

Celebrating our Students and Their Internships

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Our department is blessed with active and dedicated students! Since 2001, 154 of our 306 EAM Department graduates have completed internships at some point in their academic career at Central. This includes not only the internships for which they received departmental credit, but also those internships they may have completed while studying abroad, or on the Chicago Semester program. However, these numbers don't include those students who may have had positive work experiences in college, but received no academic credit for them.

What's more, of those who complete at least one internship, fully one-third completed two or more internships. Thirty nine students completed two internships, twelve completed three internships, and one resourceful soul completed FOUR internships during her career at Central—two while studying abroad, and two while on campus in Pella.

This year 17 EAM students completed internships or co-ops for academic credit, and several students completed internships or service learning projects while studying abroad in the fall

semester in Vienna and London (spring 2007 numbers were not available at press time).

Those completing departmental internships or co-ops are, along with their major and internship site:

- Ian Dielschneider, BMGT, Principal Financial Co-op (Des Moines)
- Chris Fox, BMGT, Vermeer Manufacturing (Pella)
- Travis Gibbons, BMGT, The Members Group (Des Moines)
- Tyler Hays, BMGT, Iowa Events Center (Des Moines)
- Evelyn Howard, CULTURAL ANTHROPOLOGY/NFP MANAGEMENT MINOR, Lakeview Camp and Conference Center (Pella)
- Lance Ibeling, BMGT, Marion County Bank (Pella)
- Brooke Jones, BMGT, Iowa Events Center (Des Moines)
- Jess Monical, BMGT, Young Women's Resource Center (Des Moines)
- Amanda Poppens, ACCT,

Vermeer Manufacturing (Pella)

- Morgan Reelitz, BMGT, Principal Financial Co-op (Des Moines)
- Cari Rehder, ACCT, Wells Fargo (Des Moines)
- Chris Starr, ACCT, Salt Lake Regional Medical Center (Salt Lake City)
- Aaron Stock, BMGT, Iowa Events Center (Des Moines)
- Matt Van Maanen, ECON, Financial Architects (Pella and Des Moines)
- Kelsi Ver Ploeg, BMGT, Vermeer Manufacturing (Pella)
- Ashley Warner, BMGT, Principal Financial Co-op (Des Moines)
- Kelsey Zlab, GENERAL STUDIES AND GERMAN STUDIES, Iowa Council for International Understanding (Des Moines)

We are proud of our students, what they achieve, and the positive signals they send to potential employers. If you have questions about internships, or would like to have your firm get involved, contact the department at eam@central.edu.

Department Update

Greetings! The 2006-07 academic year has been a busy and exciting time in the EAM Department. We said hello to a new colleague; bade a fond farewell to another; significantly revised and revamped parts of the EAM curriculum; made progress in seeking a person of excellence to become the first holder of the Martin Heerema Endowed Chair in Entrepreneurship; increased our involvement in Central College's international programs, inaugurated a "welcome home" reception for EAM students returning from abroad; and held yet another successful Advisory Council meeting.

Personnel: We began this academic year with one goodbye and one hello. At the Faculty Workshop Luncheon in August, the EAM faculty joined the Central community in honoring Suzanne Wallace, who took early retirement last year due to serious medical problems. While we were sad to say goodbye to Suzanne, we were happy to honor her at the luncheon by reading heartfelt tributes from her former students. Suzanne plans to spend much of this summer in Italy, basking in the sunshine at a Tuscan villa.

In August, we said hello and welcome to our newest EAM Department colleague, Dr. David Kauper. David came to Central after completing a Ph.D. in economics at University of California - Riverside. He now teaches many of the courses previously taught by Rich Glendening. Suffice it to say that we are very glad that David chose to join the EAM faculty.

This spring, economist Dr. Brian Peterson was officially granted tenure by the Board of Trustees. Brian spent a year at Central in 1996-97 before moving to Indi-

ana's Manchester College. Brian returned to Central in 2004 and now serves as EAM's senior economist. In the true liberal arts tradition, he is an active supporter of campus interdisciplinary initiatives such as the environmental studies program. Please join us in congratulating Brian on his well-deserved achievement of tenure!

