

VOLUME 8, NUMBER 2

SPRING 2013

FEATURED STORY: *Students learn and earn*

The UAF School of Management (SOM) student organization Native Alaskan Business Leaders (NABL) attended the American Indian Business Leaders (AIBL) national conference in Scottsdale, Ariz., taking home first place for the business plan competition and winning Chapter of the Year for the second year in a row.

AIBL is dedicated to empowering business students. Every year AIBL hosts a national conference where student groups compete in a business plan competition. The goal is to prepare students for business and entrepreneurship opportunities they may face in their future.

NABL president Sarah Walker and her fellow teammates Jerica Aamodt, DeAnne Lincoln, Tayesia Nick, and Yorise Olson presented their business plan titled, "Yukon Native Treasures," winning first place. A panel of entrepreneurs, financial professionals, educators, and tribal leaders judged the business plan. The NABL plan included financial analysis, detailed management and marketing information in addition to samples

of Native art work that would be produced as part of the business. Besides the writing requirement, students were also scored on their oral presentation.

NABL was also recognized as the Chapter of the Year after showcasing their past, present and future activities. Chapters are judged on leadership, integration of Native culture, community service projects, fundraising efforts, and overall presentation skills.

NABL is involved with other activities throughout the year and focused its time serving the communities where members live. The students collected toiletries and other items for the Fairbanks women's shelter, and one member, Jerica Aamodt, who attends school through online classes, taught high school students in Barrow how to make baby mukluks.

Next year, this student organization plans to help homeless youth in the Fairbanks area and provide them with materials they need to be more comfortable.



NABL students at the 2013 American Indian Business Leaders conference in Scottsdale, Arizona.

Joining NABL helps me prepare for life after college and has inspired me to be a role model for others.
- Jerica Aamodt
 NABL MEMBER

CONTENTS	
Full-Circle Experience	2
Visiting Professor	3
Graduates	4
Student Organizations	5
Business Leader AACSB & BGS	6
Featured Donor	7
Faculty Spotlight	
Alumni Focus	



Photo by Kim Ives, Nève Photography

Kyla Hovda

"The UAF School of Management is an incredibly supportive and fun school."

Full-circle SOM experience

I was born and raised in Fairbanks. After graduating from high school, my goal was to attend college outside of Alaska. I visited several universities and worked with my parents on a budget, and had a hard time signing up for a \$120,000 education. I decided to give UAF a try. I took the Introduction to Business course and was hooked!

The School of Management (SOM) is an incredibly supportive school. As a student, I felt comfortable swinging by my professors' offices to ask questions about homework assignments, receive guidance on job interviews, or to say hello. I knew many of my teachers on a first-name basis. The openness and readiness to help students is a positive trait that makes SOM one of the best schools on campus.

Over the course of my college career, SOM provided me with encouragement, scholarships and advice. Through my involvement with the Student Investment Fund (SIF) and the Associated Students of Business, I made great friends and had amazing opportunities. During spring break my senior year, SIF traveled the to

the San Francisco financial district. Talking to finance professionals about their work and hearing their advice about careers and goals was an inspiring experience.

After graduation, I will be working for Hitachi Consulting in Seattle, Washington as a consultant. Hitachi Consulting typically only hires Ivy League graduates. It is a testament to the quality of my education at SOM that I was able to stand on equal footing with the heavy hitters.

Donor support made my educational experience possible through scholarships and backing student groups like SIF. Our support provides students with memories and experiences that will shape the rest of our lives. I hope you will join me as I come full circle and contribute to the success of future students.

Visit www.uaf.edu/som/giving for more information on how you can support the UAF School of Management.

Kyla Hovda
Class of 2013

Summer Visiting professor: Dr. Lance Gentry



Photo courtesy of Lance Gentry

SOM welcomes Dr. Lance Gentry as this summer's visiting professor teaching MBA 683. This class will teach the tools needed to master marketing and the opportunity to run a simulated business.

The simulation used in this class is also used by Accenture, ExxonMobil, IBM, MIT, Vanderbilt, the Melbourne Business School and by many other corporations and graduate schools around the world to train business executives.

Dr. Gentry teaches undergraduate and graduate courses in marketing, marketing management, international marketing, and consumer behavior. He teaches at the Hasan School of Business at Colorado State University Pueblo.



MBA 683
Advanced Topics in Marketing:
Marketing & Supply Chain Management

Wed. May 29 - Wed. July 3
MW 6:00pm-9:30pm

To register for this class, log on to UAOnline (uaonline.alaska.edu).

