

Encouraging our Students to Study Abroad



From left: Kevin Den Adel, Brian Peterson, and Jann Freed, 3 of the 8 faculty liaisons to Central College Abroad.

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Historically about 1/3 of Central's students study abroad at one of our eight international site in Bangor, Wales; London; Vienna; Paris; Granada, Spain; Leiden, The Netherlands, Merida, Mexico; and Hanzghou, China. The EAM department's record has been a bit stronger; sending about 40—45% of business, economics and accounting students overseas while at Central. Aside from the language-intensive programs in Vienna, Paris, Granada and Hangzhou, students find the London program exciting because of the focus on completing internship opportunities while overseas. Other students like the Merida program because of the service learning options there.

Each of the eight study abroad sites has a faculty liaison, a member of Central's faculty whose role is to promote the study abroad site with Central students and faculty at other institutions. The liaison becomes familiar with the course offerings, internship opportunities, and other activities at the sites so that this information can be given to interested students.

Our department is lucky to have three of the eight faculty liaisons. Kevin Den Adel, Associate Professor of Accounting, is finishing his first year of a four-year term as Central's faculty liaison to the program in Hangzhou, China, located near the East China Sea. This program provides students a unique opportunity to experience the Chinese culture. In particular, EAM students who study in China will acquire valuable knowledge about the language and business environment, which is increasingly important as participants in the global economy.

Dr. Den Adel is planning a two-week trip to China this summer to visit the program and learn about the academic program and opportunities for internships. He will also accompany the students on a weekend excursion to Shaoxing, and will visit Vermeer Manufacturing's facility near Beijing.

Brian Peterson is finishing up his second year as liaison to the Vienna program. Last summer, Dr. Peterson traveled to Vienna to learn more about the classes there, internship opportunities,

and other activities the students engage in while overseas. While there, Dr. Peterson toured numerous internship sites, including Denkstadt, an environmental consulting firm; went on two cultural outings with the students; and had the opportunity to visit with our students there. Central business students have opportunities to take courses in foreign investment and trade, both in English and in German, and learn about opportunities available to them in the European Union.

Jann Freed is completing her last year as co-liaison to the Merida program. Since this is her last year, Freed will travel to the Yucatan to assist in the assessment of the academic portion of Central's study abroad program. During her time as co-liaison, she served on the search committee for the new director, Valerie Grimsley, Central College graduate of 1976, and former member of the EAM Advisory Council. Ironically, Freed and Grimsley were students on the Yucatan Program in 1975 and have remained friends and in contact since then.

Department Chair's Update

Greetings! Once again, an entire academic year has flown by, filled with exciting departmental activities and events. In 2007-08, we launched the second phase of a mentoring program pairing EAM students with Advisory Council members; welcomed Principal Financial Group Chairman and CEO Barry Griswell to campus as part of this year's Mark and Kay DeCook Character and Leadership Development Distinguished Speaker Series; conducted national searches for new EAM faculty members; and continued to champion college study abroad efforts. You can read all about these activities in this year's issue of *the link*. Here are a few of the highlights:

Mentoring Program: As you may recall, in 2006-07 the EAM Department piloted a mentoring program with the encouragement of its Advisory Council. The mentoring program pairs EAM Department majors with Advisory Council volunteer mentors for a semester-long mentoring experience. This year brought two significant mentoring program advances: The introduction of a formal mentoring guide and the expansion of the program to twelve mentee pairs. In Spring 2008, EAM students worked with their mentors in person, by phone and over email. It was indeed gratifying to hear the positive feedback provided by mentees and mentors at the April 2008 Advisory Council meeting. The mentoring pro-

gram continues to hold great promise as a means of linking EAM students to successful futures.

EAM Personnel Changes: This spring, we said goodbye to some EAM colleagues while welcoming new ones. As they depart Central College for new horizons, we bid a fond farewell and best wishes to assistant professor of economics David Kauper and assistant professor of marketing Dennis Pedrick. We also welcome two new economics colleagues. Dr. Lori Bell, whose Ph.D. is from the University of Oklahoma, will join us in Fall 2008 after having spent four years teaching in the Business and Economics Department of Blackburn University in Carlinville, Illinois. Dr. Bell replaces Suzanne Wallace, who retired at the end of 2006. In addition, Xiaodan Zhao, known as Dan to friends and colleagues, will take over a one-year economics position in the department this fall. Dan will defend his Ph.D. dissertation this spring at the University of Kentucky.