Endowed chairs: Excitement continues to build regarding the potential impact of EAM's three endowed chairs. As you can read in an update elsewhere in *the Link*, Jann Freed continues to develop the Mark and Kay DeCook Endowed Chair in Character and Leadership Development. Early this summer, EAM Department faculty will hold a retreat to begin identifying criteria for the Don Butler Endowed Chair in Economics, with a national search to follow in Fall 2007.

We happily anticipate that within the next few weeks we will be able to announce the name of the first holder of the Martin Heerema Endowed Chair in Entrepreneurship. The new holder of the Heerema Chair will inaugurate an exciting new program teaching entrepreneurship skills to Central College students and people in the local area. We are indeed blessed to have three endowed chairs based in our department and are confident that the chair holders will have a significant long term positive impact on both the department and the college.

Curriculum: This year, the EAM Department made significant steps toward improving its curriculum to meet the needs of today's students. The campus curriculum committee gave its stamp of approval to Debela Birru's updated version of the

International Management major, providing students with new options for learning about global business. Several new economics courses also received approval, including quantitative methods in economics and economic history. In response to increasing student interest in nonprofit organizations, the Not For Profit Management Program was reconfigured to become an official college minor. And, in recognition of the growing demand for student experiences blending academics with real-world learning, the department added an Accounting Co-op and an Economics Co-op to its existing Business Management Co-op in the *College Catalog*.

Scholarship funds: Finally, we would like to extend a heartfelt note of thanks to all of you who contributed to the special scholarship funds established last year to honor two of our most distinguished former EAM colleagues. I am happy to report that the Rich Glendening Scholarship Fund is nearing the \$29,000 mark, while the Barb and Don Butler Scholarship Fund now exceeds \$45,000. It is truly gratifying to be able to report on the generous contributions of EAM alumni like you. The entire EAM Department is grateful that you have honored our former colleagues so generously with your donations!

I encourage you to read the many articles in this issue of *the Link* that highlight the achievements and activities of EAM Department students and faculty. It is an honor and a pleasure to be associated with such accomplished people!

Best wishes,

Jaclyn Rundle

Chair, EAM Department

"Excitement continues to build regarding the potential impact of EAM's three endowed chairs."

David Kauper Reflects on His First Year

I have had many jobs over the years—founder of a small company, meteorological technician, and Peace Corps volunteer—and now economics professor. Each job has presented me with new challenges and lessons, but the past year has probably indoctrinated me the most with experience.

I have learned so much in part because of the wise and talented people surrounding me. Sometimes their lessons have been intentional, but most often by example. Professor Rundle, the department chair, knows how to successfully work with

groups by first understanding their needs. Professor Peterson evokes eager interest in economics from his students by linking theory to the world. Professor Pedrick combines resolve with a sense of humor such that accomplishment seems effortless. Professor Den Adel illuminates complex situations with lucid reasoning. Professor Maurer helps all who come near with his tireless dedication to his students and colleagues. Professor Freed cheerfully accomplishes vast amounts of work through her ability to focus and multitask.

Professor Birru possesses a passion for his work that leaves all of his students with greater knowledge of the subject and appreciation for their teacher.

I have not yet been able to glean all of the possible lessons from these exemplars, but each week I learn a few more. I do not expect to be able to reach the same high level of any one trait of my colleagues, but with their continued patience, I am certain that I too will find my niche of contributions to my students, department, and college. Thank you to those who gave me this opportunity.



David Kauper, EAM's new economist.

EAM Department Actively Involved in Study Abroad

In fall of 2006, the department hosted a reception for students who were studying abroad during the previous spring and summer terms. Students brought photos that were posted in the department suite and had the chance to share highlights from their many experiences. The department appreciated the opportunity to listen to the students' stories and hear how travel abroad has changed them in some way. Many students used the phrases, "life-changing," "unforgettable," and "well worth it" to describe their experiences.

Since the reception was so well received by everyone involved, the department plans to continue this event and possibly even expand it so that students interested in studying abroad will come to hear the stories shared.

While only three students traveled abroad in fall 2006, the department has 16 traveling abroad this semester. What's more, next year a record number of students will be traveling abroad both from the College and from this department. Approximately 80 Central students will be traveling in the fall, compared with about 60 in a normal fall. Eight are traveling abroad from this department, spread over many different study abroad sites: 1 each in the Leiden, Granada, Yucatan, and Wales, and 4 in London.

