

# Impact

magazine

MICHIGAN TECH  
SCHOOL OF BUSINESS  
AND ECONOMICS

2018-19 | VOLUME 9

# It's Time.



# EXCITEMENT IS BUILDING.

We are within striking distance of putting shovels in the ground to build the future home of the School of Business and Economics at Michigan Tech.



The Academic Office Building has housed exceptional School of Business and Economics (SBE) faculty, staff, and students over its history. Two of those students were loyal donors and alumni, Richard and Joyce Ten Haken. Yet for all its historic charm, the Academic Office Building lacks sufficient high-quality functional space for the SBE to achieve its future mission. In this issue of *Impact*, you will learn of the Ten Haken's historic gift for a new building to produce tech-savvy business graduates and business-savvy STEM graduates.

Joyce and Richard share and embrace our vision to improve our physical identity on Tech's campus, to provide dynamic classroom space allowing interactive learning, and improved classroom technology that will allow online students to directly interact with face-to-face students. They foresee physical centers of excellence for all SBE academic areas, similar to the quality physical spaces generously created by Joe and Vickey Dancy's support of the LSGI Trading Room, and Ed and Betty Robinson's support of the Graduate Center.

The SBE envisions business-savvy STEM students traveling the hallways of the building, being exposed to career opportunities in management and entrepreneurship while completing their Accelerated Tech MBA® or their minor in business, or elective courses such as accounting, economics, project management, leadership, and management of technology.

Whether supporting students via scholarships, supporting students via hiring high-quality faculty holding endowed faculty positions or supporting students through infrastructure improvements, our common purpose is to attract and educate the best and brightest. Quite simply, the time has arrived to advance the SBE physical infrastructure in an "impact"ful manner.

Construction projects are lengthy in nature, but every journey begins with the first step. We thank Richard and Joyce for launching us on this journey with a significant first step. We now seek to take the next steps on this journey. If you would like to support the new building, gifts can be made at [mtu.edu/business/buildingfund](http://mtu.edu/business/buildingfund) to the SBE Building Account number 1132 at the Michigan Tech Fund. If you are interested in naming opportunities, please contact me directly. Given the State of Michigan provides up to three dollars in matching funds per dollar raised for approved capital outlay requests, **your gift has a significant matching potential to propel us to the end of the journey.**

Dean Johnson

Dean, School of Business and Economics—  
Michigan Technological University  
*Small Enough to Care, Large Enough to Lead*



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**On the Table**

*Impact* sat down with Brandon, Elyott, and Mackenzie to talk about their experiences in the Management Information Systems (MIS) Program.

**Learning Beyond the Classroom**

Experiential learning outside the classroom is vital to gain real-world insights and perspectives for students and is a focus for the school's faculty.

**Business School 2.0**

It's time to build and move forward with Business School 2.0

**"A Building with WOW FACTOR"**

Richard and Joyce Ten Haken '70 recently gave a million-dollar gift to start the fund for the construction of a new signature building for the School of Business and Economics.

**Making an Impact**

**04** Outstanding Man and Woman in Business | **05** Beta Gamma Sigma Honor Society Inductees | **10** The Business Side of STEM: Students In Demand | **14** Helping Others Succeed: Seaton and Hartley/Dobson Family Supported Scholarships | **26** Q&A: Student Ambassadors respond, "How has the school of Business & Economics impacted you?" | **28** News & Notes | **32** Impact Scholars | **34** Thought Leadership: SBE faculty are regularly sought after for their knowledge.

**About**

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**Impact**

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## OUTSTANDING MAN AND WOMAN IN BUSINESS



### Emma LaFleur—Engineering Management Outstanding Woman in Business

“Choosing to attend Michigan Tech has been one of the most rewarding decisions I have made thus far in my life. Choosing to study within the School of Business and Economics, majoring in Engineering Management, has had a tremendous impact on my career aspirations. With the help of my professors, I have excelled academically while developing leadership abilities through extracurricular activities.

Within the School of Business and Economics, I am President of the American Society for Engineering Management (ASEM). ASEM is a professional organization which advances the practice, principles, and theory of management to promote the development of the profession. ASEM has given me the opportunity to join the Dean’s Student Advisory Council (DSAC) for the past two years.

Outside of class, I serve as Vice President for the figure skating club and am an engineering management intern for Systems Control in their MTEC SmartZone remote office.

I accomplished significant things during my time at Michigan Tech. It is an honor to be selected to represent the SBE student body as Outstanding Woman in Business.”

### Joe Platz—Accounting Outstanding Man in Business

“I was an all-state high school football player from a large downstate school. I had big dreams. I went to football camps and visited many schools, including Michigan State and schools in the Ivy League.

Michigan Tech offered me a football scholarship. Coach told me I was the classic MTU player: smart, physical, and stayed out of trouble. MTU was going to give me a chance to continue my football dreams, but I couldn’t get over one thing. I wanted to go into business and did not want to major in engineering.

I found the School of Business and Economics because of my opportunity to play football at Michigan Tech. MTU Football improved my interpersonal skills, challenged me to go outside of my comfort zone, taught me the importance of time management, and provided me lasting friendships. I am proud to have represented Michigan Tech as a student athlete, but I knew it was time to focus on my career. Representing Michigan Tech as a student athlete is something that can never be taken away from me.

After two seasons, I found a new place to focus my energies. So I hung up my cleats and began to concentrate on my education and career development in SBE.

Getting involved in clubs and organizations in SBE is a priority; KSI, AICPA, MICPA, Beta Gamma Sigma, and my final year taking part in the VITA (Volunteer Income Tax Assistance) program. This involvement stretches my learning, networking, and resources so I may reach my full potential.”

## BETA GAMMA SIGMA HONOR SOCIETY INDUCTEES



The School of Business and Economics inducted 16 students and one faculty member into Beta Gamma Sigma honor society. Associate Professor of Economics, Dr. William Breffle, was the first economist to be inducted in 27 years. He proudly says being inducted into the Beta Gamma Sigma (BGS) Honor Society ranks in his top five professional achievements. According to Breffle, “What makes this really special is that I am an economist, not a business professor, and BGS is a business honor society. To be nominated by the business students and the SBE really shows an understanding of the importance economics plays in the business world.”

Breffle ranks this BGS honorary induction right up there with being solicited to do a grant for NASA.

He notes, “Economists are often not inducted at most universities due to the discipline falling within arts and sciences departments. At MTU, business and economics have a unique symbiotic relationship, and that relationship made this great honor possible for me.”

Congratulations to all inductees!

**MBA:** Brent Baltus, Tracey Bershing, Daniel Schlais, and Claire Wiitanen

**MS in Accounting:** Nolan Hill

**Seniors:** Lucas Grulke, Amanda Kloepfer, Erin Lipp, and Kylie Muonio

**Juniors:** Dusty Armbruster, Kyle Blaedow, Connor Green, Haley Hall, Taylor Hedmark, Joe Platz, and LeAnn Schaefer

**Faculty Honorary Inductee:** William Breffle

**Michigan Tech BGS Chapter Advisor:** Sheila Milligan



Milligan, senior lecturer in accounting, congratulates Breffle, associate professor of economics, on his honorary induction into Beta Gamma Sigma.

### ABOUT BETA GAMMA SIGMA HONOR SOCIETY

Beta Gamma Sigma is an international honor society that selects membership from the upper 10 percent of undergraduates and upper 20 percent of Master’s students of a school. The society has been affiliated for nearly 100 years with AACSB International, the accrediting body for Michigan Tech’s School of Business and Economics. AACSB accreditation is reserved for the top 5 percent of business programs around the world.

Inductees to Beta Gamma Sigma are truly “The Best in Business.”



Michigan Tech School of Business and Economics Beta Gamma Sigma inductees at the 2017-18 Ceremony.

