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## Jann Freed Retires After 30 Years at Central



After 30 years of teaching at Central, I decided it was time to “retire” even though I don’t like the word “retirement.” Since the average life span is about 80 years of life experience, most people are going to move into the next phase of life doing something. In fact, one of my main interests is in helping people figure out what to do with the rest of their lives. My mission is to retire the word “retirement!”

This was a difficult and emotional decision since I have spent more than half of my life working at Central College. For me, this has been the ideal job and I feel fortunate and grateful. Teaching in higher education allows for creativity, flexibility, and challenge. I get paid to learn and to share what I am learning with others. Working in a liberal arts college has allowed me to conduct research that is more creative and interesting than narrowly focused and specific. For example, my research on

women leaders from Yucatan started when I was teaching in Yucatan in 1998 and resulted in a bilingual photography exhibit that has been displayed in more than 30 locations and published in a book co-authored by George Ann Huck entitled *Women of Yucatan: Thirty Who Dare To Change Their World* (McFarland Publishing, 2010).

In addition to teaching, I have had administrative opportunities that remind me of how challenging leadership can be to practice. But these positions helped provide me with experiences that I could share with students to better prepare them for the complexities of work. My immediate plans are to finish the leadership book based on more than 100 interviews with thought leaders I started while on my sabbatical in 2004-05. I also plan to continue learning and sharing what I learn through leadership workshops, retreats, speaking, coaching, and writing. Hopefully, you have checked out President

Putnam’s blog: [blogs.central.edu/president](http://blogs.central.edu/president). He keeps you posted on what he is thinking on important issues. If you are interested in updates on leading, living, and sage-ing (positively aging), it would be fun to start conversing or to keep the conversations going. I invite you to check out my own blog at: [www.JannFreed.com](http://www.JannFreed.com). Keep me updated on your success. The most rewarding aspect of my career has been the friendships with alumni, many of which have lasted for decades. One of my favorite expressions to say is, “I consider the success of my former students to be my profit sharing plan.” Continue to succeed!

—Jann Freed

## Notes from the Department Chair



Jann Freed addresses the Alumni Advisory Council.

*“The 2010-2011 academic year was one of the busiest, most surprising, and eventful years for students and faculty...”*  
—Debela Birru

The 2010-2011 academic year was one of the busiest, most surprising, and eventful year for students and faculty in the department of Economics, Accounting, and Management. The department continues to experience an upward trend in the number of students declaring majors and minors in departmental programs. We are also seeing gradual increases in the number of graduates from the various programs in the department. Consistent with our vision and mission statements, we continue to revise, upgrade, and improve our major and minor programs and are very pleased with the quality and diversity of the courses we make available to our students. For the 2011-2012 academic year, we plan to undertake a major revision of the accounting program and a significant restructuring of the management program. In collaboration with other departments across campus, the EAM faculty will also engage in a feasibility study in its attempt to add an interdisciplinary minor in business entrepreneurship.

The department held its annual Advisory Council meeting on April 8, 2011. The meeting was well attended. We thank all of our advisory council members for the time, energy and financial sacrifices they make in order to help us improve the quality of our programs. We also thank them for volunteering to work as mentors and role-models for our students.

The department faculty started the semester by identifying departmental needs for three full-time faculty positions; one in accounting, one in economics, and one in business management/marketing. The full-time accounting position became available as a result of Robert Maurer, Associate professor of Accounting, announcing his willingness to step down from the full-time teaching position that he held at Central for 43 years. Professor Maurer will continue to teach on a half-time basis over the next three years. The full-time economics position became vacant when an economics faculty resigned in December of last year, and the business management/marketing position staffed by a part-time faculty member for the last three years was converted into a full-time position to meet the needs of a growing program. The department launched national searches for all three positions early in the fall semester and by the middle of March all three positions were successfully filled.

However, this is not to be the end of our relentless search for teaching candidates for the 2011-2012 academic year. The biggest surprise of the year took place toward the end of March when Jann Freed, Professor of Business Management, announced that she was to retire from teaching, effective at the end of the 2010—2011 academic year. A national search will be undertaken early next fall for a full-time

replacement for Professor Freed. For the 2011-2012 academic year, her courses will be covered by a part-time faculty member.

