

ELLER

FALL 2020

THE UNIVERSITY OF ARIZONA

ELLER COLLEGE OF MANAGEMENT

The Eller Community Responds

TEAMWORK AND INNOVATION DURING A PANDEMIC



ELLER

Fall 2020

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THE UNIVERSITY OF ARIZONA

**Eller College
of Management**

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Dear Alumni and Friends of the Eller College,

It's been half a year (so far) since the start of the COVID-19 crisis.

We have been through sheltering-in-place, wearing masks, practicing safe distancing and hoping every day that our loved ones and others stay healthy. And we have witnessed dramatic changes around us. From tech to retail, from manufacturing to entertainment, there is no aspect of the world that hasn't or won't be significantly impacted by this pandemic.

In a lot of cases, the effects will have long-lasting negative consequences as we rebuild disrupted supply chains, recover our service and travel industries and right size the huge healthcare expenses we've collectively incurred.

And in some cases, the long-term results may be positive—an acceleration, for example, of digitization, automation and technology that enables predictive behavior so that maybe we're able to one day avoid a pandemic

like this. Or increased focus on data security. Or the rise of telemedicine and the emergence of the new workspace.



Higher education as an industry also has been challenged and will be changed. What is its future? What is the meaning of learning, teaching and academic engagement in the disruptive environment? If businesses are being transformed, what is going to happen to business education?

At the Eller College, we are equipped to answer these deep questions. In the last few months, we've experienced an increase in demand for our online programs. How fortuitous that we already had a stellar foundation in place with our online bachelor's, MBA, MIS, Healthcare Management, Accounting and Entrepreneurship degrees. Every single one of those programs saw an increase in students intending to enroll in Fall 2021 over Fall 2020.

That doesn't mean the Eller College doesn't face considerable challenges. We do. But I am confident our legacy of innovation, our strong academics and our ongoing focus on the digital transformation of the 4th Industrial Revolution are already helping us pave a path toward a bright future.

Thank you, as always, for your support in our mission.

Bear down!

A handwritten signature in black ink that reads "Paulo B. Goes".

Paulo B. Goes
Dean and Halle Chair in Leadership

ELLER IN THE NEWS

Exceptional Eller faculty regularly appear in exceptional publications, including:



Thomas R. Brown Professor of Economics **Price Fishback** was featured in multiple news sources including *The New York Times* and NPR about the impact COVID-19 has had on the U.S. economy.



George Hammond, director of Eller's Economic and Business Research Center, was cited in multiple Arizona media outlets about COVID-19 and the effects it has had on Arizona's economy.



Jennifer Savary, assistant professor of marketing, was quoted in a *CNBC* article on the psychological reasons why canceling a subscription could be difficult.



Research by Tyler Family Endowed Chair in Finance and Finance Department Head **Richard Sias** discussing political leanings and their correlation with stock market investments was referenced in *Marketwatch*.



Associate Professors of Finance **Scott Cederburg** and **Alice Bonaime** were referenced in a *Washington Post* article discussing the recent erratic price swings the stock market has had due to COVID-19.



Research by Thomas C. Moses Professor of Finance **Kathleen Kahle** discussing the effects of the current COVID-19 crisis on company stocks and investments was cited in a *New York Times* article.



Juan Pantano, associate professor of economics, was featured in a segment on the Tucson affiliate of NPR (AZPM) about the economic impacts of Arizona's new minimum wage enforcements.



Alice Bonaime, associate professor of finance, and **Kathleen Kahle**, Thomas C. Moses Professor of Finance, were quoted in a *Washington Post* article about whether or not companies should use the profits they earn to buy shares in their own company to develop new products and technologies.

EVENTS KEPT ELLERING ON

Before The Pandemic...

McGuire's Annual Innovation Expo

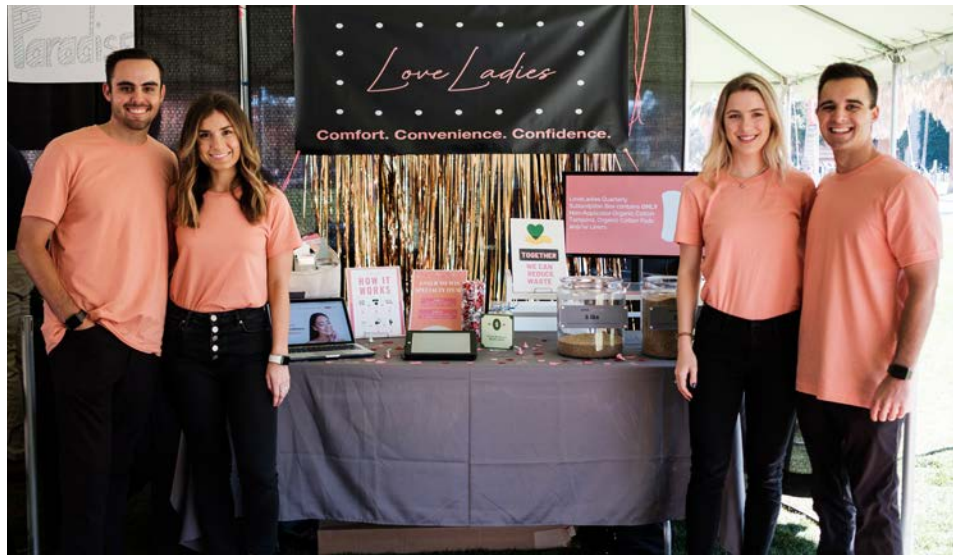
In February, the McGuire Center for Entrepreneurship held its fourth annual McGuire Innovation Expo, which, this year, included 16 booths showcasing cross-disciplinary student startup teams that are part of the McGuire New Venture Development Program.

"The Innovation Expo is a great opportunity for students to interact with the public and showcase their new ventures," says McGuire Center for Entrepreneurship Community Relations Coordinator **Ted McGuire**.

The Innovation Expo was the last in-person event that was held at the Eller College before the COVID-19 pandemic.



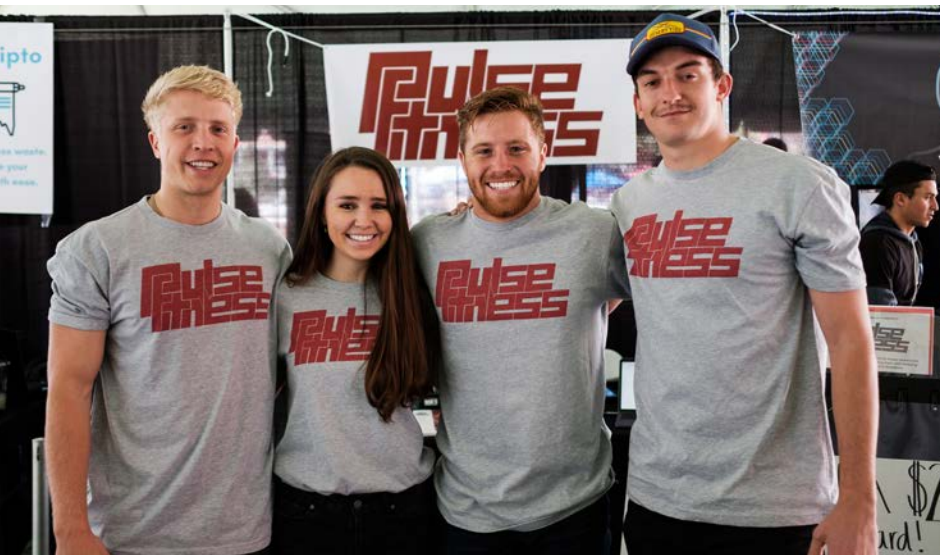
The Booth Appeal Award was given to **Cultura**, an online platform that combines travel planning and content creation to share experiences and inspire a global community to connect through adventures.



The Communication and Fluency Award went to **LoveLadies**, a quarterly subscription box that provides a sustainable solution for feminine care.



Cap and Gown, a nonprofit online platform that connects students who need funding for college with sponsor who donate to students in need, won the Microsoft Social Innovation Award.



The Investor's Choice Award was won by **Pulse Fitness**, which incentivizes people to do exercise by rewarding them with shopping points to spend at local businesses.

Rankings

The Eller College of Management's online graduate programs have continued to be top performers, according to *U.S. News @ World Report*. The Online MBA Program is listed as a top 10 program in both public and overall universities. The Management Information Systems program is listed as #1 among public universities and #3 overall. Eller College's Full-Time MBA is listed in the top 50 among public universities.



UNDERGRADUATE PROGRAM

#21
PUBLIC

#31
OVERALL

UNDERGRADUATE ENTREPRENEURSHIP

#8
PUBLIC

#16
OVERALL

UNDERGRADUATE MANAGEMENT AND ORGANIZATIONS

#17
PUBLIC

#32
OVERALL

UNDERGRADUATE MANAGEMENT INFORMATION SYSTEMS

#2
PUBLIC

#4
OVERALL

PIVOTING TO VIRTUAL EVENTS

The Annual New Venture Competition Goes Virtual

Due to the coronavirus outbreak, Eller's annual New Venture Competition, organized through the McGuire Center for Entrepreneurship, was held virtually for the first time. And despite the sudden change, more than 230 people tuned in to the YouTube Live and Zoom event in April.

