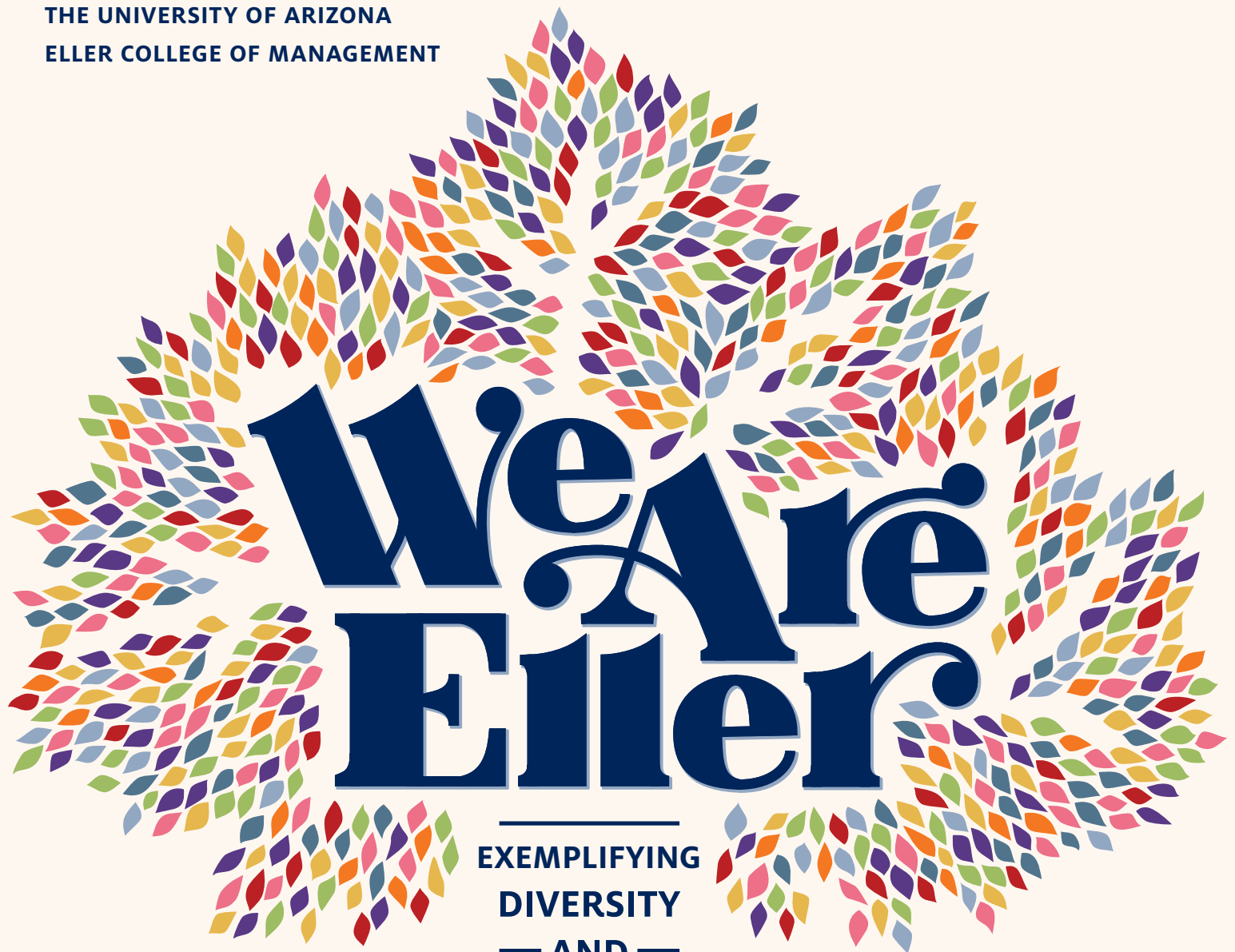


ELLER

SPRING 2020

THE UNIVERSITY OF ARIZONA

ELLER COLLEGE OF MANAGEMENT



**We Are
Eller**

EXEMPLIFYING
DIVERSITY
— AND —
INCLUSION

ELLER

Spring 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,

A new year...a new decade...a new opportunity for Eller to renew our commitment to our guiding principles: Integrity, Determination, Excellence, Innovation and Inclusion.

I'd like to call special attention to Inclusion. Over the last few months, members of the Eller Community have experienced incidents that can only be described as racially motivated. Do these acts of hate and aggression—and in one case, violence—stem from an intolerance of “other”?



My message is unequivocal. The Eller College is made up of people of all types and is better for it. We would not have it any other way. On the first floor of McClelland Hall is a sign that reads *All Are Welcome Here*. I encourage all members of the Eller community to hold themselves accountable: what have you done to break through barriers and differences and come together? What can you do in this new year, new decade, to dedicate yourself to the

betterment of our entire shared community through embracing inclusion?

Time and time again, scientific research has confirmed what many of us already know: diversity and inclusion are good for business. They enable growth, problem solving and creativity. We are a better society if we embrace them.

This issue of *Eller* magazine showcases the many different types of people who are Eller. I hope you come away after reading their stories with a renewed conviction that we are better together.

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:



Preeti Choudhary, associate professor of accounting, was quoted in the *Wall Street Journal* about the implications of company errors in accounting and finances.



Nathan Podsakoff, Stephen Robbins Professor Management and Organizations, was referenced in an *Inc.* article on how kindness is a competitive advantage at work.



Research on corporate board representation carried out by **Kathleen Kahle**, Thomas C. Moses Professor of Finance, was referenced in *The Wall Street Journal*, *The New York Times*, *Inc.* and *USA Today*, among a variety of other news sources.



Joe Carella, assistant dean for Eller Executive Education, was quoted on innovation intensity as it relates to women in leadership positions in both *Newsmax* and *Business Insider*.



Research on momentum profit seasonality and investment return by **Richard Sias**, finance department head and Tyler Family Endowed Chair in Finance, was cited in *MarketWatch*.



Hope Schau, Eller Professor of Marketing, was quoted in an *Enterprise* article on credit union marketing.



Research by **Mihai Ion**, assistant professor of finance was referenced in a *Bloomberg* editorial on how U.S. businesses are stuck in trade war uncertainty.

The Eller College extends a warm welcome to:



Lin Qian
Assistant Dean, Finance and Administration

Lin Qian joined Eller as the assistant dean of finance and administration in July 2019. She has more than 15 years of experience in financial management and is a certified public accountant.



Pam Perry
Interim Associate Dean for Eller MBA

In July 2019, Pam Perry, previously associate dean for Eller undergraduate programs, accepted the interim role of associate dean for Eller MBA programs.

2019 ELLER COLLEGIATE ETHICS CASE COMPETITION

In October, Eller's Center for Leadership Ethics hosted the 17th annual Collegiate Ethics Case Competition. Students from 25 different business schools from around the world gathered in Tucson to participate in the competition, which require students to analyze an ethics case and respond to questions raised by a panel of judges.

Student teams were divided into five brackets and went through three rounds of competition. After each round, teams were eliminated until there were only five finalist teams left in the third round. The judges based their decisions on persuasiveness, delivery, creativity, depth of analysis, ability to provide ethical and practical recommendations and responses to questions.