Jann has been a role-model for our students and a great ambassador and foot-soldier for Central College. Over her 30-years of full time teaching at Central College, her achievements in the areas of effective teaching, professional growth and development, and institutional service have been significant. In addition to serving over a number of years on the College’s major standing committees and winning several campus-wide awards, she is a co-author of four books and numerous academic articles, and has served in professional organizations at both national and international levels. She was the 2011 President of the Midwest Business Administration Association International and past president of the North American Management Society. In addition, over the last few years, she has served as a member of the AQIP Systems Portfolio Appraiser and Reaffirmation Team for the North Central Association regional accrediting body. The department wishes Jann the best as she continues to map out a different journey in her professional and personal life.

—Debela Birru

## Bob Maurer Heads Gently into Retirement

Retirement – NO! Not yet, “Load Reduction” - YES. Following the example many years ago of Dr. Butler, this fall I will be on Central’s Partial Position Continuation Program for no more than the next three years. My replacement, Andrew Clinton, will begin this fall. He, along with Sherry Wilson, will be doing most of the accounting courses, while I get to do some accounting and finance courses.

In 1968, the Economics Department offered only an Economics Major. The department faculty consisted of three economists (Dr. Butler, Rich Glendening, and Ron Sagraves) and one other guy – me.

In the 43 years since then, I have seen some changes:

- Two different academic calendars (3x3 term system and the current semester system).
- Four different general sets of graduation requirements (the CORE with its two elements, common and individualized: Liberal Studies; the original Central Core; and the revised Central Core. Additionally, there was a set of graduation requirements that was scrapped as it was being implemented because it was determined that the

tracks – western civilization, global village, etc. just would not work.

- Five presidents (plus one interim).
- Six different academic deans (VPAA’s / provost) (plus two interims). Number seven comes in this fall.
- A campus that did not have any computers has become our current Wi-Fi campus. (The first computer on campus was installed in 1969 and was a remote hook-up to the IMB 360 at the University of Iowa.)
- An Economics Department that has grown from the four tenure lines in 1968 to the Economics, Accounting and Management Department with its current nine tenure lines.
- A department with a single major to one that offers four disciplinary majors and two interdisciplinary majors.

Over that same 43 years the one constant has been the people that make up the Central family - students, faculty, administration and staff. Like any family there have been some bumps and disagreements, but by and large it has been a smooth journey. My greatest satisfaction comes from the accomplishments and successful lives of Central’s

students. There have been over 400 accounting majors since the class of 1979 (the first class that graduated with an Accounting Major). About half of them are now CPA’s with common job titles being: President, VP of Finance, Partner, Comptroller, CFO, Accountant, and Financial Analyst. All the big four (Ernst & Young, Deloitte, KPMG, and PwC) accounting firms are represented. Students that I have had over the years have had many accomplishments – just some of them include:

- Seven of them are now serving on Central College’s Board of Trustees.
- At least three have earned PhD’s in accounting.
- Three had the top score on the CPA exam when they took the exam.
- One is currently serving as president of the Iowa Society of CPA’s.

I am now looking forward to the next few years of reduced load. I am hoping it will allow me to continue to work with students while also allowing me to step down gradually so I don’t have to quit cold turkey. I am also looking forward to having more personal time (long weekends) for family and hobbies.

—Bob Maurer



Bob Maurer, Associate Professor of Accounting.

*There have been over 400 accounting majors since the class of 1979 (the first class that graduated with an Accounting Major).*

—Bob Maurer

*Rick Ryan, member of Central's Board of Trustees, has agreed to serve as executive-in-residence (of the Leadership and Entrepreneurship Program)."*  
 —Jann Freed

## EAM Leadership and Entrepreneurship Program Continues To Evolve

The Leadership and Entrepreneurship Program continues to positively evolve. Student interest and enrollment has been growing so that the introductory course is now offered each semester. In the second course, students develop business plans, listen to guest speakers, and

shadow entrepreneurs. Students who complete the program present their portfolios to a panel of entrepreneurs. In a new development, Rick Ryan, member of Central's Board of Trustees, has agreed to serve as executive-in-residence. Since Ryan has extensive experience

as an entrepreneur, this is an excellent opportunity for both the students in the program and instructors to enable the program to be as practical as possible. Welcome, Rick Ryan, to the program!