# on the **t**able

Impact sat down with Brandon, Elyott, and Mackenzie, and asked them about **their experiences in the Management Information Systems (MIS) Program.**

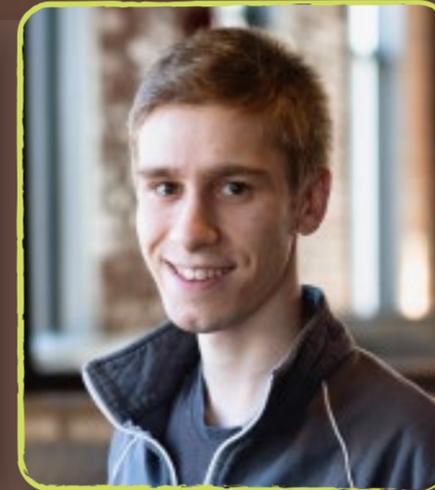


## Brandon Bliss

Brandon came to Michigan Tech from Mt. Pleasant, primed to be an engineer. "My first year at Tech, I found myself excelling in my Java programming class and wanted to apply myself in a new way," he says. He switched his major after discovering Management Information Systems because it was more hands-on. It's turned out to be a perfect fit.

"In our IT Oxygen Enterprise, we've built an Android-iOS app that converted a textbook into an app," he says. "It was really fun."

Brandon interned at Isabella Bank last summer, where his responsibilities spanned the corporate IT structure, from minor technical support to troubleshooting networks and servers. After graduation in 2019, he'd like to be a software developer, but he's also interested in quality assurance testing—debugging code. If it sounds like Brandon will have options, that's typical, says his professor, Jeffrey Wall. "MIS is so broad," he says. "Our graduates go in many different directions."



## Elyott Hedmark

Elyott Hedmark is proof you don't have to be a code warrior to succeed in the MIS program. "I came here knowing little to nothing about computer science," he admits. His only computing classes at Marquette Senior High School were in Photoshop and basic HTML. "When I first started in MIS, I wondered, 'What am I getting myself into?'"

But he quickly gained traction. "The professors here will teach you what you need to know," he says. In particular, Elyott likes the hands-on aspect of the MIS curriculum, working with clients and figuring out how to meet their needs. "I find that rather fascinating," he says.

After he graduates in 2019, Elyott doesn't plan to spend much time at a desk. "I want to work with people, probably as a business analyst," he says. "I'd much rather deal with customers than sit behind the computer all day."



## Mackenzie Pirie

At first, Mackenzie Pirie thought she might be an accountant. Then she took an MIS course and found her real passion. "I really like databases," she says. "There's so much you can do with them."

Now her focus is on MIS. She is already working for Michigan Tech IT to develop a database that tracks all University software, coupling it with a user-friendly web-based interface.

This summer, Mackenzie has a business intelligence internship with Dow Chemical. If that goes well, she may begin her career in her hometown of Midland after finishing her bachelor's degree in 2019, with a double major in MIS and accounting. Or maybe she'll go to grad school in database science. "Databases enhance people's daily lives, and I want to be part of that," she says.

# on the **table**

SBE's Management Information Systems program doesn't just break the mold, it crushes it. That's the big reason Jeff Wall joined the faculty three years ago.

"Our hands-on nature at Michigan Tech is unique," said Wall, assistant professor of MIS. "That's what drew me here. Our graduates can hit the ground running their first day on the job."



**"In our IT Oxygen Enterprise, we've built an Android-iOS app that converted a textbook into an app."**  
 — Brandon Bliss

Other job opportunities involve security, and considering headlines featuring the likes of Equifax, Uber, and Facebook, the demand for MIS is there.

"The bachelor's program in MIS prepares our students for a lot of different avenues, and security is near the top of the list," Wall says. "That's getting increasingly difficult because of the internet—there are lots of entry points where someone get into an organizations systems, and our students learn how to secure the network."

Students don't just learn to protect data, they learn to manage and communicate it through a focus on databases. "They give managers the information they need to make good decisions," says Wall. And if they like, MIS students can become developers, building everything from web pages to phone apps.

How do they get so good at so many things? Students say it's the hands-on learning and great teaching.

"All the classes have a project," says Brandon. "I wouldn't have learned nearly as much without the hands-on aspect."

That first job is usually in business, with starting salaries of \$65,000 and up, because the MIS program prepares its graduates to be key players in the corporate world. "MIS focuses on the needs of business and business people," he says. "CS is more about optimizing the mathematics of a program, while MIS is about optimizing its business value."

As the name suggests, MIS grads are frequently called upon to develop custom information systems. Off-the-shelf systems often fail because a one-size-fits-all approach rarely lives up to the hype. "Our students learn to build systems that users want and need," he says. "MIS prepares students to see a system from the user's perspective."

**"No matter where you are, the MIS professors will get you on the right track to where you need to be."**  
 — Elyott Hedmark



Says Mackenzie, "faculty are passionate about their subject, and they care about your learning."

Elyott agrees. "I can't tell you the number of times I've knocked on Jeff's door, and he's always there for me," he says. "No matter where you are, MIS professors get you on the right track to where you need to be." Elyott is confident he's on track to land a job he loves, helping businesses succeed. "Lots of companies are looking for people like us," he says.

**"The faculty are passionate about their subject, and they care about your learning."**  
 — Mackenzie Pirie



## CONTINENTAL FIRE COMPANY

CFC is a bar, lounge, and event venue in Houghton's historic fire hall. The fire hall briefly housed the first classroom used by Michigan Tech just after it opened as the Michigan Mining School in 1885. The space is also available for private rentals any day of the week.

“MIS job placement rates are nearly 100 percent within six months of graduation. Our graduates are holding positions with upward mobility and some of the highest starting salaries of any MTU degree programs.”

—Dr. Mari Buche, Associate Dean



## THE BUSINESS SIDE OF STEM

“EM students are in very high demand. Each semester half a dozen or more companies approach us to learn about the program and its students.”

—Dr. Dana Johnson, Professor



Michigan Tech’s School of Business and Economics is home to two STEM programs offering students a remarkable return on investment: Engineering Management (EM) and Management Information Systems (MIS). Both straddle the technical and business fields, focusing on building problem-solving and decision-making skills as well as organizational, planning and communications capacities. Both majors maintain strong connections to leaders in industry through professional organizations, faculty research, interdisciplinary relationships, alumni, and groups such as advisory boards. Because of this, they remain current and prepare students to be leaders in the ever-changing world of technology and innovations. MIS and EM students are heavily recruited by major companies for internships and post-graduation employment.

Professor Dana Johnson oversees engineering management. Michigan Tech is one of only 28 EM undergraduate programs across the US that are recognized by the American Society for Engineering Management. Education experiences in the form of cooperatives and internships for EM majors include eight-month employment placements that span two semesters—unusual for business students but comparable to the experiences in STEM programs on MTU’s campus. EM students have worked cooperatives in such companies as Greenheck Fan Corporation, Dow Chemical, Bobcat, and Caterpillar, to name a few.

All EM students are required to take a project management course offering hands-on experience with projects such as designing an app or starting a technical business. This course is taken alongside engineers and other business majors. Additionally, students take a course in Six Sigma Fundamentals, which provides them with the skills to improve

business processes through the DMIAC approach to problem solving: define, measure, analyze, improve, and control, according to the American Society for Quality. Underlying these essential skills is a strong foundation in engineering concepts.

Dr. Mari Buche, associate dean and professor, heads management information systems at Michigan Tech. MIS is the liaison between business end users and technical programmers. MIS professionals listen carefully to determine what a business needs, then translate those requirements for technical specialists who in turn build the system the company requires. Most majors go into business or systems analyst roles. The dual ability to understand the technical aspects of a project, coupled with strong client communications skills, is extremely valuable to many employers.