This year, the winners of the case competition were Ethan Mader and Paulina Hruskoci from the University of Texas at Dallas. They won an all-inclusive trip to the Ethisphere 2020 Global Ethics Summit in New York City in April and \$500 donated by Ethisphere. The team from the University of Texas at Austin placed second, followed by teams from the University of Florida, Indiana University and Pennsylvania State University in third, fourth and fifth place respectively.





Online MBA Program Leaps Into Top 10

The Eller College of Management's online graduate programs have made significant jumps in national rankings this year. Our Online MBA program advanced 11 spots and is now tied for #10 overall and #7 among public institutions, according to *U.S. News & World Report* 2020 Best Online MBA Programs rankings, released in January. Moreover, the Online Management Information Systems program is now ranked #3 overall and #1 among public institutions, moving up a spot from last year.



UNDERGRADUATE PROGRAM

#20 PUBLIC #31 OVERALL

UNDERGRADUATE ENTREPRENEURSHIP

#8 PUBLIC #16 OVERALL

UNDERGRADUATE MANAGEMENT AND ORGANIZATIONS

#16 PUBLIC #32 OVERALL

UNDERGRADUATE MANAGEMENT INFORMATION SYSTEMS

#2 PUBLIC #4 OVERALL

WE LOVE OUR ALUMNI

We are honored to have had the opportunity to engage with our Eller alumni through different networking events in the past year. Through Eller Evenings hosted in both New York City and Austin, our 2019 Accounting Reunion and Happy Hour with the Dean of Eller in San Antonio, we were privileged to be involved in our nationwide alumni community. These events included varying experiences from presentations, to connecting with other Wildcats, to professional development opportunities and so much more. We love seeing our alumni come together for these events, and we are excited to see you at the next one in your area!



The School of Accountancy's new advisory board met for the first time in Tucson in September.



Alums banded together and presented a sizable gift to the School of Accountancy during the Accounting Alumni Reunion.

WILDCATS COME HOME

Eller alumni came back home to campus in late October to take part in several homecoming activities, including the annual Eller Cup golf tournament, the Sports Management Association 25th Anniversary Celebration, the Awards Breakfast, the Eller Welcome Back Reception, the Eller College Alumni Tailgate and a candlelight vigil to honor the life and legacy of Karl Eller. Homecoming weekend concluded with an exciting football game where the Wildcats went head-to-head with the Oregon State Beavers!





ELLER FACULTY RECEIVE MULTIPLE HONORS AND AWARDS

Here at the Eller College of Management, we take pride in our highly-regarded faculty. From being mentioned in top media outlets to conducting top-notch research, our faculty make a mark in the business world. Most recently, three of our esteemed professors have received awards of high honor:



Price Fishback, Thomas R. Brown Professor of Economics, was named to the Society of Fellow of the Economic History Association. This Society honors those who have made notable contributions to the field of economic history. “I have been blessed to have so many great colleagues and students, and we’ve had a lot of fun working on [these] projects,” says Fishback. “As a result, the research has been more like enjoying a hobby than working. These co-researchers have been a large part of why I received this honor.”



Oliver Schilke, assistant professor of management and organizations, won the 2020 Western Academy of Management (WAM) Award. This award is granted each year to a handful of early career management scholars who have displayed a model record of research, teaching and service. Schilke received his award at the WAM conference in Hawaii in March 2020. “Oliver is an outstanding researcher who is impacting the field,” says Aleksander Ellis, management and organizations department head.



Richard Sias, finance department head and Tyler Family Endowed Chair in Finance, was named a recipient of the 2019 Jack Treynor Prize. Along with Laura T. Starks (University of Texas at Austin) and H.J. Turtle (Colorado State University), Sias was awarded for his working paper “Molecular Genetics, Risk, Aversion, Return Perceptions and Stock Market Participation.” The Jack Treynor Prize recognizes superior academic working papers with potential applications in the fields of investment management and financial markets. “I’m truly honored to be awarded the Jack Treynor Prize, which is named after one of the legends of investments research,” he says.

ECONOMIC OUTLOOK LUNCHEON LAUDS LONGEST EXPANSION ON RECORD

In December 2019, the Eller College's Economic and Business Research Center (EBRC) hosted the annual Economic Outlook Luncheon at the Westin La Paloma Resort and Spa. George W. Hammond, director and research professor of the EBRC, and Jim Glassman, managing director and head economist for JPMorgan Chase Commercial Banking, discussed job expansion, income and population in Tucson. Highlights included:

- Even though there has been strong construction job growth, housing prices are rising faster than that of income, which has driven housing affordability down to levels that were last seen in 2000.
- Job expansion in Tucson is primarily in healthcare, leisure and hospitality, manufacturing and construction. However, the retail sphere is suffering job losses.
- Federal government spending growth is elevated, which matters for Tucson because federal government activity, as well as the defense and aerospace sectors, are a large part of the industry mix.

Hammond and Glassman touched on the fact that national economy is in the midst of the longest expansion on record. At the same time job growth is slowing, interest rate spreads have turned negative and trade tensions and related uncertainty are weighing on national manufacturing activity. The risk of recession rose during the past year and seems concentrated on the second half of 2020.

ELLER STUDENTS SUIT UP FOR THE INAUGURAL SALES COMPETITION

In October 2019, the Eller College of

Management hosted the inaugural Eller Suit Up Sales Challenge, a one-day collegiate sales competition for Eller students and members of the Eller Professional Sales Club.

The event connected corporate recruiters, donors and University of Arizona alumni and board members with Eller students who share a passion for sales, allowing them to showcase their professional sales talents.

Seventy-five students competed by participating in a 20-minute roleplay in which they were tasked with selling AT&T cybersecurity in front of a panel corporate sponsor judges. The top three finalists then proceeded onto a second, more challenging roleplay, which was broadcast in front of students and judges to watch. All three finalists received scholarships funded from a pool of \$20,000 raised by sponsors. Peter LeBlanc '20 BSBA (Marketing) took first place in the competition, earning him a scholarship and a custom suit from Tom James.

The highlight of the Eller Suit Up Sales Challenge was a reverse career fair in which employers circulated the atrium to talk with students, whose resumes they'd received in advance, giving sponsors the opportunity to identify students they wanted to meet with during the event.

“Students were challenged to show their selling skills with judges in the room listening to their every word and watching their movements and expressions,” says Jerry Kollross, senior lecturer in marketing. “The students got a good feel for getting comfortable being uncomfortable, which is difficult to create in a classroom environment.”



TREK-IN' AROUND

At Eller, we are devoted to seeing our students grow in their professional skills so they can thrive in the workplace. We give our students opportunities to develop these crucial career skills through various activities and workshops, including career treks. These allow students to get an inside look into several business by hearing from executives, entrepreneurs and alumni. In Fall 2019, students visited a variety of companies, including Caterpillar, Deloitte, KPMG, Mister Car Wash, Protiviti and Tucson Electric Power to learn how professional skills apply to business as well as how to develop and sharpen their own.