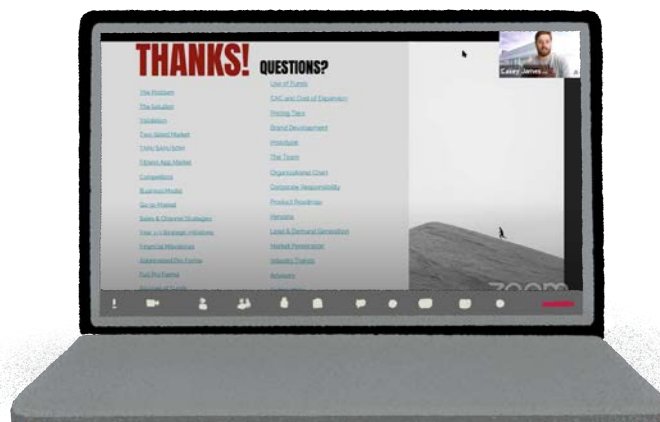
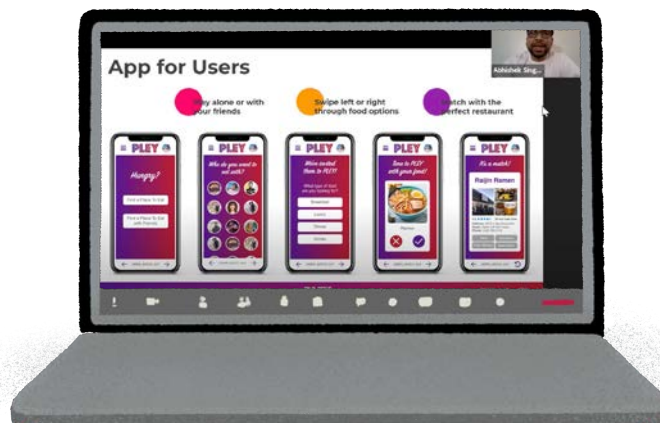
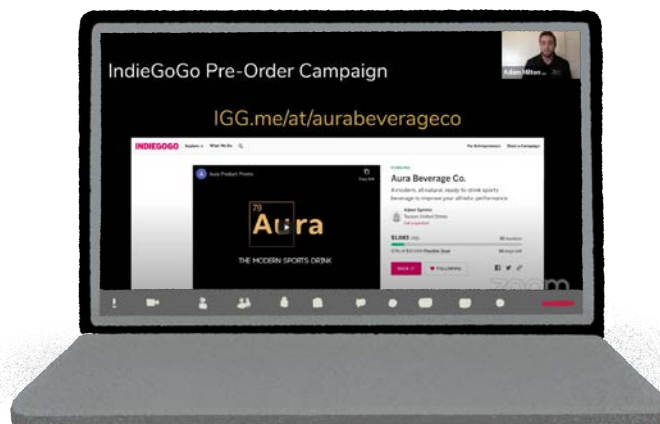
Students enrolled in the McGuire New Venture Development Program received nearly a year of intensive experiential education where they took their projects from an early-stage idea to a sustainable launch-ready venture.

Six student startup teams had the opportunity to present their innovative new ventures in a rapid-fire rocket pitch competition. For the final round of competition, teams presented a 30-second commercial to judges, followed by a five-minute pitch video and five minutes of Q&A with the judges.

The top three teams that were selected by the judges were:

- **PLEY**, a swipe-based app that matches people with places to eat depending on their cravings.
- **Aura**, a healthy alternative to sports drinks.
- **Sentry Car Security**, which enables a simple approach to deter car theft through self-monitored surveillance

“It was an amazing event—everyone involved adapted to the circumstances and it was a joy to watch,” says **Ted McGuire**, McGuire Center for Entrepreneurship community relations coordinator. “The spirit of innovation and entrepreneurship was evident as the students pitched their ventures and overcame the obstacles before them.”



New Summer Institutes for Eller Undergraduate and MBA Students

In response to many internship offers

rescinded because of the coronavirus outbreak, Eller's Professional Development Center developed the Eller Business Career Institute (EBCI) for undergraduates still wanting—and needing—to gain valuable experience and professional development.

"We created EBCI to help students fill in the gaps of this summer," says **Marisa Allen**, assistant director and career coach. "We didn't know if they'd have internships or even part-time jobs, and we wanted them to have the opportunity to not only build their business knowledge, but to have an accomplishment to work toward."

The four-week program granted undergraduate students the opportunity to participate in virtual company visits with companies such as Poshmark and Deloitte where they were able to network with company recruiters. The program had 250 applicants, and among those, two incoming first-year students. Students were able to consume industry-specific content and to participate in live or recorded discussions that they would then reflect on with the goal of developing one or more tech skills by the end of the four weeks.

"I genuinely felt that learning and hearing from these different podcasts, TED Talks and virtual company visits, I enhanced my knowledge on the career paths available to select from in Eller at the University of Arizona," says **Paco Hernandez** '23 BSBA.

Similarly, the MBA program created the MBA Eller Professional Development Institute so that MBA students could have the opportunity to build experience, skills and professional development.

Emily Earl '21 MBA along with **Crystal Adams** '14 MBA, senior director of the MBA innovation and student experience, **Sandy Kenny**, executive director of business consulting, and **Cortez Smith**, manager in business consulting, arranged different projects for MBA students who did not have internships this summer.

The program gave students an opportunity to take place in various projects to enhance their skills in multiple areas including HR, SCO and e-commerce, investments and technology.

Pourush Kalra '21 MBA/MIS was one of the participants who worked with Eller Health about executive education in the health sector. His work led to other internship opportunities at the nonprofit iamHeart and CrowdPharm.

Another student, **Prakhar Jain** '21MBA/MIS, interned at the Arizona Student Union and UA BookStores. During his time there, Prakhar helped build digital marketing strategies and media plans with his SCO and e-commerce experience. Jain will also be an undergraduate coach for Eller's Advertising team.

"As it turns out, one small lead and opportunity can turn into a great network," says **Pam Perry**, senior associate dean of Eller programs.

Show Me the Money!

THANK YOU, DONORS!

We raised **\$4,940,291** in Fiscal Year 2020, in addition to launching a successful reunion program and an Eller-specific online alumni store.

\$4.95 million in new sponsored research grants for MIS—top grant-getting MIS department in the U.S.

VIRTUAL IMPACT

COVID-19 and the Economy Webinar

In May, George Hammond, Economic and Business Research Center director, Price Fishback, Thomas R. Brown Professor of Economics, and Alice Bonaime, associate professor of finance, led a webinar on COVID-19 and economic recovery. During the webinar, Fishback and Hammond explained their predictions for recuperation of both the local and national economy from the coronavirus pandemic. Other topics that were covered were employment, new policies and average goods and services prices.

“I think it will take some time for us to repair the damage that has been done just because the hole is so big,” said Hammond.

Fishback, who is advising a plan for recovery that is focused on supporting those who are more likely to be affected by the virus, said: “We’re going to have to live with this virus for at least another year or two...so we need to target this much more explicitly.”

Tech Core Revolutionizes Virtual Engagement

As the COVID-19 pandemic started to affect universities around the U.S., students and faculty had to pivot learning from in-person to online formats. As a result, the Eller College’s Tech Core stepped up to transform virtual engagement.

“We are trying to expand the Tech Core experience to reach a much larger number of students so that they can become virtual community builders themselves,” says Tech Core Director Ash Black.

Tech Core is working with the Laboratory of Tree-Ring Research in the College of Science to visualize data into 3D objects that create an experience that will allow students to virtually interact with their data in online browsers. The Tech Core also assisted the McGuire Center for Entrepreneurship with converting the New Venture Competition to an online format for the first time.

“The bottom line is that the COVID-19 pandemic demands adaptation from all of us,” says Black. “Our team will continue to put our weight into these new demands and work to make virtual classroom experiences better for both faculty and staff.”

Career Outcomes

UNDERGRADUATE

11,784 ACADEMIC ADVISING APPOINTMENTS

3,651 CAREER COACHING APPOINTMENTS

90 PERCENT UNDERGRADUATE PLACEMENT (BSBA)

Including 14 Wall Street Scholars who all landed full-time positions at Wall Street firms

89 PERCENT UNDERGRADUATE PLACEMENT (BA ECONOMICS)

91 PERCENT OF JUNIORS HELD INTERNSHIPS

Including 15 Wall Street Scholars

153 STUDENTS PLACED IN **284** VIRTUAL EXTERNSHIPS

STUDENTS
GAINED
JOBS AT:



JPMORGAN CHASE & CO.
WILLIAMS-SONOMA, INC.

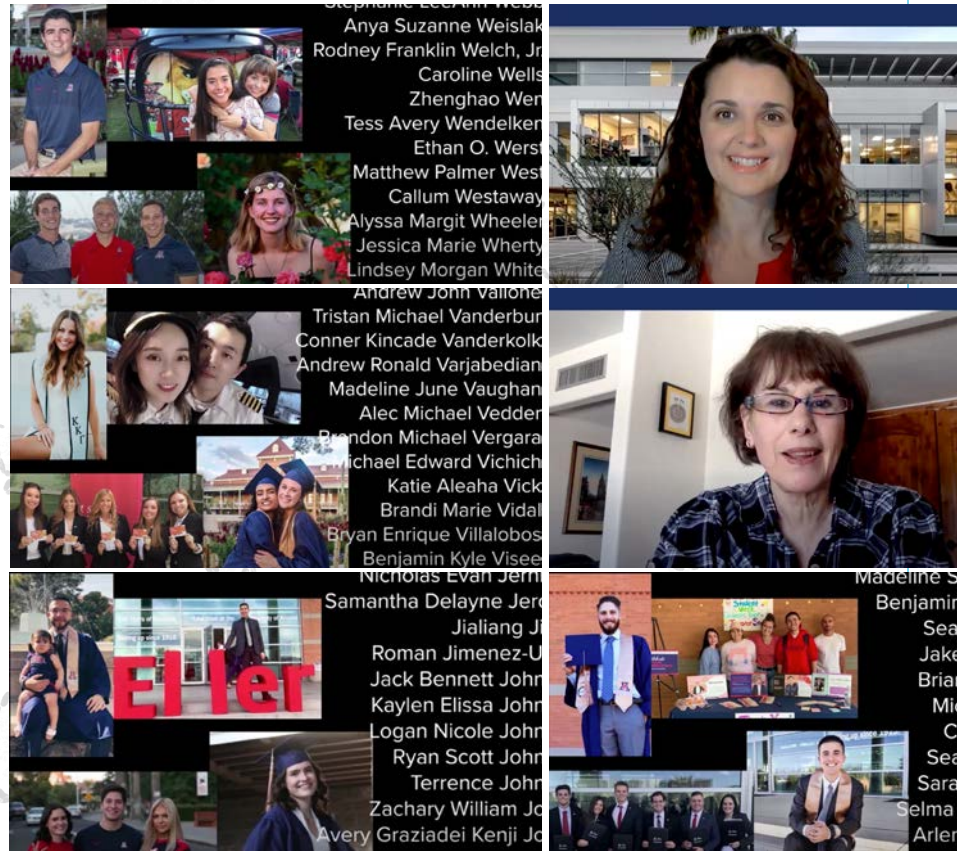


GRADUATION GOES VIRTUAL

The most anticipated event of the year for undergraduate and graduate students alike was not able to be carried out as normal... However, the pandemic did not stop Eller faculty and staff from giving the Class of 2020 an unforgettable graduation.

