Students Visit “Wall Street of the West”

Student Investment Fund (SIF) students travel to the San Francisco Financial District to visit top financial firms, network, and learn the secrets of a job interview that will get you hired.

During Spring Break this year, eight students in the Student Investment Fund (SIF) flew to the San Francisco Financial District to visit seven top financial firms.

SIF was created in 1991, after UAF students placed fourth in the nation in the AT&T Student Investment Challenge, a simulated trading game. Today, students manage an endowment worth over $510,000. Faculty advisor and SIF professor, Dr. Craig Wisen, says students in his class greatly increase their speaking and critical thinking skills due to how closely SIF mirrors the real world of finance. Students are shown not only how to learn from their profits, but also how to learn from their mistakes: a failed investment teaches what hidden pitfalls to avoid.

To enhance the students’ understanding of real-world finance, Craig arranged a trip to San Francisco’s “Wall Street of the West.” There, students met with top financial firms, including VIASYN, Inc., a leader in risk management for renewable energy generators.

Sam Enoka, the President and CFO of VIASYN, is a SIF/SOM alumnus (’95).

Grant McGregor, a MBA student currently enrolled in SIF, has this to say about the trip:

“The knowledge we gained visiting with Sam, and all seven of the firms, is immeasurable.”

Grant McGregor, a MBA student currently enrolled in SIF, has this to say about the trip:

“The knowledge we gained visiting with Sam, and all seven of the firms he connected us with, is immeasurable. We spend a lot of time as students reading books and learning from professors, but to be able to see what we are learning in person, from skilled professionals, is amazing. The individuals we met in San Francisco are the best in their industry: they are the cream of the crop.”

Grant was offered two summer internships in the finance industry, and he credits both offers to the knowledge and tips he learned on the San Francisco trip.

He adds, “Simple preparations for the knowledge we gained visiting

Susan Herman Honored

The late Professor Herman is the first recipient of a new award honoring excellence in teaching and adult learning.

Dr. Susan Herman was posthumously awarded the Gretchen T. Bersch award for Excellence in Teaching and Lifelong Learning. This award was presented to the School of Management on April 5, 2010.

At UAF and in the Fairbanks Community, Susan touched many lives. She taught business classes and led the internship program for the School of Management (SOM), founded and directed the UAF Northern Leadership Center, designed the UAF Summer Leadership Institute for high school students, designed Leadership Fairbanks for the Chamber of Commerce, and was the faculty mentor for SOM’s Associated Students of Business.

Susan was a dynamic, energetic, and inspiring professor, mentor and peer. All who knew her were influenced not only by her willingness to serve, but also her ability to draw people and ideas together, her tenacious faithfulness to a cause, and the never-ending amount of encouragement and support she offered.

Susan’s award was presented to a packed room. Attendees included Susan’s husband, Gary Kofinas, UA President Mark

See SUSAN, page 5

See SIF TRIP, page 5
From the Desk of the Dean

Hats off to the next generation of leaders!

The UAF School of Management (SOM) is committed to developing leaders positioned to exceed in today’s rapidly changing business world. It is with great enthusiasm that we look to this year’s graduating class for the next generation of trailblazers. As our graduates embark upon their professional careers and embrace new opportunities, they will be able to give back to the community that has supported them.

Many students have been helped by SOM donors through scholarships, program support, and unrestricted gifts. For example, private funding for our student organizations created tremendous opportunities and produced several notable accomplishments. The Native Alaskan Business Leaders (NABL) placed first in the Business Plan Competition at the National American Indian Business Leaders Conference. Students in Free Enterprise (SIFE) won the regional SIFE competition and are headed to nationals. The Student Investment Fund (SIF) spent Spring Break with SOM alumnus and Business Advisory Council member Sam Enoka visiting the San Francisco financial district. The Great Alaskan Accounting People (GAAP) also made the most of their spring break, visiting accounting firms throughout the state.

As budgets shrink and other funding sources dwindle we are increasingly dependent on donor support as a reliable source of funding. Several graduates, either now or later in their careers, will work for alumni and donors. When they look back fondly upon their college experience, I hope one day they are able to be in a position to complete the circle of giving by hiring our graduates, giving back to their alma mater, or serving on the Business Advisory Council. We look forward to celebrating the successes and accomplishments of our graduates as they become confident alumni.

Congratulations to the class of 2010!

Mark Herrmann, Dean
School of Management
SIFE Team Wins Regionals

**Students in Free Enterprise (SIFE)** heads to Nationals after taking first place in the SIFE USA Regional Competition in Costa Mesa, Calif.