FEATURE



ELLER PROFS ADAPT CURRICULUM FOR 4TH IR

When Paulo Goes took over the Eller College

deanship in 2016, one of his first plans was to find a way to infuse more and new technology into the undergraduate experience. He already knew Eller undergraduates were highly employable—but he also knew that imminent socio-economic changes meant companies were soon going to demand even more highly-prepared, tech-savvy students.

“Firms in every industry are thinking about data,” says Goes. “By adapting our curricula to this new economic engine, Eller College will continue to stay at the forefront of business education.”

Accordingly, Goes, with the help of Pam Perry, then associate dean for undergraduate programs, enlisted a cohort of faculty from across the college: **Matt Hashim**, assistant professor of MIS, and **Gray Hunter**, lecturer in economics, act as the co-captains of the upper and lower division curricula, focusing on building foundational skills in Excel, visualization and problem-solving with data, which then get reinforced in the upper division; **John McClintock**, academic coordinator, acts as a workshop captain, offering tutorials on advanced Excel, Tableau and other technologies; **Ash Black**, director of Tech Core, gives students the opportunity to leverage emerging technologies through activities like Friday Night Hacking Events; and **Michael Mandel** and **Mikel Chertudi**, both business communications lecturers, urge students to learn and use emerging technology in classes and give students the skills to effectively express their new knowledge.

The team, along with faculty representation from every department, quickly realized that the holistic approach across the lower and upper divisions equated to a more meaningful and sophisticated learning experience.

“It can be a mistake to get distracted by the latest technology,” says Hashim. “More important—and what we’re focused on—is identifying the problem we’re trying to solve and then applying the appropriate technology. Ultimately, that’s what will teach students the problem-solving skills they’ll need in the 21st century workforce.”

The team is also implementing continuous learning—students returning from internships complete surveys on what they learned, what their internship required, how they measured up to their peers and what their managers expected. This feedback enables the Digital Initiative instructors to refine their offerings into the next semester.

“Through this process, faculty think deeper about what they’re teaching,” says Hunter. The process also inspired Hunter and McClintock to start developing an Online Toolkit so students can refresh their skills virtually and in-the-moment during their internships.

“If our end goal is for students to be successful, this is another way of ensuring that,” Hunter says. “The really motivated ones can then take it to the next level.”

“It can be a mistake to get distracted by the latest technology. More important—and what we’re focused on—is identifying the problem we’re trying to solve and then applying the appropriate technology.”

Matt Hashim, assistant professor of MIS



We are Eller

At Eller,
diversity
and inclusion
is more than an
idea or a promise.
It is an imperative.

We've found that the more diverse perspectives there are weighing in on a problem, the more creatively and effectively it can be solved.

As much as today's global marketplace demands a diverse business skill set, it demands diverse teams coming together to get the job done.

We welcome individuals of every background, ethnicity, orientation and belief to collaborate in our classrooms and tackle the world's biggest challenges through shared smarts and vision.

Here's a look at some of the many unique individuals who make up the Eller College:

FROM FASHION TO FINANCE: THE TRANSFORMATION OF AN ELLER LEADER

ADRIANNA MADDREY '22 BSBA (FINANCE)

For Adrianna Maddrey '22 BSBA, the path to and through the Eller College has been anything but direct. But when is transformation ever a linear process?

Originally from Philadelphia, she moved with her family to Mesa, Arizona when she was in high school. Missing the diversity of the urban East Coast, she set her sights on New York University and a degree in fashion. Choosing instead to stay closer to her new home, she enrolled at Arizona and decided on a business major and a fashion minor. But it wasn't until she became involved in the Eller community, and particularly the Eller African-American Honorary, that she found a passion for business—and finance.

"I remember buzzing with questions on wealth management and investing after the Eller African-American Honorary hosted an alumni presenter," she says. "I found it super interesting—and completely unrelated to fashion design."

The Honorary led to a conversation with Jeff Welter, a finance career coach and director of the Eller undergraduate professional development program. He recommended the student-led Eller Investments Club and the Wall Street Scholars Program to Maddrey, who is interested in working in a large city like New York or Philadelphia after graduation. She joined the Investments Club and applied to the Wall Street Scholars Program—becoming the youngest Eller student admitted to the competitive program designed primarily to help students earn internships on Wall Street.

"I've had an online interview with Goldman Sachs," Maddrey says. "Hoping to land an internship for this summer. It's definitely not what I thought I'd be doing when I started!"

Serving on the executive board of the Eller African-American Honorary is something she would have expected, however. Maddrey knew she wanted to be active in the community no matter which university she

attended. And though the population of African-American students at the university is fairly low, the Honorary is very welcoming and partners with other organizations such as the Eller Hispanic Honorary on community service projects and social events—which is a priority for Maddrey.

Still, during her time at Arizona, Maddrey has remained concerned about the perception of African-American students at Eller.

"I feel that as a black student I don't naturally fit in," she says. "Among other students of color, I think there's a perception that we're viewed differently." She and the Honorary have raised this concern with college administration. One result is college-wide adoption of The Eller Way, which includes the standard of *inclusion*: "Create a community where everybody thrives." The college is committed to addressing student concerns so that every student is welcome for who they are.

In addition to her Eller academic and club pursuits, Maddrey also works at the university's CATalyst Studios in the main library, which host a maker studio as well as facilities for data visualization and virtual reality. "That gives me an edge," she says. "It allows me to be more creative and see things in different ways."

Certified to handle virtual reality, 3D printer, laser cutting and other tools, she now guides fellow students in their use.

With a finance degree solidly in her sights, a flair for technology and leadership experience growing by the week, Maddrey has come a long way in less than two years. "As a black student, I sometimes feel as though I have to work twice as hard," she says. "In the end, I'm working to prove myself to myself, and I know it'll pay off."



COVER STORY

CONNECTING THROUGH INTEGRITY AND ADVOCACY

BRENNEN FEDER '21 BSBA (BUSINESS MANAGEMENT) BS (LITERACY, LEARNING AND LEADERSHIP)

Ask **Brennen Feder '21 BSBA (Business Management) BS (Literacy, Learning and Leadership)** to name his biggest challenge at Eller and his response echoes that of the highest achievers: "There are so many experiences that can enrich my life but there's just not enough time."

Or put another way: "Sleeping is optional, everything else is mandatory."

And at the top of Feder's list of mandatory pursuits is a principle that college namesake Karl Eller himself espoused: integrity. It's at the core of how Feder sees himself, whether as the president of the Delta Sigma Pi business fraternity, a student senator or a member of University of Arizona President Robert Robbins' strategic planning committee.

It is also at the heart of Feder's newest community work: the Eller LGBTQ+ Advisory Board, which he co-founded in 2019 to serve as a resource for faculty and staff about how to create inclusive environments in classrooms—and beyond.

"Universities in general are behind the curve compared to corporate America when it comes to diversity and inclusion," he says. "Companies are actively creating an environment where all sorts of individuals want to work regardless of their sexual orientation. At the university and Eller, we should emulate those best practices."

