



**FEATURED STORY**

*Business Leaders of the Year*

The UAF School of Management will honor Cliff and Robert Everts as its 42<sup>nd</sup> Business Leaders of the Year during a dinner and award ceremony at 6 p.m. on Saturday, April 7, in the Westmark Fairbanks Hotel's Gold Room, the first ever father-and-son duo to be recognized together.

Cliff Everts was born in Yonkers, New York to parents who had both emigrated from Germany. The youngest of five children, his interest in planes started in childhood and he took his first ride in an airplane at the age of 12. He started flying when he was 15, and soloed in a 1939 Taylorcraft before he even had a driver's permit. When WWII began, Cliff signed up for the Civilian Pilot Training Program, which allowed him to attend ground and flight school.

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Cliff and Robert Everts in 2011

*Parayko Handles Business On and Off the Ice*

It is not often you can turn on your TV or a livestream three times a week and watch a SOM alumnus. For hockey fans and proud UAF alumni, you can tune in and catch Colton Parayko, professional hockey player for the St. Louis Blues, as he dominates on the ice just as much as he did in his SOM classes.

Hailing from St. Albert, Canada, Colton prefers life in a close-knit community. After an invite by Dallas Ferguson, UAF hockey coach at the time and fellow SOM alumnus, Colton toured Fairbanks, met his potential teammates, saw the numerous outdoor activities available, and knew he had found the school for him.

As with many freshmen, Colton wasn't exactly sure what he wanted to do, but figured having a business degree would lay a foundation for a master's degree and life after hockey. As he pursued his degree, he received the solid groundwork of a business curriculum. The skills developed in a business degree program are highly-transferrable. Colton felt he'd have more wiggle room to accommodate changes in his life plans and have a wider range of job options.

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Colton Parayko playing for the UAF Nanooks



Colton Parayko playing for the St. Louis Blues

## Colton Parayko

Defense, St. Louis Blues  
UAF School of Management  
Class of 2016

Colton stays in touch with several of his UAF classmates through a video chat group. After battling through school courses together, going to practices together, and rooming together in dorms, Colton has found that you develop some serious bonds and make friendships for life.

When asked about advice for current students, Colton recommends staying focused. "Set aside study time and make sure to schedule the proper amount of time to prepare for each course. At the same time, enjoy the school experience and everything that living in Alaska has to offer."

Please join Colton in staying connected to SOM, and give any way you can.

For now, Colton has no plans to change jobs. He has a full-time job as #55, defenseman for the St. Louis Blues NHL team. He is garnering attention as a pro hockey "cheechacko" and is referred to as the team's secret weapon; he has also been named one of the NHL's best players under 25 for 2017. Before becoming such a formidable force on the ice, Colton impressed in his UAF classes. He was recruited his senior year at UAF, and after joining the big leagues, he found time to finish his seven remaining SOM courses to complete his degree the summer of 2016.

"I think some of the things I learned at UAF are time management and organizational skills. While playing for the UAF Nanooks, we took five courses and played hockey, so I was used to managing a tough schedule. The online classes gave me the opportunity work at my own pace. As I started my rookie season in the pro league, it was nice to work on school because all you're thinking about is hockey and basically just trying to do the best you can. When I got home from practice or games, it was nice to focus on something else beyond hockey."

Even though the team plays 82 games a season, half of which are on the road, it's not all about ice time. Players are expected to attend certain events and Colton makes time to volunteer for charities, such as Ronald McDonald House; he also donates hockey equipment to Sport Central, which provides gear to underprivileged youth. Recently, at the Ronald McDonald House, Colton participated in a program called Shopless Santa. Since families are spending most of their time at the hospital, a room of donated gifts is available so children can have Christmas gifts without their parents having to leave the hospital to shop. Through these acts of kindness, Colton gets to witness smiles on children whose parents say they haven't smiled in months. Colton feels privileged to be viewed as a celebrity and to be in a position to give back to his community.

It's been an adjustment as Colton has settled in St. Louis. He is getting used to a new city and making new friends on and off the ice. It's been a life-changing experience as he begins "adulting," and making a salary that most of us could never imagine. Colton feels the best strategy for staying grounded is to not change his spending habits or blow everything out of proportion.



# Arctic Innovation Competition



The UAF School of Management awarded \$30,000 in cash prizes Saturday, Oct. 21, after the final round of presentations in the 2017 Arctic Innovation Competition.

The competition, now in its ninth year, invites innovators to propose new, feasible and potentially profitable ideas for solving real-life problems and challenges.

