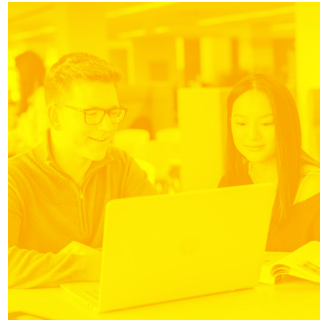


# Impact

magazine

MICHIGAN TECH  
COLLEGE OF BUSINESS

2021-22 | VOLUME 12



WHEN THE  
STUDENT  
IS READY  
THE MENTOR  
APPEARS

PAGE 16



I am pleased to announce that earlier this year the Michigan Tech College of Business (COB) earned an accreditation renewal after a rigorous review by the Association to Advance Collegiate Schools of Business. This achievement continues our tradition of excellence, having maintained the seal of quality for more than two decades.

The review process provided COB the opportunity to deepen our strengths—such as our demonstrated commitment to developing curricula centered on technology and analytics—as well as the opportunity to build, diversify, and grow. And we couldn't be more thrilled that you are a part of our exciting future!

Record-high applications during the 2020-21 recruiting season led to a vibrant fall semester, with nearly 100 new COB undergraduates charting their course in

person as business Huskies. The National Business Scholars Award continues to attract non-resident students from states as far away as Florida and Texas.

Overall, this is the largest incoming class the University has seen since 1982, accounting for a 23 percent increase in first-year student enrollment from fall 2020. Incoming academic credentials remain the highest in University history.

Over the last decade, the College of Business has seen a marked increase in our incoming freshman GPA, retention and graduation rates, and the number of degrees awarded.

Important partners in our growth in new first-year students include alumna Marie Cleveland '82 and alumnus Donzell Dixon '14. Dixon, a data analyst at Target Headquarters in Minneapolis and the owner and operator of Dixon Dynamics, a motivational education company, helps us bring the Husky experience to underrepresented minorities, serving as both an admissions liaison and a mentor. Cleveland, a retired worldwide account manager with FedEx, brings her unique perspective as both a graduate of COB, the chair of the COB Dean's Advisory Council, and a Tech parent. These Tech business champions help us to connect with more students and match them with critically important and generous scholarships. Through their energy and that of our smart students, our faculty are eager to lead another class through another year of hands-on exploration.

Sincerely,

Dean Johnson

Dean, Michigan Tech College of Business

dean@mtu.edu



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# ACHIEVEMENTS AND NEWS

## OUTSTANDING WOMAN IN BUSINESS MACY PAWIELSKI



Fourth-year management information systems (MIS) major Macy Pawielski is the Outstanding Woman in Business. Originally from Marquette, Michigan, Pawielski says that choosing Michigan Tech has been one of the best decisions she's ever made.

"I've not only had amazing career and leadership opportunities, but I've made friendships and professional connections—it's beyond anything I could have imagined for my college career," she says.

During her time in the College of Business, Pawielski restarted the Organization for Information Systems (OIS), providing fellow MIS students with networking opportunities while developing a close-knit community within the major. She is president of OIS and serves on the Dean's Student Advisory Council. She is also a member of the Women in Computer Science organization and has been named to the Dean's List every semester.

Off campus, Pawielski interned at 3M for two summers—once within the IT optimization team, followed by a role on the enterprise data quality team.

Jeff Wall, associate professor of MIS in the College of Business, says, "Macy is an outstanding student and leader on and off campus. She has demonstrated that through her passion and dedication she can make things happen. Macy will have a strong career as a leader in industry."

"I'm proud of all that I have accomplished over my years at Michigan Tech and I'm honored to receive such a prestigious award," says Pawielski.

## OUTSTANDING MAN IN BUSINESS CHRIS ARBUCKLE



Fourth-year management information systems (MIS) major Chris Arbuckle is the Outstanding Man in Business. The Lake Orion, Michigan, native serves as vice president of the Organization for Information Systems, treasurer of Phi Kappa Tau, vice president of administration for the Interfraternity Council, a member of the Order of Omega Honor Society, and was an Orientation Team Leader. He says that being involved in these campus organizations has given him opportunities to work with others, developing the leadership skills required for the future.

As an MIS student, Arbuckle has applied his classroom knowledge into a company website, consulted for a local business, and created a database for his fraternity to better manage membership information.

One of Arbuckle's MIS professors, Jeff Wall, says: "Chris is an excellent student and an active participant in the campus community. He demonstrates vision and carefully plans his path toward the future. He's developing into an amazing leader."

During the summer of 2021, he interned with 3M in the Transformation, Technologies, and Services program, where he worked with cloud computing migration. Upon graduating this spring, Arbuckle plans to pursue a career in business analytics, using his skills and experiences to find technical solutions for business needs.

Outside of his academic and career experiences, he enjoys snowboarding, mountain biking, and being outdoors.



## BREFFLE NAMED COLLEGE OF BUSINESS TEACHER OF THE YEAR



Enthusiastic, inspirational, and adaptable are how William Breffle's students describe the economics professor, and are attributes they felt worthy of the 2020-21 Michigan Technological University College of Business Teacher of the Year honor.

One student noted, "I had Dr. Breffle for many courses. He cares about students, cares about the curriculum,

and offers exquisite insight. The way he relates coursework to current events and trends is fantastic. He's the best professor I have had at Michigan Tech."

William "Bill" Breffle is an applied microeconomist specializing in environmental economics. Prior to joining Michigan Tech in 2007, he conducted economics research for Natural Resource Damage Assessments at Superfund sites.

Given the adaptations campus made during the COVID-19 pandemic, many of the undergraduate students who voted described Breffle's ability to maintain a high level of teaching both in person and over digital platforms, with one student saying: "He's the best teacher I've had over Zoom. He always wants to lead students to the answer and loves class participation."

Another student confirmed: "Dr. Breffle shows up to every class ready to teach. His enthusiasm is infectious and gives students energy to participate in class. It is clear he has a deep understanding of the material he teaches."