—Jann Freed

## DeCook Series Continues its Success

This year three speakers were brought to campus thanks to Mark and Kay De Cook. Dr. Pauline Chen, author of *Final Exam: A Surgeon's Reflections on Mortality*, was the first speaker, co-sponsored by the Intersections (First-Year Seminar) Council. Her reflections were appropriate since leaders have to deal with grief and loss in workplaces as jobs are disappearing,

positions are being lost, and industries are going away.

It was an honor to welcome Dr. Rod Camp, Professor of Government at Claremont McKenna College, back to campus. Dr. Camp is an expert on Mexican politics and taught at Central College from 1970-1991. He spoke about the drug wars in Mexico and addressed some options that leaders on both

sides of the border need to be evaluating.

Finally, Mike Day, the general manager of Des Moines operations for Norman and Associates, which offers Dale Carnegie Training in Iowa and Minnesota. Mr. Day focused on results driven leadership. These speakers are free and open to the public.

—Jann Freed

## Max Jensen '13—YESS Internship



Max Jensen, '13.

When I first heard about the position of marketing intern at Youth Emergency Services and Shelter (YESS), I knew it was something that I wanted to do. My main areas of interest were nonprofit management and marketing, so the opportunity seemed hand chosen for me. I knew I was going to like the job when I showed up in professional dress and discovered I was overdressed.

My main responsibilities were to run the social media for YESS—their Facebook, Twitter, and

blog sites, but during my time there I also made deliveries, made pizzas for the kids, and even dressed up as Quacky, the shelter's mascot, occasionally. No matter what I was doing, I was learning on the spot, meeting people, and just having a good time. The main fundraiser that YESS holds is their annual Duck Derby, in which people can adopt a rubber duck and race other ducks across a pond. The winners receive all sorts of prizes, including the grand prize of \$10,000 and a chance to win

\$1,000,000. As you might imagine, it takes much work to put on the Duck Derby and that made my time at YESS hectic and frantic, but always exciting. Whether I was updating their Facebook or quacking away in our duck costume, I was gaining on-the-job skills and meeting amazing people.

While the internship lasted only one semester, I will always remember my time at YESS and everything I got to experience.

—Max Jensen

## Quinn Adair '11—Bankers Trust Internship

Last summer, I was positioned at the Windsor Heights Branch of Bankers Trust Company. My title was a Consumer Service Representative Intern. I learned about this teller position and was given some additional projects throughout the summer.

I was assigned to perform a pricing comparison that was specifically targeted at ATM pricing. I researched over twenty area banks to learn the prices and charges associated with their debit card services. This helped us at Bankers Trust gain a perspective on our own prices.

My next big assignment was a marketing project for my branch. The aim was to come up with ways to stimulate cross-referrals for different products within the bank. I came up with eleven different themes the branch could implement and presented these ideas to my manager.

Additionally, I conducted four interviews with a board member from Holmes Murphy, two senior vice-presidents, and the CEO, Suku Radia. After the interviews, I wrote summaries and submitted them to the Human Resources Department.

To gain more breadth in the banking industry, I participated in a series of shadow experiences in different departments. I spent time in the marketing, lending, and private banking sectors.

Outside of working hours, I had many networking opportunities. I attended several *Do More in the City* events through the Greater Des Moines Partnership. Here, I met several area interns and area employers.

Bankers Trust stresses the importance of giving back to the community. Volunteering was a huge part of the internship, as

well. I logged hours volunteering for the Iowa Games, the Easter Seals Regatta, and handing out drinks on Tuesday nights for Music in the Park in the Windsor Heights neighborhood.

To end the summer, I gave a final presentation on my experience to the VP of Consumer Services and various bank managers.