Dr. Buche is an advocate for experiential learning. “We structure courses using real projects that benefit real companies and organizations. Students learn how to interview the client, identify their needs, communicate progress, and discuss challenges.” The MIS program also has an impressive history of internships. Students work alongside professionals at such companies as Ford, Dow, Quicken Loans, Hewlett-Packard, and 3M. This year a recent graduate landed a job at Los Alamos National Laboratory.

Both MIS and EM benefit from dedicated faculty who get to know students as individuals and assist them with internships, co-ops, and job searches. Their commitment has led to two undergraduate major options offering a home to students who may not be sure how to balance their interests and talents. Fortunately, there are faculty like Dr. Johnson and Dr. Buche to help guide them.

# LEARNING BEYOND THE CLASSROOM

For Michigan Tech School of Business and Economics students and faculty, experiential learning outside the classroom is vital to gain real-world insights and perspectives.

The trips include networking with organization leaders and their employees, interacting with Michigan Tech alumni and attending industry conferences. More than 30 trips take place every year involving dozens of SBE students and faculty.



"On our trips we saw how future success will be manufactured at the place where business and technology connect. We learned we must study the lifestyle changes of a digital world."

– **Jun Min**, Associate Professor of Marketing



**Erin Lipp**  
Accounting

"We were able to see first-hand what people are actually doing with their accounting degrees."



**Tom Strome**  
Marketing & MIS

"The speakers went way beyond the textbooks and showed what they are working on right now."



**Sarah Anderson**  
Accounting & Finance

"This tour opened my eyes to a whole world of opportunities in my field."



**Haley Hall**  
Engineering Management & Marketing

"You have this picture in your mind of what companies do, but I never got the full picture. It was cool seeing how it all fits together."



Members of the American Marketing Association (AMA) visited the University of Wisconsin at Whitewater for the regional AMA conference.



The 2018 Silicon Valley Experience Trip (SVE). This year, Jun Min and students visited Hewlett Packard, Ford, Byton, Google, Facebook, Netflix, NVIDIA, Handshake, Clair, Twilio, Distribute, and the Porter Family Vineyard.



The Kappa Sigma Iota (KSI) Accounting Club visited CCI Systems in Iron Mountain, MI; Schenck in Appleton, WI; and Kohler in Kohler, WI.



Members of the Finance Club traveled to Chicago to visit with employees from JMG Financial, Northern Trust, and William Blair.



MTU's chapter of the American Society for Engineering Management organized a trip to Systems Control in Iron Mountain.



The Seaton family believes in giving back, especially if it can help someone get an excellent education. When their father Donald passed away in 1975, the Seaton children (Ken, Sandra and Bob) decided to use their inheritance to help others succeed. Since then, they've awarded 43 scholarships to Michigan Tech business students—one per year. Ken '51, Bob '52 and Sandra Michel ('57 graduate of Stanford University) are confident their father would approve. Bob says, "Our dad was a strong businessman. He was in the savings and loan business, but never went to college. He was born in the British Isles and only went through the eighth grade in their system." After emigrating to the US, he married a teacher, and made college a priority for his children

Although the brothers both earned civil engineering degrees from Tech, both followed in their father's footsteps and ended up in the savings and loan business. Ken, who lives in Houghton, worked at Detroit & Northern Bank until his retirement in



**Ken Seaton, Sandra Michel (Seaton), Bob Seaton**

1992. Bob, a resident of Willoughby, Ohio, was with a firm in California until he retired in 1994. Sandra lives in Wilmington, DE and is active in a poetry society. The family cherishes their

Copper Country roots. Although Bob misses the UP, he returns nearly every summer for a visit. While Ken, who stayed local, gets to drive by Tech's campus every day.

Each year, the Seaton family's scholarship is awarded to a business student who has shown above average capabilities and leadership, and has demonstrated financial need. The family agrees that the key to having a real impact is consistency—to make it available every year. They believe it's very important to make financial support available to those who need it, and encourage others to consider how they might have a similar impact. In their view, the simplest way to do that is to contribute to MTU, which can pool the money to create a fund from which scholarships are drawn. Bob says, "When we and others give annually to that fund, the amount of money available to give grows. In time, it becomes a very meaningful legacy for us to leave for the future."

Bob recently heard from a scholarship recipient, a mother with several children, who graduated this past spring. She said

**"We have fond memories and loyalty to Tech. It seemed to us there was no better place to put our money than to support the education of someone who wants to go into the business world."**

*– Bob Seaton,*

she would not have been able to finish her degree without the Seaton's financial assistance. That's all the reward Ken, Sandra and Bob need. Ken notes, "People who were successful coming out of the institution should give back to benefit those who struggle to get through. The greatest reward is receiving letters like this—it definitely makes it worthwhile."

## Donald W. Seaton Endowed Scholarship Fund

# HELPING OTHERS SUCCEED

## Family Supported Scholarships



## The Hartley/Dobson Family Annual Scholarship Fund

For two generations, Michigan Tech has played a prominent role in the lives of the Hartley and Dobson families. David Hartley '71, his son Bill '08, his daughter Caitlin Dobson '10, and her husband, Drew '10 are all MTU graduates. David was a Michigan Tech Trust Fund trustee for 20 years, serving as president for two. He's currently a member of the Dean's Advisory Council, the McNair Society, and the 1885 Society.

Caitlin and Drew met at Michigan Tech, where both were student athletes with Caitlin studying in the School of Business and Economics. Drew, a computer science major, received a full-ride scholarship for hockey; Caitlin qualified as a walk-on athlete in tennis. The family is very grateful for the opportunities they had at MTU. David explains, "We think the world of Michigan Tech. I'm very impressed that Tech has a 92 percent job placement rate for undergraduates. Tech's degrees allow you to hit the ground running when you graduate. Our daughter Caitlin, got a job four weeks

after graduation and she's still with the same company. Now we want to help others succeed."

Since 2017, the family has done just that, through the Hartley/Dobson Family Annual Scholarship Fund. The fund provides a scholarship for first-year walk-on athletes in the

**"We're trying to create a legacy. Sitting on the board you see the major contributions come in that go to buildings and big projects, which are great—we need that. But we also want to do something for the students."**

*– David Hartley*



School of Business and Economics. Because they've seen firsthand the hard work required of student athletes, they wish to help lighten the load. Last year David and his wife Mary Ellen awarded a scholarship to one student. With the rest of the family now on board, the fund is growing, so they plan to award more scholarships in the years ahead. They hope recipients will prove themselves academically and athletically so they might be eligible for scholarships from MTU after their first year.

Although she now lives in Texas, Caitlin is happy to be a part of the family tradition. She notes, "It's rewarding to give back and help someone out. I'd encourage others who are in a position to do something like this to go for it. The Michigan Tech community is truly a gem. Unless you go and see the UP for yourself, you don't know how beautiful, special and unique it is. People who go to Michigan Tech understand. It's just a different feeling up there than anywhere else."

**Hartley Family; Bill, Dave, Mary Ellen, Caitlin and her husband Drew Dobson**

# It's Time.

## Building into the Next Century.

After more than a century of service to students, faculty, and alumni, the oldest business school building in Michigan is bursting at the seams. Everything is at capacity—from the LSGI Trading Room to comfortable places for a student/advisor exchange. The need for more space is at critical mass.

Alumni and faculty know the challenges of the current building. We have seen creative thinking and space conservation excel to the point where closet space is a valuable commodity. Now is the time to give the school the space it needs to advance. Now is the time to look forward to accelerating the skills of business school students and STEM engineering students alike. Now is the time to clearly say “the good old business school building” just won’t get us there.

It's time to build and move forward with Business School 2.0.



**“A new building can’t come soon enough.** Our student organizations are outgrowing our space! We need room to expand our hands-on student learning centers.”