Feder knows about corporate America, even as a college junior, because he has worked with firms like PwC in planning LGBTQ+ presentations. He also has a unique relationship with Coca-Cola—selected as a Coca-Cola Scholar coming out of high school and since then as an intern and campus ambassador.

Coca-Cola names just 150 Coca-Cola Scholars each year from more than 90,000 applicants. Students are recognized for their commitment to making a significant impact on their schools and communities. For Feder making an impact in support of the LGBTQ+ community is paramount.

"We're creating a dialogue, building a bank of resources and making our advocacy visible," he says. For example, the LGBTQ+ Advisory Board recently created Eller Ally stickers and, in fall 2019, hosted a breakfast bringing together faculty, students and company representatives to discuss "how to naturally and seamlessly integrate inclusiveness" in the classroom.

There needs to be a dialogue and strategy," says Feder. "Our goal is to be a safe space for faculty and staff who are not familiar—to offer suggestions and resources." It's not about policy, he says, but about creating an understanding.

Feder and the advisory board are now exploring other ways to impact the Eller community, to "make meaningful connections." Thanks to his leadership and integrity, Eller is more connected and stronger than ever.



FIRST GEN STUDENT CREATES LA FAMILIA AT ELLER

KATARINA DELGADO '20 BSBA (MANAGEMENT)

All it took when Katarina Delgado '20 BSBA (Management) tweeted something about *High School Musical* while a teenager in Las Vegas, Nevada, was for the University of Arizona to tweet a reply—and she was hooked.

But it would be glib to suggest that's all there was to Delgado's decision making. At her core, she knew college was her escape and her best chance to really learn what she was capable of.

Raised by a single father, Delgado was the first member of her family to go to college and she brought with her to Arizona the responsibility of making her entire family proud. That drive led her to focus big time on her classes; she ended her first year with a 3.8 GPA, joined Delta Sigma Pi and the Eller Hispanic Honorary and started planning her admission to the Eller College. But then she got deferred admission.

"I felt totally deflated and stagnant," Delgado says. And as a self-paying student, she also chastised herself for putting her finances and life goals on the line and then not succeeding in the way she'd hoped. She decided she needed to get a new perspective.

"It was the best decision," Delgado says. "I applied and got into the Chain Gang Junior Honorary, and they helped me see that it's okay to fail at things." The experience also gave Delgado the college experience she'd been longing for and a solid group of friends she could laugh with.

Delgado started as an Eller student the next semester and upped her game with Delta Sigma Pi—first as social chair and then as part of the pledge committee—and the Eller Hispanic Honorary, as vice president of recruitment and then president.

"La Familia is really important in the business world, where our culture sometimes gets drowned out," Delgado says. "The Eller Hispanic Honorary exists for that reason—to validate family culture and to help us hold our heads up high and come out stronger."

Which Delgado undoubtedly is. She views her last several months at Eller as her best. They included courses in which she literally cried because she

was so happy to learn. Team work with students as diverse as she. An internship in Barcelona.

But that wasn't the end of her story. Coming into her final year, Delgado interviewed with six different companies for a second internship and went to all the career events and then, she started counting the rejection letters. Why am I not getting these internships? she asked herself. She felt that old disappointment starting to creep back in.

So she gave herself room to breathe again. Eventually, she re-targeted her search and before long, an internship opportunity opened up at Amazon, which offered her a full-time position. She starts after graduation as an associate vendor manager in the Seattle office, focused on Canadian retail.

"The moral of my Eller story is that my accomplishments are the result of failing first," Delgado says. "I struggled to get where I want to go. I got rejected. I had to find new support systems. And now I'm graduating college and I landed an amazing job at Amazon. If I'm not a success story, I don't know what is."



“IF I CAN DO IT, YOU CAN ALSO DO IT”

ORNELLA KANEZA '20 MSA

Ornella Kaneza '20 MSA grew up in Bujumbura, in the west of Burundi on the north end of Lake Tanganyika.

In general, education attainment there is low—about 60 percent of children enroll in primary school and, of those, 26 percent combine education with paid work. Further, the decades-long civil war in Burundi fractured parts of the educational system and displaced both students and teachers.

Kaneza's family understood that opportunities were limited and compounding that was the fact that they were being targeted for political reasons, so after Kaneza and her siblings graduated high school, it became clear their best path forward was to leave.

It took time and some pro bono legal help, but Kaneza achieved political asylum to the United States in 2014, landing first in Seattle and then in Tucson. “I always heard in the U.S., people could accomplish their dreams,” she says. “So once I got asylum, I worked two full-time jobs to save money so I could get an education.”

While working, learning English and taking courses at Pima Community College, she met a University of Arizona student from Uganda who'd had a similar path. That student mentored her, showing her how to apply for financial aid and how to transfer credits from Pima to the University.

“If I can do it, you can also do it,” her new friend kept saying.

Her friend was right. Kaneza was accepted into the Eller College and chose accounting as her major because she liked to see companies from the inside. “I like to examine how they work and understand what their impact is,” she says.

But college life was a rollercoaster. Kaneza's GPA fell as she struggled to balance school work with the work that paid her monthly bills. There were so many setbacks, but Kaneza kept telling herself she couldn't fail. “Other countries don't have the opportunities we have here,” she says. “So succeeding was a must because in supporting myself, I am supporting others.”

She was able to secure an Eller scholarship and additional federal financial aid, which helped turn things around her junior year. That same year, she got internship offers from some big accounting firms—but as she looked around her network, she saw some of her peers from other East African countries didn't know these opportunities existed. “If I can

do it, you can also do it,” she remembered—and the next thing she knew, her side hustle was born. Go Get An Education is an initiative that shows students like her how to pay for college. So far, 10 students have started the process.

And things got even better her senior year when EY offered her a full-time position, which she'll start after finishing the Master of Science in Accounting program. “I invested in myself with student loans,” Kaneza says. “And the fact that I already have a job lined up assures me I'll be able to survive in the future.”

A focus on her future has not blinded Kaneza from her past. She hasn't figured out how yet, but she is intent on creating a way she can give back to her community—both the one she left in Burundi and the one that welcomed her in Tucson.

“I came here at age 19 with no language and no people. Dreams and belief in education was all I had,” she says. “I want to show other people if I can do it, you can also do it.”



FINDING EMPOWERMENT IN THE UNKNOWN

RAHUL MITRA '21 MBA AND MS MIS

As human beings, it is our tendency to favor things that make us feel secure, like staying inside our comfort zone or sticking to a predictable daily routine. One Eller student has dedicated his life and career to doing just the opposite—embracing change and taking risks at every turn in the road.

In 2019, **Rahul Mitra** '21 MBA and MS MIS took a chance and moved halfway across the world to attend the Eller College of Management at the University of Arizona, sight unseen.

Originally from India, Mitra earned his undergraduate degree in automotive design engineering and spent the first few years of his career building cars and engines at Honda.

He was soon promoted to line leader, where he oversaw the production of cylinder heads.

For a hands-on guy like Mitra, moving from designing and building parts to managing the production of those parts was a huge transition. "Suddenly I was in charge of somewhere around 120 associates," he says. "In addition, I was expected to use data to improve the quality of our products. I remember sitting in front of this massive database and not being able to make sense of it or figure out how to craft insights from it."