On March 19, 2010, the UAF SIFE team took first place at the SIFE Regional Competition in Costa Mesa, CA. SIFE will be heading to Minneapolis, Minn. to compete with 140 other universities and colleges in the National Exposition on May 11-13, 2010. The winner of that competition will challenge the winners from 39 other countries in the SIFE World Cup.

SIFE teams are judged on their community projects. Judges look at what economic principles are taught and how many people are impacted by the SIFE team’s volunteer efforts.

One of SIFE’s projects is Students Who Enjoy Economic Thinking (SWEET), a group whose goal is to create a forum for which students at UAF and community members can discuss and understand economics. Other projects include Kids for Conservation, Rural Outreach, and Project Ummid. More information about SIFE and these projects can be found at the SOM website, [www.uaf.edu/som](http://www.uaf.edu/som).

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**SWEET-en Your Life**

**Students Who Enjoy Economic Thinking (SWEET)** hosts guest lecturers every semester, providing a public forum for discussion of current events.

On March 13, 2010, University of Alaska President Mark Hamilton was added to the distinguished list of speakers Students Who Enjoy Economic Thinking (SWEET) has hosted on campus. Soon-to-retire President Hamilton discussed the economic future of Alaska and the role the University of Alaska will play. A complete video of his speech, as well as upcoming events hosted by SWEET, can be found on the SOM website, [www.uaf.edu/som](http://www.uaf.edu/som).

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**Marketing Guru Visits UAF**

Kevin Lane Keller, a world-renowned marketing expert, spoke to a packed auditorium at UAF and visited the village of Rampart.

Kevin Lane Keller is the E.B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. He teaches MBA courses on marketing management and strategic brand management.

Professor Keller is one of the international leaders in branding and strategic brand management. He has served as a consultant and advisor some of the world’s most successful brands including American Express, Disney, Ford, Nike, Levi Strauss, and Procter & Gamble.

He explained the basics of branding and related six new branding imperatives to the audience. A complete video of his lecture can be found on the SOM website, [www.uaf.edu/som](http://www.uaf.edu/som).

*(Top right) Kevin flies with 2010 Business Leader of the Year Bernie Karl, en route to Rampart. (Bottom right) Kevin presents his lecture to a packed Schaible Auditorium.*
SOM Student Excels

Dion Kneslen receives prestigious Joel Wiegart Award.

School of Management student and UAF hockey player Dion Kneslen has received the Joel Wiegart Award, an award that recognizes one outstanding graduating senior man each year. This honor is given to a student who is nominated and then voted on by committee as having outstanding character, personality, scholarship, extracurricular activities, and contributions to the University and Fairbanks communities.

“Dion is a responsible, conscientious, engaging young man who serves as a great role model to his classmates, the UAF community, and the citizens of Fairbanks,” said SOM professor Jacob Joseph.

Along with logging numerous hours on the ice, Kneslen maintains excellent grades and is a regular on the UAF Chancellor’s List.

Newest SOM Major:

Emergency Management is on Fire!

There is an ever-increasing demand for fire department and emergency services administrators educated in fire science, emergency medical services, rescue practices, hazardous materials, terrorism threats, and business management practices. School of Management offers students the opportunity to combine technical expertise derived from the associate of applied science degree in emergency services with a curriculum in business management to become highly competitive candidates for job openings and promotion to chief officer or administrator positions within fire departments and other related fields of emergency services.

Emergency Management is a rapidly growing degree, with enrollment jumping from 10 to 40 students in just three years.

For more information, please contact Kate Gramatico at 907.474.7253, or kgramatico@alaska.edu.

NABL Nabs 1st Place

Native Alaskan Business Leaders (NABL) wins business plan competition.

Represented by Sarah Villalon, the Native Alaskan Business Leaders (NABL) placed first in the Business Plan Competition at the American Indian Business Leaders 2010 National Business Leadership Conference in Carlton, Minn.

It was just four years ago that NABL won the Business Plan Competition in New Mexico and it’s great to see them do it again under Sarah’s leadership. Sarah is the President of NABL, as well as a volunteer, member, and coordinator of the Festival of Native Arts. She is also an active GAAP member and has been an ASUAF Senator.

Along with placing first in the Business Plan Competition, Sarah, individually, won the resume competition.

A big thank you to Doyon, Limited and Koniaq, Inc. for supporting NABL and making Sarah’s success possible.

Entrepreneurial Spirit Award Established

Launched with a $10,000 gift, this $1,000 award provides incentives and recognition for students, faculty, and staff to develop, document, and raise awareness of the best practices in nurturing innovation and entrepreneurship in Alaska’s Interior. Success includes innovative ideas with commercial potential, demonstrative interdisciplinary collaboration, and having a significant local component to its development.

