path as me; I am also looking forward to all of the opportunities and friendships that I will soon make.

**NICK STANKOVICH***General Business/Finance***HOMETOWN:**

Milford, Michigan

HIGH SCHOOL:

International Academy West

CAREER GOAL:

Find my passion.

My favorite brand is... Ten Tree because they make high-quality, fashionable clothing while also promoting environmental values.

I'm most looking forward to being a Husky because... of the great education and outdoor activities.

**HANNA HILTUNEN***Accounting***HOMETOWN:**

Appleton, Wisconsin

HIGH SCHOOL:

Appleton North High School

CAREER GOAL:

Land a position in the forensics accounting world.

My favorite brand is... Disney because they are always at the top and competing brands/companies are always chasing them. They also have something entertaining for everyone.

My business role model is... Bob Iger (former Disney CEO).

I'm most looking forward to being a Husky because... I love the campus, the location, and the new people I will meet.

**DAVIS NUNNALLY***General Business***HOMETOWN:**

Nashotah, Wisconsin

HIGH SCHOOL:

Arrowhead High School

CAREER GOAL:

Start my own business.

My favorite brand is... Polaris because I love the outdoors and I like to snowmobile. They are the global leader in powersports.

My business role model is... my dad because he owns and runs his own business, Lake Country Portering, LLC.

I'm most looking forward to being a Husky because... I enjoy playing hockey and snowmobiling. I'm looking forward to the great opportunities on campus and exploring all that Michigan Tech and Houghton offer.

**ETHAN KENNEDY***Management Information Systems***HOMETOWN:**

Plymouth, Michigan

HIGH SCHOOL:

Salem High School

CAREER GOAL:

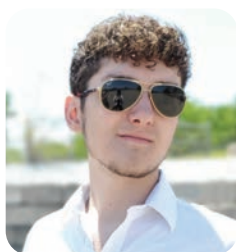
Become a data scientist.

My favorite brand is... Dr. Squatch, a soap brand that mainly advertises through YouTube in a very creative and convincing way. When companies stop taking their advertising so seriously, people don't mind waiting through a two-minute ad.

My business role model is... Elon Musk because of how many boundaries he pushes while always following his moral compass. Even when he messes up, he always manages to get back up and go even further.

I'm most looking forward to being a Husky because... of free mountain biking and snowboarding, the small-town feel of Houghton, and the positive environment at MTU.

IMPACT SCHOLARS



EVAN VALDÉS-CORNELL
Marketing

HOMETOWN:

Port Huron, Michigan

HIGH SCHOOL:

Port Huron Northern High School

CAREER GOAL:

Own several businesses ranging from clothing to real estate.

My favorite brand is... Versace because of the history behind it. It began as a childhood dream of Gianni Versace who, through his unwavering determination, grew the brand from a booth in Milan to a global fashion house.

My business role model is... my great-great-great grandfather, Rafael Alvarez, who pioneered the industrialization of coffee in El Salvador. He was a very dedicated man who never stopped working to grow his business and take care of his family.

I'm most looking forward to being a Husky because... I'm excited to get a diverse, technology-based business education, as well as meet new people and expand my network.



BLAINE WHEATON
Engineering Management

HOMETOWN:

Eaton Rapids, Michigan

HIGH SCHOOL:

Eaton Rapids High School

My favorite brand is... Wizards of the Coasts. There's always a sense of fun in what they produce.

My business role model is... Rae Darefsky, head marketer for the Choral Booster program. She single-handedly revitalized the program, creating new sources of income and optimizing sales of merchandise all while battling cancer.

I'm most looking forward to being a Husky because... of the reputation for excellence in all my fields of interest.



HENRY BASALA
Engineering Management

HOMETOWN:

Plover, Wisconsin

HIGH SCHOOL:

Pacelli Catholic High School

CAREER GOAL:

Start my own engineering firm.

My favorite brand is... Tesla. Elon Musk is a genius and he makes the company very future-orientated.

My business role model is... Elon Musk. The things he is doing with SpaceX and Tesla are out of this world (no pun intended). He is revolutionizing many different industries.

I'm most looking forward to being a Husky because... Michigan Tech will offer me so many opportunities—from joining clubs to playing recreational sports.



JORDYN ROBINSON
Accounting

HOMETOWN:

Negaunee, Michigan

HIGH SCHOOL:

Negaunee High School

CAREER GOAL: Become a CPA.