Staff and faculty came together as a whole to assemble Zoom meetings, videos with messages from faculty and virtual celebrations. In addition, an Eller Celebration web page was created as a hub for convocation celebrations and video messages from Dean Goes and department heads. Although the format for graduation was not what students expected, faculty and staff stepped up to the plate to give students and family members the chance to participate in the convocation celebrations from all around the world.

“We are excited to take what we learned with our Spring 2020 graduating class and build on that unity in future semesters,” says **Aubrey Anglemeyer**, director of undergraduate leadership, marketing and events.



PHD

- ARIZONA STATE UNIVERSITY (ACCOUNTING)
- DONGBEI UNIVERSITY OF FINANCE AND ECONOMICS (ECONOMICS)
- HUNAN UNIVERSITY (ECONOMICS)
- LE MOYNE COLLEGE (MARKETING)
- MICHIGAN STATE UNIVERSITY (ACCOUNTING)
- SHANGHAI TECHNICAL UNIVERSITY (ECONOMICS)
- SOUTHWESTERN UNIVERSITY OF FINANCE AND ECONOMICS (ECONOMICS)
- STEVENS INSTITUTE OF TECHNOLOGY (FINANCE)

- TEXAS A&M (MANAGEMENT & ORGANIZATIONS)
- UNIVERSITY OF BRITISH COLUMBIA (MANAGEMENT & ORGANIZATIONS)
- UNIVERSITY OF ILLINOIS CHICAGO (MARKETING)
- UNIVERSITY OF NORTH TEXAS (ACCOUNTING)
- UNIVERSITY OF OKLAHOMA (FINANCE)
- UNIVERSITY OF SOUTHERN INDIANA (ECONOMICS)
- UNIVERSITY OF TENNESSEE (ECONOMICS)
- UNIVERSITY OF UTAH (MARKETING)
- WASHINGTON STATE UNIVERSITY (ACCOUNTING)

KUDOS, AWARDS AND WINS



Oliver Schilke, assistant professor of management and organizations, was awarded a National Science Foundation (NSF) Faculty Early Career Development Program (CAREER) award, which supports early-career faculty who have the ability to serve as academic role models in research and education. Schilke's project focuses on the role of trust in organization and has three areas of focus: to understand the circumstances under which people make accurate trust decisions, trust asymmetries and the extent to which people know they are being trusted.



Thomas R. Brown Professor of Economics Price Fishback was featured in a CEPR publication: *Economics of the Second World War: Seventy-Five Years and On*. The e-book discusses how the economic structure and happenings of World War II impacted both the four-year time frame of the war and the world's current economy as well. In Fishback's chapter, titled "World War II in America: Spending, Deficits, Multipliers and Sacrifice," he provides insight to the diverse aspects of the United States' economics during the war and how it shaped the war's outcomes.



Alice Bonaime, associate professor of finance, was featured in Poets & Quants Favorite Business Professors of the Class of 2020. She was nominated by **Daniela Cuevas '20 BSBA (Finance)**, one of Poets & Quants 100 Best & Brightest Business Majors.

"Professor Bonaime is someone who truly cares about the success of her students," says Cuevas. "She is a professor who is passionate about helping others and is invested in all of the aspirations of her students."



Assistant Professor of Economics Ashley Langer was appointed as a faculty research fellow in the National Bureau of Economic Research (NBER) program on Environment and Energy Economics.

Promotions and Tenure



Joseph Valacich, professor of management information systems, was named senior member of the National Academy of Inventors along with Rajeesh Khanna, professor of pharmacology, Jordan Lancaster, assistant research scientist, and James T. Schwigerling, professor of optical sciences. Valacich is co-founder and chief science officer of Neuro-ID, a company that provides technology that is designed to enhance data from online forms.

“Throughout their careers, all of these innovators have kept a goal of making a better world through their work at the forefront,” says Dough Hockstad, assistant vice president of Tech Launch Arizona. “We’re proud of their achievements and look forward to many more years of collaboration with each of them.”



Charity-Joy Acchiardo, promoted to senior lecturer



Anjelina Belakovskaia, promoted to senior lecturer



Mikel Chertudi, promoted to senior lecturer



Anastasiya Pocheptsova Ghosh, promoted to associate professor of marketing



Matthew Hashim, promoted to associate professor of management information systems



Michael Mandel, promoted to senior lecturer



Rick Mergenthaler, promoted to full professor of accounting



Mark Peterson, promoted to senior lecturer



Oliver Schilke, promoted to associate professor of management and organizations



Ryan Williams, promoted to associate professor of finance

STUDENT COMPETITIONS MAKE ELLER SHINE

Finance Student Team Wins First Place at Regional CFA Institute Research Challenge

For the second year in a row, a team of Eller students has taken home first place at the Desert Regional CFA Institute Research Challenge. The winning team members were finance students **Payton Rudnick** '20 BSBA (Finance, MIS), **Steven Feeney** '20 BSBA (Finance), **Nick Stankoven** '20 BSBA (Finance, MIS) and **Jingsong Wu** '20 BSBA (Finance and MIS).

The CFA Institute Research Challenge is a global competition that gives university students an in-depth financial analysis experience. The competition consists of student teams researching and analyzing a publicly traded company which they then present a research report on with a buy, sell or hold recommendation.

"I'm incredibly proud of the team and grateful to the CFA Institute facilitating this impactful opportunity for our students," says **Matt Haertzen**, lecturer in finance.



Eller Students Take Third Place in National Investment Banking Competition

For the second year in a row, a team made up of finance students from the Eller College of Management made it to the top three teams in the 2020 National Investment Banking Competition (NIBC) in Vancouver.

Team members **Scot McGill** '20 BS (Finance), **Connor Oseran** '21 BSBA (Finance), **Rion Melton** '21 BSBA (Economics) and **Nick Aleman** '21 BSBA (Finance, Economics) placed third among 64 teams in the competition. The NIBC was a three-day long competition in which teams were given the opportunity to partake in various rounds of competition and presentations and also network with judges and professionals in events after the competition rounds. The final round competition consisted of the teams working on an authentic investment banking opportunity which they then presented to a panel of senior investment banking professionals.

“Representing Eller in the NIBC was an incredible professional development opportunity to network with industry professionals and experience a practical case study that mirrors the type of work investment bankers perform on the job,” says McGill. “The members of the Wall Street Scholars Program within Eller spend countless hours acquiring the skills necessary to be competitive within the field of investment banking, so we were excited to have the opportunity to showcase those skills on a global stage.”

Eller Students Place Top 25 in Global Financial Modeling Competition

Adam Cashman '20 BSBA (MIS and Finance) and **Ajitha Doniparthi** '19 BSBA (Finance) ranked in the Top 25 Rookies of the ModelOff Financial Modeling World Championship 2019. This event is the largest annual financial event of its kind that celebrates students and professionals with financial modeling talent. Participants have the opportunity to develop their professional skills through a series of online competitions comprised of financial challenges and case studies. “Rookies” are competitors who are under 25 years old.

“Adam and Ajitha did an excellent job during the ModelOff competition,” says **David Brown**, assistant professor of finance. “They have exemplified what we at Eller strive for—to take concepts learned in the classroom and apply them to real-world applications.”



ELLER'S ONGOING WORK ON DIVERSITY, EQUITY AND INCLUSION

Message from Dean Paulo Goes:

“I grew up in Brazil in the 60’s and 70’s, and as a young man, I started to understand how my country and many countries around the world, including the United States, continue to have a legacy of racial discrimination and widespread social injustice.

Around the same time, I also learned about the human rights and social justice movements in the United States, where I eventually came to pursue my dreams, ready to embrace the opportunities of America. My wife and I became U.S. citizens. My children were born here. I believe in this country and am hopeful for the future of all children.

But after all these years, I continue to see racial discrimination, divisiveness and social injustice. They show up in insidious ways. They show up in cruel ways. They show up in violent ways.

They show up at Eller.

Despite our aspirations, racial discrimination and social injustice are real problems in our society, including in our college, as, unfortunately, we have witnessed from incidents within the Eller community. I personally and

as dean of the Eller College want both to better serve our Black students and students of color, as well as collectively foster and affirm an environment where racial injustices have no place.

We pride ourselves on the excellence of the Eller family, the Eller community and the Eller experience. As educators, Eller faculty and staff, including me, are responsible for shaping future generations. We need to change from reacting to engaging so that we all transform and become influencers of change. My expectation of a business college is to lead.

I am ready to act.