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Mission accomplished. Summer 2012, Fall 2012 & Spring 2013 Graduates

UNDERGRADUATE

ACCOUNTING

Danielle Barnett
Gavin Bell
Denise Carlin
Cindy Castoe
Katherine Coz
Elizabeth David
Elisabeth Downes
Parvin Ebadpour
Julie Gilhuly
Margaret Hernandez
Esther Knutson
Colin Olnier
Elizabeth Partlow
Sara Phillips
Katherine Ridenour
Luke Stephens
Victoria Stutzke
Luz Vaquera
James Weaver
Suzanne Wolf-Sedberry
Alexandra Wood

BUSINESS ADMINISTRATION

Spencer Abrams
Stephanie Acevedo
Russell Boone Jr.
Jeffrey Bue
Sarah Denning
Parvin Ebadpour
Chad Gehon
Jarret Granberg
Charles Hill
Tyler Hollister
Kyla Hovda
Sean Hummel
Sarah Keller
Wyn Kirkendall
Esther Knutson
Dmitry Kotlovenko
Analeesha Koumal
Tara Larry
Jennifer Martelle
Brice Miller

Jarret Miller
James Mongold
Kaare Odegard
Ondrej Palecek
Kathryn Peterson
Crystal Pitney
Funglada Pungfeung
Sabrina Stefanovich
Angela Stoltz
Jamaal Tanner
Jon Tyler
Nikolas Yaremchuk

ECONOMICS

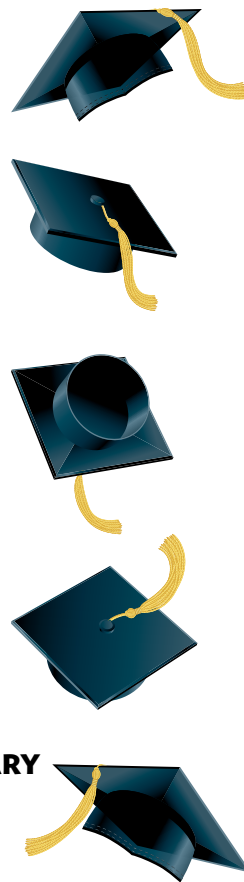
Ganbat Batzorig
Peter Burton
David Hooper
Erik Kornkven
Benjamin Oehrig
Heather Sacora
Caleb Thompson

EMERGENCY MANAGEMENT

Chase Barada
Austin Keyes
Amber Lammers
Andrew Scott
Andrew Spohn
Paul Young Jr.

INTERDISCIPLINARY

Tyler Toth, Jr.
Charles Slater



GRADUATE

MBA

Kristine Becwar
Edwin Bifelt
Trisha Buchwald
Zhijin Chen
Cassandra Cerny
Inna Conner
Yanfang Deng
Saleem El Arami
Darla Gillen
Anton Gorodniuk
Adam Henderson
Claire Hoffman
Shana Ingebrigtsen
Kyle Jones
Lyazzat Khamzina
Patryce McKinney
David Messier
Temuujiin Munkhjargal

Hans Odegard
Lawana Pacheco
Natasa Raskovic
Karl Schulz
Maryalice Short
Sierra Sadler
Jessica Sigh
Sean Sigh
Juella Sparks
Hanna Zerr

MS IN ECONOMICS & APPLIED RESOURCES

Jamie Arnett
Maureen Bosire
Robin Echols
Eric Johnson
Aaron Lojewski
Carrie Santoro
Zachary Woodbury



Student organizations continue to impress

Associated Students of Business (ASB)

ASB led the charge for the 37th Business Leader of the Year event (SEE PAGE 5), helping make it a memorable evening for recipient David Hale and the Fairbanks community. ASB also fundraised by selling Hot Licks ice cream at the Fairbanks Concert Association concessions. General meetings hosted several local business professionals who shared their experiences with students.

Great Alaskan Accounting People (GAAP)



This semester, GAAP hosted the Alaska Native Corporations Seminar. Speakers Aaron Schutt, CEO of Doyon Limited, Charlie Kozak, CFO/EVP of Arctic Slope Regional Corporation, and Laura Edmondson, Consulting Department Manager of Mikunda, Cottrell & Co. Inc., spoke to students and accounting professionals about Alaska Native corporations, 8(a) contract issues, and the future of these corporations.

GAAP fundraised through ice cream, raffle sales, and selling pulled pork sliders in the Butrovich building.

Native Alaskan Business Leaders (NABL)

NABL held meetings throughout the year, providing support and encouragement to its students. At the American Indian Business Leaders (AIBL) conference, NABL earned first place in the business plan competition and Chapter of the Year for the third time (SEE COVER).

Students Offering Leadership Development (SOLD)



SOLD had an active semester with rock climbing team exercises, a Valentine's Day potluck, and volunteering at the Boys and Girls Club Have a Heart Auction.