Mark and Kay DeCook Distinguished Speaker Series: On April 24, 2008, The EAM Department was honored to host Principal Financial Group Chairman and CEO Barry Griswell as the 2008 Mark and Kay DeCook Distinguished Speaker on Character and Leadership Development. Central College students and faculty joined members of the Pella community to learn Mr. Griswell's five secrets for

success, as detailed in his upcoming book, *The Adversity Paradox*. Mr. Griswell's inspiring and thought-provoking remarks were especially meaningful coming immediately prior to his retirement from the Principal in May 2008.

EAM Support for Study Abroad Initiatives: The EAM Department continues its tradition of strong support for the college's study abroad programs. As of this year, three EAM faculty members serve as program liaisons: Kevin Den Adel for the China Program; Jann Freed (co-liaison) for the Merida Program; and Brian Peterson for the Vienna Program. In addition, Jaclyn Rundle serves as a member of the college's Off Campus Programs Committee. The large number of EAM faculty members who are actively involved in study abroad activities truly is an indicator of the value the department places on off-campus programs.

link by email: A final note: If you would prefer to receive future issues of *the link* by email rather than through the postal system, please email Sally Baar (baars@central.edu) to let her know of your preference.

In closing, I hope you enjoy reading this issue of *the link* and catching up on the 2007-08 achievements and activities of EAM Department students, alums and faculty. Have a happy summer!

—Jaclyn Rundle, Department Chair

"We also welcome two new economics colleagues. Dr. Lori Bell and Xiaodan Zhao, known as Dan to friends and colleagues, will...[join] the department this fall."

2008 EAM Advisory Council a Success

The annual Advisory Council meeting was held on campus on April 25, 2008. The council includes a broad representation of EAM Department alumni and other business and civic leaders.

The morning session included updates on departmental activities and curriculum changes. The student panel featured EAM ma-

jobs who had participated in the mentoring program with council members. These students shared their positive experiences from activities and discussions with mentors. At lunch, council members had the opportunity to meet our students and discuss their careers and experiences.

The afternoon discussion sessions

focused on ways to improve marketing our programs to prospective students. 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.



Chris Gentry, Brad Tenpas, and Diane Janvrin talk about old times at a reception during the Advisory Council meeting this year.

EAM Club News

The academic clubs in the department this year decided to combine recruiting efforts while maintaining separate identities. The umbrella club is known as the EAM Club, and all clubs utilize this umbrella for sending emails, transferring information, and coordinating efforts.

The Accounting Club was engaged in many activities during the school year. The year began with a picnic co-hosted by the Business Club to welcome back students from the summer

break. Two other activities during the fall were an Excel workshop hosted by a Pella Corporation employee and a trip to Des Moines to see a Buccaneers hockey game.

The highlight of the year was a spring weekend trip to Chicago for some junior and senior members of the Accounting Club. Stops during the trip included The Federal Reserve Bank, The Chicago Mercantile Exchange, and the Ernst & Young office in the Sears Tower. The annual

spring traditions of an Iowa Cubs baseball game and working at the Kiwanis poffertjes stand during Tulip Time were continued.

The Economics Club held a movie night to watch the German movie, *Goodbye, Lenin*, coordinated a final end-of-the-year gathering for all clubs prior to final exams, and helped out at the Kiwanis poffertjes stand during Tulip Time.

Next year you'll get an update on our newest department club—the Investments Club!

"The well-rounded liberal arts education I received prepared me most for life after Central."—

Stephen McWilliams '96

Spotlight on...Stephen McWilliams '96

Since graduating in 1996 (International Management / French), I have experienced rewarding educational and professional opportunities, for which I was well prepared by Central.