Breffle has published more than 25 research papers and 20 technical reports. Two of his journal articles have been selected for the International Library of Environmental Economics and Policy book volumes as "important and influential essays." Another publication co-authored by Breffle is listed among the top 200 "most influential" research papers in the discipline of environmental and ecological economics.

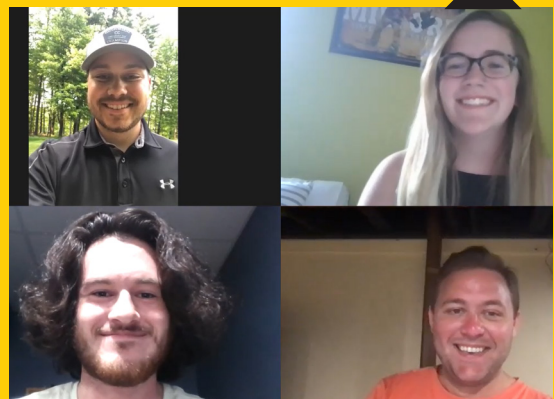
His research focus is on the Great Lakes and their broader ecosystems that help shape the industries, recreation, and culture of the people who live near them. Breffle's work aids in the development of policy management tools that sustain and protect the environmental and human-use services provided by these critical resources. He frequently involves students in his research activities.

## STUDENT WINS!


Emily Kughn (marketing and supply chain and operations management) and Jessica-Ann Woodard (management) participated in a national competition held by the American Marketing Association, the largest community for marketers recognized globally.



Business Huskies showed up in a big way during the 10th annual Western Michigan Project Management Institute collegiate project management competition—THE Project—where they took home first and third place.



# ACHIEVEMENTS AND NEWS



"Doing the easy things will not move us forward," says Goltz, whose research focuses on gender equity issues and related topics, including social power and equity.

## DIVERSITY AWARD WINNER SONIA GOLTZ

Michigan Tech's Diversity Award showcases faculty and staff who demonstrate exemplary commitment to initiatives that forward diversity and inclusion. Their contributions come in many forms, including recruitment, retention, teaching, research, multicultural programming, cultural competency, and community outreach. One of two 2021 Diversity Award winners, COB's own Sonia Goltz is committed to diversity in teaching, research, and service. She received a \$2,500 award and was honored during the annual faculty awards celebration in September.

Dr. Sonia Goltz is a lifelong champion of diversity and inclusion. The list of her accomplishments to our campus climate are extensive and span her entire career. She is a visionary leader who has implemented University-wide diversity programs while at the same time is willing to do the hard, grassroots-level work to foster change.

– Dean Johnson, dean, Michigan Tech  
College of Business



## TECH MARKETING STUDENTS PLACE THIRD

Three student members of the Michigan Tech chapter of the American Marketing Association (AMA)—Ryan Calkins (management), Emily Kughn (marketing), and Jaxon Verhoff (marketing)—demonstrated their marketing strategy competence at the AMA regional conference hosted virtually in late 2020 by the University of Wisconsin-Whitewater.



The students were selected as top-10 finalists at the online conference, where more than 800 students from 64 universities participated. They went on to place third, winning a cash award. In addition to this achievement, Michigan Tech was represented in the AcuRite Digital Marketing Strategy Competition and Gartner Sales Competition, where managers from the sponsoring companies served as judges.

"I am continually impressed with our students' willingness to try something new," states Junhong "Jun" Min, associate professor of marketing and advisor to the marketing organization on campus.

## STUDENT-RUN FUND SURPASSES \$2 MILLION

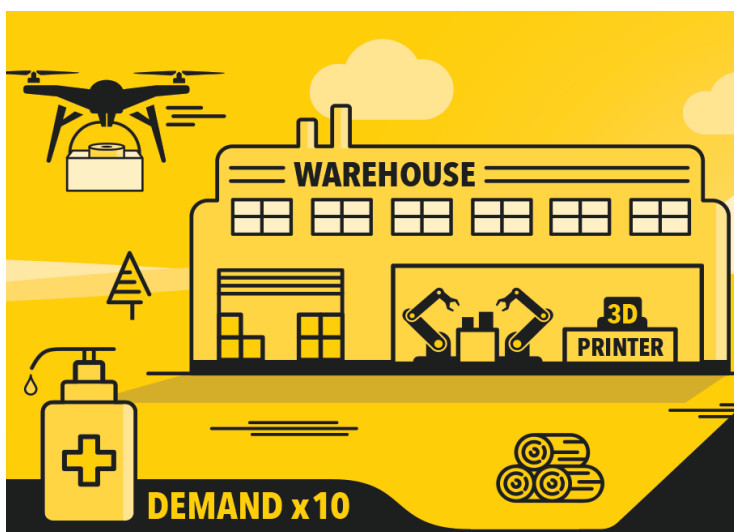


The Applied Portfolio Management Program (APMP) team boosted the fund, which started as \$20,000 two decades ago, to more than \$2 million!

Finance major Elisabeth Mattson, who was on the APMP team and also serves as Finance Club president, says that taking on the portfolio in such an uncertain and volatile year was a challenge. "Our team steadily grew the portfolio as the economy recovered, taking opportunities to invest in well-performing sectors, including consumer discretionary and industrials, and companies with strong valuations." Through their detailed analysis and discussions, the students continuously watched for opportunities.

"We made the decision as a team to sell off huge winners, such as CTRN, which we had more than a 700 percent return on," Mattson adds. APMP's overall return was a 45 percent increase from inception of the current team's management.

Learn how you can join: [mtu.edu/business/undergraduate/organizations/apmp](https://mtu.edu/business/undergraduate/organizations/apmp)



## GOING GLOBAL

College of Business students in the supply chain and operations management (SCOM) concentration are preparing for a once-in-a-lifetime study abroad trip to Germany in July 2022.

The faculty-led experience, organized by Assistant Professor Ulrich Schmelzle, will immerse Huskies in this sought-after career field. Students will build on theoretical concepts to learn, apply, and discover the real-world practice of SCOM across diverse industries, including aerospace and automotive production. Cultural excursions will complement the academic program, and students will gain interpersonal, intercultural, and German language skills.

