



## Students Visit “Wall Street of the West”

**Student Investment Fund (SIF) students travel to the San Francisco Financial District to visit top financial firms, network, and learn the secrets of a job interview that will get you hired.**

During Spring Break this year, eight students in the Student Investment Fund (SIF) flew to the San Francisco Financial District to visit seven top financial firms.

SIF was created in 1991, after UAF students placed fourth in the nation in the AT&T Student Investment Challenge, a simulated trading game. Today, students manage an endowment worth over \$510,000. Faculty advisor and SIF professor, Dr. Craig Wisen, says students in his class greatly increase their speaking and critical thinking skills due to how closely SIF mirrors the real world of finance. Students are shown not only how to learn from their profits, but also how

to learn from their mistakes: a failed investment teaches what hidden pitfalls to avoid.

To enhance the students’ understanding of real-world finance, Craig arranged a trip to San Francisco’s “Wall Street of the West.” There, students met with top financial firms, including VIASYN, Inc., a leader in risk management for renewable energy generators.

Sam Enoka, the President and CFO of VIASYN, is a SIF/SOM alumni ('95). Grant McGregor, a MBA student currently enrolled in SIF, has this to say about the trip:

**“The knowledge we gained visiting with Sam, and all seven of the firms, is immeasurable.”**

“The knowledge we gained visiting



Photo courtesy of Craig Wisen

with Sam, and all seven of the firms he connected us with, is immeasurable. We spend a lot of time as students reading books and learning from professors, but to be able to see what we are learning in person, from skilled professionals, is amazing. The individuals we met in San Francisco are the best in their industry: they are the cream of the crop.”

Grant was offered two summer internships in the finance industry, and he credits both offers to the knowledge and tips he learned on the San Francisco trip.

“Simple preparations for interviews  
See **SIF TRIP**, page 5

## Susan Herman Honored

**The late Professor Herman is the first recipient of a new award honoring excellence in teaching and adult learning.**

Dr. Susan Herman was posthumously awarded the Gretchen T. Bersch award for Excellence in Teaching and Lifelong Learning. This award was presented to the School of Management on April 5, 2010.

At UAF and in the Fairbanks Community, Susan touched many lives. She taught business classes and led the internship program for the School of Management (SOM), founded and directed the UAF Northern Leadership Center, designed the UAF Summer Leadership Institute for high school students, designed



Photo courtesy of Gary Kofinas

Leadership Fairbanks for the Chamber of Commerce, and was the faculty mentor for the SOM’s Associated Students of Business.

Susan was a dynamic, energetic, and inspiring professor, mentor and peer. All who knew her were influenced not only by her willingness to serve, but also her ability to draw people and ideas together, her tenacious faithfulness to a cause, and the never-ending amount of encouragement and support she offered.

Susan’s award was presented to a packed room. Attendees included Susan’s husband, Gary Kofinas, UA President Mark

See **SUSAN**, page 5

# A Message from Mark

The School of Management Dean wraps up another successful semester and wishes SOM graduates the best of luck in beginning their professional careers.

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## School of Management's 2010 Graduating Class

### ACCOUNTING

Jocelyn Bratten  
Anna Coulter  
Tammy Enochs  
Laila Fullford  
Shannon Hicks  
Gaylene Huntington  
Tripti Macias  
David McGraw  
Jessica McNelly  
Jennifer McMillan  
Lulije Saliu  
Valaire Sanford  
Abigail Scannell  
Patrick Tanner  
Sarah Villalon  
Dilin Wang

### BUSINESS

#### ADMINISTRATION

Hannah Armstrong  
Jonathan Bradish  
Douglas Carlin  
Seeyaa Charpentier  
John Cofield, Jr.  
Brandy Hahn  
Reed Johnson  
Brandon Knelsen  
Dion Knelsen  
Christopher Marok  
Kathryn Niemi  
Jordan Pernarowski  
Peter Reed  
Holly Sacora  
Sean Sigh