I'm most looking forward to being a Husky because... I am excited to have the college experience at Michigan Tech and meet new people.



MITCHELL FARNHAM
Accounting

HOMETOWN:

Bloomington, Minnesota

HIGH SCHOOL:

Academy of Holy Angels

CAREER GOAL:

Become a CPA for a company.

I'm most looking forward to being a Husky because... Michigan Tech has a really great atmosphere and I can't wait for Winter Carnival.



BRENNAN BURNS
Engineering Management

HOMETOWN:

Traverse City, Michigan

HIGH SCHOOL:

Traverse City West Senior High

I'm most looking forward to being a Husky because... I know it is a highly rated school where I will be able to learn new things and meet new people.



IT'S GAME ON IN THE COLLEGE OF BUSINESS

Student-athletes play an important role in the Michigan Tech College of Business (COB), with nearly 20 percent of all athletes on campus studying a business major. Our Huskies know how to focus on goals in class and on the court, field, track, and ice. And, business student-athletes still find time to prioritize other life-changing experiences including internships, co-ops, study abroad, and more.

Our academic advisor works closely with athletics office staff and coaches to provide the unique support athletes need. In addition, COB faculty proudly cheer on MTU Athletics—many are season ticket holders!

3.5

Average GPA

58%

**Dean's
List**

91%

**Graduation
Success Rate**

BY THE NUMBERS A SNAPSHOT OF TECH STUDENT-ATHLETE STATS:

BY MAJOR

53%

ENGINEERING

19%

BUSINESS

22%

SCIENCES & ARTS

3%

TECHNOLOGY

3%

FORESTRY

70%

Male

30%

Female

HOMETOWN

60%

MICHIGAN

15%

WISCONSIN

9%

MINNESOTA

9%

OTHER
STATES

3%

CANADA

4%

OTHER
COUNTRIES

VITOR JORDAO: ENGINEERING MANAGEMENT STUDENT AND TENNIS HUSKY

Eu me chamo
Vitor e venho
do Brasil.



I am from Brasil, the warm and sunny country with a climate completely different from that of Michigan. You may wonder why I chose to come to a place known for its snow. The answer is quite simple.

Since I was 12 years old and starting to take the sport of tennis seriously, I have wanted to come to the United States to pursue a high-quality education on an academic and athletic scholarship, so that I could earn a degree while playing the sport I love. Today, I can say I accomplished that because I chose Michigan Tech, a place where I have the support to succeed in all aspects of my college career.

Life as a student-athlete has not been as easy as I thought it would be—especially having to wake up early to practice and going to bed late to catch up on classes that I missed while traveling with the team. Eventually, the demands became routine to me, as well as doing homework in the backseat of a bus on the way to a game.

The distance from my family and my culture has also been a challenge. Not being able to see my parents or my sister is tough at times, but the community at Michigan Tech—my coach, professors, teammates, and friends—have been supportive and I am happy about how this life that I chose for myself is working out.

Now, all I have to do is keep working hard over the next few years, keep up the good results both in class and on the court, and, as we say in my country, “collect the fruits” of all of it in the end.



QUESTION:

HOW DO MICHIGAN TECH BUSINESS STUDENTS LAND JOBS?

ANSWER:

CONNECTIONS

Our small size and long history of excellence as an accredited business college are real advantages for students. Classes are led by faculty, not teaching assistants, and are small enough for professors to get to know students individually—their names, backgrounds, strengths and career aspirations. These strong connections and other campus experiences lead to job opportunities for business students:

FACULTY BRIDGE STUDENTS AND INDUSTRY



The Michigan Tech College of Business is large enough to lead and small enough to care. For example, engineering management faculty Roger Woods was personally invited to attend Milwaukee Tool's recruiting symposium in Brookfield, Wisconsin. En route, he made stops to top Tech employers Kohler and Greenheck Fan, who hire business students for internships, co-ops, and full-time roles. Like many of his colleagues, Woods has also gone inside Ford Motor Company and Detroit Diesel during campus breaks, forming personal relationships with industry leaders to better connect students to sought-after positions.

CAREER DAYS LINK STUDENTS TO OPPORTUNITIES—RIGHT FROM CAMPUS



Aside from hosting some of the nation's biggest career fairs, Michigan Tech also organizes more informal career events throughout the year. Recruiters from specific regions or industries set up in the heart of campus to catch Huskies' attention between classes. Often, casual conversations with company reps lead to opportunities for valuable summer internships. It's true that first-year students can land internships this way in their first week of classes!