Learn more: [mtu.edu/business/undergraduate/organizations/study-abroad](https://mtu.edu/business/undergraduate/organizations/study-abroad)

# COLLEGE OF BUSINESS IMPACT SCHOLAR 2021-22



Rachel Weyenberg graduated from Appleton East High School, where she was active as the vice president of competitive excellence in DECA, an association of high school business students. She credits DECA, which provides career development, social events, community service activities, and competitions, for helping her discover a passion for business and leading her to Michigan Tech.

"I fell in love with Michigan Tech and all the unique opportunities offered by the University," Weyenberg says. "What made me decide to attend MTU was how amazing the College of Business is. When I toured campus I met with both Associate Dean Buche and Dean Johnson. They made me feel welcomed and at home. I love the one-on-one attention each student receives and the hands-on approach."

At Michigan Tech, Weyenberg is pursuing construction management and plans to become active in Enterprise and land an internship. Supported by both the College of Business and the Department of Civil, Environmental, and Geospatial Engineering, the interdisciplinary construction management major was recently named the best construction management program in the state by Universities.com.

The Impact Scholarship, organized by Admissions, Financial Aid, and the College of Business, is an annual competitive award recognizing Michigan Tech business majors. Forty-one high school senior finalists from seven states were invited to participate in leadership activities via Zoom and received renewable awards ranging from \$1,000 to full in-state tuition.

"I am extremely grateful for the Impact Scholarship. This opportunity will allow me to further my education without the stress of out-of-state tuition. I know that I was meant to be a Husky."

**I love the  
one-on-one  
attention  
each student  
receives and  
the hands-on  
approach.**

– Rachel Weyenberg



# IMPACT SCHOLARS



## **ALLISON SZLACHTA**

### **HOMETOWN:**

Shelby Township,  
Michigan

### **HIGH SCHOOL:**

Lutheran High Northwest

### **MAJOR:**

Marketing

**I am most looking forward to...** joining the close-knit business community at Michigan Tech. The College of Business comes with vast opportunities while still maintaining a welcoming, friendly atmosphere that no other school can match.



## **JAYLEN BODY**

### **HOMETOWN:**

Warren, Michigan

### **HIGH SCHOOL:**

Chandler Park Academy  
High School

### **MAJORS:**

Accounting and  
management

**I can't wait to...** get involved in Tech traditions!



## **MARY CHRISTINE STEVENS**

### **HOMETOWN:**

Menominee, Michigan

### **HIGH SCHOOL:**

Menominee High School

### **MAJOR:**

Marketing

**My favorite business role model is...** Coco Chanel. She overcame every obstacle imaginable to create an iconic and everlasting brand.



## **MADISON MATTILA**

### **HOMETOWN:**

Houghton, Michigan

### **HIGH SCHOOL:**

Houghton High School

### **MAJOR:**

Accounting

**My business role model is...** my grandpa, who owned and operated a successful construction company for many years. He taught me that through hard and honest work, nothing is out of reach.

# IMPACT SCHOLARS



## JAKE WARDLE

### HOMETOWN:

Orchard Lake, Michigan

### HIGH SCHOOL:

West Bloomfield High School

### MAJOR:

Finance

**I want to see...** the northern lights and explore the beautiful landscape of the Keweenaw Peninsula.



## ALEXA DEMBROSKI

### HOMETOWN:

Superior, Wisconsin

### HIGH SCHOOL:

Superior High School

### MAJOR:

Accounting

**My favorite brand is...** Kwik Trip, the gas station chain, which was founded in my home state of Wisconsin. They truly adhere to their core values of innovation, hard work, and humility. They also offer generous employee benefits, including profit sharing and tuition assistance.



## HANK LARSEN

### HOMETOWN:

Neenah, Wisconsin

### HIGH SCHOOL:

Neenah High School

### MAJOR:

Economics

**I'm here for...** all the learning opportunities, and the chance to live in such a beautiful area.



## ABBY ROSS

### HOMETOWN:

Houghton, Michigan

### HIGH SCHOOL:

Houghton High School

### MAJOR:

General business

**I'm eager to learn...** more about myself and my interests while making connections along the way.





**TEDDY ELLIS**

**HOMETOWN:**

South Elgin, Illinois

**HIGH SCHOOL:**

Elgin Academy

**MAJOR:**

Construction  
management

**I can't wait to...** try new things like pasties, different student organizations, and broomball!



**MADELYN CAREY**

**HOMETOWN:**

Kaukauna, Wisconsin

**HIGH SCHOOL:**

Appleton North High  
School

**MAJORS:**

Accounting and finance

**I'm excited to...** experience Winter Carnival and to join the close-knit community of Michigan Tech.



**NICHOLAS SCHWARTZ**

**HOMETOWN:**

Apple Valley, Minnesota

**HIGH SCHOOL:**

Apple Valley High School

**MAJOR:**

Finance

**My favorite business role model is...** Elon Musk because he uses his companies to push the bounds of innovation and develop the future.

**WANT TO BE A FUTURE MICHIGAN TECH  
IMPACT SCHOLAR? HEAD HERE FOR DETAILS:**

**[mtu.edu/admissions/impact](https://mtu.edu/admissions/impact)**

# GATES SCHOLAR

## "CONGRATULATIONS! YOU'VE BEEN SELECTED AS A GATES SCHOLAR!"

Jaylen Body is no stranger to scholarship applications. The Warren, Michigan, native who attended Chandler Park Academy became a finalist in both the Impact Scholarship and Leading Scholar events on campus last year.

The two competitive awards served as a warmup for Body, who would later learn about the Gates Scholarship from his college counselor.

Funded by the Bill and Melinda Gates Foundation, the Gates Scholarship is intended for minority and low-income college-bound students. Body was one of 300 to earn a full-ride award out of an applicant pool of nearly 35,000. The three-phase scholarship process began back in summer 2020, culminating in a five-day virtual conference in spring 2021.

