

DEPARTMENT NEWS

by *Debela Birru*
Chair, Department of Economics,
Accounting and Business Management

The Department of Economics, Accounting and Business Management continues to grow and thrive. Currently, the department is the second largest department on campus in terms of the total number of students majoring in the various fields of study offered in the department. We have four full-time faculty members in the management area, two full-time faculty members in accounting and two in economics.

The management program underwent some revision earlier this year. Our human resource emphasis area was strengthened with the addition of two new courses that will be offered in rotation starting in fall semester of 2001. The two courses are: *Human Resource Management* and *The Legal and Ethical Environment in Human Resource Management*. The proposal for these courses were written by Jaclyn Rundle and Barney Olson last fall and approved by the Curriculum Committee during the spring semester. The marketing, finance and teacher education emphasis areas received minor changes and the international business emphasis was eliminated. We will continue to retain the international management major.

The Curriculum Committee also approved an adjustment in the economics major by enlarging

Economics 212 Microeconomics from 3 to 4 semester hours. Plans are underway to modify the accounting major by splitting off part of the content of *Financial Accounting Four* into a separate *Government and Not-for-Profit* course that will support the Not-for-Profit program.

Barney Olson and Jaclyn Rundle are in their first year and they seem to be adjusting well to the rhythms of academic life at Central College. Barney and Jaclyn teach in the areas of management, marketing, and small business and entrepreneurship. The two are currently serving as co-advisors to the department's student club, and they were asked to introduce themselves to you in this newsletter.

Faculty Introductions

Hello! My name is Jaclyn Rundle, and I am one of two new management faculty members who joined the Department of Economics, Accounting and Management in Fall 2000. I am very pleased to be part of the department. My experiences working with the faculty and students here over the past year have confirmed my belief that the Central College business program is top notch, and its people are truly wonderful!

Here is a snapshot of my background. All of my degrees are business degrees, a fact that reflects my endless fascination with work organizations, career issues and the



culture of American business. I hold a B.S. in Business from the University of Maryland and an Interdisciplinary M.A. in Human Resource Management from New Mexico State University. I spent a number of years traveling the globe and working in a variety of occupations (housing administration, merchandising and others) before embracing the academic life.

After receiving my Ph.D. in Business Administration from the University of Utah in 1992, I began my teaching career in earnest. I taught for several years at one of Oklahoma's regional state universities and then made a decision to move to a liberal arts environment, in order to have the chance to work with students in a closer and more individualized way than is possible in a large public institution. After several years teaching at liberal arts colleges in the Midwest, I discovered Pella and the Central College business program. I love working with my

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students and colleagues here, and I plan to be at Central for a long, long time.

Here at Central, I teach a variety of management and marketing courses – an opportunity that is both exciting and challenging. Perhaps my greatest thrill is the chance I have been given to work with students interested in the college's Not-for-Profit Management program, which is housed mainly in the E/A/M department. I will be teaching the introductory Not-for-Profit seminar as well as the NFP capstone seminar. The NFP program is still relatively new, having been in existence for only a year; but it shows great promise, if student interest and commitment are any indication of future success. It is truly a gift to be able to work with students who want to develop their business skills and knowledge in order to make a difference in the world.

Central College is a gem, with many strengths: its mission and values; the emphasis on international education; its wonderful faculty and student body. I am proud to be part of this educational enterprise, just as I am sure that you are proud to be a product of it. I hope to be part of this exemplary institution for many years to come. I also hope to meet many of you as the years go by. So please, when you are in Pella, drop by and say hello!

~Jaclyn Rundle

As I write this, it has been nearly one full year since I decided to leave my position as a human resources manager at Pricewaterhouse-Coopers to join the faculty in the Department of Economics, Accounting and Business Management. And more than anything else, as I "reflect" on the last year, I continue to be grateful for

the opportunity that Central offered me and for the confidence that the E/A/M faculty have shown in me.

Although I had some college teaching experience during my graduate school studies, adjusting to teaching full-time has been filled with challenges — the biggest of which has been class preparation. When I was hired, I recall Jann Freed saying the department was impressed with my organization skills in the classroom, but "just-in-time" preparation has been my way of life for the last several months! As I progress down my learning curve, I hope never to break my personal record of finishing a class syllabus only five minutes before the first class meeting!

