



Volume 4, Number 1

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A Message From the Dean



A warm welcome to our friends from the School of Management. In my short tenure as Associate Dean and Dean I have had the privilege of introducing Jack Wilbur and Jo Heckman as our Associated Business Leaders of the Year. On March 27th I will have the additional honor of presiding over the introduction of our 33rd Business Leader of the Year, Dr. Cary Keller, President and Medical Director of Fairbanks Sportsmedicine. I look forward to seeing you at our celebration for this much loved leader. In these tough economic times gathering to celebrate greatness is an opportunity to reflect on what is truly important in our lives.

Fairbanks is blessed with many terrific business leaders who take their responsibilities to the community very seriously. This year we have received generous donations from the Koch Charitable Foundation, Flint Hills Resources and Northrim Bank in support of our students and our programs. These gifts have never had greater impact on our students and they are greatly appreciated. I hope that all of you are able to weather the current economic hardships and my wish is that Fairbanks and Alaska will come out of this stronger than ever.

Mark Herrmann, Dean, School of Management

Dr. Cary S. Keller, M.D., FACSM, Business Leader of the Year

The University of Alaska Fairbanks School of Management and the UAF Associated Students of Business have selected Dr. Cary S. Keller as this year's recipient of the Business Leader of the Year award. Dr. Keller is the Founder and Medical Director of Sportsmedicine Fairbanks, an Orthopaedic Surgery and Sportsmedicine Clinic. Recipients are selected for their business excellence, educational support and community service.

Dr. Keller's work in Alaska has been guided by his strong ethics and commitment to quality patient care and has changed the way healthcare is conducted in our state. With a focus on injury prevention through sports medicine and athletic rehabilitation, post-injury outcomes result in more rapid return to athletics and return to work.



The Associated Students of Business have been honoring community business leaders since 1977.

The Business Leader of the Year Banquet will take place on March 27th, 2009 at the Fairbanks Princess Riverside Lodge. Join us for cocktails at 6:00 pm, dinner will start at 7:00 pm. For more information about banquet tickets or Dr. Keller, please visit our website at www.uaf.edu/som.

A Special Thank You To Our Donors

A special thank you to our 2008 donors! Your generous contributions help to provide invaluable learning opportunities for our students.

Jennifer Balster-Harris

Susan Herman and Gary Kofinas

Thomas R. Johnson

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John P. Owens

Mary K. Hughes

Nevada R. Bovee

Tom Robinson

Nichole Pittman

Emily and Erik Drygas

Mary and Bart LeBon

Cynthia Matson

Northrim Bank

Charles G. Koch Foundation

Flint Hills Resources Alaska, LLC

Northrim Bank Executives Visit SOM!



Emily Drygas, Kevin Berry, Joe Beedle, Gary Roderick

Associate Dean Kevin Berry, Finance Professor Craig Wisen, and MBA Director Ping Lan recently met with Joe Beedle and Gary Roderick from Northrim Bank to thank them for their generous donation to the School of Management (SOM). Their donation will help SOM continue to provide our students with unique learning opportunities such as the Student Investment Fund (SIF) and the new Arctic Innovation Competition (AIC). We would also like to thank Emily Drygas, UAF's Acting Director for the Development Office, for all her hard work and support of the School of Management.

Our Exciting New Faculty!

The School of Management welcomed two new faculty members this past semester. Read more about them here!

Erin Berry, Marketing Instructor



Prior to coming to UAF, Erin taught at several colleges including Bradley University in Peoria, Illinois and Western Illinois University. She has experience

teaching health, management, and food service courses as well as practical experience in both marketing and promotion and food management.

Erin currently teaches Consumer Behavior and Principles of Marketing, which allow her to expand her interest in behavior and marketing.

Erin's research interests include food and culture, ethnic behavior in relationship to product consumption, and cultural competency.

Erin has two daughters, Shaun Kelley and Riley Kate and a Great Dane named Lacey.

Dr. Mo Zhou, Assistant Professor of Economics



Mo earned her B.S. in Management of Information Systems at Beijing Forestry University and M.S. in GIS and remote sensing at Technical University of Munich, Germa-

ny. She then studied under world-renowned forest economist, Professor Joseph Buongiorno, at the University of Wisconsin Madison and received her Ph.D. in Natural Resource Economics and Management. Mo's research interests include modeling timber markets with spatial and temporal approaches, managing forests under risk and uncertainty, and sustainable development of forest ecosystems. Mo has published numerous papers and her work has been presented at international conferences in Canada, Europe, South America, and New Zealand.