"The Gates Scholarship is a foundation for my future," says Body. "Putting 'Gates Scholar' on my resume makes me stand out as a driven and determined person, and that makes me feel incredibly proud."

Body began his college search early. By the 10th grade he was sold on Tech's business program and already connected to many faculty and staff on campus. "I knew I wanted to go to a college with an atmosphere that was not only academically innovative but also made me feel comfortable for being different," he says.

Browsing YouTube, Body found "Jack's Vlogs." The quick-hitting, student-produced videos gave him a preview of Tech's atmosphere. "Those videos really made me fall in love with campus," he adds.

For Body, who is pursuing a dual major in accounting and management, his goals on campus go beyond simply earning a degree. "I truly hope to make as many contributions as I can to help foster the growth of Michigan Tech. It's my second home and I want it to be the best it can possibly be."

## MAKE YOUR SCHOLARSHIP SEARCH ADD UP

Body's advice to future students looking to help finance their Michigan Tech education:

- 1) Start early. "Rushing or doing things last-minute leads to stress."
- 2) Make connections. "Don't be afraid to email or call faculty and staff—even for little questions; they truly want to help and get to know you."
- 3) Keep an open mind to all options and opportunities. "There's more out there for you than you may think at first."



*Body studies accounting and management at Michigan Tech on a full-ride Gates Scholarship.*



# FAST FACTS AND RANKINGS

Michigan Tech was rated as having the Best Construction Management College in Michigan by Universities.com, a website designed to help people make informed decisions about their education. Each school's ranking is based on the compilation of data from government sources, student surveys, college graduate interviews, and editorial reviews.

Michigan Tech Marketing ranks "Best in the Midwest" according to intelligent.com. Blending business with technology skills, Husky marketing grads are adept at brand management, analytics, and market research.

Since 2010, 22 COB faculty have served as reviewers for 138 different journals/publications for a total of 368 reviews. In the same time period, 11 COB faculty have served as editors or editorial board members of 20 different journals, serving in such capacity 28 different times.

Get to know our world-class professors: [mtu.edu/business/people-groups/faculty-staff](https://mtu.edu/business/people-groups/faculty-staff)



**#5**

University HQ ranks the TechMBA® the No. 5 best MBA program in Michigan.

**#8**

Michigan Tech ranks No. 8 in the nation for engineering management.

**1 yr**

The Michigan Tech Master of Business Administration can be completed in one year and blends technology and business for accelerated career advancement.

**2nd**

Michigan Tech accounting students earn the second-highest CPA pass rates in the nation and achieve the highest average score.



During his time with the Economics Club, Ruf (right) met with Senator Debbie Stabenow (pictured) and Senator Gary Peters before presenting to the Women's Institute for a Secure Retirement (WISER) panel as a winner of the iOme Challenge, a national retirement security essay competition.

# ENGINEERING ECONOMICS: ONE STUDENT'S JOURNEY TO A GRAD SCHOOL SCHOLARSHIP

Like many STEM-savvy Huskies, John Ruf came to Michigan Tech to study mechanical engineering. When he arrived on campus from the Chicago suburb of Orland Park back in 2016, Ruf's passion for economics was untapped. A series of unexpected opportunities during his time at Tech gave Ruf the chance to dive deeper into a newly discovered field.

Ruf's initial interest in economics began with *Free to Choose*, by prominent monetary economist and University of Chicago's own Milton Friedman, followed by John Galbraith's *The Affluent Society*. Ruf says, "I began to realize that economics is a mathematical and scientific discipline, not just something people argue about; it's an endeavor to understand how people behave, trade, and make the best for themselves in a complicated world."

It wasn't long after that Ruf saw a poster for an MTU Economics Club meeting, and on a whim he showed up.

During that first meeting, Ruf learned from club advisor Emanuel Oliveira, an associate professor of economics in the College of Business, that many club members had graduated, leaving a gap in leadership. Ruf stepped up.

"At the time, I had not even taken an economics course, so I really had to learn on the fly, without any coursework backing me up," Ruf says. As club president, Ruf reinvigorated the group by hosting regular meetings, moderating discussions of current economics events, and networking with guest speakers from industry. He was building relationships as well as knowledge. "Emanuel always took the time to teach me economic concepts and to introduce me to members of the College of Business," he says.

Between the four economics courses offered to engineering students (one required and three electives), and his curiosity and club involvement, it was a natural evolution for Ruf to add an 18-credit economics minor to his resume.

In his junior year, he landed a cost-management engineering co-op at Oshkosh Corporation, which blended econ and engineering. He'd continue that position into his senior year. In addition, Ruf became involved in the KHOB Economic Outlook Report, a research project studying the four-county region—Keweenaw, Houghton, Ontonagon, and Baraga—surrounding Michigan Tech. "We presented to the community and attracted the interest of policymakers—that's when I knew that studying economics and using the data-driven principles we were learning in class not only mattered, but could make a difference in the world," he says.

## BALANCING STUDIES AND LEADERSHIP

Ruf, who served as VP of finance for Blue Marble Security Enterprise on campus, is the first to admit that managing the opportunities—leadership in student organizations, his co-op, research projects, and studies in both engineering and economics—was a challenge. "I had to master time management skills very quickly." His econ underpinning helped with that feat, too.

"The comparative advantage I learned in [Assistant Professor of Economics] Jenny Apriesnig's class helped me realize I could spend less time on my strengths—like data visualization and coding—and focus



on areas I'm not as efficient at," says Ruf, who wound up applying what he learned in econometrics everywhere, including his Senior Design engineering project.

**I have never met another student with a more genuine curiosity for answering economic questions. Anyone that meets John immediately knows of his passion for economics.**

– Jenny Apriesnig,  
assistant professor of economics

During what was the most competitive application cycle in more than a decade, Ruf set his sights on an economics graduate program—and not just any program. "I applied to schools as far away as Italy and also to top US schools like Duke, Clemson, and the University of Chicago."