The top prize of \$10,000 in the main division was awarded to Piper Wilder for 60Hertz Microgrids. The company is developing maintenance management software for microgrids, or small electricity networks, in remote Arctic communities.

With a record number of 55 junior division entries from youth ages 13 to 17 years old — up from only five submissions last year — the competition was fierce. Travis Brase took home the first prize of \$1,000 for his idea, the Water Tank Depth Sensor, an ultrasonic sensor that uses sound waves to measure the amount of water in a holding tank.

In the cub division for youth ages 12 and under, Erin Wallace won first place and \$500 for her idea, Easy Voter, a handheld device that allows U.S. citizens to vote from any location on Election Day.

Top prize and honorable mention winners in the three divisions came from communities across Alaska — Anchorage, Barrow, Cooper Landing, Fairbanks, Kenai, North Pole, Sitka, Soldotna, and Wasilla — and from as far away as Painesville, Ohio.



Lisa Herbert of Usibelli Coal Mine, SOM Dean Mark Herrmann, UAF Provost Susan Henrichs, and Dr. Ping Lan pose with 2017 AIC Main Division First Prize Winner Piper Wilder (center)

## Roast & Boast Showcases Local Businesses

Local coffee roasters and cafés showed off their specialty items on Friday, Nov. 17, at the 2017 annual Northrim Roast and Boast, an event organized by students in a School of Management marketing class. For the sixth year, the School of Management partnered with Northrim Bank to host this community event, which featured baked goods, fresh pressed juices and plenty of hot beverages.

Six businesses showcased their creations at the event: Bagels & Brew, Diving Duck at Lunch Café & Eatery, Go Wild Superfood Café and Juicery, Little Owl Café, North Pole Coffee Roasting Co., and Sipping Streams Tea Co. All participants donated homemade baked goods or gift certificates for the door prizes, and the first 100 attendees received a special “goodie bag.” The grand prize was a Viper remote start system from Street Sounds.



UAF marketing students and Northrim Bank representatives at the 2017 Roast and Boast

Students in the Principles of Marketing class helped organize and market the event, gaining organizational management, budgeting, team-building, and event-planning experience. Mitchell Brower is a senior majoring in business administration and part of the student team working on the class project. “I’ve learned quite a bit while doing this project,” said Brower. “I knew there was a lot that went into hosting and throwing an event, but I didn’t realize there was quite as much as we were doing.”

A cumulative gift of \$75,000, from Joe and Barbara Beedle and Northrim Bank, to honor Joe Beedle, SOM alumnus, upon his retirement from Northrim Bank was presented to School of Management at the event.

## Dedicated Donors Joe & Barbara Beedle

The UAF School of Management Alumni Endowment launched this fall with a gift from Joe and Barbara Beedle, which was matched 2:1 by Northrim Bank for a total of \$75,000 in honor of Joe's recent retirement from the bank.

Joe credits a great deal of his leadership skills to lessons learned and connections made while he was a student at SOM, and through his multiple links to UA Statewide and UAF. Joe was a member of the Student Investment Fund during its formative years, and in his senior year received the Joel Weigert Award for ranking highest in character, personality, and extra-curricular activities. Before graduating with his BBA in finance in 1975, Joe was hired by Marc Langland, the 1982 UAF Business Leader of the Year recipient and founder of Northrim Bank. Joe went on to lead an illustrious career, with his most recent positions as VP of finance for the UA Statewide system, treasurer of the UA Foundation, and president/CEO of Northrim Bank.

Joe and his wife Barbara met in 1968 at Juneau-Douglas High School and have been together in some way for 49 years! Originally from Kansas, Barbara's parents moved to Alaska so her father could work as an Episcopalian mission priest and medical doctor. The Beedles married at the tender age of 20 while Joe was a sophomore at UAF. Living in married student housing, they shared duties as resident advisors until graduation. Barbara worked for accounting firms in Ketchikan, Fairbanks (Cook & Haugeberg), and Anchorage while helping to raise their two children – Marie, a Providence Hospital nurse in Portland, and Joe Jr., a CPA CFO for VA hospitals in Seattle.



Joe and Barbara Beedle



Joe and Barbara Beedle catching grayling at Tangle Lakes while students at UAF in 1973

What does retirement look like for the Beedles? They look forward to spending time with their five grandchildren, traveling and driving their motorhome throughout Alaska and the Lower 48. They also plan to spend more time at the family cabins outside of Juneau near Glacier Bay. Joe and Barbara expect to remain engaged in public issues, supporting a strong private sector economy and responsible resource extraction and development. Their Alaska home will remain their primary residence no matter where they travel and visit.