– **Marina Brusso**  
Marketing and Management



**“Our students are hard-working and smart.** They deserve a place they can call home.”

– **Joel Tuoriniemi**  
Professor of Accounting

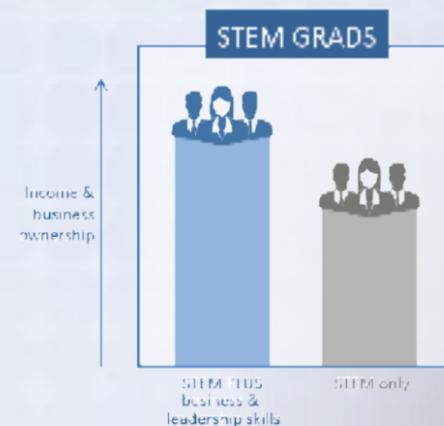


**“We have so many incredible things going on!** We need a place where managing the additional student services is progressive and effective.”

– **Jodie Filpus-Paakola**  
Coordinator of Academic Services

### Advance students to management and business ownership

Most STEM grads who reach high income brackets do so because they move into corporate leadership positions or start their own businesses. Business, communication, and leadership skills are critical to make this move. Those skills are the core strength of the SBE. Business School 2.0 will become a magnet for students who see their careers (and income) as continuously expanding.



It's time to propel our high-quality, high-tech identity.

### A view toward the future:

The School of Business and Economics gets the dedicated dynamic space it deserves in order to support our students, faculty and alumni.

Accelerate and enhance our programs of Accounting, Economics, Engineering Management, Finance, Management (with concentrations in Entrepreneurship or Supply Chain and Operations Management), Management Information Systems, and Marketing.



# Dynamic Impact At Every Level

A few times in the lifetime of an organization there is a golden opportunity for sweeping, positive change. It may come in the form of an unexpectedly generous bequest or new leadership. And sometimes it takes the shape of bricks, mortar, and leading-edge equipment and technology. Michigan Tech's School of Business and Economics is on track to undergo a significant leap forward as it closes in on its goal to raise funds for a new state-of-the-art building that will house classrooms, labs, meeting spaces, and offices.

Dean Johnson, Dean of Michigan Tech's School of Business and Economics, is ready. He notes, "We're planning dynamic impact at every level."

Johnson is not the first dean to have "new building" at the top of their wish list, but his call to action is likely to succeed. Thanks to one million in seed money, courtesy of class of 1970 alumni Richard and Joyce Ten Haken (story on page 22), the SBE has taken a huge leap forward on its long-long awaited path to a new building.

Dean Johnson is grateful...and ready. "The Ten Hakens loved their SBE education," says Johnson. "They tell us they received much better preparation for their careers than graduates of other schools, and they want to show their gratitude by helping to provide an identity for the school on campus. It can't come soon enough...we need a

stronger presence. This is a very exciting time for the school."

The existing School of Business and Economics structure enjoys a few impressive, 21st-century upgrades, like a graduate lab space and the LSGI Trading Room, which houses the award-winning Applied Portfolio Management Program. The current building's turn-of-the-century charms are obvious to anyone walking through the massive wooden front doors. But terrazzo steps and a Doric portico do not make up for the absence of modern educational resources.

The 110-year-old Academic Office Building has one classroom estab-



**Dean Johnson, PhD**  
Dean, Michigan Technological University  
School of Business and Economics

lished through creativity and collaboration with the Social Sciences Department, necessary to teach evening MBA courses. Faculty offices are cramped, freezing in winter, sizzling in summer. Space for student groups has been cobbled together from storage closets. The building's shortcomings are starting to reach critical mass. Despite such barriers, the School continues to offer exceptional programming, due to faculty and staff dedication and to the resourcefulness of the students who come in after hours to use space that during the day is occupied by faculty and staff. Like the Ten Hakens, they still get an excellent education, but they

shouldn't have to work in shifts, says Johnson. "Our students deserve more than this."

## A reflection of talent

Johnson states, "Our vision is to be the premier, tech-infused, experiential business educator in the Upper Midwest. In many ways, we are perfectly situated for that. We have great students and faculty, and our alumni are very successful. We are part of a top-notch technological university. We'd like a building that matches the caliber of our talent."

### BUSINESS SCHOOL STUDENTS

- ✓ A modern home for the School that brands every student with a memorable identity for their career paths
- ✓ Dedicated high-tech classrooms and learning areas to maximize student/faculty interaction
- ✓ Space expansion for hands-on programs such as Applied Portfolio Management, IT Oxygen Enterprise, and Marketing Lab to flourish

### STEM STUDENTS

- ✓ Expanded access for STEM students to acquire the skill-sets they need to accelerate to corporate leadership positions and higher salaries later in their careers
- ✓ A highly visible and attractive magnet for STEM students to acquire both a minor in business and an accelerated Tech MBA®
- ✓ A center for advisors to consult STEM students who want to elevate their business savvy

### FACULTY & ADVISORS

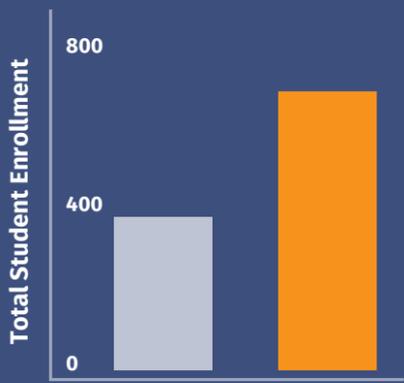
- ✓ Faculty can stay grounded in one location versus going all over campus to teach classes
- ✓ More comfortable, private office settings for teaching and advising
- ✓ Elevate the spires of excellence for each academic program
- ✓ Improve efficiency and effectiveness in the student experience
- ✓ Higher profile image to elevate the School as a premier provider of technology infused business

### CAMPUS AND ALUMNI

- ✓ Home for multi-disciplinary experiences such as Enterprises for STEM and Business students to collaborate
- ✓ Potential to double enrollment
- ✓ Maximize future corporate engagement and enterprise opportunities
- ✓ Facilitate exposure to business and its benefits for STEM students

# BUSINESS SCHOOL 2.0

A new building will increase undergraduate and graduate capacity



Current	Future*
387 students	712 students
330 undergrads	600 undergrads
57 graduate students	112 graduate students

Johnson's vision incorporates both academic departments and student organizations. A new building would house the School's "Spires of Excellence" within all academic programs. The Spires will showcase cutting edge technology used by students and hands-on learning necessary for preparation to manage the business world's ever changing demands. For example, one might see accounting students using big data and data visualization, MIS students keeping abreast of trends in cybersecurity and Excel in a laboratory with computing hardware supplies, and marketing students learning in a state-of-the-art research space. A dedicated space will allow for additional high tech classrooms, which will help alleviate the current scheduling challenges due to insufficient space.

The new building will allow students in engineering management, SBE's fastest growing major, a space to work together on the many group projects. And it will provide MIS students with a proper lab. Johnson notes, "The MIS Advisory Board wants to build a new student cybersecurity lab, so MIS majors can have a network that's independent of the University network. A new building would provide enough space for that." It will also give SBE faculty a home base, so they will not have to travel all over campus to teach, and provide more comfortable, private office space for student consultations with faculty and advisors alike.

The building will also provide a home for the growing list of student organizations and services with locations to hold meetings, conduct business and host community-based programs. Johnson says, "We need to provide good space for our students' hands-on application, like the American Society for Marketing Research to meet with clients, as well as Volunteer Income Tax Assistance (VITA) program to provide income tax services to campus and the community annually. Even a committed space for expanded tutoring services."

## Higher salaries: the SBE/STEM connection

It's not just business students who would benefit from a new facility. At Michigan Tech, the School of

Business and Economics complements the STEM disciplines. A new building will allow the SBE to fully realize that partnership. "We have a dual mandate," says Johnson. "One, to produce business students with an affinity for technology. Our second mandate, is to be a bridge for STEM students to learn business skills."