Though this was an intimidating transition for Mitra, he decided to see it as an opportunity. "I began to teach myself how to use tools like Structured Query Language (SQL) and Python so I could make better sense of the data," he says. "Once I got a grasp on the data, I discovered I enjoyed my role in management and found a passion in data analytics, which led me to explore graduate degrees so I could continue my education."

"When I found the programs offered at the Eller College of Management, I was immediately drawn to the Technology Leadership Program," he says. The TLP is Eller's dual degree pairing of a MBA and a MS in Management Information Systems (MS MIS). This was a big career shift for Mitra, but, he says: "The program allows me to learn about the management side of the business world through the MBA, while also improving my technical skills through the MS MIS program."

In addition to the management and technical skills Mitra is developing, he says Eller is helping him in other ways. "For most of my life, I have been an introvert," he says. "I quickly realized that this would not help me in my management role, where I had to interact with hundreds of people on the assembly line every day. The group projects and presentations that are incorporated into my studies here have helped me to come out of my shell and better express myself and interact with others."

His new-found confidence in social settings is already paying off. Mitra was recently elected president of the MBA student association, where he acts as a liaison between the student body and the faculty and administration to implement new ideas, resolve issues of concern and enhance the experience of Eller MBA students.

Looking to the future, Mitra hopes to find roles that will allow him to exercise both his passion for project management and his passion for data analytics. More than that, he hopes to make a difference in the lives of others. "In India, people are struggling with the current education system," he says. "They're teaching math, they're teaching physics, but they're not teaching how to use those disciplines. Similar to the way I am learning to apply my skills here at Eller, I believe we need to help transform the way we educate people, so that they can actually add value to their own lives and their professions."

BREWING UP SUCCESS IN ELLER'S ONLINE UNDERGRADUATE PROGRAM

KYLE RATCLIFF '20 BSBA (BUSINESS ADMINISTRATION)

At 39 years old, Kyle Ratcliff '20 BSBA (Business Administration) may not be the typical college student, but he understands what it takes to succeed at the Eller College: discipline, teamwork and the occasional 4 a.m. study session.

Because when his two-year-old son is up, this stay-at-home dad is, too.

That's one of the benefits of the Eller online undergraduate degree, he says: "online is easier from a logistics perspective." Otherwise, the program is as challenging as Eller's on-ground undergraduate offerings, requiring dedicated student teams to complete class projects. "As it should be," he says. "We're never going to learn how to solve a problem in a new way if we don't look at it from different perspectives. Group projects are great because people come up with different approaches."

Ratcliff speaks not only from his online undergraduate experience but also from his experience as a brewmaster for 12 years in Tucson. Though he enjoyed much of the job—often working 75 hours per week not just brewing but cleaning kettles, managing marketing and attending events throughout the region—it was the physical toll that ultimately led him to seek a career change and enroll at the University of Arizona.

"I caught pneumonia thanks to grain dust inhalation at the brewery," he recalls. "For two weeks I could hardly move, and I spent that time thinking that I had to find something else."

What surprised this Minnesota native in his return to school—he studied architecture for a year at the University of Kentucky two decades ago—was how much he enjoyed accounting. He is Eller's first student to complete the online undergraduate business degree's accounting emphasis.

"My son had been born a week and a half into my first accounting class," he says. "I was at home and wasn't getting any sleep. Yet I took to accounting in a way I didn't expect. It is detail-oriented, and my experience as a brewer really lends itself to that."

With the accounting emphasis in his digital back pocket, he's now considering the finance emphasis: "Financial analysis is such a key component of making sound business decisions."

Does that mean that Ratcliff would like to open his own brewpub after graduation? "I chose to study business because when I was brewing I wasn't just making beer," he says. "I was also reporting taxes, managing channel distribution and working with suppliers. But my answer is: probably not. It would have to be the right opportunity, and I don't miss those long days."

Instead, he's working with the online program's success coaches, who are "very much invested in making sure I have the resources I need to succeed," to start his career in accounting or finance when he graduates this year.

As Ratcliff knows, it's never too late to earn an undergraduate degree and begin that new career. For this full-time dad and online student, brewing up success means leaving the brewery behind.

HARD WORK YIELDS GREAT RETURN

MARCOS HOYOS-MORENO '20 BSBA (BUSINESS MANAGEMENT)

Marcos Hoyos-Moreno '20 BSBA (Business

Management) was raised in a military family so no surprise that he enlisted in the U.S. Navy in 2012 after graduating from Sunnyside High School in Tucson. Stationed in Newport News, Virginia, Hoyos-Moreno deployed on the USS George H.W. Bush to the Mediterranean Sea, Dubai and Bahrain before he separated in 2016.

“One thing I learned in the military was to be a good team leader,” he says. And another thing he realized in the military was that every industry needs managers.

Eller was the logical choice, then, and some might even look at Hoyos-Moreno and say ‘Wow, he makes it look easy’. After all, during his time at Eller, he got a 3.7 GPA and made it on the Dean’s List. He was named one of Eller’s top 50 Hispanic Honorary students and received an Outstanding Student Scholarship. He worked as a Military Connected Liaison Representative within Eller to be a resource for others like him.

But that’s only part of the story.

The other part is that Hoyos-Moreno was super self-conscious about being the oldest person in most of his courses. It seemed like a disadvantage to him. Am I too old for this? he wondered.

And his path was further distinct because he started Eller as a new father—his daughter was only one month old the day he took his first class—and he’s also a competitive body builder. He was juggling all that with studies and group projects, milking every minute out of every hour to keep everything going.

“I used to think all I needed was two more hours in every day,” he says. “But the reality is, being deployed is far harder. So I knew I was more than capable of achieving what I wanted to.”

And after Hoyos-Moreno opened up to some of his classmates, he also started to see how supportive Eller can be. “I have a child, and my teammates also had constraints, so we learned how to be flexible with each other and still get the work done,” he says. “Though it was still 18 hours of ‘go.’”

He also started to see that putting in all the hard work had a great return. Even his military service is still paying off. In Fall 2020, he’s enrolling in Eller’s Evening MBA program as part of his vocational rehabilitation and employment benefits. In typical fashion, he doesn’t expect to be only a student. He has the hope of landing a full-time position after graduation.

Being a full-time dad, partner, employee and student sounds pretty good to Hoyos-Moreno. He likes thinking of himself as a living example of The Eller Way—full of grit, ambition and fortitude. And he’s proud to be a role model for his daughter and his younger sister, Mia, who is also an Eller undergrad. He says: “I want to show my family it’s worth being here and that choosing education is one of the most important decisions you can make.”



TURNING NOTHING INTO SOMETHING BIG

EMILY WATSON '20 BSBA (ACCOUNTING)

By the time Emily Watson '20 BSBA (Accounting) was

starting her senior year of high school, everyone in her family had either passed away or was never in the picture to begin with.

Staying focused on her future was the only way she got through the grief and chaos of being on her own at such an early age.