They feel strongly that UAF provided them with a superior education, which enabled and empowered them to succeed in professional business careers. They have always believed that SOM was instrumental in preparing them for such fulfilling careers, and they made this contribution to provide similar opportunities for future generations.

The Beedles hope to inspire other alumni, businesses, and friends to reflect upon their educational experience and their connections to SOM. They ask you to consider contributing to this empowering and flexible unrestricted SOM endowment. Private gifts are vital at this time of constrained state resources, with greater reliance upon individual, private sector, philanthropic, and student-increased contributions.

Join the Beedles in supporting SOM by clicking the Give To SOM button on the SOM website and select the UAF School of Management Alumni Endowment.

*"I am proud of SOM and wish to help by contributing; I am also very honored that my employer is making a donation in recognition of my retirement." – Joe Beedle*



**Joe has served on numerous boards and volunteered for countless organizations. This is a list of just some of his university connections.**

- UAF William R. Cashen Alumni Service Award
- UAF Alumni Association Board
- UA Foundation Board of Trustees
- UAF Chancellor's Advisory Board
- UAF SOM Business Advisory Council
- UAF Student Investment Fund Advisory Board

# Scholarship Recipients

2017-2018

5

Scholarships are one of the most powerful ways to impact the lives of students. Scholarships reduce the financial uncertainties that may get in the way of a student pursuing his or her academic career.

Thanks to our generous donors, who were able to help 38 students with over \$72,500 in private funding this academic year!

Apply for scholarships by  
**Thursday, February 15**  
[www.uaf.edu/finaid/scholarships](http://www.uaf.edu/finaid/scholarships)

INVEST IN  
STUDENTS  
TODAY!

Contact  
Tammy Tragis-McCook at  
(907) 474-7042 or  
[tammy.tragis@alaska.edu](mailto:tammy.tragis@alaska.edu)

OR GIVE ONLINE AT  
[www.uaf.edu/som](http://www.uaf.edu/som)

"My family recently moved from Bethel to Anchorage. It's difficult for my parents to save all the money required for my brother and my college expenses. With the help of scholarships and summer work, I will be able to graduate with little or no debt. I am committed to earning my degree and contributing to Alaska's future."

*Rebecca Strickland*

ACCOUNTING MAJOR  
USIBELLI SOM SCHOLARSHIP RECIPIENT

Victoria Adams	SOM Student Organization
Janice Agwiak	Student Investment Fund (SIF)
Kasey Barnes	Lois E. Meier Accounting Scholarship
Elizabeth Bilandzia	Marion Weeks and Bill Stroecker Scholarship
Casey Boyle	Marion Weeks and Bill Stroecker Scholarship
Samuel Bratten	Marion Weeks and Bill Stroecker Scholarship
Melissa Clemente	Fred Smits MBA Business Scholarship
Aaron Cottle	SOM Student Organization
Zane DeBilt	Alyeska Pipeline Native Fellowship
Destiny Dowling	Usibelli School of Management
Patricia Eagan	SOM Student Organization
Danielle Fausnaugh	KeyBank Scholarship
Matthew Halfacre	Student Investment Fund (SIF)
Aaron Herdt	Green Island Scholarship
Elizabeth Herzner	Student Investment Fund (SIF)
Nicholas Hinz	E. Thomas and Raye Ann Robinson
Sarah Howard	Associated General Contractors
Jesse Kaczmarek	Dorothy Pattinson Accounting
Mackenzie Lee	Goering Family Scholarship
Cory LePore Jr.	KeyBank Scholarship
Damaris Li	Alyeska Pipeline Native Fellowship
Micaiah Liebhober	American Business Women's Association
Noah Lovell	Fred Smits MBA Business Scholarship
Charles Lowrey	Alyeska Pipeline Native Fellowship
Marisa Martinez	Alyeska Pipeline Native Fellowship
Connor Minder	Jean B. Schmitt
Judy Obat	Marion Weeks and Bill Stroecker Scholarship
William Paneak	Marion Weeks and Bill Stroecker Scholarship
Marni Retynski	Alyeska Pipeline Native Fellowship
Tahia Rivara	R.M. and Katherine Boyd
Nolan Scarlett	Student Investment Fund (SIF)
Cecily Schubert	Associated General Contractors
Alexander Springer	Hulda Huuttula Elieff Memorial Scholarship
Megan Stalhut	Ron Nerland Memorial Scholarship
Rebecca Strickland	William Paul Scholarship
Benjamin Udden	Cook & Haugeberg CPAs/Tom Bartlett
Martha White	Usibelli School of Management
Christian Wilson	Ken and Olga Carson Memorial Scholarship
	Totem Ocean Trailer Express Scholarship
	Alyeska Pipeline Native Fellowship
	E. Thomas and Raye Ann Robinson