It is beneficial for students to get dual degrees in business and engineering, especially since it often takes five years to earn an engineering bachelor's degree anyway. Students who follow that path have been quite successful, Johnson explains, "because they have business, communicate, and teamwork skills."

"The engineering graduate doesn't realize that in five years, they will need business skills to advance, and by then it may be too late," says Johnson. "Our hypothesis is that we are producing excellent engineers at Michigan Tech, some whom may not have the skills to transition to upper level corporate positions. We want to help prepare them by providing a foundation of necessary business knowledge for promotion. SBE also helps students by building a strong set of soft skills and leadership necessary for career advancement. STEM students graduating with a connection to SBE will leverage higher entry-level earning potential."

To help bridge the gap, SBE is adding a minor in business as a pathway for students to prepare for advancement along with a recently revamped Tech MBA® tailored for Tech grads. Johnson explains, "a business minor will give STEM students an introduction to business. And the Tech MBA® adds critical management skills to STEM students' already incredible set of technical skills. This kind of service to non-business majors is key for students' future success." Johnson thinks the new building's location should take that into account by providing sufficient space for the SBE faculty and all Michigan Tech students to work together.

Those in the STEM disciplines have a lot to gain from closer ties with the school of business, says former Michigan Tech President Glenn Mroz. "People with technical backgrounds have always commercialized their research, but that trend is accelerating," he said. "The School needs dedicated space to support collaboration between SBE and entrepreneurs from the STEM disciplines."

## Increasing capacity and presence

A new building is essential for establishing that rapport with the rest of campus, says Johnson. "The School of Business and Economics is not a silo, and we never have been, but our location does isolate us," he says. "We're looking forward to increasing our visibility on campus. We need—the entire University needs—more and better space to

house interaction between us and the student body, especially Enterprises and Entrepreneurs Club: they aim to elevate entrepreneurship."

The successful integration of STEM and business is illustrated by the School's dynamic IT Oxygen Enterprise. "Campus is moving from pure STEM toward commercializing skills and ideas," says Jodie Filpus-Paakola, SBE's coordinator of academic services. "Even the SBE led Enterprise doesn't just have business students. We have majors in computer science, technology, and computer engineering. They won't end up with a business degree, but they will learn a lot about running a business."

The University as a whole will benefit from a modern new facility. It will open the door to growing the graduate program and allow the SBE to double enrollment, including distance learning. Johnson says, "Having dynamic

classrooms with recording capabilities, smart boards, and real-time connections with faculty through distance and face-to-face students, will elevate the profile of the school as a national leader alongside the University. The addition of quality labs and centers of excellence may even expand corporate engagement opportunities. Johnson notes, "For years, our mantra has been, 'Invest in people,' and we've done that. But in the end, to attract faculty and students, you need to invest in infrastructure. They need a good place to work and learn." Filpus-Paakola agrees: "The time for partial measures is over," she says. "No more Band-Aids."

Accounting professor Joel Touriniemi, is also excited by the prospect of a new, state-of-the-art signature facility with all the amenities of Michigan Tech's peer institutions. "Our students are outstanding. They deserve a place they can call home."

# We're constructing plans

Michigan Tech is on its way to securing the funds needed to break ground on a new SBE building, but there is still work to do. Johnson says, "Thanks to our generous alumni and supporters, we are working towards our goal. But we still have about \$6 million to go."

We are currently constructing ways to support Building 2.0, such as naming opportunities for faculty offices, student spaces, classrooms and others, in addition to matching programs with the State.

However, Johnson emphasizes that supporters do not need to be millionaires to support the cause. "A large number of small and mid-sized individual donations are a critical part of the final steps of any capital campaign. We wouldn't be where we are without the generous major gifts we've received thus far.

Soon we will enter the final steps and be turning to our supporters to be part of making the new building a reality.

We appreciate our alumni, friends, and families of current students for knowing the value of a Michigan Tech education. Thank you for recognizing the campus as a vibrant and critical part of the community and for helping us build into the future of Michigan Tech."

Interested in supporting Building 2.0? Contact Dean Johnson at dean@mtu.edu.



## Richard and Joyce Ten Haken

# “A BUILDING WITH WOW FACTOR

that could be used as a recruiting tool to draw the best professors and the best students.”



**Richard and Joyce Ten Haken '70** recently gave a million-dollar gift toward the construction of a new signature building for the School of Business and Economics.

Two of Michigan Tech's most loyal donors may now rarely experience the Upper Peninsula's bone chilling winters and legendary snow from their college days. They moved more than 2,000 miles from the campus that inspired their extraordinary generosity. Although their home is now in sunny Yuba City, California—a place with exactly zero annual inches of snowfall—a part of their hearts remain in Houghton, Michigan.

More than four decades ago, a few years after graduating from MTU, Richard and Joyce Ten Haken '70 put down roots in the rural West Coast community, where they still live with their beloved Doberman Pinscher, Ziva. But the memory of their time together at Michigan Tech still resonates—especially as they approach their 50th wedding anniversary. “We had a very positive impression of Michigan Tech,” says Richard. “I went there right out of high school to study engineering. I transferred briefly to a college in my home state of Wisconsin to study business, but I liked Tech so much I came right back and convinced Joyce to join me. We married halfway through college.” He fondly recalls the ski trails right outside married student housing where they lived as newlyweds. “We loved the beauty of Upper Michigan and the four seasons.”

After college Joyce put her MTU degree to work, establishing a successful career as a Certified Public Accountant. She now runs the largest public accounting firm in Yuba City. Richard is retired after a long career, as first a US Air Force pilot, then as a commercial airline captain. Although he didn't use his business degree directly, Richard says he “got a foundation for my whole adult life; especially the quality of education both Joyce and I received from Michigan Tech.”

**“A modern, state-of-the-art facility would attract positive attention and match the quality of the education it provides.”**

**That's a big reason why** the Ten Hakens have chosen to give substantially to their alma mater. For 20 years, the couple has underwritten scholarships for students. About a year and a half ago, they established two faculty fellow positions in business—one designated for accounting/finance and the other for any deserving faculty member. Most recently, the Ten-Haken scholarship was awarded to accounting faculty Peng Guo and Dan Eshelman, who also happen to be married. Their gift has supported the acquisition of databases to conduct research in accounting, finance, and management, and has boosted experiential learning in business and accounting.

After many years of consideration, and a number of conversations with Dean Johnson, the Ten Hakens recently

gave a million-dollar gift toward the construction of a new signature building for the School of Business and Economics. Richard says, "We'd love a building with a wow factor—a place that could be used as a recruiting tool to draw the best professors and the best students. Functionally, the current building is inadequate. A modern, state-of-the-art facility would attract positive attention to the SBE and help make its appearance match the quality of the education it provides. First impressions are important." Michigan Tech has made substantial facility improvements over time, such as the award-winning Rozsa Center for Performing Arts. According to the Ten Hakens, it's time to turn the spotlight on the School of Business and Economics.



"Breeders say if they were to be reincarnated as a dog, they'd want to be owned by us." – Joyce



Richard volunteers for the local police and fire departments, where he puts in 50 hours each month.

At the heart of the Ten Haken's generosity—whether measured in dollars, time, or service to the community—is a **desire to give back as gratitude** for the many blessings they have received in their own lives.

**Back home in California**, Richard and Joyce dote on Ziva and still grieve the recent loss of their American Kennel Club champion, Kayla, a dog so beautiful people would stop their cars in the middle of the street to compliment her. They've had dogs since 1975, first Mini Dachshunds, then a series of five Dobermans, three of which were AKC champions.