The academic passions I had as a student -- business and languages -- remain just as much a part of me as when I was in Pella. I have pursued graduate studies not only in business, but also in French, having earned an MBA with a concentration in Finance and

Accounting, as well as a MA in French/European Union Studies. Currently, I work for PricewaterhouseCoopers, LLP (PwC) in Washington, DC, specializing in clients in the consumer products sector. I had previously worked for Deloitte & Touche, LLP in Boston, where I specialized in financial services. At PwC, my two main clients are multinationals, one of which is a French corporation (Sodexo Alliance SA), where I regularly use my French

language skills.

The well-rounded liberal arts education I received prepared me most for life after Central. The EAM's focus on group work, projects, and presentations was excellent preparation for the corporate world; and studying abroad in Paris for a year and teaching for a second year allowed me to attain the fluency in French I have today and use in my profession.



Andrea Dana (left) speaks with a colleague at a reception at the Advisory Council meeting this year.

Spotlight on...Andrea (Enyart) Dana '03

Before graduating from Central College I had the privilege to start my career at Pella Corporation in the fall semester of my senior year. I started as a part-time employee in the Human Resources Department for the Pella Direct Sales Network. This led to a spring/summer coop during my last semester at Central. In December 2002 I began my recruiting career as the Corporate Recruiting Coop. I worked full-time and did not take classes; however, Central College recognized my coop for academic credit, allowing me to graduate on time. During my

coop, I was given a unique opportunity to taken on a full-time position as the Technical Recruiting Assistant, through which I secured a full-time position before graduation.

After developing my skills in recruiting I was promoted to a Recruiting Specialist position in 2004. In 2007, I married Chris Dana, an Engineer at Pella Corporation, and I was promoted to College Relations Manager. I currently manage the strategic plans for the corporate college recruiting initiatives as well as manage our intern/coop program.

My four years at Central College developed me personally and professionally. Dr. Freed told us to do "WIT" (whatever it takes). I think of this often and it has taken me where I am today. The challenging coursework and team projects are an accurate display of the real-world making my transition smooth and successful. I still rely on the relationships I formed while at Central, and I want to thank the EAM faculty for their passion to educate and develop students into young professionals – you've touch many lives, including mine!

"I still rely on the relationships I formed while at Central." — Andrea (Enyart) Dana '03

Maggie Paris' Entrepreneurship Experience

[Editor's Note: Central College junior Maggie Paris was a finalist in the John Pappajohn New Venture Business Plan Competition. The department asked for her impressions of the competition for this article.]

When I first applied for the 2008 John Pappajohn New Venture Business Plan Competition, my goal was to win the \$5,000 seed grant to jumpstart my new website, DayAfterProm.com. Even though I did not end up with the money, I learned some invaluable tips for starting a business.

The statewide competition was held at the five John Pappajohn Entrepreneurial Centers located at universities or colleges

around the state of Iowa: Drake University, Iowa State University, North Iowa Area Community College, University of Iowa, and University of Northern Iowa.

I went through the Drake Pappajohn Entrepreneurial Center for the regional judging of the competition. About two weeks before the business plans were due, the judges at Drake held a question and answer session. They gave me some great advice on how to make my business plan as detailed and as well thought out as possible. Luckily, I was one of two people who made it to the final competition from Drake.

The final competition was held

in Des Moines and was judged by three employees from Equity Dynamics. Each of the fourteen finalists, who were either individuals or teams of undergraduates, gave a short presentation to the judges, and I'll admit it was very intimidating! The three \$5,000 seed grants were presented at a luncheon after the business plan presentations. Even though I did not win one of the seed grants, the competition really helped me to focus on goals that I have for my business, and it was great to network with other young entrepreneurs!

Spotlight on... Alison (Cupples) Johnson '00

In the past eight years I've worked in insurance, I have worked five years with an insurance carrier and almost three years for an agency. Working as a consultant in the healthcare industry, I get the opportunity to use many of the skills I polished at Central College: critical, creative thinking; time management; technological presentation skills; public speaking and bi-lingual communication skills have all helped me further my career as an insurance professional. I differentiate myself from others in the field by constantly finding

ways to add value to my clients and to my company by presenting a well-rounded package.