That summer taught me a lot about how to conduct myself in a professional climate. I had no prior experience in a formal atmosphere. Through interviews, I learned firsthand the importance of leveraging contacts and keeping in touch because they can prove valuable at any given point in the future. The community involvement was tremendous, and this definitely aligns with the emphasis Central College also places on service.

—Quinn Adair

## Actuarial Science Program Begins at Central

In conjunction with the Math/Computer Science department, we are now offering an interdisciplinary major in Actuarial Science. Historically both Drake and the University of Iowa have had Actuarial Science programs, but as far as we know, we are unique among small colleges in Iowa. The program combines existing economics, accounting, and management courses with existing courses in both math and computer science. The major itself is about the same size as the Accounting and Business Management majors and still allows students to study abroad for a semester or complete an additional major or minor in Economics or

Accounting. Our program gives students the necessary background for the first two actuarial exams and is certified to meet the actuarial industry's requirements for all three Validation by Educational Experience areas.

We currently have 13 students who have declared Actuarial Science as their major and a handful of other students who have expressed interest in the program. Four of those students also have a second major in Economics or Accounting, including one who will be our first graduate from the program in May.

We are working to make connections for our students with com-

panies around the state. So far we have had one on-campus presentation by Allied/Nationwide out of Des Moines, where I started my career in their Pricing area (an actuarial science job). They plan to return to campus in the fall to interview students for internships and full-time jobs. However, we are interested in bringing other companies to campus for presentations or to interview students. If you know of a company that would be interested in working with us, please feel free to contact me at [schuringjr@central.edu](mailto:schuringjr@central.edu).

—Jessica Schuring

*We currently have 13 students who have declared Actuarial Science as their major and a handful of other students who have expressed interest in the program.*

—Jessica Schuring



Jessica Schuring '04, Instructor of Economics.

## Jessica Schuring '04 Recounts Her First Year

Has it been a year already? It never ceases to amaze me how quickly a school year can pass! I thought that as a student at Central but those thoughts have only increased as a faculty member. Yet that's one of my favorite things about college life – you never stand still, you are constantly moving and changing, as are your students

When I returned to Central to teach a class last spring and as I continued on into this year, I wasn't sure what to expect; my path back to Central has been somewhat unconventional. After graduation I worked in the insurance industry, first in an actuarial science job and then in an internal audit capac-

ity. During that time, I obtained my MBA, which was one of several events that motivated my return to graduate school. During my graduate studies, it never crossed my mind that I could eventually end up at my alma mater. However, my return to Central on the other side of the classroom has been wonderful.

I have found the other faculty in the department to be nothing but welcoming. The camaraderie within our department is one of my favorite parts of the job. Our students are one of the other highlights; they are a joy to teach and have in class, and I have enjoyed get-

ting to know them both in and out of class. It is amazing to me how much our students do outside of the classroom. It has been a privilege to advise students and help the upperclassmen as they search for internships and jobs or think about graduate school. It was very rewarding to watch my first class of seniors graduate this year. While I will miss those students next year, I can't wait to see what the incoming class of freshmen will add to our ever-expanding department.

—Jessica Schuring

## Advisory Council Student Mentorship Program Continues

As recent graduates transition from life at Central College to life in the working world, many may encounter challenges adjusting. In attempts to facilitate this adjustment process, many employers have implemented mentoring programs. Several years ago, based on the recommendations of Advisory Council members, the EAM Department implemented a semester-long mentoring program pairing sophomores, juniors and seniors with Advisory Council members in their intended career fields. The program was designed to jump start the mentoring process that many students will participate in as entry-level employees. The pro-

gram also provides students with a glimpse of the responsibilities and challenges faced by employees in their career fields.

This year the Mentoring Program began in January and concluded in April. Nine students and nine Advisory Council members participated. Students were matched with mentors based on career interests. The mentoring relationship varied immensely from phone calls to emails to several in-person contacts. Several students even had the opportunity to job shadow their mentors. Mentoring conversations ranged from potential career paths, time management tech-

niques, resume building, internship opportunities, interviewing tips, and many others. Based on mid-semester survey results, all nine students would recommend the Mentoring Program to their peers. Each student spoke highly of the program, indicating that they learned a great deal from their mentor. Mentors also spoke very highly of the program stating that it provides great real world exposure to students. Next year, we will continue to expand the program.