During Dr. Alice Eagly's visit to Fairbanks, SOLD had the chance to network with her during a luncheon. Dr. Eagly answered students' questions about studies of gender, attitudes, prejudice, stereotyping, and leadership. It was a great opportunity to enjoy Thai food with an esteemed author and psychologist renowned for her expertise.

Students Who Enjoy Economic Thinking (SWEET)



Along with meeting regularly to debate and discuss economics, SWEET hosted several guest lectures for the spring semester: Dr. Alexandre Padilla, U.S. Congressman Don Young, and U.S. Senator Lisa Murkowski.

SWEET scholars receive a stipend to read, discuss, and blog about economics, covering topics including: Adam Smith, Austrianism vs. Libertarianism, and income inequality.

Community recognizes local business leader

On April 19, 2013 the UAF School of Management (SOM) and the Fairbanks community came together to honor the 37th Business Leader of the Year, David Hale of Hale & Associates Insurance.

Students from all five SOM student organizations participated, with over 50 students earning their ticket to the Business Leader of the Year event through calling potential attendees, dessert tasting, ironing chair covers, and hanging paper lanterns from chandeliers.

Pogo Mine generously sponsored a striking gold-themed dessert, Denali State Bank returned as the printed program sponsor, and Santina's Flowers & Gifts came on board as decorations sponsor.

The money raised through ticket sales, cake auction, and silent auction of floral and wine centerpieces supports all five SOM student organizations, with 10 percent of proceeds from the cake auction going to the UAF Culinary Arts & Hospitality program.

BLOY is a good opportunity to show responsibility and showcase your abilities to the business community.

- Philip Moore
SOM STUDENT



UAF photo by Tori Lane Photography



UAF photo by Tori Lane Photography

(TOP) SOM students who helped organize the event.

(BOTTOM) David Hale accepts the Business Leader of the Year award.

Accreditation turns 25

The UAF School of Management (SOM) celebrated its silver anniversary of earning AACSB accreditation with blue, gold, and silver cupcakes. Students won door prizes and enjoyed cupcakes while learning more about the dual accreditation which indicates the high-quality education offered through SOM.

AACSB accreditation helps produce high caliber, better educated business graduates who are more desirable to prospective employers. The School of Management is one of only 178 business schools in the world and the only business school in Alaska to have achieved dual accreditation in the school and its accounting program.



UAF photo by Charlie Sparks

Beta Gamma Sigma

Beta Gamma Sigma (BGS) is a national honor society recognizing the highest scholastic honor a student can achieve in Business Administration at an AACSB accredited institution. To be eligible for membership in this distinguished organization, a student must rank in the upper 10 percent of the Junior class, the upper 10 percent of the Senior class, or the upper 20 percent of graduate students enrolled in the master degree program.

Congratulations to the 2013 Beta Gamma Sigma inductees!



UAF photo by Rebecca Hurbi

Featured Donor: P. Craig Millard

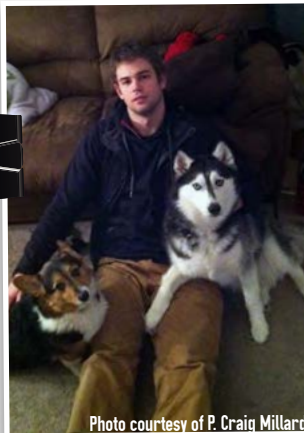


Photo courtesy of P. Craig Millard

Current employment: Resource Data Inc.

Title: Programmer/Analyst

BBA degree with emphasis in finance, 2012

Craig is a fifth generation Alaskan from a commercial fishing family. He enjoys cross-country running, soccer, and piano. He currently resides in Juneau and takes advantage of the few sunny days to scale peaks and play Frisbee-golf. Craig is employed at Resource Data Inc., a firm that specializes in GIS, software solutions, and business consulting. His largest effort has centered on the IRIS Project- a full replacement of State of Alaska's Financial and HR Management systems.

Tell us how about your involvement with UAF.

I was in the Student Investment Fund (SIF) for two semesters. I really believe in experiential learning: see one, do one, teach one. SIF teaches communication, time-management, and project/presentation skills. I also worked at the super-computing center as a research projects assistant; those guys are wizards.

What inspired you to support SOM after graduation?

I went to a networking event in Juneau and met alumni and current UAF/UAS students. After a year in the workforce I realized how valuable my education was and wanted to give back.

How did SOM prepare you for the workplace?

Many courses offered at SOM were project based and re-

quired collaboration from peers. As a consultant I am often balancing the requirements of multiple projects. In addition, it prepared me for high-stress meetings with clients.