She joined the Army Reserves and started a nursing program. Originally from Charleston, South Carolina, she moved to Florida, earned her Certified Nursing Assistant licensure and started working in a hospital. But it didn't feel right, so one day she sold all her nursing equipment for gas money to drive to Tucson.

While she contemplated her next move, she remembered the chief financial officers she'd seen at the hospital in Florida, how they would walk the halls in their suits and talk about healthcare's future—but how they weren't really connected to what doctors, nurses and patients need. "I could be the one making those decisions," she found herself thinking. "But I could make them better."

She enrolled in Pima Community College and through the Pima Business Club learned about something called "Eller professional admissions." Her first question? "What is Eller?" Once she learned the Eller College was a preeminent business school, she knew she wanted in. Working with transfer ambassadors, she practiced interviewing, wrote and rewrote her resume, got her GPA up to a 3.4 and told herself: "I think I got this."

She was so sure, she even saved up some money and bought a business suit.

And she was right—she did get in. But it didn't feel right. Watson felt out of her element, listening to her new Eller classmates talk about their study abroad experiences and internships. She had been supporting herself since the age of 15—she couldn't relate.

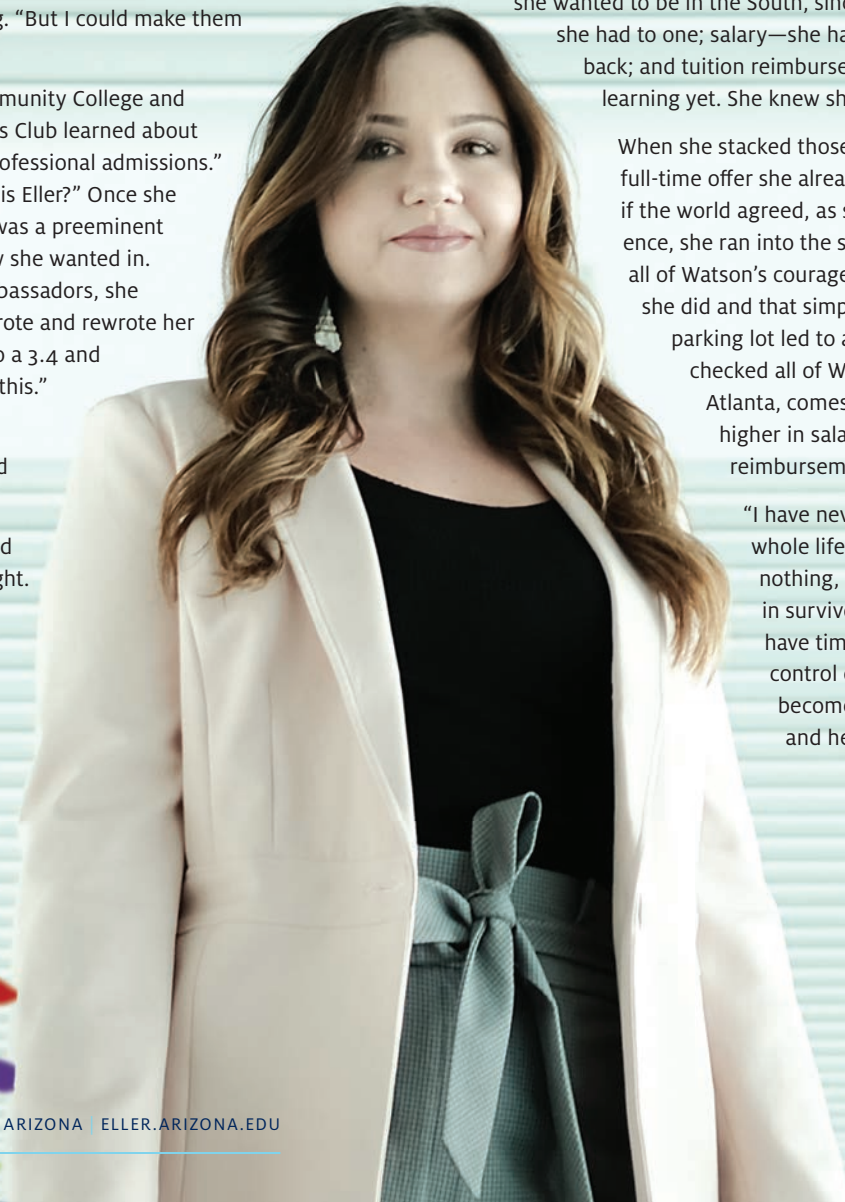
"I remember thinking 'What do I have to offer' but Katie Maxwell [associate director of Eller's School of Accountancy] and Nancy Meech [Eller Career Coach for Accounting] reminded me that I have a lot of life experiences," says Watson. "After I talked with them, I walked Eller's halls differently because I felt like I belonged."

Two semesters later, Watson got half a dozen internship offers. She selected one with a multinational professional services firm where she learned a lot about public accounting. Her supervisors were so impressed with her, they offered her a full-time position. But, again, it didn't feel right.

While reflecting on her next move, she attended the national Beta Alpha Psi conference in Chicago and listened to a presenter from Protiviti who recommended people focus on the top three things they find important when making career decisions. Right there, Watson decided hers were location—never really having had a home, she wanted to be in the South, since that was the closest thing she had to one; salary—she had mega student loans to pay back; and tuition reimbursement—she wasn't done learning yet. She knew she wanted to get an MBA.

When she stacked those priorities up against the full-time offer she already had, it wasn't a match. As if the world agreed, as she was leaving the conference, she ran into the speaker from Protiviti. It took all of Watson's courage to approach the woman, but she did and that simple conversation in a hotel parking lot led to a full-time job offer that checked all of Watson's boxes: it's based in Atlanta, comes in more than \$10,000 higher in salary and includes tuition reimbursement.

"I have never been so excited in my whole life," Watson says. "I came from nothing, and I have been functioning in survivor mode for so long. Now I have time to build myself, take control of the life I've been given and become someone who turns around and helps others."



FROM PRISON TO POLICY CHANGE

ZACHARY STOUT '20 BA (ECONOMICS, PHILOSOPHY AND PHILOSOPHY, POLITICS, ECONOMICS AND LAW) '21 MA (PHILOSOPHY)

In the midst of his addiction to opioids, Zachary Stout '20 BA (Economics, Philosophy and Philosophy, Politics, Economics and Law) '21 MA (Philosophy) remembers driving by the University of Arizona and thinking, "That could have been my future."

The possibility seemed even less likely after Stout was arrested and sentenced to prison for selling opioids in support of his habit. He served two and a half years, and in that time—when he "wanted more than anything to pursue an education and better myself"—he found his purpose.

For Stout and thousands of other inmates, America's prison system—the largest in the world—doesn't offer education. "There are no resources or opportunities," he says. "I remember going to the library, and the only books available were an extensive collection of Star Wars. I love Star Wars, but that's not going to help me reform— or get an education."

Helping inmates pursue education—both within the prison system and after release—is Stout's purpose now: "My main goal is broad-sweeping policy change to expand access to education for the currently incarcerated and put an end to laws that limit admissions for those who have been in prison."