## 6 Business Leaders of the Year Continued...

Cliff traveled to Anchorage, Alaska in 1943 to work for Alaska Star Airlines (now Alaska Airlines). Soon after, he moved to Fairbanks and worked for Wien Airlines for 35 years. He married Betty Dailey in 1959 and together they have six children – five daughters and one son. In 1980, Cliff founded his own aviation enterprise, Everts Air Fuel. Cliff possessed an entrepreneurial spirit and launched several additional businesses over the years, including Alaska Rental and Sales (1960) and Airport Gas & Oil (1996).



In October 2007, Cliff received the Federal Aviation Administration Master Pilot Award. In 2011, the Greater Fairbanks Chamber of Commerce and the Alaska International Airport System honored Cliff with a plaque at the East Ramp entrance to the airport, in honor of his commitment and support for aviation in Alaska. In 2013, he was inducted into the Alaska Aviation Hall of Fame, receiving the Alaska Aviation Entrepreneur Award.

Sadly, Cliff passed away on Dec. 7, 2017 at the age of 95. However, his and Rob's nomination for the BLOY award was already underway and the Everts family agreed to accept the award for father and son as a memorial for Cliff.

Robert Everts followed his father Cliff into the aviation business, working for the family businesses while growing up and learning to fly at the age of 14. He first flew solo that summer in a Schweizer 233 Sail Plane, and earned his private pilot's license at the young age of 17. He earned a BS in aeronautical science and became vice president of Everts Air Fuel in 1982. In 1992, he married Paula Bettano, and together they have two daughters, Claire and Caroline, who are both currently in college.

In 1993, Robert purchased Tatonduk Outfitters Limited, a Fairbanks-based air carrier providing scheduled services to interior Alaska villages, and expanded it to include large aircraft operations. In 2000, Robert purchased the former Mark Air Terminal – a 70,000 square foot facility that includes an aircraft hangar, maintenance shops, administrative offices, and more at the Fairbanks International Airport. He has continued expanding the business over the years, which now does business as Everts Air Cargo and Everts Air Alaska flying throughout Alaska, the Lower 48, Mexico, Canada, and the Caribbean Islands.

Everts Air businesses are proud to employ over 300 Alaskans, as well as additional employees in the Lower 48, and Robert credits the success of his business in large part

to his employees. He believes in treating his employees well and in giving them a voice and the ability to share their views with him and the others who manage the company. Through tough times of building businesses, the family has pulled together. This is a very close family, evident from the roster of people who work for various companies that are part of the Everts' ventures. The expansion of these enterprises following Robert's entry has been phenomenal. The entire family takes a keen interest in all of their employees and the employees' welfare, viewing them as friends. Personally, both Cliff and Robert are people who place traditional family values quite high in a day and age where many owners simply do not have the time to devote to that most important thing in life. When asked what Cliff was most proud of, a smile would spread across his face and he would say: *"I am most proud of my family, just who they are and everything they do."*

Together, Cliff and Robert have done much to develop air cargo services in Alaska. They have mentored young pilots and those involved in the aviation industry, as their businesses have become training grounds for aspiring pilots, mechanics, and airline workers of all sorts. They have built a multimillion-dollar company in Alaska that provides service around the state, serving primarily Alaskans in both urban and rural areas; it has expanded to cover multiple air travel needs (cargo, passenger, fuel hauling, etc.), while still remaining based in Fairbanks. Their success can be credited to the foresight, tenacity, resilience, and sheer willpower of Cliff and Robert as they built and sustained these businesses. They serve as great models for the entrepreneurial spirit that is embraced by the Business Leader of the Year Award.