—Sherry Wilson



2011 Advisory Council meeting.

## EAM Department Pilots Peer Mentoring Program

For a number of years, the EAM Department has had a mentoring program pairing Advisory Council members with EAM students (see article on page 6). In Spring 2011, the EAM Department piloted a second mentoring program, matching EAM freshmen and sophomores with soon-to-graduate EAM seniors. The goal of this new peer mentoring program is to enable younger students to tap the wisdom and experience of older students, who already “know the ropes” with respect to taking EAM classes, working with advisors and getting internships and jobs.

During the program’s Spring 2011 trial run, we intentionally limited participation to five mentor-mentee pairs. To choose the mentees, Economics professor Jessica Schuring selected academically promising freshmen and sophomores from her Fall 2011 classes. I chose the mentors, identifying talented, high potential EAM seniors who had made the most of their college careers. The mentor-mentee pairs who participated in the inaugural Peer Mentoring Program included: Ryan Arnold ’11, who mentored John Seier, Jr.; Regan Englund ’11, who mentored Carly Stratbucker; Brent Goodenow, who mentored Nick Beyer; Brianne Knutson ’11, who mentored Tyler Horbach; and Ashley Ranniger ’11, who mentored Lizz Carter.

The program was officially kicked off in February, when

we introduced the mentors and mentees to one another at an informal gathering at the Geisler Café. At midterm, the mentors and mentees provided us with written feedback, describing what they had been doing in their one-on-one mentoring meetings. It was clear from the feedback that students were making good use of the mentoring opportunity. According to their reports, the student pairs focused on discussing important “college survival” information: How to study; how to manage time; how to set goals; how to choose an advisor; and how to gain personal development through involvement in extra-curricular activities. Mentors gave mentees tips on finding summer jobs and internships and helped them to choose the best classes to prepare for post-college life. Several mentors helped mentees write their first resumes and cover letters. Some mentors even provided highly practical advice by proof-reading a mentee’s essay or and helping a mentee to choose a new computer.

In their mid-term feedback, mentors and mentees unanimously expressed appreciation for the Peer Mentoring Program. But the mentors, with their longer experience of college life, were particularly enthusiastic. One mentor stated, “I feel that I am able to give an underclassman knowledgeable advice, which I wish I would have had two years ago.” Another mentor noted that that the mentoring program gives

mentees “.an early connection with a soon-to-be professional, something that could help the freshman get a future job.” Another mentor said, “At times it takes someone else to help you realize that it is never too early to work towards arranging your future.” Mentors also noted that they themselves benefited from being part of the program. One mentor said that working with a younger student enabled her to see how much she herself had learned during her college experience. And, as the mentor noted, “.not only do you learn more about others but you also get to give back some of the things that you have learned.”

To end the Spring 2011 pilot program, mentors joined their mentees on a discussion panel at the April 8 Advisory Council meeting, during which the participants related their experiences. Thanks to the students’ feedback, we in the EAM Department learned a great deal from this year’s pilot project. We already have decided to offer the Peer Mentoring Program again next year, and we plan to improve it using the valuable suggestions provided by this year’s student mentors and mentees. The EAM Department extends a big thank you to the ten students who participated in this year’s inaugural Peer Mentoring Program.

—Jaclyn Rundle



Jann Freed was presented with a cake at a surprise reception at the EAM Advisory Council meeting.

## Department Professional Activities

### Publications, Presentations, and Conference Attendance

**Professor Debela Birru** attended the 2010 Council of Independent Colleges' Workshop for Department and Division Chairs: Managing Multiple Roles and Responsibilities, in June, 2010, in St. Paul, MN.

**Birru** attended the Midwest Business Administration Association (MBAA) International meeting in March, 2011, in Chicago, IL.