STUDENT ORGANIZATIONS BUILD PROFESSIONAL NETWORKS

Joining academic clubs and organizations allows business students on campus to network outside of class with other students in their field, as well as with industry professionals—often including successful MTU alumni. Many student organizations host guest speakers or travel to large cities—including Chicago, Minneapolis, and Manhattan—to visit companies. These engagements help students network with business professionals and learn about possible employers and careers.

BUSINESS ACADEMIC ADVISOR CONNECTS STUDENTS TO RESOURCES

The College of Business's own professional academic advisor, who is also a certified career coach, provides students with a weekly digest of news and updates, which often includes job and internship opportunities. Coupled with regular advising sessions, the close relationship between student and advisor leads to timely graduation and smart decisions relating to co-ops, internships, and full-time jobs.



SILICON VALLEY EXPERIENCE TRANSPORTS HUSKIES TO THE CENTER OF HIGH-TECH EXPERIENCES

The Silicon Valley Experience is an immersive experiential learning opportunity for students of all majors to tour and engage with technologically focused companies in Silicon Valley. Companies students have visited in the past include Google, Facebook, Capella Space, and Ford. Students not only learn about the companies they tour, they learn what drives innovation and are provided invaluable firsthand experience in today's cutting-edge technology.

Connecting with business professionals and becoming educated in today's ever-changing tech environment are just two ways Huskies stand out from the competition when competing for jobs and internships.



SO YOU THINK YOU CAN BE AN ENTREPRENEUR?

By Jason Mack '00 TechMBA®, MTEC SmartZone

What do you think of when you hear the word entrepreneur? Do you think of a famous personality? Perhaps some entertaining television show? Or maybe someone in your family comes to mind, someone who owns and operates a small business—like your mom, dad, or uncle?

I'm a Michigan Tech alumnus who has lived and worked in the Houghton area since graduating with degrees in mechanical engineering and business management in 2000. In my role as vice president of business development for MTEC SmartZone, I meet daily with entrepreneurs from varying backgrounds and experiences. There is a local network of support to help people—maybe even you—who want to stay in the Keweenaw by providing resources necessary to be successful.

So, what makes an entrepreneur great? And what makes a successful Michigan Tech entrepreneur? MTEC SmartZone summarizes success by one word: innovation.

Innovation is the application of better solutions that meet new requirements, unarticulated needs, or existing market needs.

You might think, "Being innovative will require me to invent something patentable. That is expensive and may take forever!"

Incorrect! Well, partially incorrect.

Stop and think about a product or service you used this morning, starting with your smartphone. Which apps did you use? Was it a news app or a social media app? Perhaps an app to track your health, calories, or perhaps a game? Do you think any of these solutions

hold patents? Surely, they MUST for being such a success, right?

For the most part, these apps or digital solutions do not in fact lean heavily on their patent portfolio.

The US Patent and Trademark Office, which is burdened with a backlog of patent applications, will often award patents without much scrutiny. This leads to the office allowing broad protections of patent requests. Then, when there is a dispute over intellectual property, the patent office in recent years has typically thrown out the claims; the patent is essentially null and void. A well-known example includes the disputes between Samsung and Apple.



.....
**Simply put, patents do
not equal innovation.
Patents without a use
are not innovative.**
.....

This tells us two things: First, if you intend to file a patent for your innovation, make sure it is specific and not overly broad. And second, if this is the current climate of patents, think: "How can I be successful?"

If innovators don't need patents to be successful, what do they need?

Find an unarticulated need that a customer is willing to pay for and jump at it. If you have something that someone is willing to pay for,

you've made it! You've found something. You have just become an innovator! Your success will now be measured in market share: How much of the market you possess, you own.

As you might guess, it's not as simple as it sounds. But like any project you've worked on—anything that you've built that takes time, thought, and effort—there is a path to success. The path is never straight, but with sound guidance and a willingness to listen and learn, you too can be an innovator. There are valuable resources in the Michigan Tech campus community that can help.

If you think you have the strength, perseverance, or *sisu* in you, and you're looking for a way to stay in this wonderful place, let's get started!

MTEC SmartZone is a nonprofit business not directly connected with Michigan Tech. We facilitate the creation and success of high-tech innovators. We work in conjunction with the local entrepreneurial ecosystem, including the Michigan Tech Office of Innovation and Commercialization, which coordinates and delivers services and programs connecting a vast array of expertise, services, and initiatives in basic and applied research, training and education, and more. In addition, the regional Small Business Development Center—housed within the Michigan Tech College of Business—offers webinars, training, business plan creation, and more.