We have transformed our long-standing ad hoc Diversity, Equity and Inclusion Task Force into a standing committee of the college, charged with developing actions, activities and initiatives that will be implemented immediately across the college. We will pursue academic initiatives and extracurricular opportunities and will dedicate efforts to recruiting diverse students, faculty and staff against clear targets and goals. More details to come on the projects below, as well as others.”

Projects Underway by Eller’s Diversity, Equity and Inclusion Task Force

STUDENT CLIMATE SURVEY

“TOGETHER AT ELLER” FACILITATED CONVERSATIONS

FACULTY TRAINING AND RESOURCE CENTER

UNCONSCIOUS BIAS TRAINING

INCLUSIVITY SIGNAGE

DIVERSITY, EQUITY AND INCLUSION GUEST SPEAKERS

GENDER NEUTRAL BATHROOM

CURRICULUM REVIEW

Headed for Grad School?

Eller has you covered.

GRADUATE PROGRAMS IN ARIZONA

Accounting
Finance
MBA
Management Information
Systems
Business Analytics
Econometrics and
Quantitative Economics
Marketing

GRADUATE PROGRAMS ONLINE

Accounting
Cybersecurity
Entrepreneurship
Healthcare Management
MBA
Management
Information Systems



Eller

eller.arizona.edu/grad



INTRODUCING THE BRIAN AND CLARA FRANKE ENDOWED CHAIR IN FINANCE

\$1.5 Million Dollar Gift Continues Family Legacy

Expanding their family tradition at the University of Arizona, **Brian** '85 BSBA and **Clara Franke** have funded \$1.5 million to support an endowed chair in the Department of Finance in the Eller College of Management.

The Brian and Clara Franke Endowed Chair in Finance will support an actively-teaching faculty member in the Department of Finance who is cultivating an innovative and dynamic work environment. The chair will also enhance the student experience through additional funding for class curriculum, travel awards and more. Paulo Goes, dean and Halle Chair in Leadership at Eller, will appoint the chair in fiscal year 2021.

"This extremely generous gift from the Frankes ensures that Eller students will continued to be taught by the best and brightest," says Rick Sias, Tyler Family Chair in Finance and Finance Department Head. "Brian and Clara's support will open up new opportunities for our students to develop critical thinking skills and a substantive understanding of global financial markets."

The gift will also be used to develop a new course titled, "Critical Thinking in International Finance" with a vision to use the fund for an international experience for a select group of students and to bring in guest speakers.

"The whole Franke family has a commitment to give back," says Brian, who is a partner in Indigo Partners, a private equity firm specializing in aviation investments, which holds controlling interest in Frontier Airlines. "And we believe that supporting higher education is the best way to help people improve their lives."

Brian comes from a family of educators—his mother and one of his sisters were teachers, and another sister was a university professor. His father, Bill, is the benefactor for the Franke School of Business at Northern Arizona University and the Franke College of Forestry and Conservation at the University of Montana.

And Brian helps shape the lives of future business leaders in another way—by mentoring them as interns and analysts at Indigo.

"I enjoy working with them on strategic decision making and critical thinking skills," he says. "I see that young people we hire out of college have a much better handle on financial modeling than I did at that age, but in our company, we require the analysts to think more critically about the results of the model they develop by asking what decisions or actions do the numbers suggest we take."

Brian was previously vice president of Franke & Company, a boutique private equity firm focused on small and medium enterprises investments. He met his wife, Clara, in New York City and once the two moved back to Arizona, Clara became a Wildcat fan too.

"We're excited about this opportunity to help transform the Department of Finance," says Clara, "we hope this has the potential to make long-lasting effects on Eller."

“The whole Franke family has a commitment to give back. And we believe that supporting higher education is the best way to help people improve their lives.”

Brian Franke



No Such Thing As Unfinished Business...





The Eller Community Responds

In January, the stories started to trickle in: reports that individuals in China were being treated for “pneumonia from an unknown source.”

A few weeks later, the first person in the United States was diagnosed. At the end of February, the first person in the United States died from the renamed disease, COVID-19. And by mid-March, the country was in a national emergency, with COVID-19 present in all 50 states.

We were all reeling.

On one hand, feeling the precariousness of routines and institutions we’d maybe taken for granted...and on the other hand, recognizing that perhaps this was an opportunity for reinvention.

What would—and could—the world look like post-pandemic?

We still don’t know, but the Eller community jumped right in with asking big questions. Here are some ways Eller students, alumni and faculty responded:

When Life Gives You Lemons, Make Limoncello

Not too long ago, three Eller alumni—Stuart Francis '17 BSBA (International Business) '19 MBA, **Hunter Goheen '17** BSBA (Business Economics) and **Nicolas Guerrieri '17** BSBA (Finance)—were making limoncello, an Italian lemon liquor, using a family recipe from Guerrieri's late cousin and sharing it with their families and friends.

"Everyone kept telling us, 'this is the best limoncello we have ever had,' and urged us to sell it commercially," says Guerrieri. "This helped us notice that limoncello is an underrepresented market in Arizona, and that we could target college students over the age of 21—a younger audience that is not as familiar with the product."

They decided to create a youthful lifestyle brand centered around limoncello—something that no one else in the market had done before.

For months, they worked to get the idea off the ground and officially launched CHELLY in November 2019.

"We were able to get our products into a variety of bars, restaurants and liquor stores in the Tucson and Phoenix areas," says Francis. "Then, obviously, everything hit the fan."

When the pandemic started, forcing bars and restaurants to shut down, disruption innovation took on a whole new meaning for the trio.

"When we started the company, we wanted to build our business on strong core values and give back to the community," says Guerrieri. "In Italian culture, you treat everyone like family, which means supporting others in times of need."

Realizing they could use a lot of the equipment used to make liquor to also make hand sanitizer, the team got to work devising a plan to temporarily shift their manufacturing process.

"One thing that really stuck with me from my time in Eller is how businesses need to be able to adapt to new struggles and challenges as they arise," says Goheen. "We got to work on researching how hand sanitizer is made and made new business connections to source the necessary ingredients."

The team distributed their hand sanitizer for free to local hospitals, clinics, restaurants and even liquor stores, reaching businesses and organizations at a time when hand sanitizer was hard to come by.



"Once we had reached a number of hospitals, we realized that liquor sales across the nation were on the rise, meaning our main business partners were also getting high levels of exposure to the public," says Francis. "Not only did our hand sanitizer help the community, it also helped us strengthen the partnerships and bonds in our network."

Now that supply and demand for hand sanitizer has begun to even out, the team has transitioned back to producing CHELLY, but this won't be the last time they support the community.

"We started an initiative called 'CHELLY Cares' to make an impact on issues facing our community," says Francis. "So far, we have raised awareness and funds to combat mental illness, and most recently worked on the hand sanitizer project, with the intention to do more of these types of projects in the future."

For these three alums, one thing is certain—when life gives them lemons, they not only find a way to make lemonade out of the situation...they also make a pretty tasty limoncello.



Improving on the Face Mask

Remember when COVID-19 first reached the United States and face coverings of all types flew off the shelves?

At that time, in the spirit of national solidarity, businesses began to rapidly produce masks, flooding online marketplaces. But for **Branden Meck** '11 BA (Economics), this was the opportunity to develop a new and improved, multi-purpose face mask—one that could be helpful even past the end of a pandemic.

At the beginning of 2020, Meck and his wife, Alysia '10 BS—also a Wildcat—opened an Amazon storefront, Mecka, centered around private labeling wholistic wellness products.

“Family is everything to us,” says Meck. “So we centered our business around offering products to help people lead better lifestyles so they focus on themselves and their families more intently.”

The idea of selling multi-purpose face masks first came to Meck while he was chatting with a friend playing professional baseball in Japan.

“He told me that over in Japan, it is quite common for people to wear face masks, and he thought it might be an interesting business venture,” says Meck. “All this was before the pandemic, at a time when people in the U.S. rarely wore face masks, so I just put the idea in the back of my mind.”

Fast forward a few months to the beginning of the pandemic. Meck says: “I started doing some research on Amazon and found that cloth masks with designs were not selling well, seemingly because there were so many people trying to do it..”

And he noticed that the few businesses that were doing well were making multi-functional masks. He says: “I didn’t want to get into a race for a trend that could end in a few weeks or months, so these new masks got me excited because of their many uses whether there is a pandemic or not.”

This led him to introduce the Mecka Multi-Purpose Face Mask, which offers protection from dust, cold air, wind, and UV radiation, wicks moisture and is machine washable. In addition to functioning as a mask, it can also be worn as a neckerchief, headband, hair-band, neck gaiter and hood.

“While doing my research, I took note of customer reviews to see what other companies were doing well and what they were doing wrong, so I could fix those issues,” says Meck. “Other competitors’ masks were solely made from polyester or cotton, but we blended ours with spandex and elastic to help it stay up on the face. This allows it to be comfortable while having a sporty feel.” The mask comes in a variety of designs, with more being added regularly.

While many industries were struggling with supply chains, Meck turned to his local network to supply his masks.



“I have a family friend who makes athletic wear right in Los Angeles,” says Meck. “I sent him a sample from a competitor and told him what I wanted to improve. He already had athletic material, so we were able to start making the masks quickly.”

So far, the feedback has been positive. “People often say ‘it feels so nice to breathe—I don’t feel like I’m being suffocated.’ We also hear that people’s ears don’t get sore,” says Meck.

In the future, Mecka hopes to launch a new mask that is tailored towards children, since most masks aren’t built for them. Meck envisions a mask that fits a child’s head as she or he grows.

No matter what, the end of the pandemic will not mark the end of the Mecka Multi Purpose Face Mask. Meck sees a continuing market at festivals and outdoor or sporting events. He says: “Though we may not have to wear masks in the future, a product like this will continue to have an appeal.”