Justin Strausbaugh

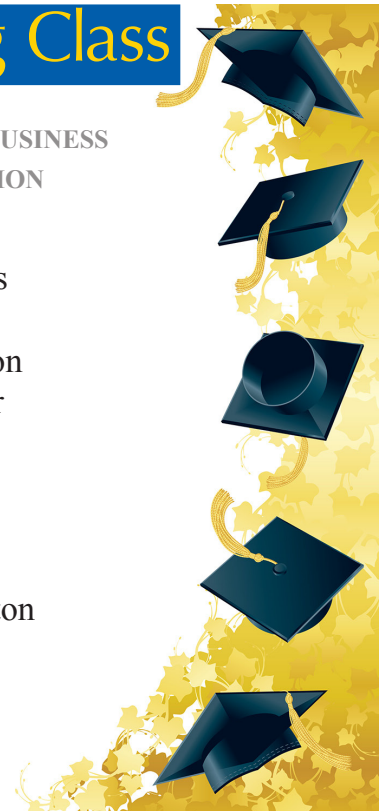
John Thies  
Megan Thigpen  
Kristi Weis

#### ECONOMICS

Robin Burke  
Victor Kubanyi, Jr.

### MASTER OF BUSINESS ADMINISTRATION

Kelly Collins  
Francine Davis  
Sharon Ehasz  
Tabitha Johnson  
Justin Koestler  
Einar Often  
Michael Panfil  
Jason Rissler  
Jason Turo  
Elizabeth Walton



# SIFE Team Wins Regionals

**Students in Free Enterprise (SIFE) heads to Nationals after taking first place in the SIFE USA Regional Competition in Costa Mesa, CA.**

On March 19, 2010, the UAF SIFE team took first place at the SIFE Regional Competition in Costa Mesa, CA. SIFE will be heading to Minneapolis to compete with 140 other universities and colleges in the National Exposition on May 11-13, 2010. The winner of that competition will challenge the winners from 39 other countries in the SIFE World Cup.

In total there are 1,300 colleges and schools worldwide with SIFE teams. Of those 1,300 schools, roughly 500 competed this year. Only six schools can compete head on before the judges, there are multiple divisions, and each regional competition sends a few select winners to Nationals.

SIFE teams are judged on their community projects. Judges look at what economic principles are taught and how many people are impacted by the **PROJECTS**.



*The winning SIFE team (from left to right): Michael Schulte, Sitara Chauhan, Sam Vanderwaal, and Evie Gresko.*

# SWEET-en Your Life

**Student Who Enjoy Economic Thinking (SWEET) host guest lecturers every semester, providing a public forum for discussion of current events.**

March 13, 2010, University of Alaska President Mark Hamilton was added to the distinguished list of speakers Students Who Enjoy Economic Thinking (SWEET) have hosted on campus. Soon-to-retire President Hamilton discussed the economic future of Alaska and the role the University of Alaska will play. A complete video of his speech, as well as upcoming events hosted by SWEET, can be found on the SOM website, [www.uaf.edu/som](http://www.uaf.edu/som).



*UA President Mark Hamilton lectures in Schaible Auditorium as part of the SWEET guest speaker series.*

# Marketing Guru Visits UAF

**Kevin Lane Keller, a world-renowned marketing expert, spoke to a packed auditorium at UAF and visited the village of Rampart.**

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. He teaches MBA courses on marketing management and strategic brand management.

Professor Keller is one of the international leaders branding and strategic brand management. He has served as a consultant and advisor to marketers for some of the world's most successful brands including American Express, Disney, Ford, Nike, Levi Strauss, and Procter & Gamble.

He told students SOMETHING HERE FROM POWERPOINT. A complete video of his lecture can be found on the SOM website, [www.uaf.edu/som](http://www.uaf.edu/som).



*(Top right) Kevin flies with Bernie Karl enroute to Rampart. (Bottom right) Kevin presents his lecture to a packed Schaible Auditorium.*

## NABL Takes 1st Place

**Native Alaskan Business Leaders (NABL) wins business plan competition.**

Represented by Sarah Villalon, the Native Alaskan Business Leaders (NABL) placed first in the Business Plan Competition at the American Indian Business Leaders 2010 National Business Leadership Conference in Carlton, Minnesota.

It was just for years ago that NABL won the business plan competition in New Mexico and it's great to see them do it again under Sarah's leadership. Sarah is the President of NABL, as well as the President of the Festival of Native Arts, she is an active GAAP member, and has been an ASUAF Senator.

Along with placing first in the Business Plan Competition, Sarah, individually, won the resume competition.