Richard appreciates that showing their beloved dog is among the few things that draws Joyce away from her demanding job. Although they enjoy annual pre- and post-tax season vacations, both stay very busy. Richard spends his days volunteering for the local police and fire departments, where he puts in 50 plus hours per month.

"I do all the things I'm qualified to do, so they can do the things they're qualified to do." As a self-described "law and order guy," he enjoys the camaraderie and the opportunity to make life a little bit easier for the city's law enforcement officers and firefighters.

At the heart of the Ten Haken's generosity—whether measured in dollars, time, or service to the community—is a desire to give back as gratitude for the blessings they have received in their own lives. Richard explains, "We feel an obligation to contribute to the community to the extent we can." Sometimes that means directing traffic in Yuba City, and sometimes it means leaving a legacy for generations to come, who will always know and appreciate the Ten Haken name.

# Q&A

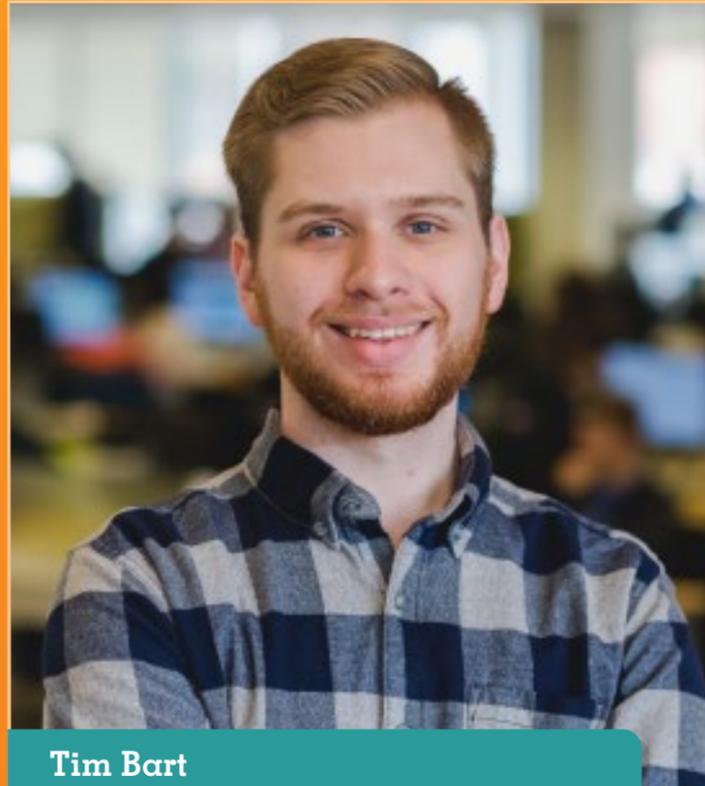
*How has the School of Business and Economics impacted you?*

Champions, supporters, backers, boosters. These student ambassadors help promote and celebrate the good things happening every day in the School of Business and Economics. A new crew is selected each year.



**Jimmie Cannon**  
Accounting and MIS

“The School of Business and Economics has impacted me in such an awesome way. Originally, I didn’t know if I would excel in my fields of accounting and MIS, but with encouragement, wisdom, and leadership from my professors, I have since been able to obtain an internship at Ernst and Young. SBE gave me the opportunity by funding a trip to the National Association of Black Accountants, which enabled me to engage with other future accounting professionals and top accounting companies. All in all, whether it be tangible or intangible, the School of Business and Economics has really impacted my life. Go Huskies!”



**Tim Bart**  
Engineering Management

“I have been impacted by the School of Business and Economics in multiple ways and through multiple channels. Student organizations helped build strong connections to easily join professional organizations. Taking advantage of some of the opportunities SBE has to offer allowed me to explore and build on my leadership potential. I have been able to learn about both my studies and myself and feel prepared to start my career.”



**Rachel Chard**  
Management with concentration in Supply Chain and Operations Management

“Faculty within the School of Business and Economics focus on relating class concepts to real-world applications and teaching their students universal skills. Growing professionally through development of effective problem-solving and decision-making skills has served me well as I enhance my education through internships. Being prepared to enter these roles allows me to make a greater impact.”



**Olivia Burek**  
Marketing

“I’m entering a brand-new chapter in my life. I want to thank my fellow students, who have been my friends, my study partners, and my supporters. I thank my professors, who have been my mentors, my advisors, and my critics. Thank you to the staff, who have provided me with opportunities, worked alongside me, and helped whenever I asked. You have all shaped my future, and I am so grateful for my experience in the School of Business and Economics.”

# NEWS & NOTES



## Williams-Boone, Spring 2018 Student Commencement Speaker

For Jaylyn Williams-Boone, his Michigan Tech experience was a series of calculated risks and exceeding expectations. Jaylyn's drive was evident to former Michigan Tech football coach Tom Kearly who told him at their first meeting, "You look like you have something to play for."

And indeed he did. For much of his high school career, football was an afterthought, as Williams-Boone was a highly recruited wrestler out of Flint's Carman-Ainsworth High School. As a high school senior, he was challenged by a coach who told him he wasn't fit to play college football. From that day forward he dedicated himself to doing just that.

A stellar senior season led to a Michigan Tech scholarship, which he says was already against the odds. "Where I come from, death and violence aren't foreign concepts. Statistically, coming from the north side of Flint, Michigan, the odds of being incarcerated or killed are greater than going to college."

As a redshirt freshman, he received his team's Freshman of the Year honor and Great Lakes Intercollegiate Athletic Conference All Academic Excellence Award in his debut season. Driven by adversity, he has twice fought back

from injury and graduated with a bachelor's in finance after four years.

Priding himself on truly being a student athlete, Williams-Boone has appeared on the Dean's List six out of his eight semesters at Michigan Tech, and was the SBE's Outstanding Man in Business in 2017. He was also involved in campus organizations such as APMP, Black Students Association, and the Undergraduate Student Government.

When asked about his view on life, Jaylyn says it is a journey rather than a destination. As a man of intense faith, he is humbled by his successes and cites his mother as a source of inspiration. "She's my everything," he says. "She has sacrificed so much to give me the life I have today. Everything I've accomplished I owe to her."

With his football and college days over, Williams-Boone is working as an Associate Account Manager at Inteva Products at their headquarters in Troy, MI. He is now closer to his hometown, which he remains dedicated to. "No matter how far I go, I'll never forget where I'm from. My desire is to give hope and inspire others to chase their dreams beyond the confines of the life they are currently exposed to."

## Captain Nerg '10 Receives Michigan Tech's Outstanding Young Alumni Award



The Outstanding Young Alumni award is presented each year to alumni under the age of 35 who have distinguished themselves in their careers. The award recognizes the achievement of a position or some distinction noteworthy for one so recently graduated.

The 2018 recipient is Captain Amanda (Taylor) Nerg '10. Nerg received a bachelor of science degree in business administration in 2010. In 2014, she earned her master of business administration at the Naval Postgraduate School. She is currently the Chief of Contracting Office at Moron Air Base in Spain, where she supports multiple Air Force, Marine, and NATO missions.

Nerg attributes the training she received at Michigan Tech as preparing her for a career in the Air Force. In her first assignment she served as a contract administrator at Grand Forks Air Force Base in North Dakota where she managed a \$7.6 million architect-engineer service.

## Six Sigma Yellow Belts Achieved

Spring Michigan Tech students affiliated with the American Society for Quality (ASQ) successfully completed the Certified Six Sigma Yellow Belt (CSSYB) examination. Though not a requirement, eight students challenged themselves and took the exam, resulting in 100-percent successful completion. This accomplishment is attributed to Michigan Tech's "crazy smart" students and SBE's response to industry's ever changing needs. One way SBE responded was the revamping of the Six Sigma Fundamentals course, integrating more science, technology, engineering, and math (STEM) content while focusing on behavioral and technical dimensions of quality management, a skill in demand by employers.