Ruf says the vast research he conducted while on campus prepared him for top programs. With mentorship from Associate Professor of Economics Bill Breffle, Ruf conducted an in-depth study of the impact of broomball referees on game outcomes, producing a paper in the niche field of sports economics. He also was an integral member of Apriesnig's research team—a study of local beer brewing: "Berries & Brews: Understanding the Market and Technological Processing Opportunities of Michigan Grown Fruit in the Craft Beverage Industry."

He helped manage and motivate the team. During the survey stage



*After graduating last spring, Ruf (left, pictured with teammate Zachary Rosenbaum, right) is now a graduate student at the University of Chicago.*

of the project, Ruf helped develop the questions, contact Michigan brewers, and analyze the results with econometric methods.

"I have never met another student with a more genuine curiosity for answering economic questions. Anyone that meets John immediately knows of his passion for economics," says Apriesnig.

The relationships Ruf developed with College of Business professors both in class and through hands-on research projects supported his grad school application process. "My professors advised me on which schools to apply to and they helped review my submissions, making them as strong as possible. They were also always available for pep talks when I started to doubt myself."

Ruf earned admission to a University of Chicago PhD-prep program, complete with a valuable and hard-to-earn scholarship. In fall 2021,

Ruf began the Master of Arts Program in the Social Sciences. The economics program accepts up to 36 students on average from a 1,800 applicant pool. Ruf's scholarship will cover two-thirds of his master's degree.

His ultimate goal is to become an academic economist. Some of his future research focus areas include using patent and shale reservoir data to evaluate the relationship between process improvements and reservoir productivity.

"At Michigan Tech, my mentors in the College of Business inspired me to use the tools I learned in engineering and economics to really further our understanding of the 21st century economy. At UChicago, I hope to make my mentors proud and showcase the best of Tech," Ruf concludes.



*His experiences at Michigan Tech have included co-ops, undergraduate research, student organizations, and studies spanning two disciplines.*





"Large enough to lead, small enough to care" is both a motto and a mission in the Michigan Tech College of Business. Our classes are led by faculty who serve as mentors, investing time getting to know the whole Husky.

## WHEN THE STUDENT IS READY THE MENTOR APPEARS

Mentors can show you what you want to learn, what it's worth spending more time on, and what to stop doing. They can work with you long-term or for a short burst of guidance when you need it most, whether that's help narrowing down internship offers or reviewing your startup presentation for a business-pitch competition.

### JONATHAN LEINONEN (INSTRUCTOR)

The best mentors don't answer questions. They ask them, helping to guide students to their own answers, says Jonathan Leinonen, a self-described mentor in residence. The senior lecturer in management is experienced in entrepreneurship, economic development finance, and global business development, and can easily advise mentees what to do. But that's not how he operates.

"Effective mentors will have a way of nurturing the seeds you've already got planted, whether that is a willingness to learn or building up an important relationship. I've found the most to gain comes from people who don't offer specific answers but can teach me where to find them with diligence and patience," says the '94 alumnus, who earned a business administration degree (majoring in management information systems) and earned his MBA at University of Michigan.

Asking questions is one of the most valuable currencies. My form of direct mentoring is to ask a lot of questions. I try to help students solve their own problems, which also helps them to learn how to frame questions for themselves. I also try to be mindful that people may be observing me, even if it is the cumulative effect of many choices. In that sense, I want to be a good indirect mentor and role model.

## ROGER WOODS (INSTRUCTOR)

"I see a lot of students before they even get here," says three-time student-selected Teacher of the Year Award winner Roger Woods, a senior lecturer in operations management who helps recruit prospective engineering management majors. Because he teaches core business classes—from quantitative problem-solving to Excel mastery—Woods meets all students early on. Academic and extracurricular touchpoints along the way offer multiple chances to truly get to know them as they define their goals and get to know themselves. "It's about creating and building relationships," Woods says. "As you go through the touchpoints, getting to know them, you find the places where the advice can come in."



*Woods says every Husky should make use of office hours to get to know instructors and "try to find someone you resonate with." A bonus: he holds office hours on the College lawn with his dogs Bay and Sage when the weather permits (this is Bay).*

“One of my questions for prospective students is ‘Do you want to be known or unknown?’ Huskies have a hard time disappearing into the void.”

College of Business mentors serve as both formal and informal conduits to business and industry mentors. Through the course OSM 4350 Advanced Project Management, Woods leads THEProject, a competition sponsored by the Western Michigan Chapter of the Project Management Institute. Students take on a real-world scenario and provide solutions in the form of a project plan. The event prepares students for the Certified Associate in Project Management Exam (CAPM), provides semester-long mentoring from two seasoned and certified industry pros, and often leads to jobs and internships. Its top prize is \$5,000 per team, plus other cash prizes for placing. Multiple teams can enter. In the 10-year history of the competition, Michigan Tech is the only school to have at least one team place each year. Last year, Huskies earned both first and third place.

## COB AND MENTORING IN GENERAL

When it comes to mentors, more is better. Both Woods and Leinonen say that beyond serving different purposes at different life stages, multiple mentors can offer important viewpoints based on their differing backgrounds and experience. Woods says his mentoring practices include confirming the bias inherent in the way he'd approach things derived from his lived experiences. He routinely encourages students to reach out for other perspectives.

Leinonen says the privilege to be a mentor comes with a responsibility. "There is a temptation to want to give the 'right answer,'" he says. "When asked for guidance, I usually try to end along the lines of, 'That's my perspective, so you should compare that with what other people have to say.'"

The opportunity to learn, grow, and benefit from mentorships never ends, says Leinonen.

"Just being observant of people at different stages in their careers inspires me. After I graduated from Michigan Tech, I worked with some peers that planted some ideas that I applied to my own life," he says. "As I went on, I really benefited from working with people who exemplified what it means to build effective relationships, to be patient, and to be careful with my words, among others. As I'm entering the later stage of my career, I'm still drawing wisdom on ways to improve and also what finishing strong can look like."