Not only does the department strongly support the international programs, but three department members are study abroad liaisons. Each of the eight Central College Abroad sites has a faculty liaison to serve as a link to campus. The liaison works with faculty

members to promote program sites, and works with students to help them understand what will happen when they get to their destination country. Faculty liaisons also actively work with Central College Abroad to promote study abroad overall.

Accounting professor Kevin Den Adel was just named faculty liaison to the program in Hangzhou, China, and will begin his four-year term in the fall. Management professor Jann Freed and economics professor Brian Peterson are currently in their first year as liaisons to the programs in Mérida, Yucatan and Vienna, Austria, respectively. Jann Freed has traveled to the Yucatan numerous times—in fact, some of you may have traveled with her!



EAM students and faculty discuss study abroad experiences.



Jann Freed is the Mark and Kay De Cook Chair in Character and Leadership Development.

Jann Freed Provides an Update on the Mark and Kay De Cook Chair in Character and Leadership Development

As the holder of this endowed chair, my goal is to start some new leadership initiatives on campus. In October, we launched the Mark and Kay De Cook Distinguished Speaker Series with Po Bronson, author of the national best seller *What Should You Do With Your Life?* This was a well attended event by both the College and the

community of Pella.

As this will be an annual series featuring speakers who reflect various aspects of leadership, the next distinguished speaker for the fall is Dr. Armando José Baqueiro de Cárdenas '70, from Mexico City. Some of you may remember that Dr. Baquero received an honorary degree at last year's commencement exer-

cises.

I developed and taught a new course in the fall called Holistic Leadership based on a study I started during my last sabbatical. I am teaching this as an honors seminar, and I hope I am able to teach this course on a regular basis and continue to work on developing more leadership learning experiences on campus.

The Martin Heerema Endowed Chair in Entrepreneurship, and Remembering Martin Heerema

“Mart ...had a great love for Central College athletics, and was one of the founders of the ‘Central Club’.”

A national search was conducted this year for the Martin Heerema Endowed Chair in Entrepreneurship, and currently is in its final stages. It is hoped that by the time many of you read this, the position will be filled. Two students, Ian Dielschneider and David Baker, and three faculty members, Bob Maurer, Jaclyn Rundle, and Brian Peterson, served on the search committee this year, and the department is grateful for the effort they gave in the process. The department looks forward to having more news to report in the 2008 *link*.

In the meantime, the department wishes to express its condolences to the Martin Heerema family, because on April 16, 2007 Martin John Heerema passed away. Martin was born in Pella in 1911, graduated from Pella High School in 1928 and then worked for the Rolscreen Company (now known as Pella Corporation). Martin enrolled at Central and graduated in 1934 with majors in Mathematics and Chemistry (at that time

Central did not have a Business Management major). During that time, in June, 1933, Mart and Elva May Van Houweling eloped to Moberly, Missouri to get married.

After graduation, Mart returned to work at Rolscreen for four more years. In 1938 Mart left Rolscreen and went into the automobile business, selling Dodges and Chryslers with his father-in-law, A.B. Van Houweling. In 1941 Mart became a field agent for the Internal Revenue Service. Soon afterward, he entered the United States Navy until he was discharged as a Seaman First Class in December 1944.

Following his military duty Mart returned to the A.B. Van Houweling Garage, and from 1953 to 1963 Mart served as the company purchasing agent. Then Mart returned to Central College and served as Vice-President for Financial Affairs from 1963 until he “retired” in 1970.

Over time, Mart not only was a partner in the Pella Canning Factory (which now houses some of the offices of Heritage Lace, Inc.), but also received his real estate broker's license in 1941. With that, Mart remained active in the Pella real estate market, buying and selling properties until 1993.

Mart was a charter member of the Pella Golf and Country Club; the Pella Rotary Club, serving as the club's president and being named both a Paul Harris Fellow and Rotarian of the Year; and the Pella Opera House. He was member of the Van Veen-Van Hemert American Legion Post No 89; the Pella Historical Society, also serving on its board; the Pella Community School Board for nine years; and the Pella Cemetery Association for 23 years.

Mart was a sports enthusiast; he was responsible, in part, for the formation of the Pella Little League. Finally, he had a great love for Central College athletics, and was one of the founders of the “Central Club.”