**Dr. Jann Freed** shared her book (co-authored with George Ann Huck) *Women of Yucatan: Thirty Who Dare to Change Their World* at the Women's Institute at the Maharishi University of Management in Fairfield, IA in June, 2010. **Freed** also discussed the book at the Des Moines Downtown Library in June, 2010. Part of the bilingual photography exhibit was displayed in the State Historical Building in June, 2010.

**Freed** presented a session on Loss and Grief in the Workplace at the Organizational Behavior Teaching Conference, in June, 2010, in Albuquerque, NM.

**Freed** read from her book (co-authored with George Ann Huck), *Women of Yucatan: Thirty Who Dare to Change Their World*, in March, 2011 at the Cowles Library at Drake University in Des Moines, IA.

**Freed** had an organizational behavior exercise included in *Managing in the Twenty-first Century: Transforming Toward Mutual Growth*, eds. Joan Marques, Satinder Dhiman and Jerry Biberman, Palgrave Macmillan, 2011.

**Freed** organized several panels for the North American Management Society (NAMS) on the teaching of leadership and the sharing of best practices at the MBAA International meeting in March, 2011, in Chicago, IL.

**Professor Robert Maurer** participated in the American Accounting Association (AAA) CPE Workshop in Advanced Management Accounting, the 3<sup>rd</sup> annual Conference on Teaching and Learning in Accounting and attended the AAA Annual Meetings in August, 2010, in San Francisco, CA.

**Maurer** participated in all of the monthly meetings of the Des Moines Chapter of the Institute of Management Accountants (IMA)

this year. **Maurer** also arranged and hosted a plant tour of Vermeer Manufacturing in Pella, Iowa, for the IMA association in October, 2010.

**Maurer** attended the 50<sup>th</sup> anniversary meetings of the Midwest Regional Meeting of the American Accounting Association in October, 2010, in Oak Brook, Illinois.

**Dr. Michael Murray** published "The Double-Sided Nature of Economic Freedom" in Marangos, John (ed.) *Alternative Perspectives of a Good Society*, New York: Routledge, 2011.

**Murray** reviewed *Money and Macrodynamics: Alfred Eichner and Post Keynesian Economics*, by Marc Lavoie et al. (eds.), Armonk: NY, M.E. Sharpe 2010. in Schmidt, Ted and Jo, Tae Hee (eds.) *Heterodox Economics Newsletter*, Forthcoming.

**Murray** was a workshop participant at the *American Journal of Economics and Sociology* Workshop on Social Provisioning, Embeddedness, and Modeling the Economy, in September, 2010, at the University of Missouri-Kansas City.

**Murray** was a participant in the Jobs and the Future of the US Economy: Possibilities and Limits workshop in October, 2010, at Howard University.

**Murray** presented "Critical Perspectives on Heterodox Production Theory", at the American Economic Association Annual Meeting in January, 2011, in Denver CO.

**Murray** presented "Simulating the Employer of Last Resort approach in Dynamic Capitalist Economies" and "The Double-Sided Nature of Economic Freedom;" organized sessions on The Employer of Last Resort Approach to Full Employment: Analyses and Applications and Unemployment and Financial Instability in Capitalist Economies; and was a discussant at a session on Alternative Perspectives of a Good Society at the 2011 Eastern Economics Association Annual Meeting in February 2011, in New York NY.

**Dr. Brian Peterson** participated in a panel discussion on *Balancing Teaching, Research and Service* at Iowa State University's "Preparing Future Faculty" workshop in October, 2010, in Ames, IA.

**Peterson** presented "Assessing Student Learning with Rubrics" with KimMarie McGoldrick at the Southern Economic Association annual conference in November, 2010, in Atlanta, GA.

**Peterson** presented "Assessing Student Learning with Rubrics" with KimMarie McGoldrick at the American Economic Association annual meeting in January, 2011, in Denver, CO.

**Peterson** published the *PowerPoint slides to accompany Rehnder, Stair and Hannah, Quantitative Analysis for Management*, 11<sup>th</sup> edition, Pearson Prentice-Hall Publishing, in 2011.