Combating a Pandemic at Home and at Work

Jonie Guerro '21 MBA is not the only person who ever decided to take on the challenge of pursuing an MBA while working a full-time job. But this year, as student, hospital worker and mother, her studies took a serious hard turn when COVID-19 reached the Navajo Nation and Guerro found herself not just tasked with being high-performing in class and at work—she also had to bring her all to the COVID-19-positive patients for whom she was caring at Fort Defiance Indian Hospital.

And then she had to start caring for a patient right in her own home.

A radiology manager, Guerro was on the front lines of one of the areas in Arizona hardest hit by the virus. Numbers quickly rose on the Navajo Reservation at the outset of the outbreak—at one point, new positive cases were hitting 150-200 per day.

As with everywhere else, lockdowns and curfews were put into effect in order to flatten the curve. But unlike other areas, the Reservation was on full lockdown from Friday evenings to Monday mornings, and a big challenge became sourcing food—a challenge that was made worse when the closest Walmart—which was 30 minutes away—shut down.

“That was devastating,” says Guerro. “We didn’t know where we would be able to get our food and other essential supplies. For those of us who are lucky enough to still be employed, working all day and then traveling to get food and supplies and still be home before curfew was nearly impossible.”

At the hospital, Guerro works with imaging and x-rays, making her job more demanding as COVID-19 requires both with patients who test positive.

“COVID-19 has changed the way the hospital works,” says Guerro. “We have a staff that has worked very hard at keeping themselves and the patients safe by working long shifts, sterilizing equipment and working as a team overall.”

In the midst of all this, Guerro’s daughter contracted the virus and was one of the unlucky ones who experienced multiple symptoms



including difficulty breathing and aching lungs along with swelling of the throat, which made it hard for her to swallow or talk.

Because her daughter was sick, Guerro had to quarantine for two weeks at home, making her both full-time mother and full-time nurse.

“It’s an evil sickness that just seems to pick and choose, and there are so many unknowns,” she says.

Despite working full-time, traveling long distances for food and caring for her family, Guerro has found time to keep working toward her MBA degree; she plans to graduate in 2021.

“Getting my MBA from Eller has helped me in more ways than one, especially during these times,” says Guerro. “Being able to understand the business side of how supply and demand especially of personal protective equipment works during critical shortages, becoming more aware and educated in leadership during crisis and change, understanding the long-term financial effects and, of course, honing my time management skills, have all come into play.”

After several months of lockdowns and two weeks of quarantining with her daughter, Guerro was able to go back to the hospital to continue helping patients.

“I have continued to work tirelessly with all of my staff and my patients,” says Guerro. “And I will continue to carry forward my duties every day to help my patients and to support my hospital and my community.”

To show their support, Guerro’s **MBA classmates** came together and created a fundraiser to help two organizations in the Navajo Nation—Hogan Hozhoni and the Little Sisters of the Poor Villa Guadalupe—that lost support as funding was redirected toward other needs. In a matter of weeks, the MBA students raised \$5,460. One student then generously matched that amount, bringing the total to nearly \$11,000.

Student And Hero on Land and At Sea

By the end of March, New York City was already ravaged from COVID-19—at one time, the country’s largest city was the epicenter of the pandemic and its roughly 23,000 hospital beds were all in use.

So what happens then, when hospitals are at full capacity, reaching the point of not being able to treat anymore patients...and the patients keep coming?

That’s where USNS COMFORT comes to the rescue.

Justin Bock ’21 MBA is one of many who served on the USNS COMFORT—a mercy-class hospital ship that is part of the U.S. Navy fleet—during the pandemic.

Bock has also been pursuing his MBA for the last few years, even while on active duty—but for obvious reason, the pandemic forced him to put studies on hold to care for fellow American citizens.

USNS COMFORT provides the same functions that a traditional on-land hospital does but is specifically used when an area or region is in dire need of more help. It fits 1,000 hospital beds, and when really “fully plussed up, we are the seventh largest hospital in the world,” says Bock.

On board, Bock’s duty is to educate and train ship staff about proper conduct, how to get around the boat and what to do in case catastrophe strikes. While it may seem like a relatively simple job “it’s a lot of work,” says Bock.

“All the skills I have accumulated during my time at Eller have really helped me on board,” says Bock. “Not only did I hone my organizational and project management skills, but I had to mitigate my time in order to help others, which is a lot like what I had to with my online classes at Eller.”



With the Coronavirus outbreak, the ship welcomed 1,200 more people on board. Among those 1,200 people were nurses and infectious disease doctors as well as military personnel and civil mariners.

While Bock’s duties didn’t drastically change while deployed on the USNS COMFORT, he did find it more difficult to lead so many people at once, especially with the new safety regulations.

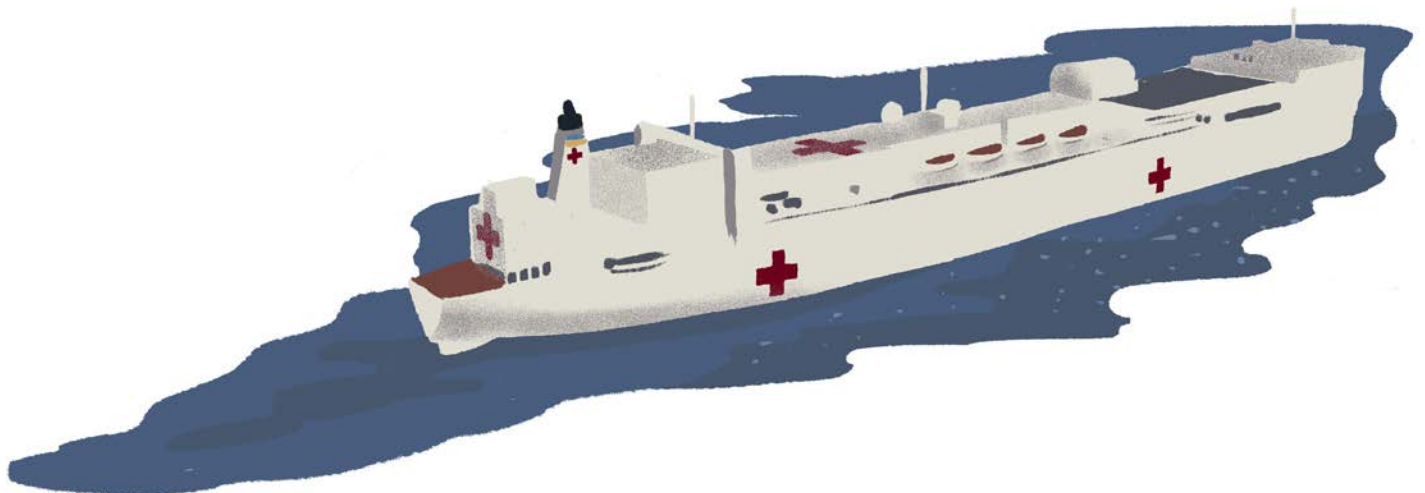
“Talking to 70 people at a time outdoors, with a mask on and being socially distant is not the easiest task in the world,” says Bock. “But we pulled through it.”

While docked in New York, the USNS COMFORT didn’t receive as many patients as expected, but Bock says that escorting recovered patients off the ship was one of the greatest satisfactions.

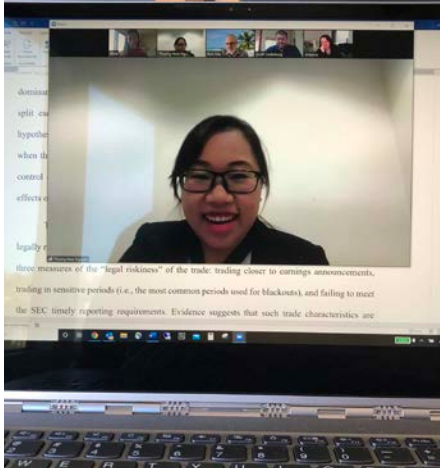
“It’s about the people that we helped and the communities that we’re impacting,” says Bock. “The COMFORT is not like any other military ship. It is a beacon of hope.”

After several weeks in New York, Bock is now back in Portsmouth, Virginia where he is waiting to complete his last 100 days in the Navy.

“Once I graduate, I hope to find a job out in the civilian world doing what I do on this boat,” Bock says, “which is trying to get people to see what their potential is.”



#InThisTogether



For the last few years, **Thuong Harvison '20** PhD envisioned defending her dissertation in a conference room in front of a panel of advisors... But when that wasn't to be, she embraced a virtual defense for "Political Connections and Insider Trading." And look at that smile! Success! Harvison is now teaching in Eller's finance department and refining her research before hitting the job market.



Jeffrey Joseph Miller '20 MBA, head of the respiratory therapy department at Tucson Medical Center, has always played a key role on respiratory arrest teams—and during COVID-19 more than ever. He says: "I am honored to have an opportunity to care for our community during this outbreak."



Ginger & Juice Bar was a brand new venture when COVID-19 hit. Launched by **Rebecca Lago '05** BSBA and her sister Miriam, the Miami-based company found a way to pivot to keep their loyal followers engaged. They created "Smoothie Sista's"—free online courses in nutrition and recipe sharing.



Cheyanna Hewey Shepherd '20 MHM manages a small telepharmacy at a clinic in Chilchinbeto, Arizona. Because of the increasing number of cases in the Navajo Nation, the Navajo Nation COVID-19 Fund was created, raising more than \$1.7 million from 21,000 donors.



Anesthesiologist **Tom Sawyer '09** MS '20 MBA and his wife, nurse anesthesiologist Kristy donned personal protection equipment every time they placed a breathing tube.