He was forced to battle the admissions process himself, first as he entered community college following prison and then when he was admitted to Arizona, where special consideration as a previously incarcerated applicant was required.

Stout, now 34 years old, says that studies show two out of three individuals who have been incarcerated stop the application process when they see the checkbox asking if they have been to prison, thinking "Well, this is my sign that they're not going to allow me to get in."

Fortunately, Stout persisted—and with his associate's degrees in hand, was admitted to the Eller College to study economics and

to the College of Social and Behavioral Science for majors in philosophy, politics, economics and law. Since then he's also started the accelerated Master's in Philosophy and is a member of the Arizona Honors College.

Those interdisciplinary studies are a means to an end, which itself is a new beginning: law school, so that he can "change the current laws for the better."

While "the courses and faculty have been outstanding," his extracurricular activities have provided perhaps the deepest insight into reforming the criminal justice system.

For example, Stout serves as student chair of the American Enterprise Institute's executive council in Arizona, an "incredibly fulfilling and rewarding" experience in which he's had the opportunity to interface with distinguished policymakers, including the mayor of Charlottesville following the rallies of 2017 and former Vice President Dick Cheney at the national AEI conference held at the University of Virginia.

Closer to his prison experience, he volunteers for American Friends Service Committee to promote the rights of the formerly incarcerated and is a scholar and mentor with the From Prison Cells to PhD, a nonprofit organization that provides mentoring and educational counseling to those returning from incarceration and from disadvantaged backgrounds so that they may position themselves to build careers as opposed to finding temporary employment.

Stout has also met with the Arizona governor's office and legislators, assisting Pima Community College and UArizona in submitting letters of intent for the Second Chance Pell program, which will make it easier for currently incarcerated individuals to be admitted to Arizona's colleges.

Stout is grateful for the opportunity to make a difference: "Now I don't drive by Arizona wishing I had a different life; I drive to Arizona as a student. I am thankful, and look forward to helping others who have been incarcerated also find their success."



FACULTY RESEARCH

MALE AND FEMALE HUMOR AT WORK

They say humor is the great equalizer, but new

Eller College research published in the *Journal of Applied Psychology* reveals that men benefit and women are disadvantaged when using humor in the workplace.

The study by PhD candidate **Jonathan Evans '20**, Eller College Professors **Jerel Slaughter** and **Aleksander Ellis**, and **Jessi Rivin '18** BA (Psychology), currently a PhD student at the University of Colorado Boulder, determined that humorous men are ascribed higher status compared to non-humorous men, and humorous women are ascribed lower status than non-humorous women. As a result, humorous women were seen as less capable as leaders than humorous men and were given lower performance evaluations.

In other words, men benefit from using humor at work, while women are penalized.

When a woman uses humor in the workplace, it is more likely to come across as “disruptive”—that is, conflicting with the seriousness of work or indicating a lack of dedication to work—compared to when men use humor. In contrast, when a man uses humor in the workplace, it is more likely to come across as “functional”—that is helpful in accomplishing work or in diffusing negative emotions.

Evans, who was lead author on the paper and will be joining the faculty at the University of British Columbia following graduation, emphasizes that the research findings aren't about prescribing behavior to women as much as they are about our unconscious bias in how we evaluate others in the workplace.

“The onus is on all of us,” he says. “Diversity and inclusion can't be a research topic only for women and minority groups. We all need to talk about these issues in order to affect change.”

WHO IS MAKING THE MONEY IN COLLEGIATE ATHLETICS?

Prior to Title IX, which was passed in 1972,

coaches of women's collegiate sports were predominantly women. Almost 50 years later, that has changed—now, only 55 percent are women. Which led **Joe Broschak**, associate professor of management and organizations, to ask: in an era when Title IX is supposed to create opportunities for women, why are we seeing a decrease in women coaches?

One theory is that, since Title IX, women's sports has changed.

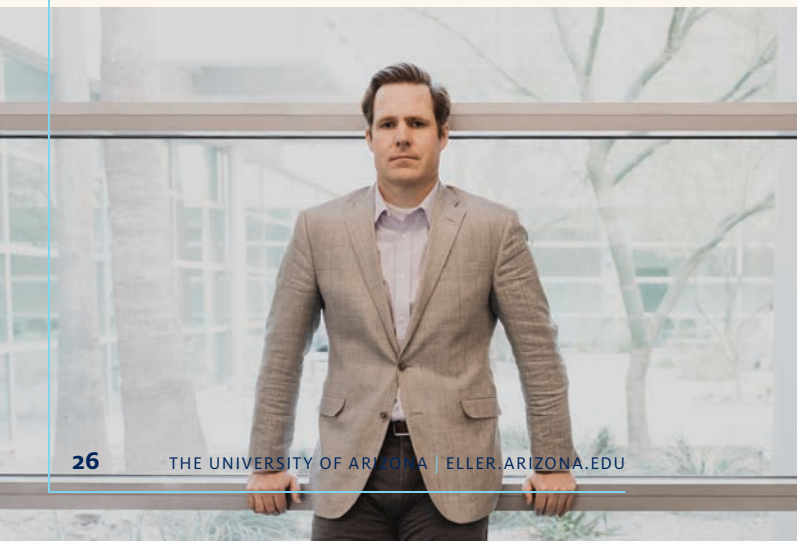
“The definition of what an athlete looks like has broadened,” says Broschak. “And women's sports over the last few decades have become more competitive, which has shifted the professionalism of coaching.”

This shift, in turn, impacted the type of salaries offered to coaches. In other words, coaching women's sports became more lucrative, and that become an attractive incentive for more men to coach women's sports.

But that's not the whole story. Broschak is also examining what impact the size, selectivity and division of universities have on male versus female coaches and their salaries. For example, does it hold true that larger private universities with prestigious athletic brands might more often have men than women coaching women's sports?

His ongoing research is based on data sets from the National Directory of Women's Collegiate Athletics, which has been published annually since 1973.

“The outcomes of this research we hope will help shed light on what universities and colleges can do to ensure they're giving women a level playing field,” says Broschak.





LEARNING INTO DIVERSITY AND INCLUSION LEADERSHIP

For Isha Walimbe '19 MS MIS and Deep Jethmalani '19 MS MIS, conversations on diversity and inclusion start with fellow graduate students outside the classroom—and the model they use is the Lean In circle, a national program on empowering women. Now in its third year at Eller, Lean In circles meet twice per month to discuss the challenges of equality and empowerment at school and in the workforce and to create actionable goals for how the students can become better allies through advocacy.

“It’s about creating a safe space to have the much-needed conversations that people are otherwise scared to have,” says Walimbe. “And what we talk about stays in those circles.” That’s one of Lean In’s cardinal rules: communication, commitment, confidentiality.

But Lean In circles are only one of the students’ efforts, which began several years ago at Eller thanks to **Gondy Leroy**, professor of management information systems and a member of the Arizona Tech Council

Committee for Women in the Workforce. Leroy created Tomorrow’s Leaders Equipped for Diversity, a program that brings speakers and funding to the college to help students become better leaders by embracing the benefits of diversity.