*Huskies mentor Huskies in the Tidwell Learning Center.*



## DONZELL DIXSON (ALUMNUS)

Donzell Dixon, a 2014 finance graduate, says everyone should have a mentor. A data analyst at Target Headquarters and owner of the motivational education company Dixon Dynamics, he's experienced both sides of the mentor-mentee relationship, which he views as always evolving, mutually beneficial—and led by the mentee.

**Mentorship matters in the College of Business because it helps students make connections, build their professional network, and acquire more skill sets to be successful in society.**

"Many people think it's the mentor's job to lead when in all reality it's the reverse. The mentee is the key driver in the mentorship. It is the mentee's role to take initiative to schedule meetings, provide an agenda, and create action plans for their short- and long-term goals. Essentially, a mentee's primary responsibility is to show proactiveness. A mentee keeps a flow of communication by asking probing and open-ended questions, follows up frequently, and consistently communicating updates," he says.

Dixon's mentoring style is coaching through inquiry. "I ask a lot of questions, each one going deeper and deeper underneath the surface. My goal is to get individuals to understand and verbalize their 'why.' Why do you want to build this relationship? Why do you need help in this area? Why do you want to grow in this area? Once individuals understand why they are doing something, the



*Through mentorship, Dixon aims to be a resource for future Huskies while fulfilling a shared goal to diversify Michigan Tech.*



*Dixon includes College of Business leader Dean Johnson on his list of particularly strong mentors who have inspired him. Also on the list: Eric Thomas, close friends, moguls and entrepreneurs he follows on social media—and his dad, Rollin Carter.*

likelihood of them achieving that goal rises significantly," he says. "Anyone can come to me with 'what' they want to achieve, but the true measure of success is understanding why. Once we establish their why, I can provide advice, resources, encouragement, assignments, and feedback to challenge them to achieve the things they desire."

One of Michigan Tech's first alumni recruitment specialists specifically tasked to work with underrepresented college-bound students, Dixon's mentoring journey most recently includes helping a young woman gain the confidence to speak to 500 students at an elementary school—and reaching out himself to a new potential mentor.

"There will always be people who can offer you valuable advice and guidance in different areas of your life and at different stages of your career," he says. "The key is to find them and ask. A mentor does not only help you professionally; they can help you relationally, spirituality, educationally, and in any other areas you want to grow. Great mentors focus on the whole person, not just their career."



## FIONA CHOW (STUDENT)

"I think it's valuable for every student to find a mentor! Finding one can be a very formal or informal process," says Fiona Chow '22. "I've had different mentors for different parts and times of my life—people I met in professional environments, teachers/professors, or even peers."

The management information systems major, who also leads Michigan Tech's SENSE Enterprise and is a founding campus chapter member of the Society of Asian Scientists and Engineers, has had her own share of opportunities to mentor during her time at Tech (Orientation Team Leader, broomball captain, and residential hall social chair for Women in Engineering, among other activities).



During my internships [with Land O'Lakes, Polaris Inc. and the Naval Surface Warfare Center], I was usually assigned a mentor. To foster that relationship and create other connections, I reached out to schedule informational interviews with others to learn more about their current role, career journey, and any advice they want to share.



*"I envision that I'll always continue to seek mentoring relationships," says Chow. "Mentors are people I find time to catch up with. We get to know each other, share about our lives, and help to lift each other up. I look up to them and value their advice."*

# ALUMNI ACHIEVEMENTS

## TECH BUSINESS GRAD CAM ELLSWORTH '05 NAMED DIII COACH OF THE YEAR

Former Michigan Tech goaltender Cam Ellsworth '05 was awarded the 2020 Edward Jeremiah Award as the NCAA Division III National Coach of the Year. Ellsworth, head coach of Norwich University, was also named the New England Hockey Conference Coach of the Year.

The Edward Jeremiah Award is named in honor of the great Dartmouth College head coach and was first presented in 1970. The award is selected by the coaches in the American Hockey Coaches Association (AHCA).

Ellsworth played for Michigan Tech from 2001-05 and is the program's all-time leader in games played (117) and saves (3,510). He was an All-WCHA Third Team selection in 2005 and a three-time WCHA All-Academic Team member. Ellsworth also twice received Tech's George McCarthy Performance Award for scholastic and athletic achievement. The 2005 Huskies business administration grad went on to earn a master's degree in business with a concentration in managerial leadership from UMass Lowell.



*Ellsworth leans on his business background as head hockey coach of Norwich University.*

## ALUMNA JAMIE DOMPIER '17 FINDS ROLE WITH AGGIES

Since graduating from Michigan Tech with a dual major in management and sports and fitness management just four years ago, Jamie Dompier has completed a dual master's program in sport leadership and business administration at Virginia Commonwealth University, where she discovered her passion in college athletic business administration.

Now Dompier, a native Yoooper, has landed a role with the Aggies athletic department at Texas A&M University. As a business coordinator in internal operations, she handles the finances of the department, overseeing travel expenses, managing the travel reconciliation process, and auditing the travel approvals.

"I am grateful to be starting my career in college athletic business administration and I look forward to continuing to learn in my role and grow," Dompier says.

During her undergraduate years as a Husky, she was a sprinter on the women's track and field team. She is still a part of the 4x100 and 4x400 relay record-holding teams and holds the 200-meter record. Dompier earned GLIAC All-Academic Excellence Team honors for three seasons and was a recipient of the NCAA 2017-18 Division II Degree-Completion Award.



*From black and gold to maroon and white, Dompier has found her path and passion in college athletic business administration.*



## ALUMNUS BEN STELZER '15 BACK WITH HUSKIES BASKETBALL

Business alumnus Ben Stelzer '15 joins the Michigan Tech men's basketball program as assistant coach for the 2021-22 season. Stelzer returns to Houghton after playing professional basketball overseas and coaching at several levels. He earned a Bachelor of Science in Finance and a minor in economics from the Michigan Tech College of Business.

Stelzer's collegiate playing career began in 2011. He was a four-year starter and three-year captain for the Huskies. Stelzer finished as the program's all-time leader in three-pointers (363) and shot 44 percent as a senior. He was also named NCAA Division II All-American, Academic All-American, and Midwest Region Player of the Year, leading the Huskies to three NCAA Tournament appearances and a trip to the NCAA Division II Sweet 16. After college, Stelzer played in Spain for Layma Basquet Coruna and led the league in total three-pointers made and helped his team advance to the playoff semifinals.