Jon Reardon '20 MBA, MHC Healthcare's clinical behavioral health chief, appeared on Tucson's CBS affiliate (KOLD 13) on the importance of self-care during the pandemic. He recommended following a routine and eating healthy; meditation and relaxation apps; and going outside to exercise, while still practicing social distancing.

COVID-Related Research



CEO of Spectrum Healthcare Group **April Rhodes** '20 MBA and her team provided free COVID-19 testing for anyone in Yavapai County as well as antibody testing for first responders.



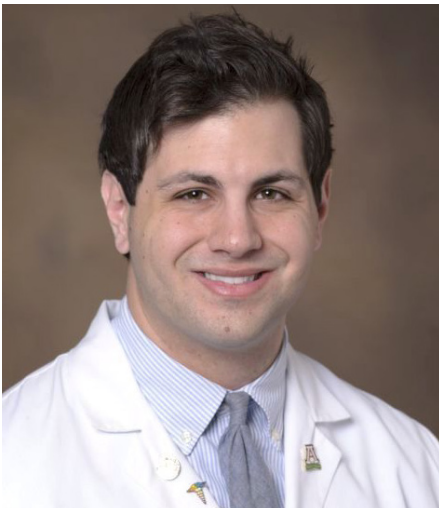
Thiripurasundari Pugazhendhi '20 MBA is an ophthalmologist at the Southern Arizona Veterans Hospital and has spent extra time during COVID-19 to alleviate veterans' anxiety during the pandemic.



Sudha Ram, Anheuser-Busch Chair in MIS, is leading a team developing a WiFi log-based dashboard for crowd analysis.



Laura Brandimarte, assistant professor of management information systems, is researching messaging around mask wearing.



Adam Roussas '21 MD/MBA, who sits on the board of the Arizona Medical Association, ensures students' voices are heard as they work in the Governor's office and at the Arizona Department of Health Services.



Chief Medical Officer at Banner Estrella Medical Center, **Eric Katz** '18 MBA immediately galvanized his team to treat patients, save lives and keep people healthy. He says: "Everyone working here is a hero in every sense of the word."



Anastasiya Ghosh, associate professor of marketing, and **Jennifer Savary**, assistant professor of marketing, are designing University-wide interventions for compliance with COVID mitigation behaviors.

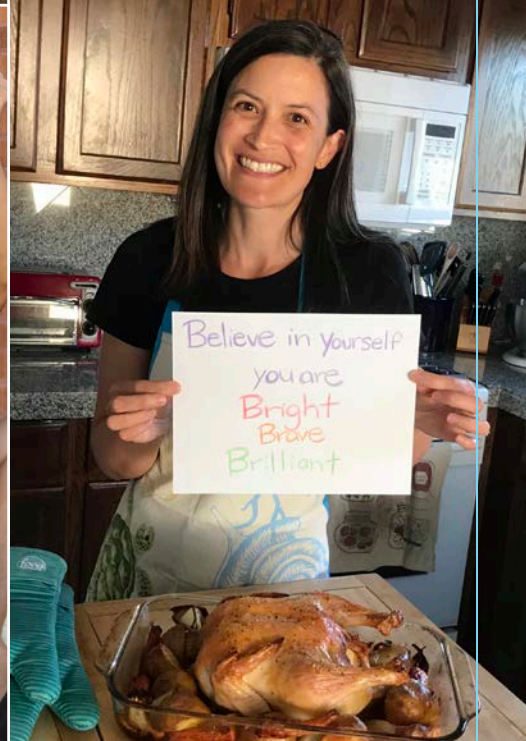


Quaranteaching

In less than two weeks, Eller faculty moved hundreds of classes online, aided by tremendous efforts from Eller's e-learning team: **Sophie Erstad, Brian Maki, Valeria Pietz, Cindy Poag and Megan Roxbury**. Once spring break was over, Eller students were operating in a virtual space, with live lectures, videos, career engagements and test-taking. Quite an undertaking considering a typical online class can take several months to develop.

And even in the midst of this heavy lifting, Eller faculty also wasted no time in making sure to show encouragement and support to Eller students—demonstrating we really are a community, no matter distance or modality.





Eller Community Boosters

Internships cancelled...travel restricted...

part-time jobs lost...high-speed wi-fi in demand...These were just a few of the unexpected circumstances Eller students encountered when many businesses shut down and our lives went virtual.

Alumni and friends stepped up. Many contributed skills and expertise through externships and online mentoring. Others gave much-needed financial support:

- **Fuel the Response**, the University of Arizona student relief fund, raised more than \$520,000, the majority of which went to help with rent, food, medical expenses and technology to continue studies.
- **Phil '69 BSBA (Marketing)** and **Susan Hagenah** and **Walt Zipperman '69 BSBA (Marketing) '75 MBA** provided the Eller College with substantial gifts toward scholarships for graduate students. Eller's graduate programs used these funds attract and enroll additional qualified domestic students or international students who were already in the U.S. to start in Fall 2020. These gifts contributed to Eller's growth double digit in graduate programs.
- **Faculty in Eller's Department of Economics** created the Economics PhD Program Support fund to support the PhD program and students. As a consequence of raising more than \$70,000 in a short period of time, the department was able to accept three outstanding PhD students into the program.
- **MBA students** in Professor **Nathan Podsakoff's** "The Science and Practice of Influence" class raised \$63,000 to donate to The Community Food Bank of Southern Arizona in Tucson and St. Mary's Food Bank Alliance in Phoenix. "It felt amazing to do something to help the community during such a challenging time," says **Dianne Hudson '21 MBA**.
- Members of **Delta Sigma Pi** raised \$2,000 for Meals on Wheels. "During times of uncertainty, it is our top priority to have Delta Sigma Pi be a source of stability," says **Brennen Feder '21 BSBA (Business Management, Entrepreneurship)**.



A (Virtual) Survival Guide to (Virtual) Communication

One shared aspect of the new normal—from

the new happy hour to the new work meeting—is communicating virtually. And while it might not seem like a big challenge, effective communication and interpersonal relationships are greatly impacted when we remove face-to-face interaction.

In May, Eller’s Director and Lecturer of Business Communication **Marisa Michaels**, Senior Lecturer of Business Communication **Mikel Chertudi**, and Lecturer of Business Communication **Amber Owens** came together—virtually!—to explain how professionals can continue to communicate and have effective relationships and work environments, even in times when we are not able to be physically together.

Owens, Chertudi and Michaels gave insights into how one’s persona can be affected by not having regular face-to-face communication. “When our basic needs are threatened, we’re not at the top of our game,” says Michaels. “And people perform less optimally.”

Three basic interpersonal needs that a human has are affection, inclusion and control. Owens explains that in order to be able to give and receive these needs, one must be present. “Some people establish their presence through social means,” says Owens. “Creating happy hours, lunches or coffee breaks.”

But how does one demonstrate their presence at a distance or virtually?

In the webinar, Michaels explained that particularly in a work environment, we can demonstrate our presence by trying to mimic what we see in a face-to-face environment. “Keeping our cameras on

during meetings is one way to show that we are establishing our presence in a virtual meeting by being physically visible,” she says.

Chertudi added that even little things such as adding emoticons to chatrooms can be a great way to establish presence and show affection virtually.

Michaels, Chertudi and Owens also shared communication plans—also called thrive maps—that help organizations come together and meet the needs of everyone on the team.

“Thinking about your needs as well as your coworkers’ needs is vitally important,” says Chertudi. “There might be people who prefer to be on a Zoom meeting longer than others and will find it more effective, while others might think the opposite.”

Michaels, Chertudi and Owens demonstrated their own points by working together remotely to create the webinar content, which they then delivered to an online audience of 250 registrants—everyone in their own homes.

Watch the webinar at eller.arizona.edu/Covidwebinar



ALUMNI SPOTLIGHT

PAYING IT FORWARD

If you know anything about Tucson, you

know the name Drachman. Back in the 1850s, a man named Philip brought the name with him from Germany when he settled in the Arizona Territory.

Eventually, he opened the first general store in the area, and his descendants helped develop and found the city.

Which made the University of Arizona a logical choice when it came time for **John Drachman '03 BSBA** (Marketing, Entrepreneurship) to go to college. Once he learned about the McGuire Center's entrepreneurship program, he was hooked.

"Being in the entrepreneurship program was the first time I felt like I was treated as an adult," he recalls. "Professors took me and my ideas seriously. They challenged me, which pushed me to work harder. They treated me like I was an entrepreneur and not a student."

The experience was so impactful, Drachman started launching businesses as soon as he graduated.

"The first one [a publishing and consulting company] did not work out," he says. "We'd had success in the entrepreneurship program; we'd won a case competition in Boise, Idaho, and then we won the New Venture Competition. We were on top of the world. But within a year, we'd blown through the money we'd raised to start the business."

Despite that setback, Drachman is still glad for the experience of failure. It made him realize the need to course correct consistently when things don't work out as planned.

He says: "The best advice I got at that time was just because I failed didn't mean I was a failure."

He went on to earn an MBA at USC and gain some work experience before launching Waterford Property Company in 2014. The company has gone on to acquire and manage more than \$1 billion in real estate projects in California and Arizona with its various partners.

"We've built and turned around really interesting projects since we started," Drachman says. "My great uncle was involved in this same field, and he taught me the importance of impacting the local community. I'm proud my company is doing that through our work."



John's great-uncle passed away in his 90s, and the many hundreds of people who attended his funeral did so to honor his commitment to the community.

"I've always felt like it was my responsibility to continue his legacy," Drachman says. "I was blessed to have the opportunities I've had through the university of Arizona, and I learned from my family to make sure to pay it forward."

Drachman established the Drachman Family Legacy Scholarship and offered one-day externships and full-time internships to Eller undergraduate students. Even in the COVID-19 era, Drachman hosted four externships via Zoom this summer where students could learn about his career and the real estate industry.