Another tool I picked up as a Business Management major is the creation of my personal mission statement. It not only outlines my thirst for continuous improvement, desire to excel, and commitment to community involvement, but also guides my journey. Without the guideposts I've set for myself, it would be easy to get lost in the sea of anonymity. Focusing on what is important and respecting individuals for their differences has helped me

earn respect from clients and co-workers.

Not all degrees are equal. After completing two insurance licensing exams and eight exams for a professional designation, I still feel like there is more I could do to be the best in class. I cannot imagine what it would be like to face the world without the personal touch and true commitment to higher education that Central College provided me. The honesty and integrity fostered by the Central staff help guide me through murky waters we know as "insurance."



Alison Johnson speaks with Cheryl Ritter at the annual Advisory Council meeting.

Barry Griswell Speaks as Part of DeCook Lecture Series

J. Barry Griswell, President, Chairman, and CEO of Principal Financial Group, spoke on Thursday, April 24 in the Graham Conference Center as the Mark and Kay De Cook Distinguished Speaker for 2008. Before an audience of approximately 300 people, Griswell spoke from the heart based on his 20-year career with Principal.

Griswell titled his talk, *The Adversity Paradox—An Unconventional Path to Building Character and Leadership Skills*. He started with his own moving life story, and then he shared his sage advice. While his points were

easy to remember, they were thought provoking and worth remembering:

- Who you are matters most.
- There is no substitute for hard work. When you think you have done enough, do more **and then some**.
- Purpose and passion take the work out of work.
- Never underestimate the power of life-long learning.
- The mirror is the most important tool there is.

- Understand yourself by always seeking feedback.

Griswell concluded by encouraging the audience to lead with a servant's heart. Leadership is about serving others, and leaders are fortunate when in that position. The role should not be taken lightly.

The Mark and Kay De Cook Distinguished Speaker Series is made possible through the Mark and Kay De Cook Endowed Chair for Leadership and Character Development.

*“There is no substitute for hard work. When you think you have done enough, do more **and then some**.”—*

J. Barry Griswell

Departmental Professional Activities

Publications, Presentations, and Conference Attendance

Kevin Den Adel attended the American Accounting Association annual meeting in Chicago, Illinois, in August 2007.

Den Adel attended the Contemporary Issues in Accounting conference in Ames, Iowa, in December 2007.

Jann Freed presented with Allan Cohen (Babsen College), “Reflecting Back and Looking Forward: What is the Ideal Textbook for These Uncertain Times?” and “A Holistic Model of Leadership Based on the Wisdom of Sages” at the Organizational Behavior Teaching Conference at Pepperdine University in June, 2007.

Freed presented “Creating an Environment for ‘Spirit’ at Work” at the Midwest Business Administration Association International Conference in Chicago in April, 2008.

David Kauper attended the American Economic Association annual meeting in New Orleans, Louisiana in January 2008.

Maurer attended the American Accounting Association regional meeting in Troy, Michigan in March, 2008.

Dennis Pedrick attended the Midwest Business Administration Association International Conference in Chicago in April, 2008.

Brian Peterson presented “The Wal-Mart Effect: Teaching Principles of Microeconomics with Wal-Mart and the Popular Media” and discussed “Using Cooperative Learning to Enhance Student Writing” at the American Economic Association annual meeting in New Orleans, Louisiana in January 2008.

Jaclyn Rundle attended the Iowa Society for Human Resource Management (SHRM) State Conference in Des Moines, Iowa, in September, 2007.

Rundle also attended the Iowa Conference on Volunteer Service, sponsored by the Iowa Department of Economic Development’s Commission on Volunteer Service in Altoona, Iowa, in November, 2007.

Other Professional Activity

Freed is on the executive committee of the Midwest Business Administration Association.

Freed is on the board of the North American Management Society.

Freed presented “Harvesting the Benefits of Growing Older” at the Des Moines Women’s Club in April 2008.

Bob Maurer is a member of the Des Moines Chapter of the Institute of Management Accountants.

Peterson was a guest on “In-Depth” with Dr. Bob Leonard on KNIA-KRLS radio several times this year addressing regional and national economic issues.

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

Peterson continues to serve as a content provider for *EconNews Online*, a publication of Cengage (formerly Thomson/SouthWestern) College Publishing.