Cliff and Robert Everts

# Faculty Focus Peggy Keiper



Peggy Keiper

## WHAT DO YOU DO WHEN NOT TEACHING?

*I am usually outdoors hunting, fishing, or foraging for something.*

## WHAT IS YOUR HIDDEN TALENT?

*I like to paint and draw when I have time.*

## IF YOU WERE GRANTED ONE WISH TO CHANGE THE WORLD, WHAT WOULD IT BE?

*That every individual could spend time alone outside in nature. I think it would solve a lot of problems in regard to how we treat each other and our environment, and it would add some much needed respect for the lands and waters in which we are fortunate enough to have access to.*

Peggy holds numerous degrees, including an MBA from Lynn University in Florida and a Ph.D. in Sport Administration from the University of New Mexico. She just joined the SOM faculty this fall as an assistant professor of business administration.

## What brought you to Alaska?

I spent a summer in Kenai in 2010 and knew Alaska was where I wanted to live. The timing was perfect in my personal life and the position was an ideal fit for what I wanted in my career.

## What do you tell people in the Lower 48 about living in Alaska?

I tell a lot of people it is very similar to the Upper Peninsula of Michigan but with mountains and different critters. All others who are not familiar with Michigan or who haven't been to Alaska, I tell them I live in an igloo and fend off polar bears daily.

## This is your first year with SOM. What do you like most about it?

My colleagues and the organizational culture are what I like the most. We are an AACSB accredited school with an Alaskan feel. You would be hard pressed to find a more positive and supportive organizational culture than the one in SOM.

## What is on your wish list for your next five years here?

I plan on getting out and exploring all that I can in Alaska. A dall sheep hunt is at the top of my list for next summer.

## Describe your teaching style.

My teaching style is definitely a blended style with an emphasis on practical experience. I spent almost ten years working professionally in various capacities within the sports industry and I bring that experience into the classroom. Also, I integrate humor, professional development, new learning technologies, and games into my classes. I truly love teaching and getting to know my students.

## What advice do you have for students?

Be strategic in your academic pursuit, no matter your degree level. Fully understand the return on investment of your education. Know yourself and know your field of study – including what it takes to get a job in your field.

# Alumni Spotlight Anthony Rizk

Anthony is the President and CEO of Spirit of Alaska FCU. He earned an MBA from UAF in 1997 and currently serves on SOM's Business Advisory Council.

## Why did you choose to attend UAF?

I knew I wanted to earn my MBA, and I knew the learning experience and eventual degree would help separate me in a tight job market. Because this is my hometown, and the fact SOM is a great school, it made it so easy to attend and was very affordable.

## Share with us an outstanding teacher or class.

The teacher who made the biggest impression on me was Professor Jim Collins. He always made me think about things from a different perspective. When I asked for advice or help on a project, he only gave enough information to encourage me to think harder and from all angles. Nothing was ever straight forward in his teaching style.

## What is a favorite SOM memory?

Watching the Student Investment Fund (SIF) have incredible growth over a one year period. If Intel or Coke are still part of the fund, those were two investment picks my class chose for the fund! What a really unique class and structure for hands-on learning!

## How did SOM prepare you for your professional career?

It allowed me to see the big picture, not just a moment in time. Working as a team was highly stressed in the MBA program on many projects, and it certainly translated to the real world and work life. You can't do it alone.

## What's the number one skill or practice that has contributed to your success?

Communication skills – period. Lots of people can read books, do calculus problems, calculate rates of return, etc., but if you can't communicate/articulate an idea or response, then you're at a true disadvantage. Learn to communicate first and foremost – and ensure you're in listening mode most of the time.

## What advice do you have for current students?

Discover who YOU are, think BIG, be open minded, listen, develop great study habits very early on, and most importantly, enjoy the moment.



Anthony Rizk with his wife and two sons

## WHAT IS YOUR FAVORITE BREAKFAST FOOD?

*Breakfast burrito*

## WHAT THREE WORDS WOULD YOU USE TO DESCRIBE YOUR ROLE?

*Exciting, Challenging, Satisfying*

## GIVEN A CHANCE, WHO WOULD YOU LIKE TO BE FOR A DAY?

*Either one of my sons – being young like them for a day would truly be a dream!*



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SOM staff and friends enjoy a paint night outing to celebrate Dean Mark Herrmann's birthday



*Naturally Inspiring.*

SOM is one of only 186 colleges and universities in the world to hold the prestigious Association to Advance Collegiate Schools of Business (AACSB) accreditation for both the School of Management and its Accounting program. UAF is an AA/EO employer and educational institution.

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**CITATION:** Pg 6: Cliff Everts Obituary (2017, Dec. 17-18) *Anchorage Daily News*. Retrieved from [www.legacy.com/obituaries/adn](http://www.legacy.com/obituaries/adn).