Innovators, take your first big step forward and connect with resources available in this area that can help you stay and thrive here. There's no better time to begin than now.

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SCHOLARSHIP SPOTLIGHT



CURREY SCHOLARSHIP

High school seniors in Bellaire High School in Bellaire, Michigan, or Jefferson High School in Monroe, Michigan, who are interested in pursuing a business major at Michigan Technological University may be eligible for the Currey Scholarship, valued at \$2,500 or more, and supported by Michigan Tech alumnus Robert (Bob) Currey and his wife Pamela. Qualifying students are citizens of the United States, have earned a 3.0 minimum GPA in high school, and must maintain a 2.75 GPA as a Michigan Tech student. This award is given without preference to financial need.

This year's recipient is Luke Helsel, a graduate of Bellaire High School, where he was an accomplished downhill skier. In addition to his studies and sport, Helsel works on his family's Christmas tree farm. He is pursuing general business in the Michigan Tech College of Business.



BRULE BUSINESS SCHOLARS AWARD

A generous \$50,000 pledge made by Dave and Thu Brule led to 10 new scholarships for College of Business students this fall. The award program is designed to support students throughout their college career at Michigan Tech, offering \$2,000 the first year and \$1,000 per year thereafter up to their fourth year. Any College of Business student is eligible.

Zoe Knisley of South Lyon, Michigan, is one of this year's recipients. "The Brule Business Scholars Award has helped me go to school for what I love—marketing," Knisley said. "Without it, it would be harder for me to get the education I want and go into the field I'm passionate about."

ALUMNI ACHIEVEMENTS



EMPOWERING OTHERS: JAYLYN WILLIAMS-BOONE '18

Since his youth growing up in Flint, Michigan, Jaylyn Williams-Boone has been recognized as a natural leader. During his time as a finance major at Michigan Tech, Jaylyn served as a leader on the Undergraduate Student Government and the Huskies football team. He also earned the honor of Outstanding Man in Business and was selected to represent his class as the student graduation speaker for the 2018 Spring Commencement.

In these roles Jaylyn found that his ability to motivate others through speaking transcended city lines.

After earning a business degree at Michigan Tech, Jaylyn accepted a sales position with Inteva Products, an automotive parts supplier in Troy, Michigan, where he is responsible for managing customer relations and internal teams. In his free time, he continued engaging in motivational speaking, including visiting his former high school,

Carman Ainsworth, to meet with his former football coach and deliver powerful messages to the team.

Over time, his motivational engagements were growing larger in both attendance and impact.

Pairing purpose with passion, Jaylyn saw the potential to blend his speaking engagements with his entrepreneurial spirit. He looked for ways to continue improving, going as far as hiring a speaking coach. With time and practice, BuildWithBoone, a motivational coaching and consulting company, was launched. The mission: To educate, uplift, and empower individuals to live a purposeful life. Since starting, Jaylyn has conducted speaking engagements with schools, organizations, youth groups, and universities, as well as one-on-one coaching sessions with individuals looking to navigate a significant space on their journey.

JESSICA CHLOPEK '06 PROMOTED TO WILLIAM BLAIR MANAGING DIRECTOR

Jessica Chlopek earned her bachelor's degree in business administration/finance from Michigan Tech in 2006, graduating summa cum laude.

She currently works as a managing director at William Blair, a title she earned in 2019. Jessica started at William Blair as an entry-level sales assistant in 2007 and was promoted to associate within three months, then promoted again to senior sales rep in 2012. In her work, she interacts with some of the largest and most sophisticated hedge funds and mutual funds in the world.

Jessica maintains Series 7 and Series 63 licensing and has been involved in multiple industry-level events and panels, including the Women's Initiative Network (WIN).

She has participated in philanthropic efforts for the Greater Chicago Food Depository, the American Red Cross, and the Northwestern Brain Tumor Institute, among others. She also sits on the board of directors for Ireland-based Killarney Brewing & Distilling.

While at Michigan Tech, Jessica worked for the School of Business and Economics in a work-study program. She was a participant in the Applied Portfolio Management Program (APMP), Phi Beta Lambda, and was awarded the Women in Promise award in 2016. In 2018, she was inducted into the esteemed Presidential Council of Alumnae.