He was on the men's basketball staff at University of Wisconsin-Oshkosh as assistant coach during their 2019 NCAA Division III

national championship run. Since 2019, Stelzer has held the position of player development intern with the Dallas Mavericks as well as Solid Base Skills and Drills website developer and owner, which provides remote player development training for players and teams from youth to college.



*During his time as a student, Stelzer studied finance and economics.*

## COB WELCOMES TWO NEW ALUMNI-MEMBERS TO THE DEAN'S ADVISORY COUNCIL

The Dean's Advisory Council (DAC) is an organization dedicated to helping the College of Business to be a top choice for business education among students and employers. DAC provides a link to individuals and organizations that possess the resources, knowledge, and contacts the College requires to achieve its mission. The Council is composed of business professionals chosen for their experience and expertise in leading businesses or public and nonprofit organizations and for their commitment to the College of Business.



Juli Musch '87 graduated with a Bachelor of Science in Business Administration from Michigan Tech and earned her MBA from Wayne State University. She is the CFO of Arden Companies, a manufacturer of outdoor furniture cushions, with more than 30 years of finance experience in treasury, accounting, and investor relations working at Fortune 500s, start-ups, and ESOP and privately held companies. Musch is a member of the Presidential Council of Alumnae and actively supports foster youth in Oakland County, Michigan. She is married to an MTU alumnus and together they share two daughters and a son-in-law.



Kevin Wampler '86 is the CFO of Dollar Tree Inc. Prior to joining Dollar Tree, Wampler served as CFO of The Finish Line Inc. A certified public accountant, he began his career at Ernst & Young after graduating from Michigan Tech in 1986.

Wampler served on the Indianapolis 500 Festival Board, as a trustee for the Norfolk Botanical Garden, and as a Boy Scouts of America leader. He was inducted into the School of Business and Economics Academy of Business in 2017, and resides in Virginia Beach with his wife, Renee. The couple has two adult children.



# SCHOLARSHIP SPOTLIGHT

The College of Business manages more than 50 sponsored scholarship funds for incoming and current students. These funds are made possible because of the generosity of alumni, supporters, and industry partners.



## THE RON '77 '80 AND LINDA STALEY SCHOLARSHIP

The award, established in 2017 by the Staleys, supports outstanding incoming first-year Huskies studying engineering management. Owen Watson was the 2020-21 recipient of the award. Watson, who is also a student-athlete representing Huskies Football, indicates that the award has helped him thrive at Tech:

"The Ron and Linda Staley Scholarship has opened up my possibilities at Michigan Tech. With this support, I continue to achieve academic excellence at a top academic institution. Thank you for recognizing me as someone who can succeed at MTU!"

## THE GLOBAL ELITE BRIDGE SCHOLARSHIP

For donor Peipei Zhao '09, giving back to his alma mater was an easy decision, particularly when it helps students make connections. The Global Elite Bridge Scholarship, founded in 2020, is allocated for both undergraduates and graduate COB students with a global or international focus. Both domestic and international students are eligible for this renewable award. The inaugural recipient was Asriel Haines (management major with entrepreneurship concentration), who says it was an important factor in making MTU possible:

"Because of the Global Elite Bridge Scholarship I've been able to focus more on what I want to do for myself and my career. I'm going to be able to go far—not only because I want to, but because of all the support I'm getting."

The MTU Esports competitor is also looking forward to taking on the broomball rink and the slopes of Mont Ripley.



# IN MEMORIAM

## SILVER MEDAL RECIPIENT, HONORARY ALUMNUS ROSS ROEDER REMEMBERED



Ross Roeder, a Michigan Tech Board of Trustees Silver Medal recipient and an Alumni Association Honorary Alumnus, passed away May 11, 2021, in St. Petersburg, Florida, after being injured in a car accident. He was 83.

Roeder was a charter member of the McNair Society of planned givers and a past president and life trustee of the Michigan Tech Fund. He served on the National Advisory Board

of the School of Business and Economics from 1996 to 2009 and was a member of the Dean's Advisory Council of the College of Business (COB) for many years.

"We are indebted for Ross's leadership and service to Michigan Tech," said Rick Koubek, president. "His passion for Michigan Tech was unrivaled and we are a better institution because of his goodwill."

"Ross was a true Husky dedicated to helping ensure that deserving Tech students could afford to attend and had the best education possible to help them be successful in their future lives," said Gary Anderson '67, former Michigan Tech Fund board president and life trustee.

Anderson called Roeder "a great team member and a leader" on the Tech Fund trustee board. "His outgoing positive personality and benevolence rubbed off on all of us, which helped lead us on a very successful fundraising campaign," he said. "He will be missed by all of us and our sincerest condolences go out to (his wife) Mary Anne and the rest of his family."

Roeder did attend Michigan Tech—but he graduated instead from Michigan State University, and then earned his MBA at UCLA in Los Angeles, where he joined Army ROTC. He served in Army Intelligence and went on to hold executive positions and serve on boards at companies such as Baskin-Robbins, Denny's and the NBA.

He was also a fervent fan and financial supporter of Michigan Tech's football program, and was a founding member of Tech's chapter of Phi Kappa Tau.

"Ross rubbed shoulders with leaders in business, government and sports, yet he was genuinely interested and perceptive to the common person," said Dean Johnson, dean of the COB.

Although Roeder graduated from larger institutions, he maintained close ties with Michigan Tech throughout his career. And Johnson said the Michigan Tech College of Business held a special place in his heart. "He and Mary Anne quietly supported COB students with scholarships," he said. "Within the last few months, Ross and Mary Anne actively assisted three COB students seeking employment."

Roeder also established an endowed scholarship for the College to encourage entrepreneurship and leadership.