"Technology today makes it easy and allows for more quality time with more students," he says. "I'm really proud of the TR externship program at Eller and hope the college explores more ways for alumni to engage."

He continues: "Every time I connect with the students, I see how much they want to learn. They seem to be really prepared and eager to be successful. Giving them a glimpse into the real-world of business is a great way for any alum to get involved and give back to Eller."

A DEGREE FROM AROUND THE WORLD

Imagine trying to obtain an MBA degree while being on active duty, deployed to nine different countries. Sound impossible? Well, **Lieutenant Lauren Hickey** '20 MBA didn't just imagine it. She accomplished it.

Hickey, a Naval Intelligence Officer, graduated from the U.S. Naval Academy in 2015 and began her MBA at Eller in 2017.

"I was torn between an MBA or a master's in public health, and when I saw that Eller offered an MBA with a variety of concentrations, I knew that was the best choice for me," says Hickey, who concentrated in healthcare management and management information systems.

Since starting the program, Hickey worked on her MBA over the course of three deployments in nine different countries. Her biggest obstacles? Time zones and internet access.

"When I was in the Philippines, I was a day ahead for the assignments, but when I was stationed in Hawaii, the time zone was behind Arizona's," says Hickey. "I was also working abnormal hours, sometimes working 18 hours a day."

Further, and especially challenging during exams, there were times Hickey did not have the level of internet speed needed to feel fully successful. She says: "Tricky Wi-Fi access made it very difficult to take some classes when I was in a place like the Middle East."

Because some destinations took longer to travel to than others, there were also times when Hickey would go days at a time with no internet connection, making it difficult to complete some course work. This forced Hickey to make no other choice than to take a time off from the program in order to accommodate her movement around the world.

And in May 2020, Hickey planned to attend the MBA graduation in Tucson, only to have her deployment extended. COVID-19, however, pushed Eller's graduation ceremony online, so, in the end, Hickey was able to participate virtually.

"It was like everyone was extended on deployment," she says, "not just me."



In spite of some unique challenges, Hickey finally received her MBA degree and is now back stateside, on Whidbey Island, Washington, where she is waiting to find out where she will be headed next.

"Not only have I gotten to see a lot of really amazing places, but I've been given many leadership opportunities to work with people all over the world," she says. "And that has been one of the best experiences of both my time in the Navy and my time at Eller."

CLASS NOTES

1970s & 1980s



The four **Fenske** brothers—**Paul** '77 BPA, **Brian** '80 BPA, **Tom** '80 BSBA (Accounting) '82 BSBA (Finance) '83 MAcc and **John** '83 BSBA (Accounting)—have worked together for going on 30 years at Fenske Media, based in Rapid City, South Dakota. Fenske Media traces its roots back to 1957, when the company began as a general commercial printer. Since then, the company has grown to become an advanced digital multichannel marketing and print provider.

Karilee Ramaley '82 MSF has been named one of the Most Influential Women of Business in Arizona for 2020 by *AZ Big Media*. She is a senior principle attorney with SRP.

Dave Ollanik '85 BSBA (General Management and MIS) Ollanik has been appointed chairman of the Metropolitan Pima Alliance Board.

In February, **Lisa Lovallo** '87 BA (English) '17 MBA, the Southern Arizona market vice president for Cox Communications, authored a piece on “*Creating Content That Converts Readers into Customers*” for *Inside Tucson Business*.

Joseph McGuire '87 BSBA (Finance) recently became CEO of Pure Green Farms in South Bend, Indiana. He says: “We are a new Controlled Environment Agriculture greenhouse business that will be growing an assortment of baby lettuces and service the retail trade in a 300-mile radius from South Bend. With our state-of-the-art technology we will be a touch free producer of value added, ready to eat salads. Fresh, safe, environmentally conscious and local.”

1990s

Jay Goldmacher '91 BSBA (Marketing) was named president and CEO of Resideo Technologies. Previously, Goldmacher served as president and CEO of Electro Rent and president and CEO of Artesyn Embedded Technologies. He also served as executive vice president of Emerson Electric Company and president of Emerson Network Power's Embedded Computing and Power Group.

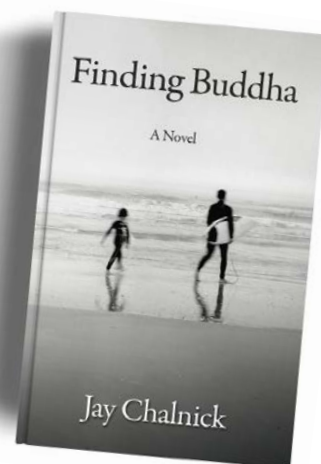
Director of Consulting at CGI, **Neil Corman** '96 BSBA (MIS) is also a photographer in Denver, Colorado. His work was one of 35 pieces chosen out of 4,000 submissions to take part in the “My Colorado” exhibition at the Denver International Airport. Of the final artists, his work was further selected to be one of the four images marketing the exhibition, which will be on display into 2021.

Jay Chalnack '96 BSBA (Marketing) has been named director of global digital and social marketing at Mastercard, where he is responsible for various initiatives including the platform management of Mastercard's experiential website, *priceless.com*. Previously, he led the marketing and business development efforts at various startup and growth organizations before becoming a consultant for AT&T and, subsequently, Mastercard. Chalnack is also the author of the novel *Finding Buddha* (*findingbuddha.com*) and the founder of VideoShop (*videoshop.io*), an independent video animation studio.

Congratulations to **Scott Grossman** '97 BSBA (Business Management), who was named the 2019 Realtor of the Year by the Denver Metro Association of Realtors. Grossman helped establish what would become the Community Alliance which educates Realtors about inclusion and works within the community to ensure fair housing opportunities for all.

Andrew Braccia '98 BSBA (Marketing) was listed as number two on *Forbes* Midas List of the World's Best Venture Capital Investors in 2020. The ranking was due to the direct listing of Slack, which went public in June 2019. Braccia remains on Slack's board of directors.

Congratulations to **Laura Liewen** '99 BSBA (Accounting) who was promoted to shareholder at R&A CPAs of Tucson.



Benjamin Steers '98 BSBA (MIS), '00 MIS writes to say: "I currently work for my hometown of Santa Monica, California. I am responsible for the technology for fire, police, office of emergency management and 'Big Blue Bus.' The University of Arizona recently ran ads on the side of our buses that run all over the westside of Los Angeles. If you are not up on your UArizona trivia, Sandra Bullock was a Wildcat in the movie *Speed*. The 'Big Blue Bus' was the bus used in the movie."



2000s

Michael Glass '00 BSBA (Finance) was promoted to senior vice president at Marcus & Millichap, a leading commercial real estate brokerage firm specializing in investment sales, financing, research and advisory services.

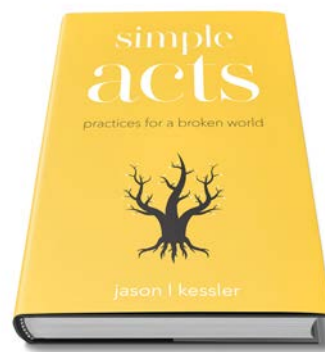
Congrats to **April Dew Boerger** '01 BSBA (Marketing) who was recognized by the International Association of Women (IAW) as a 2020-2021 Influencer. IAW is a global in-person and online networking platform with more than 100 local chapters,

international chapters and more than 1,000 in-person and virtual events. For the past six years, Boerger has held an executive sales role with Novartis Pharmaceuticals, managing a territory in Orange County, selling an anti-body used for psoriasis and psoriatic arthritis. Three years ago, she founded The Deweffect Company.

Lani Baker '02 BSBA (Accounting) has been named CFO of Holualoa Companies, a Tucson-based real estate and investment firm.

Food-tech start-up Freshly, launched in 2012 by **Michael Wystrach** '02 BSBA (Finance), partnered with Nestlé and Meals on Wheels to provide access to safe and healthy food delivery and distribution for vulnerable seniors amidst COVID-19. Wystrach is Freshly's CEO.

Jason Kessler '03 MBA published *Simple Acts: Practices for a Broken World* through New Degrees Press. The book is now for sale on Amazon.



Ian McDowell '03 MBA will serve as the vice chairman for the Tucson Metro Chamber of Commerce Board of Directors in 2020, moving to the position of Chairman in 2021.

Crystal Adams '04 BA (Sociology) '14 MBA was named president of Tucson Young Professionals Board of Directors. As president, she will be responsible for helping further TYP's mission of attracting, retaining and promoting young professionals in metro Tucson. She previously served on the TYP Executive Committee and as a chair for their programs and events committee.

In February **Kristen Hernandez** '05 BSBA (Marketing) was named CEO of Girl Scouts of Southern Arizona.

In March 2020, **Courtney Williams** '06 BSBA (Marketing) was featured in a Tucson.com article titled "This Tucson Entrepreneur is Working to Make Portable Ultrasound Accessible in Arizona and Around the World."

Nicole (Forzano) Rivera '07 BSBA (Finance) has been busy since graduating! She worked at Raytheon for about six years before starting the first mixed martial arts gym in Tucson, now located across from Tucson Mall. She has also become a mom, a boxing champion, a judo champion and a mixed martial arts champion, competing in grappling and fitness competitions. Additionally, she's been working toward becoming a financial advisor for her father's firm, IFC. She's become Series 7 and 66 licensed and is currently working toward

CLASS NOTES

additional licensing to have her own branch office in Tucson. Says Rivera: “We are adapting to the pandemic through the closures and working hard in this new environment, which is challenging for our very physical mixed martial arts gym.”