A big thank you to Doyon, Limited and Koniaq, Inc. for supporting NABL and making Sarah's success possible.

## Newest SOM Major: Emergency Management

There is an ever-increasing demand for fire department and emergency services administrators educated in fire science, emergency medical services, rescue practices, hazardous materials, terrorism threats and business management practices. The business administration department offers students the opportunity to combine technical expertise derived from the associate of applied science degree in emergency services with a curriculum in business management to become highly competitive candidates for job openings and promotion to chief officer or administrator positions within fire departments and other related fields of emergency services.

Fire chiefs and emergency services administrators of the future will need a combination of knowledge and experience covering fire science, EMS, government and politics, accounting, business practices, personnel management, employment law, organizational theory and behavior, training and management development, organizational communications, technical writing, public policy, and leadership and civic engagement offered in the emergency management degree curriculum.

## SOM Student Recognized

**Dion Kneslen receives prestigious Joel Wiegart Award.**



Photo courtesy of UAF Newstrum

The School of Management is proud to congratulate Dion Kneslen for receiving the Joel Wiegart Award, an award that recognizes one outstanding graduating senior man each year. This honor is given to a student who is nominated and then voted on by committee as having outstanding character, personality, scholarship, extracurricular activities, and contributions to the University and Fairbanks communities.

"Dion is a responsible, conscientious, engaging young man who serves as a great role model to his classmates, the UAF community, and the citizens of Fairbanks," said professor Jacob Joseph.

## Entrepreneurial Spirit Award Established

Started with a \$10,000 gift, this \$1,000 award provides incentives and recognition for students, faculty, and staff to develop, document, and raise awareness of the best practices in nurturing innovation and entrepreneurship in Alaska's Interior. Success includes innovative ideas with commercial potential, demonstrative interdisciplinary collaboration, and having a significant local component to its development.

This award would not be possible without contributions from:

**The Entrepreneurship and Mentors (TEAM) Network**

**Bradley A. Feld & Amy Batchelor**

**Allan Johnston**

For more information, please contact Tammy Tragis-McCook at 907.474.7042, or [tammy.tragis@alaska.edu](mailto:tammy.tragis@alaska.edu).

## SIF Trip: “Wall Street”

such as exploring company history and performance, researching individuals working at the company, learning the company investment strategy, and putting together several questions to ask. Being prepared and knowledgeable in an interview is what gets you a job.”

Grant accepted an internship with Alaska Permanent Capital Management, a company with over \$2 billion in assets, under management and advisement based out of Anchorage.



*SIF students stand outside E\*Trade, the online broker that holds the SIF account.*

## SIF Q&A: with Dr. Craig Wisen



Photo courtesy of Craig Wisen

After graduating from the U.S. Airforce Academy, Craig worked for several years in the finance industry. Currently an Associate Professor in Finance, he received his Ph.D. from Indiana University. When not in Alaska, Craig likes to spend his time in Hawaii.

### 1. What do you see as the future potential of SIF?

The future potential of SIF will be revealed by the accomplishments of the students who continue to become successful UAF alumni. Current students are also role models. They inspire the aspirations and career goals of high school students, freshman, and sophomores who are still in the midst of deciding on their major and life goal.

### 2. What do you think was the greatest benefit of the San Francisco trip to the students who went?

The greatest benefit will be job placement. Finance positions that require analytical skills provide attractive compensation packages, but applying and interviewing for these positions is an extremely competitive process. The hard work, due diligence, and attention to detail required by SIF is also required by the firms we visited in San Francisco. Seeing this first hand helps students find the best jobs and hit the ground running once they start. An integral part of this benefit is having role models like Sam Enoka (a SIF/SOM alumni) who exhibit these characteristics and accomplishments.

### 3. Anything else you would like to add or include?

My appreciation goes out to the UAF, Sam Enoka, and Northrim Bank. SIF requires a higher level of commitment and funding than the average class. By investing in the Student Investment Fund they have allowed us to thrive and successfully compete in Alaska and throughout the nation.

## Susan: award presentation

Hamilton, UAF Chancellor Brian Rogers, and SOM Dean Mark Herrmann. Gretchen Bersch, the woman for whom the award was named, flew up from Anchorage to honor the first recipient of this award.