**As a role model, Ross demonstrated that hard work can bring massive success—but it doesn't mean a loss of humility and genuine connection with people to make their lives better.**

— Dean Johnson, dean, Michigan Tech College of Business

"Ross had all of the traits of a successful leader, but his uncanny perception stood out," Johnson stated. "Ross could quickly and accurately understand a complex decision facing the College, and then provide sound advice to the COB. I believe his perceptiveness was a key factor in his selection as chairman in many successful firms."

"After meeting with some COB students, Ross told me that if a special situation arose, say a student struggling to make a tuition payment, to just let him know and he and Mary Anne would take care of it," he continued.

"As a role model, Ross demonstrated that hard work can bring massive success—but it doesn't mean a loss of humility and genuine connection with people to make their lives better."





# CHANGING HOW ACCOUNTANTS WORK

## Q&A WITH ASSISTANT PROFESSOR JUN DAI

### Q: Where is your research focused?

**JD:** My current research explores how to apply new technologies such as blockchain, industry 4.0, and data analytics to the accounting and auditing professions. To many people, the accounting profession means tedious work and long, intense hours. My research aims to change it to a valued and fun job by using technologies that free accountants and auditors from routine and time-consuming work, as well as to provide investors and managers more accurate, timely, and forward-looking information to support financial decisions.

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

**JD:** I majored in management information systems (MIS) when I was an undergrad. At that time my friends, who majored in accounting, always complained about tedious and complex accounting processes. When I heard them describing those processes, I figured many of them could be accelerated and improved by what I learned in MIS; basically using computers and IT systems to replace a lot of labor. I also thought that using technologies could accomplish things that could not be done in the auditing processes at that time, such as validating all transactions rather than a sample of them. Later, I pursued my PhD at Rutgers University and did research on finding out how that could be done.

### Q: What role does technology play in your research?

**JD:** Technologies play the key role of collecting a variety of financial and non-financial data. Then, they process and build intelligent models on that data to discover potential business risks and opportunities.

It's also key that this information is presented in a human-readable manner so that accountants, managers, or investors without a strong technology background can understand.

### Q: What trends are you seeing in your field?

**JA:** I have seen tremendous growth in the field of accounting information systems (AIS)—the field I work in—over the last five years. This field explores how big data, artificial intelligence, blockchain technology, and the Internet of Things can improve accounting and auditing tasks. When I started my PhD study 10 years ago, few people understood the research I was doing. Now it has become well-accepted by both academia and industry. I am very happy to see this trend.

### Q: What challenges do you face?

**JD:** Since AIS is an emerging field, there are a lot of challenges. First, standards and regulations fall behind the advances in technologies and their use in accounting and auditing. How technologies can be used under the umbrella of standards and regulations, or how standards and regulations should be changed to adapt to the fast growth of technologies, are quite challenging topics.

Also, we say “technologies give, technologies take,” meaning technology brings a lot of new risks along with benefits. How those new risks should be controlled and handled is challenging.

Lastly, as technologies become more extensive, privacy and security issues become critical.





Also, we say “technologies give, technologies take,” meaning technology brings a lot of new risks along with benefits.



**Q: How does your research influence your teaching?**

**JD:** Companies and audit firms recently put in effort to use technologies in their accounting and auditing practices. I am passionate about this field, so I do my best to incorporate related content in my teaching. I teach a course named Accounting Analytical Methods, which walks students through hot technologies that are used, or have the potential to be used, in the accounting world. I love preparing students for the transformation happening in the real world before they enter into it.

The class also has a term project that asks students to come up with their own research ideas regarding the use of technologies in accounting. I often get inspired by their ideas and may continue working with them to develop the research.

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

**JD:** I explore how blockchain technology could reengineer the existing accounting and auditing procedures to make them more transparent, intelligent, and automated. I believe this is the future of the accounting profession. I also have another work imagining a future diagram change in the auditing profession (we call it Audit 4.0), which piggybacks on technologies promoted by Industry 4.0.

I believe the accounting and auditing professions will be changed toward a more advanced diagram with extensive use of technologies, and I am seeing its start.

## AAA AWARD

Dai received the 2021 American Accounting Association Notable Contributions to Accounting Literature Award for a research article titled “Toward Blockchain-Based Accounting and Assurance.” In it, she explores how blockchain technology could reengineer the existing accounting and auditing procedures to make them more transparent, intelligent, and automated.





# HANDS-ON EXPERIENCE

## HELPING SMALL BUSINESSES IN THE UP

Michigan Tech relies on small businesses and small businesses rely on Michigan Tech. At the Upper Peninsula regional Michigan Small Business Development Center (SBDC) office, located within the College of Business, demand has more than doubled since the start of the pandemic.



*In addition to her work with the SBDC, Nault is an Impact Scholar who is involved with COB student ambassadors and the Entrepreneurship Club on campus.*

"We are the boots on the ground," said Daniel Yoder, regional senior business consultant.

With 11 regional offices and more than 20 satellite offices, the Michigan Small Business Development Center is a partnership funded by the US Small Business Administration (SBA) and the Michigan Economic Development Corporation (MEDC). Along with local partners, it provides consulting, training, and research to assist small businesses to launch, grow, transition, and innovate.

To help serve UP businesses, the SBDC hired Michigan Tech business students as interns.

One student, Anna Nault, a fourth-year management major, is serving as the SBDC intake administrator for the entire UP. She's the first point of contact for incoming clients and single-handedly triages, fields, and tracks inquiries before assigning them to the appropriate consultant.

"We entrust Anna to use her judgment to route inquiries appropriately and to maintain confidentiality—that's a huge aspect of her responsibilities. In addition, she developed a tracking system, so we can be sure no one falls through the cracks during the process," Yoder said.

While Nault is assisting entrepreneurs, she's also receiving help. "I'm learning about what it takes to be a part of a team of professionals and familiarizing myself with business in the real world," she said. "I know this experience will benefit any career I choose, or help me out one day if I start my own business."

Follow the Michigan Small Business Development Center (Upper Peninsula Region): [facebook.com/MISBDCUpperPeninsula](https://facebook.com/MISBDCUpperPeninsula)



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