This award would not be possible without contributions from:

The Entrepreneurship and Mentors (TEAM) Network & Allan Johnston

Bradley A. Feld & Amy Batchelor

For more information, please contact Tammy Tragis-McCook at 907.474.7042, or tammy.tragis@alaska.edu.
SIF Trip: “Wall Street”

interviews such as exploring company history and performance, researching individuals working at the company, learning the company investment strategy, and putting together several questions to ask—being prepared and knowledgeable in an interview is what gets you a job.”

Grant accepted an internship with Alaska Permanent Capital Management, a company with over $2 billion in assets based out of Anchorage.

SIF Q&A: with Dr. Craig Wisen

After graduating from the U.S. Air Force Academy, Craig worked for several years in the finance industry. Currently an Associate Professor in Finance, he received his Ph.D from Indiana University. When not in Alaska, Craig likes to spend his time in Hawaii and traveling the world.

1. What do you see as the future potential of SIF?
The future potential of SIF will be revealed by the accomplishments of the students who continue to become successful UAF alumni. Current students are also role models. They inspire the aspirations and career goals of high school students and college freshman and sophomores who are still in the midst of deciding on their major and life goal.

2. What do you think was the greatest benefit of the San Francisco trip to the students who went?
The greatest benefit will be job placement. Finance positions that require analytical skills provide attractive compensation packages, but applying and interviewing for these positions is an extremely competitive process. The hard work, due diligence, and attention to detail required by SIF is also required by the firms we visited in San Francisco. Seeing this first hand helps students find the best jobs and hit the ground running once they start. An integral part of this benefit is having role models like Sam Enoka (a SIF/SOM alumni) who exhibit these characteristics and accomplishments.

3. Anything else you would like to add or include?
My appreciation goes out to UAF, Sam Enoka, and Northrim Bank. SIF requires a higher level of commitment and funding than the average class. By investing in the Student Investment Fund they have allowed us to thrive and successfully compete in Alaska and throughout the nation.

SOM has 6 amazing student organizations: Associated Students of Business (ASB), Great Alaskan Accounting People (GAAP), Native Alaskan Business Leaders (NABL), Students in Free Enterprise (SIFE), the Student Investment Fund (SIF), and Students Who Enjoy Economic Thinking (SWEET).

Hamilton, UAF Chancellor Brian Rogers, and SOM Dean Mark Herrmann. Gretchen Bersch, the woman for whom the award is named, flew up from Anchorage to honor the first recipient of this award.

Accepting in Susan’s name, SOM received a framed certificate and the DVD collection of Conversations in Lifelong Learning. Currently there are 34 DVDs, each of which includes in-depth interviews with leading adult-learning theorists and practitioners from around the nation. The framed certificate can be viewed in the SOM conference room (Bunnell 201), and the DVD collection will be housed in the Northern Leadership Center and made available to students.

To make a donation to the UAF Northern Leadership Center in honor of Susan Herman, please contact Tammy Tragis-McCook at 907-474-7042 or tammy.tragis@alaska.edu.

SOM Dean Mark Herrmann accepts the Gretchen T. Bersch award on behalf of the late Susan Herman from Larry Roberts, Director of the Lilly Arctic Institute on Innovations & Excellence. Susan’s husband, Gary Kofinas, looks on.
SECOND ANNUAL
Arctic Innovation Competition

Deadline for online submissions is September 30, 2010 with the final competition being held on October 29.

On the surface, the Arctic Innovation Competition (AIC) is a contest where people submit their ideas and inventions to win over $19,000 in cash prizes. Beyond the excitement and suspense of competition, you’ll find an avenue for people to share ideas and inventions, from visionary concepts to better the future, to practical solutions for everyday problems. It is AIC’s goal to make our community the international center of fresh thinking and creative problem-solving. AIC takes winning entries to the next level, offering professional advice and global exposure. For more information, visit www.articinno.com.

AIC Winner Going Strong

Chris Hunter won first prize at the 2009 AIC for his innovative battery controller idea.

Chris’ resourcefulness with automobiles evolved to his current project where the $10,000 AIC prize has facilitated his development of an electric car. Removing the gasoline motor from his 1993 Geo Storm, Chris dropped in its place an electric motor of his own design that he has classified as an axial flux motor.

More information on Chris and his inventions can be found online in his recent interview with Pure Energy System News at www.pesn.com.