Peterson served as a referee for the journal *Perspectives on Economic Education Research*.

Rundle is a member of the steering committee for the Iowa Department of Economic Development’s Commission on Volunteer Service.

“...[T]he competition really helped me to focus on goals that I have for my business, and it was great to network with other young entrepreneurs!—
Maggie Paris ‘09

Tyler Schipper '09 Heads to Massachusetts for a Summer of Economic Research

Tyler Schipper, a junior economics major, was selected as a research fellow at the American Institute for Economic Research in Great Barrington, Massachusetts this summer. Normally the Institute invites students in or heading to graduate school, but Tyler's impressive credentials earned him a spot as an undergraduate.

Tyler leaves in June for Massachusetts, and while there he will engage in economic, monetary and social research. He also will attend seminars in property rights, sound money, business cycles, and economic methodology.

Tyler intends to attend graduate school to study issues of

international trade and finance when finished at Central, and this definitely will help prepare him for that.

In addition to this honor, Tyler was elected President of the Student Body for 2008-09, and was named a co-recipient of the EAM Department's Butler Scholar Award for next year.

2008 Departmental Awards

The 2008 EAM Student Award Winners:

Butler Scholar in Economics—James Baier

Economics Award — James Baier

Iowa Society of Certified Public Accountants Outstanding Accounting Student Award—Maria Freiburger

Institute of Management Accountants Award (Des Moines chapter)—Brittany Anderson

Wall Street Journal Achievement Award—Keith Pedersen

Paul R. Winn Marketing Award—Elizabeth Miller

2008 EAM Student Honors Thesis:

James Baier, "A Socio-biological Critique of Revealed Preference Theory" (Brian Peterson and Paul Naour, advisors)

Justin Owens, "Effective Leadership: A Practical Application

of the Enneagram Model" (Jann Freed, advisor)

Omicron Delta Epsilon (Economics International Honor Society) inductees:

Hannah Brammer '09

Greg Foote '09

Lisa Juntunen '10

David Schildberg '09

Matt Sigmund '09



Jaclyn Rundle introduces student award winners, from left to right: Elizabeth Miller, Brittany Anderson, and Keith Pedersen.

The Future of the Department—The Venture Fund

Every academic department at Central has a Venture Fund that is created through dedicated gifts from alumni and friends. 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.

Our Venture Funds have in the past been used for items like:

- Unusual expenses beyond the typical operating expenses;
- Bringing guest speakers on campus to work with students;
- Attending professional meetings, conferences, or seminars;
- Hosting the Advisory Council meeting;
- Developing and distributing *the link*; and
- Celebrating the accomplishments of department members and students (i.e. retirement, awards, recognition)

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
DEPARTMENT OF ECONOMICS,
ACCOUNTING AND BUSINESS
MANAGEMENT

Department of Economics, Accounting
and Business Management
Central College
812 University
Pella, Iowa 50219

Phone: 641.628.9000

Fax: 641.628.5316

E-mail: eam@central.edu

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www.central.edu/eam

<mailto:eam@central.edu>

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recognitions, or other news by sending us an email.

Department Faculty

Lori Bell, Ph.D.

Assistant Professor of Economics

belll@central.edu

Debela Birru

Associate Professor of Business Management

birrud@central.edu

Kevin Den Adel, Ph.D.

Associate Professor of Accounting

denadelk@central.edu

Jann Freed, Ph.D.

Professor of Business Management, and
Mark and Kay De Cook Chair of Character
and Leadership Development

freedj@central.edu

Bob Maurer

Associate Professor of Accounting

maurerr@central.edu

Brian Peterson, Ph.D.

Associate Professor of Economics

peterobj@central.edu

Jaclyn Rundle, Ph.D.

Associate Professor of Business Management

rundlej@central.edu

Dan Zhao

Visiting Assistant Professor of Economics

zhoad@central.edu

Emeritus Faculty

Richard Glendening, Ph.D.

Professor Emeritus of Economics

glendeningr@central.edu

Carol Vruwink

Associate Professor Emerita of Accounting

vruwinkc@central.edu

Suzanne Wallace, Ph.D.

Associate Professor Emerita of Economics

wallaces@central.edu