What advice do you have for current SOM students?

Get involved with SOM and the business community. If possible, find a part-time job that's most similar to what you want to be doing 10 years from now. Contact alumni to see if they have any ideas on how to get work experience before you graduate. Internships, internships, internships!

What would you tell someone who is thinking of giving to SOM?

Go for it! It's easy to do and will help keep connections with your former colleagues strong.

Student Investment Fund Adventure

The Student Investment Fund (SIF) was established in 1991 with a \$100,000 endowment. The students in SIF experience the growth and volatility of the stock market first hand. SIF investments are currently worth over \$600,000.

For spring break, SIF students travel to the San Francisco financial district and visit top firms. SIF student Shelby Carlson shared her experience:

The trip to San Francisco was probably one of the most eye opening experiences of my college career. It can become a bit daunting sitting in the classroom and studying out of the textbook day after day. Having the chance to meet people actually doing the work I am studying helped me understand what else I need to do and where I want my career to go.

I was very inspired after coming home from this trip, and am very grateful to my professor, Craig Wisen, alumnus Sam Enoka, and the people that took their time to meet with us.

YOU CAN MAKE A DIFFERENCE!

Your donation helps students prepare for professional success. We are grateful to those who make a difference each year. Whether large or small, gifts to SOM help us offer scholarships, high-quality academic programs, and top faculty.

INVEST IN STUDENTS TODAY.

Call Tammy Tragis-McCook at (907) 474-7042, e-mail tammy.tragis@alaska.edu, or visit online at www.uaf.edu/som/giving

Faculty Spotlight: Lily Dong



Lily Dong visiting a peony garden in Luoyang, China.

WHAT WAS THE LAST BOOK YOU READ?
Where the Red Fern Grows by Wilson Rawls

Dr. Lily Dong is a business administration associate professor. Her education background includes a BA in English Language & Literature from Shanghai International Studies University, an MBA from the University of Tennessee at Chattanooga, and a Ph.D. in Marketing from the University of Kentucky.

How is Alaska different than other places you have lived?

It's so much smaller and more close knit than the large cities I came from. I love the quote I heard when I first moved here: "If you see six cars at an intersection, it's considered a traffic jam."

What do you enjoy about Alaska?

Alaska has spoiled me with the best and most readily available salmon in the world. I can't even order fish when I eat out in other cities because it just doesn't compare!

What do you enjoy about teaching at SOM?

It's a small school with relatively smaller class size which allows me to put more focus on individual students. I can form a more personal relationship with my students and truly make a difference in many students' professional lives.

What do you enjoy about teaching marketing?

I enjoy teaching marketing because I enjoyed learning about it. I chose marketing as my field of study because I felt it was the most interesting and relevant subject out of all the business classes I took in my MBA program, and learning more about it throughout my PhD program only heightened its appeal.

What would you like to tell us about your family?

I have a husband who loves the cold weather and fishing opportunities in Alaska, and a daughter who is a computer scientist moonlighting as an artist.

Alumni Focus: Melody Schneider



Melody Schneider and her English lab, Taiga.

WHO INSPIRES YOU AND WHY?
My Grandma Zola – she is strong, wise, gentle and supportive while exhibiting a zest for life that beams through her smile

WHERE IS YOUR DREAM VACATION?
Italy

Melody Schneider graduated from the UAF School of Management in 1992 with a BBA in Accounting and Economics. She is the managing partner at Schneider & Shilling, CPAs.

Why did you choose to attend UAF?

I was born and raised in Fairbanks and knew at a young age that I wanted a degree in accounting and to obtain my CPA certificate. UAF offered a nationally-accredited program in accounting with incredibly reasonable tuition. It was an easy decision.

Share with us about a memorable teacher or class.

I was fortunate to have nearly all my accounting classes with Tom Bartlett. He often provided real-world examples of accounting to remind us that it is more than just completing a checklist. I still remember one story about the importance of understanding what you're counting before showing up to count inventory for an audit client. The story has remained with me long past my auditing days, and reminds me how important it is to understand my client's business and issues—not just their bookkeeping—to truly provide the advice and assistance that makes a difference.

What does being a UAF alumna mean to you?

I'm proud to be a UAF alumna, it places me in a group of outstanding individuals who impact our local and State community each day. I continue to support UAF with both time and financial contributions as I see it continuing to develop an amazing group of business professionals.

What advice would you give to current students?

Be diligent, persevere, and you will succeed. Never stop learning. Embrace challenges as opportunities for growth. School gives you the education you need to begin your professional adventure, but how you augment that education will determine your journey.



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SOM is one of only 178 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.

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