Jenna Biancavilla '09 BA (Economics) has been named one of the 40 Under 40 honorees by the *Phoenix Business Journal*. She owns Pearl Capital, a financial services company.

2010s

Ian Epstein '11 BSBA (Business Management) and **Luke Pergande** '11 BSBA (Finance) were profiled in the *Chicago Sun Times* for the way they handled their business after sports tournaments were cancelled in the midst of COVID-19.

Kevin Tùng Nguyễn '11 BSBA (Finance) was profiled on Vietnam.net and is one of *Forbes Magazine's* 30 Under 30 Asia for 2019.

Congratulations to **Ian Ross** '11 MBA, who was recently selected as the Senior Marketer of The Year for all of Genentech.

Congrats to **Ryan Arredondo** '13 BSBA (Business Economics) who graduated in May 2020 with a Juris Doctor from Duke University School of Law. After taking the bar exam in July, he will be working at a law firm in New York City that works primarily with clients in the financial services industry. He writes: “The opportunities I've been given are due in no small part to my time at Eller.”

Congratulations to **Ben Coronado** '13 MBA who was selected by the U.S. Secretary of the Army as a new Civilian Aide to the Secretary of the Army (CASAs) during an investiture ceremony on May 14, 2020, at Fort Huachuca. CASAs provide vital links between the Army and the communities they serve. CASAs are usually business or civic leaders who possess a keen interest in the welfare of the Army and their communities. CASAs serve a two-year term without compensation. Coronado is currently the regional business director for Pfizer, West Region, overseeing 120 personnel in 13 states responsible for delivering revenue of more than \$300 million.

In January, **Scott Peterson** '13 MBA was named vice president of hospitality and office development of United Properties. Peterson will focus on hospitality and office development, including site acquisition, project underwriting, design, development and construction. His hospitality projects include the upcoming Four Seasons Hotel and Private Residences Minneapolis at RBC Gateway. Prior to joining United Properties in 2019, Peterson served as senior director of development and construction for CSM Corporation in Minneapolis, bringing more than 13 years of residential and hotel experience across various markets. He is an active member of the NAIOP Minnesota chapter and also dedicates his time to mentorships at the University of Minnesota's Carlson School of Management and several other community organizations.

Marisol Flores-Aguirre '14 MBA was featured in a Tucson.com article on women makers in the Southwest and Mexico.

Michael Potter '14 BSBA (MIS, Finance, Operations Management) has been named operations development manager at Gordon Electric Supply, a distributor of electrical products in Kankakee, Illinois.

While in the doctoral program at Eller under the advisement of Professor Melanie Wallendorf, **Andre Maciel** '15 PhD received \$2,500 from the McGuire Center for Entrepreneurship as part of the Entrepreneurship Research Small Grant Awards. Maciel used that grant to launch a research project on collective action. The resulting paper has been published in the *Journal of Marketing*, an elite journal in the field of business. Maciel is an assistant professor at the University of Nebraska-Lincoln.

Ravi Grivois-Shah '16 MBA is running for Tucson Unified School District (TUSD) governing board, having served on its audit committee for the last two years. A medical doctor, Grivois-Shah is the medical director of Alvernon Family Medicine.

Jasper Puracan '16 BSBA (Accounting) recently received one of the first Primary Care Physician Scholarships from the College of Medicine-Phoenix.



Paulina Bueno '16 BA (Psychology) '18 MS (Marketing), who works at The Walt Disney Company, has been able to set up a remote work space at her home using company equipment. She writes to say: "I think working remotely hasn't negatively affected my team; we still have a lot of TV promotional spots to produce, which has been great. Our workflow has remained the same." Bueno mourns that she has not been able to come home to visit Tucson since the pandemic started. "My parents have also taken this global pandemic seriously, and we haven't physically seen each other since February. But we do communicate frequently through Facetime."

Andrew Nurse '16 BSBA (Finance) has joined HawsGoodwin Wealth as a wealth management adviser. Nurse is a Certified Financial Planner Professional and is pursuing an MBA from Grand Canyon University. Nurse began his

career in the financial services industry with Vanguard. He served high-net-worth and ultra-high-net-worth clients for three years.

Sonali George '17 MIS MBA, program manager at Microsoft, co-authored an article called "Transforming the CSR Landscape" that was published in *Alliance* magazine, a magazine for philanthropy and social investment, which aims to facilitate the exchange of information and ideas among philanthropists, social investors and others working for social change worldwide in order to maximize the impact of funding for social development.

Congrats to **Keith Meyers** '18 PhD (Economics) whose research related to nuclear testing was cited in a *Washington Post* article. Keith is now at the Danish Institute for Advanced Study at the University of Southern Denmark.

Beatris Mendez Gandica '18 MIS program manager at Microsoft, was



featured in *Marie Claire* magazine as well as on Telemundo's social channel *Unstoppable Women*, which highlights Latina role models in the United States. She was also featured in *Austin 360* as keynote speaker for the Latinitas-Future Chica conference held in July.

Kat Delgado '20 BSBA (Business Management) was featured in a *New York Times* article on entering the workforce from her bedroom. Delgado is a retail vendor manager with Amazon.

Bronson Teles '20 BSBA (Economics) was drafted into Major League Rugby by the Dallas Jackals.

Malvika Banerji '21 MIS was featured on EducationTimes.com in an article about studying abroad.

A UNIQUE THANK YOU

In 2015, **Cheng (Mick) Fang** '20 MSF chose to travel across the globe from China to earn his business degree at the Eller College of Management. After long hours, hard work and many classes, Fang graduated with a bachelor's degree in finance in 2019 and enrolled in Eller's master of science in finance program. And moreover, he came to see the Eller College as a second home.

One person that made this possible was **Pam Perry**, interim associate dean of MBA programs and associate dean for undergraduate programs. Fang grew close enough to Perry to start calling her "Mom Pam."

And to show his gratitude for everything that "Mom Pam" and Eller have given him, he made a gift to Eller in 2019 in the amount of \$888. A unique amount, but eight is a lucky number in China, and Fang

wanted his gift to come with the best of luck. He recently made another gift in the amount of \$520.

"In Chinese, 520 means 'love and thank you,'" says Fang. "I am grateful to everyone, especially Pam Perry, from the bottom of my heart for making me a better person and showing me that life is about giving and taking. Being an Eller student was the wisest decision I have ever made."



Last Word on

BEING NIMBLE

“It didn’t work out as we planned...”

“Consumers aren’t buying it...”

“This could be better...”

Sound familiar? After more than 25 years in the corporate world and more than three years with the start-up Whiskers Laces, I can assure you all of those statements are going to happen. And did you know that how you respond to these scenarios determines your future? My experience has taught me to fully embrace being nimble. When these situations come up, the best response is being ready to adapt quickly...and go.

Working on a product is a constant challenge. Being prepared and having a strong vision before you begin is important. And it's not always going to work out as you planned.

For example, I am constantly thinking of different options that can happen if my first choice doesn't pan out. This way I am prepared when something fails. I have seen groups go into full-on panic mode when the one and only idea they had failed. So having a plan B, C or D is okay. Sometimes your alternative plans may be just a thought. Sometimes they're an actual discussion—and it's okay to discuss what happens if you fail. As a team, it's better to be open and honest about the pitfalls and challenges and to know what you are going to do if they arise.

One way to mitigate risk is to listen to your consumers—doing so is an important element of success. My two favorite quotes about consumers are: “The consumer decides” and “It’s not about you.”

The consumer decides what they like and don't like and companies and organizations better be able to react. At Whiskers Laces, we've had mixed feelings about some of our lace colors only to find they become bestsellers. We've also gotten into a rhythm of sending out surveys to our customer base—through doing this, we've received great insight and validation about what we are doing and what we want to do.

At the same time, we are always looking at our product and what we could do better. We have to be our biggest critics in order to take the product to its next level. We have not been afraid to make changes “on the fly”—case in point: we're about to launch the fourth iteration of our box in two years. It's not ideal, but we saw opportunities to make our packaging better, which in turn makes the brand better.

The last piece to being nimble is having a strong team. At Whiskers Laces, we value being open and transparent; nobody is afraid to throw out new ideas or concepts. When the pandemic hit we scrapped our marketing plan and built a new one. We all saw the need to change direction because the world was changing fast. Having a tight team that has honest communication makes it all work.

Working in a start-up allows you to be more nimble. Use this to your advantage and make it part of your culture, and you will see the success that it brings.



Mike Gossett

'92 MBA

Mike Gossett is co-founder and chief product officer with Whiskers Lace, a start-up that sells distinct men's dress shoe laces. Mike worked at Nike for more than 18 years, acting as global footwear product manager in his last role, before taking his talents to Crocs, where he was senior product director of men's footwear for five years. He earned his MBA at the Eller College and also holds a bachelor's in business administration from Hastings College. He currently lives in Boulder, Colorado with his family and cats.

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IDEAS BECOME BEST PRACTICES.

CONCEPTS BECOME THRIVING BUSINESSES.

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Fall 2020 and Beyond Events

- SEPTEMBER 14:** 2020 Virtual Eller EXPO
The University of Arizona–Online Virtual Fair on Handshake
- SEPTEMBER 23:** Virtual Meet the Firms Accounting Recruiting Event
- OCTOBER 9:** Virtual "Together at Eller" Conversation with Undergraduates
- OCTOBER 16:** Virtual Salute to Excellence
- OCTOBER 23-24:** Eller Make a Difference Day
Mix of Zoom sessions and in-person sessions with safety precautions
- OCTOBER 29:** Virtual Eller Evening in Florida
- NOVEMBER 12-14:** Virtual Homecoming
- DECEMBER 4:** Virtual Annual Economic Outlook
- DECEMBER 10:** Virtual Women's Tea

View all events at eller.arizona.edu/events



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