In her spare time, Mo likes to travel, cook, and sing. She also enjoys playing soccer, rock-climbing and snowboarding. Her newest hobby is taking care of her 9-month-old son, Alpen.

Faculty Spotlight: Dr. Craig Wisen



Craig Wisen drove up the ALCAN after graduating from Indiana University with a Ph.D. in Finance in 2002. Prior to entering the Ph.D. program he worked for

Wallington Asset Management with responsibilities for SEC compliance, operations, and trading. His research interests are primarily in mutual fund

performance and real estate. He is the faculty adviser for the UAF Student Investment Fund and also teaches Real Estate and Financial Statement Analysis. Last August, Craig narrowly escaped a volcanic eruption on the island of Tanna in Vanuatu! He enjoys travel, having recently returned from a sabbatical at the University of Otago, New Zealand, as well as swimming and metalworking.

The Latest From Our Masters Programs

Masters of Science in Resource and Applied Economics

The dynamic economic environment has significantly increased student interest in our Masters of Science in Resource and Applied Economics. Our program uses the latest technology to deliver curriculum across the state. Students in Anchorage and Juneau have been able to attend class interactively via video conference for over five years.

This year we are pleased to welcome Mo Zhou, our new forest economist from the University of Wisconsin-Madison. Mo has published in forest and timber market modeling, which is an important area of renewable natural resource economics.

Additionally, we are excited that our faculty will also be contributing to a new Ph.D. program in Natural Resources and Sustainability. You can find more information at www.uaf.edu/nrs.



Doug Reynolds,
Program Director, Masters of
Science in Resource and
Applied Economics

Masters of Business Administration



Ping Lan,
Program Director, MBA

Several changes happened within UAF's MBA program last year:

The program experienced rapid growth. Approximately 40 new students enrolled in the MBA program and Pre-MBA courses in 2008.

Foundation courses required for non-business degree students were streamlined and reduced from seven to four, making it easier for non-business degree students to enter the program.

Extra curriculum activities were enriched. The Arctic Innovation Competition—a state wide idea contest—was originated in the MBA program.

We launched our first MBA Newsletter, which was created to facilitate the networking and information sharing among current MBA students and alumni.

Professor Ping Lan became the director of the MBA program.

Email him at ffpl@uaf.edu if you have any MBA related questions.

SOM at Wintermester!

For the first time, UAF offered courses during WinterMester, January 5-16. SOM was pleased to offer ECON 227: Intermediate Statistics for Business and Economics, taught by Dr. Branka Valcic, and BA 323X: Business Ethics, taught by Dr. John Lehman. Enrollment for these two courses at 47 students made for a very successful two-week session! We plan to offer courses in future WinterMesters.

SWEET & SIFE

SWEET (Students Who Enjoy Economic Thinking) has been very active on and off campus this year with a weekly discussion group and an economic lecture series. Students and individuals from the community meet weekly to discuss topics ranging from atmospheric ownership, government bailouts and fiscal policy. SWEET has expanded to West Valley High School, Louisiana State University, and the University of Pune in India.

The semester began with a talk by Dr. Colleen Haight of San Jose University entitled "Is Fair Trade Fair? Evidence from Central America." The next lecture was by Sean O'Keefe, Former U.S. Secretary of the Navy, Administrator of NASA and Chancellor of Louisiana State University, presenting "Alaska's Military Economic Issues." Alaska's Lt. Governor Sean Parnell delivered the third lecture, speaking in the Davis concert hall. His talk, "Alaska Positioned for Long Term Economic Growth" examined Alaska's current economic position. SWEET's latest speaker

was State Senator Gene Therriault, a SOM Alum, on "The Legislature's Role in Alaska's Economic Development."

Students in Free Enterprise (SIFE), 2008 regional championship winners have continued to be very active this academic year. This year's project highlights include **Learn to Ebay, Kids for Conservation, Project Burma, SWEET, and Politely Polished**. With financial support from Spirit of Alaska Federal Credit Union, on February 25, the SIFE team will be conducting workshops on financial literacy, market economics, and entrepreneurship at the Galena Interior Learning Academy (GILA) a statewide boarding school for students in grades 9 -12. SIFE will once again be presenting their projects at the Regional competition in Seattle on March 23 and hope to win so they can once again compete on the National level, this year held in Philadelphia.

FRAUD at the School of Management

This spring, the School of Management offered Fraud Investigations 101 taught by Dr. Charlie Sparks for the first time. Fraud Investigations is an introductory course where students learn about common fraud schemes including: asset misappropriation, embezzlements, money laundering, kickbacks and more. In addition to surveying common fraud schemes the course provides an insight into the process used by investigators to identify and document the existence of fraud. The course hosts speakers on various topics including bank frauds and interview techniques to give students first-hand knowledge into how investigators obtain evidence about crimes.