She has been an active alumna, providing support to both the University and the College of Business, contributing directly to the APMP program. She has hosted multiple Michigan Tech student groups in Chicago at William Blair's facilities.

Her husband Jason Chlopek also attended Michigan Tech, earning a degree in electrical engineering in 2007. He also holds a master's from the Illinois Institute of Technology and works as an engineer for Sargent & Lundy. Jessica and Jason live and work in Chicago. The pair became proud parents, welcoming their new addition in 2020. In her free time, Jessica enjoys cross-training and practicing yoga.



CATCHING UP WITH JOSH RZEPPA '18 '19

Josh Rzeppa, a native of Sterling Heights, Michigan, turned Husky, is currently working in Detroit as an associate consultant for INVENSITY Inc. Josh earned his BS in Mechanical Engineering in 2018 before completing the TechMBA® in 2019 while running cross-country and track for the Huskies. He says the TechMBA® has advanced his career more than he ever thought possible. He leans on the MBA teachings every day in his work as an engineer:



"I was assisting an older, more experienced colleague with a business marketing strategy when I thought back to the customer experience map we created in Dr. Soonkwan Hong's class for the Keweenaw Mountain Lodge project," said Josh. "I pulled it up to see if it could help in my work setting. As soon as I showed my colleague, he was amazed at the quality and how systematic it was. We quickly saw the value of creating one for ourselves and got to work."

"The more experience I gain as an engineer, the more apparent it becomes that most workforce problems are not necessarily engineering problems. Creating and implementing a new process, meeting an ISO certification, or deciding what ERP system to use may start from the engineer's side of the aisle and offer solutions for the whole company. However, if you want to see sustained success, you must take into account the economics, marketing, corporate strategy, incentives, and company culture—elements traditionally outside of the engineer's sphere. The TechMBA® directly provided insight to these perspectives, allowing me to start out at a much higher level."

If you or someone you know is considering the TechMBA®, which can be completed in as little as one calendar year through evening classes, alumnus Josh is happy to speak to you about the program and its benefits. Connect with him at Josh.Rzeppa@invensity.com or 313-505-1967.

Q&A WITH JENNY APRIESNIG, ASSISTANT PROFESSOR OF ECONOMICS



Q: Tell us about your current research.

JA: My research falls in two categories. Under the environmental economics umbrella, I recently published work that examines the relationship between the energy efficiency of school buildings and student performance. Using data from a suburban school district, my co-authors and I show that creating energy-efficient school buildings does not necessarily come at the cost of student academic achievement.

The majority of my research is in natural resource economics where I create models that couple economic and ecological systems so that ecosystem disturbances (for example, the introduction of aquatic invasive species) and policy changes (for example, addressing the plastic problem) can be more comprehensively evaluated.

Q: What inspired you to get started in this work?

JA: I attribute my interest in environmental and natural resource economics to growing up on Lake Superior in Minnesota and caring simultaneously about the condition of the environment and well-being of my community. Before I knew what environmental and natural resource economics were, I knew that I loved the lake, and I also cared about job opportunities the resource created. Economics provided me with tools to evaluate policies related to economic activity and natural resources. Catching sea lamprey while fishing Lake Superior is what turned me toward studying invasive species of the Great Lakes.

Q: What role does technology play in your research?

JA: I wish I had more opportunities to do data collection myself, but at this point the technology I rely on is used by my co-authors in other fields, from sampling lakes to do population estimates to collecting data on the indoor environmental quality characteristics of schools. Without working with other fields, economic analysis wouldn't be possible.

Q: What trends are you seeing in your field?

JA: I see an increased use of geographic information systems (GIS) in economic analysis along with deployment of drones to survey resources. While the interdisciplinary nature of economics is nothing new, it's interesting to see ties between economics and other disciplines continue to develop.

Q: How do you use your research to improve your teaching?

JA: My research helps me relate concepts in class to real-world applications. The environmental and natural resource nature of my research allows me to show students that economics relates to areas people might not initially think of.

Q: Can students get involved in your research?

JA: Absolutely. I've already been fortunate to work with great students during my first two years at Michigan Tech. One positive of the research I focus on is that there are regional applications (Great Lakes invasive species) and global applications (dealing with plastics). Neither of these issues are going to be solved overnight and student input is invaluable.

Q: How do you think your research will impact the future?

JA: In addition to contributing to the stock of interdisciplinary work being done on environmental issues, hopefully my work will provide a means to evaluate complex environmental decisions and policies through an economic lens.

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