In addition to the adrenaline rushes created by my personal organizational challenges, I have discovered the intrinsic satisfaction of connecting with the students at Central, both in and out of the classroom. I feel especially indebted to the students in my classes this academic year, because it is only through their patience and feedback that I will become the kind of professor I aspire to be and the kind of professor that students at Central deserve — one who creates significant, memorable learning experiences for students in an open learning environment built on a foundation of trust.

I want to close by offering my thanks to the students, faculty and staff at Central for making my first year one that I will never forget. And finally, because maintaining ties to the business community is so important for those of us in academics, I invite all alumni to stop in and say hello the next time you're in Pella.

~Barney Olson



Taking top grades

Central's accounting grads at the top of their field

Several recent accounting graduates have truly distinguished themselves. Central graduates earned the highest score in the State of Iowa on the uniform CPA exam on three of the last 15 exams – that's 20 percent of the top scores, and we certainly do not produce 20 percent of those taking the exam in Iowa.

Josie Mahan, May 2000 graduate, earned the highest score in November 2000. Josie is employed as a staff auditor by Deloitte Touche in Des Moines. **Heather Hertzke Patterson**, 1997 graduate, earned the highest score in November 1997. Heather is employed as a Division Financial Analyst at Vermeer Manufacturing in Pella. **Stan Van Wyk**, 1993 graduate, earned the top score in November 1993. Stan is controller at Pella Corporation in Pella. Congratulations to these three alums for their success.

We also have three graduates of our accounting program who are now teaching accounting at major universities after earning their Ph.D.s in accounting, all – quite coincidentally – at the University of Iowa. In fact, they were in the program concurrently for a couple of years. **Hollis O'Hare Ashbaugh '79** is an assistant professor of business at the University of Wisconsin, Madison. **Kevin Den Adel '91** is teaching at Purdue University. **Diane Mehlhaus Janvrin '83** is an assistant professor of accounting at Iowa State University in Ames.

Obviously, and justifiably so, we are very proud of the accomplishments of our graduates.

FACULTY NEWS

Debela Birru attended the Midwest Business Administration Association (MBAA) annual meeting in Chicago, Ill., from March 7-9. Debela and Farid Sadrieh, a former faculty member at Central College and currently Assistant Professor of International Business at Quinnipiac University, organized and participated in a panel discussion entitled "Will the Euro Survive?"

Robert Maurer attended the Midwest Business Administration Association (MBAA) annual meeting in Chicago, Ill., on March 8 - 9. He also attended the Midwest meeting of the American Accounting Association (AAA) in St. Louis, Mo., on April 5 - 7. The meetings emphasized new accounting standards from the FASB for derivatives, goodwill and consolidations as well as government-wide reporting standards (GASB 34).

Barney Olson attended the Fifth Annual Worldwide Lessons in Leadership Series conference in November 2000. This year's presentation was "The Brave New Workplace: Strategies to Excel in a World of Change."

Dr. Jaclyn Rundle made a presentation at the 2001 National Academic Advising Association's Region 6 Annual Conference on Academic Advising, which was held in Nebraska City, Neb. on April 23-24, 2001. The presentation was entitled "Adviser as Coach: Useful Insights from the Emerging Field of Personal Coaching."

Jann Freed attended the Midwest Business Administration Association (MBAA) annual meeting in Chicago on March 7-9. Freed is on the Advisory Council for the MBAA and on the board of the North American Management Society. She also presented a paper titled "Creating a Total Quality Environment for Learning (TQE): The Evolution of TQM to TQE." Jann also attended the Association for the Study of Higher Education (ASHE) national conference in Sacramento, California on November 16-19. Freed was on the program committee and served by chairing the Newcomer Program.