2007 Advisory Council Meeting a Success

The annual Advisory Council meeting was held on campus on April 27, 2007 with approximately 20 members in attendance. The council includes a broad representation of EAM Department alumni and other business and civic leaders. The EAM department recently adopted a charter for the Advisory Council; that charter is available on our department website at : www.central.edu/eam.

This year's meeting focused on

the areas of student professional development and program development. In particular, the council discussed ideas for a mentoring program to connect our students with alumni. The council also reviewed our programs and offered suggestions for improvements. At lunch, council members and current students had the opportunity to meet and discuss their careers and experiences.

As has become tradition, the day concluded with a reception

at David and Betsy Roe's residence. Our department sincerely thanks President Roe and Betsy for their support of our department and our council.

The department also wishes to thank Accounting professor Kevin Den Adel and our office administrator Sally Baar for the significant amount of work they did preparing for this year's meeting.

Accounting Club Activities This Year

The Accounting Club engaged in many activities during the year. The school year started with a picnic co-hosted by the Business Club to welcome back students from the summer break. In October, the club hosted an Excel training class led by Brian Wogen of Pella Corporation in the Weller Center computer classroom. The fall semester ended with a social

event at a Des Moines Buccaneers hockey game.

In the spring, senior accounting majors shared their job search experiences and provided advice for returning students in the upcoming year. Other spring activities included election of 2007-08 officers, an Iowa Cubs baseball game, and

work at the Kiwanis poffertjes stand during Tulip Time.

Club officers elected for 2007-08 are:

Greg Altmaier '08, President;
Josh Smith '08, Vice-President;
Kiley Masters '08, Secretary;
Tyler Phelps '08, Treasurer.

Business Club Activities This Year

The Business Club officially got its feet on the ground starting in late August. The club hosted a "Welcome Back" picnic with the Accounting Club that was a great success! In September, six students headed to Iowa City for the Univ. of Iowa Career Fair, at which over 100 businesses were present. In November two students were able to attend the Phi Beta Lambda State Fall Conference

in Boone. The students found it to be very beneficial, especially for underclassmen. The club continues to hold monthly meetings and participate in different fundraisers and charities that include: Valentine's Day candygrams in February, a shared fund-raiser during Tulip Time helping the local Kiwanis club with the poffertjes stand, and also participating in a local food drive.

Club officers elected for 2007-08 are:

Christian Huffman '08, President;
Sarah Koebrick '08, Vice-President;
Chris Buitenwerf '08, Secretary;
Matt Clawson '08, Treasurer.

Departmental Professional Activities

Publications, Presentations, and Conference Attendance

Debela Birru attended the Midwest Business Administration Association International Conference in Chicago, IL in March 2007.

Kevin Den Adel attended the American Accounting Association's annual meeting in Washington, D.C. in August 2006.

Den Adel also attended the Contemporary Issues in Accounting Conference at Iowa State University in December 2006.

Jann Freed presented, "Teaching Diversity for a Decade: Reflections, Insights and Observations" at the Organizational Behavior Teaching Conference in Rochester, NY, in June 2006.

Freed had her book, co-authored with Mary Huba of Iowa State University, *Learner-Centered Assessment on College Campuses: Shifting the Focus from Teaching to Learning*, translated into Arabic and published by Obeikan Bookshop.

Freed organized two panel sessions on leadership and was session moderator for, "If Leadership can Be Learned, What is the Best Way to Teach?" at the Midwest Business Administration Association International Conference in Chicago, IL in March 2007.

David Kauper presented, "Corruption and Efficiency," at the Midwest Economics Association annual meeting in Minneapolis, MN in March 2007.

Robert Maurer participated in a session on ethics sponsored by the Institute of Management Accounting in Des Moines, IA in October 2006.

Maurer attended the Midwest Accounting Association annual meeting in St. Louis, MO in April 2007.

Dennis Pedrick chaired a session on Services and Customer Orientation and was a discussant for a session on Marketing Education Issues at the Midwest Marketing Association Annual meeting in Chicago, IL in March 2007.

Brian Peterson attended a Teaching Innovations Program workshop sponsored by the NSF/National Council of Economic Education in Santa Fe, NM in June 2006. He also completed two follow-on modules in active learning during the 2006-07 academic year as part of the workshop.