**Dr. Jaclyn Rundle** presented, "New legal forms for social enterprises: A comparison of structure options and experiences in the United States and Great Britain" at the South Dakota International Business Conference in September, 2010, in Rapid City, South Dakota. This was published in the *Seventeenth Annual South Dakota International Business Conference Proceedings*.

**Rundle** attended the Central Iowa Society for Human Resource Management 2011 Legal and Legislative Conference in February, 2011 in Des Moines, IA.

**Professor Jessica Schuring** attended the 2011 American Economic Association annual meeting in January, 2011, in Denver, CO.

### Other Professional Activity

**Freed** had her book, *Daring to Be*, on display in the Cowles Library at Drake University during the month of March 2011.

**Freed** served as the President of the MBAA.

**Freed** received the 2011 Outstanding Service Award from the NAMS.

**Murray** served as a referee for: *American Journal of Economics and Sociology*, *Journal of Innovation and Economics*, and the *Review of Political Economy*

**Peterson** served as a referee for *Perspectives in Economic Education Research*.

**Peterson** serves as a reviewer for *Choice*, a text review publication of the American Library Association.

**Peterson** is a content provider for *EconNews Online*, a publication of Cengage College Publishing.

## The EAM Club Has Another Successful Year

The Economics Accounting and Management Club had a successful year. We began the year with our annual campus kick-off picnic where we tried to spread interest about the club.

The first significant event was a resume critique and workshop. This was a very successful event for the club because we more than tripled our participation over last year. We brought in seven local human resources professionals, and over thirty students took advantage of their services. We asked the students to dress up in business casual attire, and we were excited to see that everyone made their appointments. This expanded the students' network, improved their resumes, and gave them experience conducting themselves in a professional setting.

We had a successful turnout when John Krogstad from the Edward Jones office in Pella came to campus to discuss the basics of financial planning. Students were particularly interested in hearing advice on the most efficient way to pay back college debt and when to start investing.

Another great event put on by the EAM Club was the networking dinner in March at Dr. Freed's home in Des Moines. We teamed up with the Alumni Office to get Central graduates to network with any students that were interested. It was a fun evening filled with good food and great conversation. It was exciting to see how well Central alumni were doing and gave hope to students for a prosperous future.

Three co-presidents also

worked together on the Career Leadership Board, so they did a lot of cross-promoting for both organizations. The EAM Club helped to promote social media speaker, Nathan Wright, founder of Lava Row. Students learned cutting-edge ways to appeal to potential employers through building their online brand and image.

Many thanks to Regan Englund '11, Quinn Adair '11, Chris Crawford '11, Ashley Ranniger '11, Adriana Espinosa '12 and Abby Sparks for their club leadership this year.

We look forward to Abigail Sparks, Jess Barloon, and Tyler Wentworth to lead the business club in a great direction next year.

—EAM Club Officers



EAM Club members Abbey Sparks, Ashley Ranniger, Quinn Adair and Chris Crawford are introduced at the Alumni Advisory Council meeting.

## Department Award Winners

### 2011 EAM Student Award Winners:

*Butler Scholar in Economics*— Jordan Waddell '11

*EAM Outstanding Leadership and Service Award*— Quinn Adair '11 and Regan Englund '11

*Economics Award*— Devin Delvaux '11

*Iowa Society of Certified Public Accountants Outstanding Accounting Student Award*— Sara Hugely '11

*Institute of Management Accountants Award (Des Moines chapter)*— Max Miller '11

*Business Management Award*— Taylor Tremmel '11

### 2011 EAM Student Honors Theses:

Devin Delvaux '11, *The Ineffectiveness of Current Fed Policies on Macroeconomic Variables: A Historical Perspective with Current Implications* (Michael Murray and Brian Peterson, advisors)

Jordan Waddell '11, *A Marxian Critique of the 2008 Financial Crisis* (Michael Murray and Chad Ray (Philosophy), advisors)



Brian Peterson presents Jordan Waddell with the Butler Scholar in Economics Award.

THE NEWSLETTER OF THE  
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AND BUSINESS  
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We'd love to hear from you! Keep us posted on your  
achievements, recognitions, and other news!

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