Advisory Council Update

On Friday, April 27, many Central College graduates (Jeff Burnison '93, Jim Danks '64, Deborah DeBruin '84, Bret Doerring '87, Jerry Dreyer '77, Chris Gentry '98, Perry Klein '80, Heather Kleis '97, Mike Kleis '86, Lisa Kofoed '82, Jennifer Perkins '95, Joel Shields '87, Steve Sikkink '83, Mike Spaur '94, and Mark Zinkula '89) came to campus to participate in our annual advisory council meeting. (Members not able to attend this year include Joel Alberts '88, Hollis Ashbaugh '79, Darcy Beeman '90, Dawn Cox '92, Roger DeWaard '90, Pat Moore '91, Heather Patterson '98, Randy Sikkema '82, Dave Sutphen '61, Laura Vander Pol '93, and Mark VanderLinden '78.) Mary Worstell, '73 graduate and member of the Board of Trustees, spoke on the topic of "Washington DC Has a Heart? A Central College Graduate's Not-For-Profit Journey." Following her remarks was a panel discussion of not-for-profit leaders from Pella.

The remainder of the afternoon was spent in a brainstorming session with council members. The focus of the discussion was on informing the department of trends so that we can better prepare our students for the "new economy."

A reception was hosted by President David Roe and Betsy at their home. The Roes planned a special treat for guests with entertainment provided by the Sugar Boys, a male cappella quintet of Central College students.

The fund drive is almost finished

The department fund drive is almost complete with only a few pledges remaining to be paid. Funds were used for the audio-computer-visual equipment in the Butler classroom and for the furnishings in the reading room. The endowment for the reading room has been established to provide for subscriptions for department oriented publications. A department committee is working on a list of publications for subscription. A donor plaque was prepared and is now hanging in the reading room. We appreciate your generosity, which is helping us improve our academic program.





Daring to Be

An exhibit of photos titled "*Daring to Be: Portraits of Women Leaders in Yucatan, Mexico*" began a traveling exhibit in Sept. 2000. **Jann Freed** (business management) took the photos in collaboration with **George Ann Huck** (Yucatan program). The photos depict a range of women leaders, including politicians, artists, social workers and laborers in the Yucatan. The exhibit is currently touring or has toured the following locations: Indian Hills Community College, Wartburg College, Waterloo Center for the Arts, Luther College, Clarke College, Whitter Gallery in Storm Lake, Perry Public Library, Iowa State University, Grand View College, Muscatine Art Center and Simpson College.

Where are our current graduates headed?

With commencement just past, our graduates are leaving Central for exciting new opportunities in careers and graduate schools. Here's just a few places that the economics, accounting and business management graduates are headed:

Katie Gray, a business management major from Fairfield, Iowa, to the Principal Financial Group in Des Moines.

Nathan Koerselman, an accounting major from Pleasantville, Iowa, to Cargill Vitamin E. Plant in Eddyville, Iowa as an accountant.

Anne Patterson, a business management major from Dallas Center, Iowa, to Cahaba GBA in Des Moines as a reimbursement analyst.

Jeff Sanger, a business management major from Britt, Iowa, to Hormel in Osceola, Iowa, as a production manager.

Abbey Schaffter, with majors accounting and economics who is from Clive, Iowa, to John Deere Credit in Des Moines as an accountant.

Jill Thompson, an accounting major from Gilman, Iowa, to Rockwell Collins in Cedar Rapids as an accountant.

Cole Van Vark, with majors in economics and political science who is from Pella to graduate school at the University of Iowa in Iowa City.

Jill Wesselink, an accounting major from Marion, Iowa, to Pella Corporation as an accountant.

Talk to us!

Have you changed your address? Or career? Have you done something you'd like communicated to your peers or added to your records at the alumni office? Do you have family news? Let us know.

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ALUMNI NEWS

Steve Sikkink '83

Steve has been working in the computer technology field since graduation. Originally hired as an intern by the Weitz Corporation, he is currently co-owner of Alliance Technologies in Des Moines. Alliance is an IT solutions partner focusing on Internet, systems development and networking for businesses. Alliance currently employs 49 people; 16 of them are Central graduates.

"The broad background of a liberal arts education is a key to my success. I find myself dealing with computer, human resource, financial and marketing issues all in the same day," Steve says. "The wide range of studies at Central has been an integral part of both my professional and personal life."