Accepting the award in Susan's name, SOM received a framed certificate and the collection of *Conversations in Lifelong Learning* DVDs. Currently there are 34 DVDs, each of which includes in-depth interviews with leading adult-learning

theorists and practitioners from around the nation. The framed certificate can be viewed in the SOM conference room (Bunnell 201), and the DVD collection will be housed in the Northern Leadership Center and made available to students.

**To make a donation to the UAF Northern Leadership Center in honor of Susan Herman, please contact Tammy Tragis-McCook at 907-474-7042 or [tammy.tragis@alaska.edu](mailto:tammy.tragis@alaska.edu)**



# Arctic Innovation Competition

The AIC is a new, useful, feasible and valuable idea contest run by the University of Alaska–Fairbanks. The competition is free and open to the public. Anyone with an innovative idea for solving real life problems and challenges can enter the contest and win. The final competition will be held on October 29, 2010. Deadline for online submissions is September 30th.

For more information, visit [www.arcticinno.com](http://www.arcticinno.com).



# Dancing with the Cars

Hosted by UAF Chancellor Brian Rogers and Sherry Modrow, Dancing with the Cars featured food, dancing, and an auction to celebrate University and the Fairbanks' community partnerships. This event was held on February 12th at the Fountainhead Antique Auto Museum, a setting featuring over 60 automobiles produced in the United States prior to World War II.

Along with gleaming cars there were over 23 auction items, including the opportunity to be pictured with your choice of antique automobile in an original painting by Sandy Jamieson. Proceeds from the auction items helped support Doyon Foundation Scholarships and the Arctic Innovation Competition.

## AIC Winner Still Innovative



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## Donor Highlight

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# Faculty Spotlight

*Dr. Jim Collins*



James and Jim in the Grand Canyon

Jim Collins has been working at the School of Management since 1991. He served as the Dean for six years. Before coming to Alaska, Jim spent time in Texas. At the University of Texas at Austin, Jim earned his MBA in Marketing and his Ph.D in Strategic Management.

## What would you like to tell us about your family?

I met the love of my life, Cindy, in 1968 by accident. It was love at first sight. We've been married for almost forty years. We have two children – Heather who is an environmental engineer and James who is an Air Force pilot. They are both married and have between them blessed us with three grandchildren: Annabell, Nate, and Olivia.

## What brought you to Alaska?

I was invited to visit UAF. I never really thought I would accept an offer from Alaska, but a trip down the Richardson Highway to Valdez, and a skillful tour of the hills around Fairbanks, convinced Cindy and me to come North for “a year or two” of fun and adventure.

## What advice do you have for current students?

Students must develop a personal strategy to guide their careers and personal life. It is important to envision how you want your life to unfold ten, twenty, and thirty years from now. Then just make it happen!

## What project are you working on now?

I'm heavily involved in developing an entrepreneurship-friendly environment for the University to assist faculty members as they attempt to move research developments from the lab bench to commercial markets.

- Book you are currently reading?** Ayn Rand's *Atlas Shrugged*  
**Your last music download?** Willie Nelson's "Texas on a Saturday Night"  
**One thing on your bucket list?** To build a highboy  
**Best place for BBQ in Texas?** City Market in Luling, Texas

Snapshot

# Alumni Focus

*Marguerita Maasen Gilbertson*



Photo courtesy of Marguerita Gilbertson

Marguerita is the President of Northern Business Systems, Inc. She graduated from the UAF School of Management in 1986 with a BBA in Management.

Marguerita and her family, from left to right: Son, Marguerita, daughter, son, husband.

## What is something you learned at SOM you found useful in your professional career?

Business is not emotional, but objective and quantifiable. Yes, you can be passionate, but don't lose that objectivity.

## What advice would you give to current students?

It took me an extra year or so to graduate, but I learned education is not a race, rather a process, and that degree will open doors for you that nothing else will.

## Why did you choose to attend UAF?

I came to Alaska in July of 1983, on a lark, for love, and to see if I would like living here. I loved it and transferred from the UC system to UAF.

- Favorite place to vacation?** Palm Springs  
**Book you are currently reading?** *Dirty Blonde*  
**Your last music download?** Arrowsmith's "Sweet Emotion"  
**One thing on your bucket list?** Visit the Greek Isles

Snapshot

# Faculty Gold Stars

The following faculty have gone above and beyond! Here are their recent achievements:

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