Michigan Tech has 17 student-members of ASQ and became an official student branch this spring.

### Congratulations to the students that completed CSSYB Certification

- Shan Amarmani** Engineering Management
- Timothy Bart** Engineering Management
- Bruce Brunson Jr.** Biomedical Engineering
- Hailey Huyser** Engineering Management
- Kyle Huyser** Engineering Management
- Ryan Larson** Engineering Management
- Gabriela Mayorga** Engineering Management
- Keaton Thames** Engineering Management



## Engineering Management and MIS Double Major Lands Internship at Lear

Lear Corporation, based in Detroit, is a leading automotive supplier that hosts an annual challenge to build connections with the state's universities and tap new sources of innovative ideas. This year's Lear Challenge had 57 participants from six universities: Michigan Tech, Michigan State University, Wayne State University, the University of Michigan-Ann Arbor, the University of Michigan-Dearborn and the University of Detroit-Mercy. The Lear Open Innovation Challenge presents a problem to interdisciplinary teams of university students. Last year, the challenge involved increasing vehicle occupant safety. Two weeks later, the teams meet in Detroit to present their solutions.

Five Michigan Tech students (pictured above) completed the challenge and four received awards. One member of the team, Shawn Badanjek (pictured far left), won the grand prize. A senior in engineering and management information systems, he received an internship with Lear for the summer, where he worked with his team to develop a prototype of their idea. He also received a \$250 cash prize, a Haworth Fern chair (customized personally for him), and a set of Detroit Tigers tickets. Badanjek has high praise for the competition mentors. "I believe the guidance and mentoring I received from these people was priceless," he says. "I learned more about high-level team building and interaction in two weeks than in any semester-long class I have ever taken."



## Freshman Marketing Student Qualifies for BPA Nationals

Coleton Kotecki, a freshman marketing student and Impact Scholar, qualified to compete on a national level with BPA (Business Professionals of America) during his senior year with Menominee High School. "I'm honored to be able to represent Menominee, the U.P. and Michigan because I'm only the school's second national qualifier in the past six years," he said.

Kotecki competed in the category of extemporaneous (extemp) speech. "BPA's extemp category is very similar to impromptu speaking," he said. "First, I go to the prep room. I have eight cards lying face down with business-related topics on the other side. I choose two of them, not knowing what the topics are. Once I see the topics, I have to choose one of the two to give my speech on. I am provided with three index cards. I'm not allowed to use any references besides my brain. I have 10 minutes to prepare my speech. Once my time is up, I must deliver a two-to-four minute speech relating to my topic to a panel of two to three judges."

After competing at the state level in Grand Rapids, MI, where Kotecki placed in the top three out of 40 students, he then went on to nationals in Dallas, TX. "It was a great experience," he says, "I was able to further develop my public speaking skills and I placed 11th, which put me on stage with the top 12 competitors." SBE is excited to see what Coleton will accomplish while at MTU.

## Roose Wins Student Leadership Award

Last spring at the Annual Leadership Awards, Gina Roose (Spring 2018 graduate with a B.S. in Accounting with Finance), now a student in the M.S. in Accounting program, received the Vice President for Student Affairs and Advancement Award for Service. This award is designed to recognize students demonstrating leadership, engagement in community, and a commitment to service. As an undergraduate student, Gina was an SBE Ambassador, RA, and Community Coordinator for Residential Life, Peer Mentor for the Wahtera Center for Student Success, and active in numerous student organizations and activities on campus.

When asked how she remains active on campus yet excels in the classroom Roose says, "While I've poured a great deal of myself into my jobs and activities, I have also maintained a focus on school. I love my studies and have done very well in my classes. I have a passion for education, and balancing education and work allows me to combine what I learn in and out of the classroom."



## SBE Welcomes three New Student Organizations

Student organizations are a cornerstone for experiential learning opportunities. They are avenues for students to gain critical leadership skills and provide access to professional networking. SBE strives to provide every student in the school and throughout the campus with opportunities for involvement. Learning outside of the classroom provides students with rich educational experiences, including professional development and networking.

This past year SBE welcomed three new student organizations, two with national professional affiliations:



**American Marketing Association (AMA)**

AMA of Michigan Tech (American Marketing Association) is a collegiate marketing chapter owned by the passionate students who aim to develop their business careers in the field of marketing. New AMA members are expected to build marketing experience and a professional career network by working with existing AMA members, AMA alumni, marketing professors, and industry experts.



**American Society for Quality (ASQ)**

The American Society for Quality (ASQ), an international organization promoting quality management and continuous improvement, has approved a student chapter at Michigan Tech. The chapter's objectives are to promote professional certification, foster a culture of lifelong learning and to connect students with chapters across the country as they transition from student life to their chosen careers.



**Economics Club**

The Economics Club aims to bring together students of all academic interests to discuss, analyze, and interpret economic data and policy in our local community, the state, the nation, and the world. Through speakers and events, it is the purpose of the Economics Club to reach the student body at Michigan Tech to inform them of the importance and relevance of economics.

## SBE Launches Professional Blueprint Program

A new program launched with the Fall 2018 incoming class. High-paying, high-tech jobs begin with a polished résumé, business etiquette, and a professional demeanor and the School of Business and Economics charges itself with providing all business students with the blueprint for professional success. In the Professional Blueprint program, Huskies are recognized for:

- Participating in career-advancing activities
- Networking with business professionals
- Getting involved in the campus and community
- Broadening their perspective through internships and study abroad programs
- Stand at Commencement with an honor cord distinction, recognizing dedication to personal career development.

## Merz Returns to Teaching and Buche Joins Administration

After serving SBE for nine years, Dr. Tom Merz steps down from his appointment as associate dean of the School of Business and Economics. Serving under four deans during his tenure as associate, the students, staff, and faculty appreciate Merz and all of his work and dedication, including twice helping the SBE retain accreditation through the AACSB. This Fall Merz returns to the faculty, teaching courses in economics.



The SBE's new associate dean is Dr. Mari Buche. Buche, associate professor of management information systems and affiliate associate professor of data science, has been at Michigan Tech for 15 years. During those years, she has won SBE's Teacher of the Year award three times ('05, '12, and '14) and has served on numerous University-wide committees including University Senate.



## Welcoming New Hires

**Jenny Apriesnig**  
Assistant Professor of Economics

*PhD Agriculture and Resource Economics  
Colorado State University*



**Laura Connolly**  
Assistant Professor of Economics

*PhD Economics  
University of Alabama*



**Laura Shawhan**  
Director of Administration

*BS Paralegal Studies  
Northern Michigan University*



**Ellen Horsch**  
Professor of Practice of Management

*MA Economics  
Central Michigan University*



**Shannon Rinkinen**  
Director of Marketing and Outreach

*BA Liberal Studies with concentrations in English and Marketing,  
Finlandia University*



## Happy Retirement!

**Diane Benda**  
Director of Administration

Diane Benda elected to retire from Michigan Tech July 1. As the Director of Administration, Diane was the key hub between the central administration, the Dean's Office, faculty, staff, alumni and students. Diane's efficient performance masked the enormous responsibilities and duties she performed on a regular basis. Diane was vital to the SBE's progress and accomplishments over her career.

The SBE held a retirement reception for Diane on May 1. We wish her the best, and congratulate her on a well-earned retirement!



# IMPACT SCHOLARSHIP WINNERS



## ANNA NAULT

Business General | Marquette, MI

"I am excited to continue my education at Michigan Tech because I have successful adults in my life who studied here, and it is close to my hometown. I also really like how there are many different activities to do around campus, so I have plenty of different options. I would like to start my own business, and I know Tech will help me reach my goals."