Dancing with the Cars

Dancing with the Cars, held on February 12, 2010, featured food, dancing, and an auction to celebrate partnerships between the University and the Fairbanks community. Hosted by UAF Chancellor Brian Rogers and his wife Sherry Modrow, this event was held at the Fountainhead Antique Auto Museum, a setting featuring over 60 automobiles produced in the United States prior to World War II.

Besides admiring the extraordinary collection of gleaming cars, there were numerous auction items donated by University departments and Fairbanks community businesses. Proceeds from the auction items helped support Doyon Foundation Scholarships and the SOM Arctic Innovation Competition.

Thank you to all who attended. We’ll see you next year!

Flint Hills Resources

Flint Hills Resources is an independent refining and chemicals company that focuses on environmental and safety excellence, community participation, support for education, and innovative product development as it strives to create value. The company’s operations are organized to continuously improve performance—efficiently, safely and in an environmentally conscious manner.

Flint Hills Resources believes that part of being a responsible community and environmental steward is to actively participate in the education of tomorrow’s leaders. Flint Hills Resources supports diverse education programs that emphasize personal responsibility, entrepreneurship, science education and environmental stewardship in local communities.

VISITING PROFESSOR

Charles H. Davis
of Ryerson University

BA 691
Advanced Topics in Business:
Creative Industries & the Cultural Economy

This MBA course introduces students to core issues in the analysis and management of firms in creative industries.

Class begins June 1. To register for this Summer Sessions class, log on to UAOnline.

SOM’s visiting faculty program made possible by a generous gift from Flint Hills Resources.
**Faculty Spotlight**

**Dr. Jim Collins**

Jim Collins has been working at the School of Management since 1991. He served as the Dean for six years. Before coming to Alaska, Jim spent time in Texas. At the University of Texas at Austin, Jim earned his MBA in Marketing and his Ph.D in Strategic Management.

**What would you like to tell us about your family?**

I met the love of my life, Cindy, in 1968, by accident. It was love at first sight. We’ve been married for almost forty years. We have two children – Heather, who is an environmental engineer, and James, who is an Air Force pilot. They are both married and have between them blessed us with three grandchildren: Annabell, Nate, and Olivia.

**What brought you to Alaska?**

I was invited to visit UAF. I never really thought I would accept an offer from Alaska, but a trip down the Richardson Highway to Valdez, and a skillful tour of the hills around Fairbanks, convinced Cindy and me to come North for “a year or two” of fun and adventure.

**What advice do you have for current students?**

Students must develop a personal strategy to guide their careers and personal life. It is important to envision how you want your life to unfold ten, twenty, and thirty years from now. Then just make it happen!

**What project are you working on now?**

I’m heavily involved in developing an entrepreneurship-friendly environment for the University to assist faculty members as they attempt to move research developments from the lab bench to commercial markets.

*Book you are currently reading?* Ayn Rand’s *Atlas Shrugged*

*Your last music download?* Willie Nelson’s “Texas on a Saturday Night”

*One thing on your bucket list?* To build a highboy

*Best place for BBQ in Texas?* City Market in Luling, Texas

**Faculty Gold Stars**

The following faculty have gone above and beyond! Here are their recent achievements:

**Charlie Sparks** is this year’s winner of the UAF Dennis Demmert Appreciation and Recognition Award. This award recognizes individuals whose actions have proven their support for Native students and UAF’s mission statement of becoming the first choice for Alaska Native and rural Alaska students.

**Dr. Henry “Hank” Wichmann** has received the rank of Professor, Emeritus which was conferred to him at the University of Alaska commencement ceremony on Sunday, May 16, 2010.

**Alumni Focus**

**Marguerita Maassen-Gilbertson**

Marguerita is the President of Northern Business Systems, Inc. She graduated from the UAF School of Management in 1986 with a BBA in Management.

**What is something you learned at SOM you found useful in your professional career?**

Business is not emotional, but objective and quantifiable. Yes, you can be passionate, but don’t lose that objectivity.

**What advice would you give to current students?**

It took me an extra year or so to graduate, but I learned education is not a race, rather a process, and that degree will open doors for you that nothing else will.

**Why did you choose to attend UAF?**

I came to Alaska in July of 1983, on a lark, for love, and to see if I would like living here. I loved it and transferred from the UC system to UAF.

**Favorite place to vacation?** Palm Springs

**Book you are currently reading?** Ayn Rand’s *Atlas Shrugged*

**Your last music download?** Willie Nelson’s “Texas on a Saturday Night”

**One thing on your bucket list?** To build a highboy

**Best place for BBQ in Texas?** City Market in Luling, Texas

**Publications**


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