Peterson was a discussant for a session in "Assessment and Research in the Economics Classroom" at the American Economic Association annual meeting in Chicago, IL in January 2007.

Jaelyn Rundle attended the 2006 Iowa State Society for Human Resource Management Conference in Cedar Rapids, IA in October 2006.

Rundle also attended the 2006 Iowa Conference on Volunteer Service in Des Moines, IA, in October 2006. At this conference she attended the Iowa Nonprofit Resource Center's

certification sessions for non-profit compliance with Iowa Principles and Practices for Charitable Nonprofit Excellence.

Other Professional Activity

Freed was one of the speakers at the National Conference of Youth Leadership held at Drake University in Des Moines, IA, in September 2006.

Freed serves as a member of the Commission of Libraries for the State of Iowa.

Freed also serves on the Executive Board of Midwest Business Administration Association International and is on the Board of the North American Management Society.

Maurer continues to serve on the board of the Des Moines Chapter of the Institute of Management Accountants (IMA).

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

Peterson serves as a content provider for *EconNews Online*, a publication of Thomson/SouthWestern College Publishing.

Rundle currently serves on the steering committee for the 2007 Iowa Conference on Volunteer Service, to be held in November 13-14, 2007 in Altoona, IA.

Rundle also serves as chair of the Board of Directors of The Work of Our Hands, a Pella nonprofit organization.

Freed had her book, ...Learner-Centered Assessment on College Campuses: Shifting the Focus from Teaching to Learning, translated into Arabic.

Ashley Warner '07 Reflects on her Principal Financial Co-op

[EN: Ashley has worked since January in the Commercial Real Estate Unit at the Principal Financial Group in Des Moines. This is an excerpt from a journal entry for April.]

When I first began the internship back in January, I had never even imagined that a department devoted just to closing a loan existed. I had no idea about the processes that were involved or the documents and requirements that had to be met. I was overwhelmed by all the legal vocabulary and financial jargon that was constantly being tossed around.

The biggest part of my learning experience has been by asking

questions. Many times throughout the semester I was told, "Asking questions is how the other (more senior) members of the department know how much you are learning and how much you understand."

It was difficult for me to be so open about asking specifics in the beginning because I was always worried that I would take up too much of someone's time. Then as time passed, I realized that nearly everyone wanted me, as an intern, to understand as much of what was going on as possible. And once I started to understand

what was going on and the steps and due diligence that is involved, I began to see how the tasks that I had been doing the whole time fit in.

Overall this month, I feel like I have gained a much better understanding of the whole loan closing process. I am finally catching onto the legal terms and understanding the basic purposes of the loan documents that are created internally. This semester has definitely set a good foundation for the permanent position that I have accepted within the department.

Overall this month, I feel like I have gained a much better understanding of the whole loan closing process. This semester has definitely set a good foundation for the permanent position that I have accepted within the department.

—Ashley Warner '07

Departmental Awards

The 2007 EAM Student Award Winners:

Economics Award — Matt Van Maanen

Iowa Society of Certified Public Accountants Outstanding Accountant Student Award—Cari Rehder

Institute of Management Accountants Award (Des Moines chapter)

—Ben Goemaat

Wall Street Journal Achievement Award—Blake Scott

Paul R. Winn Marketing Award—Aimee Schmidt

2007 EAM Student Honors Thesis:

Brittany Anderson, "The Effect of Operating Leases on the Cost of Equity Financing" (Bob Maurer and Kevin Den Adel, advisors)

Congratulations to all our students!

The Future of the Department—The Venture Fund

Every academic department at Central has a Venture Fund that is created through gifts from alumni and friends. Your gift to the Central Fund can directly support the academic department of your choosing, and continue to benefit the College as a whole. In fact, you can divide your annual gift by designating part of it to the Venture

Fund and the other part to the Central Fund.

The Venture Funds are resources for each department to use for new initiatives and equipment needs, all of which must be over and above current resource availability. This summer our department will consider specific ways in which

Venture Funds can be allocated in the department. Watch the link next year for more information!

Thank you to all who have given to the EAM Venture Fund over the years. It is gifts such as these that offer students the best chance to succeed at Central College.

THE NEWSLETTER OF THE
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We'd Love to Hear From You! Keep us posted on your achievements,
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