The following students received partial tuition awards as part of the Impact Scholarship Program



**Mickayla Brandly**  
Hancock, MI  
Finance

"I am excited to attend Michigan Tech because it fosters my love for learning in an environment that pushes me to be successful. Having grown up in the Keweenaw, I know firsthand that there are many people eager to guide me along my journey. I am proud to continue my education as a Husky!"



**Anna Brubaker**  
Chassell, MI  
Management Information Systems

"I chose MTU because many of my friends are attending to become engineers. When I discovered the business program here, I was thrilled. I can do what I want to do, without losing contact with my friends."



**Collin Flatt**  
Fenton, MI  
Finance

"I chose to attend Michigan Tech because of the job placement rates along with the ranking of the University. I also really enjoy the UP, as I am an avid snowmobiler."



**Sarah Smyth**  
Rochester Hills, MI  
Business General

"Michigan Tech is the right school for me because of its hands-on teaching and friendly environment. Michigan Tech has passionate students who love to learn and because of this, they make school a great experience. With a degree from Michigan Tech, I can follow my dreams and chase my passions."



**Evan Sorensen**  
Negaunee, MI  
Accounting

"Every interaction I've had with Michigan Tech professors and students has been positive. Since Tech has such a similar community to my hometown, my decision wasn't hard to make. I look forward to all the opportunities at MTU. I can't wait to get started!"



**Breanna Stohr**  
Whitehall, MI  
Finance

"I chose Michigan Tech because it has an out-of-state feel with in-state tuition. Tech builds the bridge to the new age of technology. I'm excited to see where the opportunities Michigan Tech has to offer will take me in my pursuit of a master's degree in accounting."



**Nicholas Yost**  
Dublin, OH  
Management Information Systems

"I chose Michigan Tech at first because of the beautiful campus and scenery. As I explored more of the University, I discovered what a great education and set of opportunities it has to offer. From a solid educational foundation to a strong alumni community, Michigan Tech is a perfect fit for me."



**Megan Happel**  
Three Rivers, MI  
Engineering Management

"Michigan Tech has been my dream school since as early as sixth grade. I am thrilled to not only be accepted, but also to receive this amazing scholarship. As both a left- and right-brained student, I look forward to the challenges engineering management has to offer me. Michigan Tech, here I come!"



**Abigale Hayes**  
Lake in the Hills, IL  
Management

"Winning an Impact Scholarship has boosted my confidence and has shown me that I can actually do this. Knowing that people outside of my immediate family see potential in me makes me work even harder to validate their beliefs."



**Michael Johnson**  
South Range, MI  
Engineering Management

"I decided to attend Michigan Tech because of the area. I grew up in Houghton County and lived here just about my whole life. I explored and adventured and saw the beauty of what the area has to offer. I also decided to go to Michigan Tech because of family and friends that live nearby."



**Coleton Kotecki**  
Menominee, MI  
Marketing

"I chose to attend Michigan Tech for many reasons. The biggest being the opportunities available to me—both on campus and my career after graduation. Another factor I took into consideration was the distance from home. Being a Yooper who values education, MTU was an easy choice being only three hours from home. Scholarships also helped me make my decision."



**Emma Melchiori**  
Marquette, MI  
Business General

"While attending the School of Business and Economics at Michigan Tech, I hope to earn a bachelor's degree in engineering management. I have always been interested in business and engineering, so a major combining the two is perfect for me. Winning an Impact Scholarship also helped secure my decision to attend MTU."



**Seth Mosentine**  
Ada, MI  
Management with a concentration in Entrepreneurship

"I was having difficulty picking the school I wanted to attend. I noticed that most of the tours I took highlighted the amenities available to students, not the programs. Michigan Tech was different. Almost all of the tour was dedicated to showing off academic facilities."



**Jacob Romang**  
Merrill, WI  
Engineering Management

"Winning an Impact Scholarship means a ton and will help make paying for college easier. It also gives me confidence going into my first year at Michigan Tech. I am ready to succeed."



**Nathan Sodini**  
Traverse City, MI  
Business General

"After an extensive college search, I knew Michigan Tech would be my new home. From the challenging glade skiing, exciting hockey games, to the first-class academics, Tech has everything to offer. I look forward to playing tennis for the Huskies. My goal is to earn a degree in management and become a CEO of a corporation."

The following is a sample of recent publications and research being conducted by faculty in SBE:

**William Breffle**

**Journal of Marketing for Higher Education;** A Latent-class Discrete-choice Model of Demand for Economics Electives: A Case Study on the Challenge to Increase Enrollment

**Sustainable Water Resources Management;** A Sustainability-Based Project Selection Algorithm: Socio-Technical-Environmental Project Selection Algorithm

**Mari Buche**

**AIS Transactions on Replication Research;** Mitigating Turnover Intentions: Are all IT Workers Warriors?

**Society for Mining, Metallurgy, and Exploration;** Text Mining Methodologies on Report Documentation

**Journal of Business Ethics;** The Differential Influence of Identification on Ethical Judgment: The Mediating Role of Brand Love

**2017 Dewald Roode Workshop;** Integrating Outcome Oriented Policy in Information Security Policies: An Examination of Security Perceptions, Motivations, and Intentions

**Communications of the Association for Information Systems;** To fear or not to fear? A critical review and analysis of fear appraisals in the information security context

Mental Models: What do we mean by Data Science?

**John “Dan” Eshelman**

**Auditing: A Journal of Practice & Theory;** Auditor size and Going Concern Reporting

**Accounting Horizons;** The Effect of the SEC’s XBRL Mandate on Audit Report Lags

**Auditing: A Journal of Practice & Theory;** Business Strategy and Auditor Reporting

**Sonia Goltz**

Continuous Improvement to Achieve Faculty Career Equity.

**Journal of Management Spirituality and Religion;** Organizational Change: Insights from Buddhism and Acceptance and Commitment Therapy

**The Review of Higher Education;** Academic Dual Career as a Lifeworld Orientation: A Phenomenological Inquiry

**Management Teaching Review;** Enhancing Simulation Learning with Team Mental Model Mapping

**Peng Guo**

**Accounting and Finance Research;** Business Strategy and Intra-Industry Information Transfers

**Auditing: A Journal of Practice & Theory;** Auditor size and Going Concern Reporting

**Soonkwon Hong**

Consuming Kitsch: Memetic Idolization of the Middlebrow Pleasure

**Markets, Globalization & Development Review;** Review for Isle of Dogs

**Journal of Business Research;** Bad Death Legitimated: Creation of the Market for the (soon-to-be) Bereaved in Korea

**Marketing Theory;** Enrollment of Space into the Network of Sustainability

**Dana Johnson**

**International Journal of Quality and Reliability Management;** A multi-year SEM model predicting the impact of behavior attributes on overall patient satisfaction

**Energies;** Measuring the regional availability of forest biomass for biofuels and the potential of GHG reduction

**Quality Management Journal;** The Effect of Waiting Time on Patient Perceptions of Care Quality

**Junhong Min**

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**2017 Annual Meeting of the Decision Sciences Institute Proceedings;** A New Perspective on Resources and Innovation: Introducing a Supply Chain Resource Orchestration Framework

**Transportation Journal;** Integrating External Knowledge: Building a Conceptual Framework of Innovation Sourcing

**Council of Supply Chain Management Professionals, Academic Research Symposium 2017 Proceedings;** Introducing a Supply Chain Resource Orchestration Framework

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**Dewald Roode Workshop (IFIP WG 8.11/11.13);** Integrating Outcome Oriented Policy in Information Security Policies: An Examination of Security Perceptions, Motivations, and Intentions

**Communications of the Association for Information Systems;** To fear or not to fear? A critical review and analysis of fear appeals in the information security context

**International Journal of Organizational and Collective Intelligence;** Contextualized Meaning Extraction: A Meta-algorithm for Big Data Text Mining with Pragmatics

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