The Northern Leadership Center



Academic Advisor Faith Long, Dean Mark Herrmann, Economics program Director Joe Little with writer Kris Kapps and several students, discussing economics and a survey the students put together for the Denali Borough.

The School of Management's Northern Leadership Center (NLC) offered two **Facilitation Training workshops** in early September, one for the Conference of Young Alaskans and one for members of the NLC Task Force.

The **NLC Speaker Series** presented Dr. Jeffrey Pfeffer, Professor of Organizational Behavior at the Graduate School of Business, Stanford University, and Fran Ulmer, Chancellor at the University of Alaska Anchorage.

The **UAF Leadership Task Force** met twice during the fall semester and will meet again on March 18th.

Dr. Susan Herman is a principal consultant to the

Fairbanks Chamber of Commerce and instructor for the **Leadership Fairbanks** course. The Leadership course is a 6-credit graduate level course for business professionals and non-profit leaders in the greater Fairbanks area and is funded by British Petroleum. The **Leadership Alaska Scholars class** has been redesigned and is being offered for the third time this semester. On February 28th, the NLC will sponsor a day-long workshop by the nationally recognized Sara Laschever, author of "Women and the Power of Negotiation: Learning to Ask for What You Want".

Student Organizations: Upcoming Events

Great Alaskan Accounting People (GAAP) offers free income tax assistance (VITA) starting on Saturday, February 28th from 11:00 a.m. to 3:00 p.m. at the Wood Center. VITA will run each Saturday through April 11th (except March 7th). For more information, contact Caroline at fstcp5@uaf.edu.

This semester, **GAAP** meetings will feature the following guest speakers, all from local companies: Sandy Wilson, Kara Moore, Diane Carlson, Garry Hutchison, Stacy Tosoni, and Kevin Walsh.

This year, **Associated Students of Business (ASB)**, **SOM**, and **Career Services** are working

together to host **Business Career Week**, a great networking opportunity for students. **ASB** is also working with **SOM** staff to organize this year's **Business Leader of the Year Banquet** to honor Dr. Cary S. Keller. For more information, visit the SOM website at www.uaf.edu/som.

ASB is also hosting Spring Semester Ice Breaker, where students can meet with leaders in the business community, fellow students, and mentors in the **ASB Virtual Mentor Program!** Find more information at www.uaf.edu/studentorgs/asb.

Student Shout-Out!

Want to be “in the know”?

Sign up for SOM's Text Messaging Service. We'll send you up to the minute announcements for a last minute class cancellation, inclement weather warnings, and UAF SOM announcements. Send your name, SOM affiliation and 10-digit phone number to dean.som@uaf.edu.

Have questions or comments
on SOM Advising?

Email dean.som@uaf.edu with
your questions or comments.

Save the Date

Feb 13: **Graduation Application Deadline** <http://www.uaf.edu/reg/forms/graduation.pdf>

Feb 13: UAF Scholarship Application Deadline. Apply at UAOnline (<http://uaonline.alaska.edu>)

Feb 23: Summer Sessions Registration begins:
www.uaf.edu/summer

March 9 -13: UAF Spring Break

March 13: Campus closed for Spring Break

March 27: **Business Leader of the Year Banquet
Honoring Dr. Cary Keller**

April 6: Fall Registration begins

May 6-9: **Final Exams**

May 10: **Commencement**

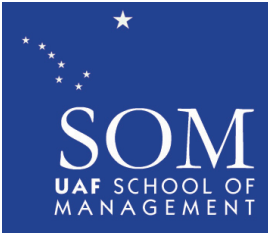
SOM has a Facebook page and a Facebook group! Join now at www.facebook.com!

Graduation Orientation!

On February 5th, SOM held the first annual Graduation Orientation. The event was well attended with twenty-two students! Students heard from various departments regarding the details of the upcoming May 10th Commencement. **A big Thank You goes out to the Graduation Office, UAF Bookstore, Alumni Association, Career Services, and the Graduate School. Thank you ALL for pointing our Seniors in the right direction!**

Pictured to the Right: (left) Students listen as Faith Long, our Academic Advisor, talks about the upcoming Graduation, (top right) Faith and a student draw the second raffle, and (bottom right) Patti Picha talks about Career Services.





School of Management

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Do you have any questions, comments, or concerns regarding this newsletter? Contact us at 907-474-7461 or send us an email at dean.som@uaf.edu

Are you SOM Alumni? Head over to our website and fill out the Alumni Contact Form. We would love to hear how things are going for you!

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