Darcy Beeman '90

Darcy began her career for Hormel Foods after graduation, relocating to Denver. From 1990 through 1997, she accepted a number of promotions within

Hormel. In 1997, Darcy decided to take a leave of absence from Hormel after being accepted to The American Graduate School of International Management (Thunderbird). Darcy says that thanks to her coursework at Central, she was able to complete the Master of International Management degree in just 13 months. Darcy then returned to Hormel as Manager of International Sales and Marketing for Mexico and Central America, based in Ft. Lauderdale, Fla.

Darcy recently left Hormel to begin working for Edward Jones Investments as a Financial Advisor in their Ft. Lauderdale office. She enjoys helping her customers achieve their financial goals and being an active member of the Ft. Lauderdale community.

Jeff Burnison '93

Jeff was hired by Ernst & Young, where he earned his CPA and audited firms such as Maytag, Amana and Vermeer Manufacturing.

In 1999, Jeff accepted a position as an internal audit manager at Pioneer Hi-Bred International. There he became a CIA (Certified Internal Auditor) and enjoyed assignments in South Africa, Greece and Germany. After 15 months in internal audit, Jeff moved to a finance management position within Pioneer, where he remains today.

Jeff says, "My Central education has been a terrific base with which to build my career experiences. The Chicago internship program exposed me to the corporate world, and the coursework taught me how to digest and interpret complex accounting theory and present it to others in a clear and understandable manner."

Additionally, Jeff has been active with the Iowa Society of CPAs, the Central Iowa Chapter of Internal Auditors, and Junior Achievement. He is also pursuing his Master of Business Administration degree at Drake University. He and wife Chanda Petermann '91 live in Des Moines.

Taking it easy in the Big Easy

Seven members of the Economics Club had a brief reprieve from the harsh Iowa winter this year when they visited New Orleans on January 4 - 9. The group traveled down south to attend the American Economic Association Conference, a gathering of academic economists, which is held in a different location each year. Professors **Suzanne Wallace** and **Richard Glendening** accompanied the students. Everyone attended a variety of sessions in their particular areas of interest.

However, it wasn't all economics down in the big easy.

The group took some sightseeing tours and sampled plenty of cajun and creole food and music. Although their stay was brief, all enjoyed the chance to attend a national conference in economics and *withaw* in the Louisiana warmth.

Submitted by Mary Kuennen
May 2001 graduate



Pictured above (l-r) top -
Mary Kuennen, Chuck Fortin,
Cole Van Vark
(l-r) bottom -
Aaron Mickelson, Russ Anthofer,
Jen Meek, Kate Parcher

The department goes fishing, and high schoolers enjoy the day

On Oct. 31, 2000, the department faculty and students hosted our fourth annual Iowa student conference for high school students. This year's conference topic was Society and the Environment and drew approximately 100 high school students and teachers from central Iowa.

The students and teachers spent the morning participating in an economic simulation of "The Fishing Game", an exercise in environmentally sustainable development and economic growth. Students were randomly assigned to a "pond" containing dozens of fish of varying commercial values. Each student had to fish their pond and sell their supply in order to feed him/herself. After each round of fishing and selling, the fish in the ponds were

restocked at a 1:1 ratio. Aside from worrying about feeding themselves, each group was also attempting to maximize the wealth of the entire pond and ensure sufficient availability of fish for the future. Random acts of humans (such as poaching fish in others' ponds) could be countered by hiring a coast guard, which served to hinder current economic development while protecting future growth possibilities. Students were free to fish for themselves or to work together in an attempt to guarantee sustainable economic growth for their ponds. Students soon learned that the most sustainable approach was a group effort centered on catching enough fish to feed everyone while enjoying moderate but steady economic growth.

Upon the completion of the fishing game, students broke up into 10 small groups to discuss issues related to the phenomena observed through the simulation. These group sessions were led by a diverse group of Central faculty and had titles such as: "Hog Heaven and the Stench from Hell," "Who's to Blame? The Bible or Science?," "Environmental Theatre: Green Eggs & Green Ham," and "Portrait of the Artist as Environmentalist."

The conference was educational and enjoyable for us as well as for our guests, and illustrated to all the pitfalls faced by groups and individuals when trying to balance growth and development with protection of the environment.