Tomorrow’s Leaders also supports travel awards so students may attend the Grace Hopper Celebration of Women in Computing, the world’s largest annual gathering of women technologists—and a venue where graduate students often interview on-the-spot for internships with the world’s leading technology companies.

Closer to home, Walimbe and Jethmalani are coordinating a pair of workshops for graduate students on negotiation and responding to micro-aggression, both sponsored by Tomorrow’s Leaders Equipped for Diversity.

That’s no small amount of extracurricular work for the students enrolled in a challenging master’s program, but they see the benefits now and far into the future. “Once I’m in a position of leadership at a company,” says Jethmalani, “I will be sensitive to diversity and inclusion and will be able to make a difference in my organization.”





A CAREER BUILT ON PASSION

In the modern world, words like “technology” and “analytics” are almost synonymous with how we perceive business. Thirty years ago, this was not the case. For the Deputy CIO and COO of Information Technology Services (ITS) at Deloitte, **Chad Montgomery** '93 BSBA (Finance and Entrepreneurship), it was personal passion, not interest in flashy trends, that put him ahead of the curve on integrating data and business, setting him up to be an integral business leader at the turn of the Fourth Industrial Revolution.

Montgomery has had a passion for computers for as long as he can remember. “When I was in fifth grade, my class won a lottery to get an Apple computer,” he says. “It was the only one in the school, which made it a big deal. I would come in early in the morning and then hang out after school, just so I could spend time with the computer. I was on the computer so much that my teacher sent a note home to my parents expressing her worry that I was wasting too much

time with the machine!” While others may have seen it as a waste of time, Montgomery was using that time on the computer to teach himself programming languages like Basic.

In a similar fashion, during his undergraduate years at Eller, Montgomery spent the majority of his free time in what was then the newly-finished Entrepreneurship Lab, which was equipped with a number of IBM clones. “In the entrepreneurship program, we were tasked with devising a business plan,” he says. “We were using an early version of Microsoft Excel to perform calculations for our balance sheet statements, when I realized the importance of a symbiosis between technology and business.”

Montgomery’s professional experience began at Andersen Consulting, where he was tasked with supporting the testing of co-branded credit cards at American Express.

(continued on Page 30)



ISLAND GIRL ♥ MAINLAND BOY

Mike Stoner '65 BSBA (Finance) and his group of buddies back in the 1960s had a deal: they'd each throw money into a pot and when the last one of them got married, they'd use the cache to throw an epic party. They called themselves "The Bachelor 13" and until the wedding bells sounded, they were going to live up to their name.

Which is how Mike found himself sailing on the last U. S. flagged passenger ship sailing between Hawaii and San Francisco. The captain announced the average age on board was 34—so the band would play all night and the party wouldn't stop. It was right up The Bachelor 13's alley.

Except Gail Freitas was on board, making her way from her native Hawaii to Alaska, and before the boat docked in San Francisco, Mike was smitten.

It took four more years of island hopping and long-distance romance, but Mike eventually traded in his Bachelor 13 rights to become a family man.

He was a good catch, having started in Valley National Bank's training program a few years after graduating from the Eller College. While at Valley National Bank—where he worked for 30 years—he saw the transformation of data processing from punch cards to SQL.

"I saw early on that learning how to effectively manage and clean up data was one of the best ways to build trust with clients, coworkers and management," he says. "You never know what's going to happen in the economy or a sector, so risk management is a critical skill to learn in order to avoid loss."

This realization is what eventually inspired him to support the same type of learning at his alma mater—in 2019, the Stoners created the Stoner Family Scholarship Endowment in the Eller College to support Arizona residents in junior standing who are enrolled in Management Information Systems. Several years earlier, they also created the Catherine Anne Stoner Memorial Scholarship Endowment in Arizona's College of Nursing in memory of Mike's sister Cathi Stoner '67 BS who passed away in 1999.

(continued on Page 30)

A CAREER BUILT ON PASSION

(continued from Page 30)

“One of the main components of my job was testing all of the credit card calculations,” he says. “Using my extensive knowledge of Excel, I developed a number of spreadsheet templates that would emulate credit card transaction processing, which quickly gained traction in the testing efforts at the company.”

After a couple years with Andersen, a few of Montgomery’s friends started working at Deloitte. They believed the organization would be a good fit for him and invited him to apply.

“This was a difficult decision for me,” he says. “On the one hand, I was enjoying my work at Andersen and had established myself there. At the same time, the work wasn’t as challenging anymore. Because of that, I decided it was time to move on.”

Montgomery has continued to pursue this mindset for the entirety of his career. “Finding work that pushes me beyond my comfort level has been the cornerstone of my growth as a professional,” he says. “I know I’m in the right place when every day that I wake up, I am being challenged or growing in some way.”

ISLAND GIRL ♥ MAINLAND GUY

(continued from Page 30)

One requirement for both scholarships is that students have to be enrolled in on-campus programs. Mike and Gail are big proponents of in-person education, believing that it’s the whole environment of a university that grows a student: “We believe the type of development brought by being on the University of Arizona campus is the type that will ultimately help our community, society and nation as a whole.”

And because of his data background, Mike is also very focused on ensuring that Eller students are prepared for continual transformations in the digital economy.

“MIS is a very important field,” he says. “I’m worried about a growing tendency to be isolated by technology. Communications and interpersonal skills are so important in the 21st Century workforce.”

The Stoners stay adept at developing their own soft skills: since retirement, they’ve circumnavigated the globe—east to west, north to south, visiting the Americas, Antarctica, the Arctic Circle, the Northwest Passage, Europe, Asia and every once in a while, stopping off, of course, in Hawaii.

“We love meeting new people, all sorts of people, visiting their lands and understanding their culture,” Gail says. “Travel keeps us young and inquisitive, but there still is no place like home.”

IN MEMORIAM

PROFESSOR OF ECONOMICS **GERALD J. SWANSON** PASSED AWAY ON JANUARY 17, 2020.



Gerry started his career in engineering before finding a new direction in economics, in which he earned a PhD in 1971. He and his wife Gwen moved to Tucson shortly thereafter so Gerry could join the Eller faculty. He taught at Eller for more than 40 years, helping to start the Arizona Council on Economic Education, which continues to this day, and publishing the popular books *The Hyperinflation Survival Guide*, *Bankruptcy 1995* and *America the Broke*, which was nominated for a Pulitzer Prize. He taught thousands of students during his time at Eller and won nearly every teaching award the University bestows. We will miss him, his passion for his field and his dedication to educating new leaders.

Headed for Grad School?

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GRADUATE PROGRAMS IN TUCSON

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

GRADUATE PROGRAMS ONLINE

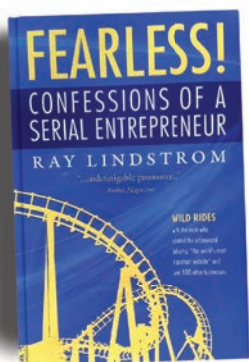
Accounting
Cybersecurity
Entrepreneurship
Healthcare Management
MBA
Management
Information Systems



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CLASS NOTES



1960s

Ray Lindstrom '65 BSBA (Marketing) published *Fearless! Confessions of a Serial Entrepreneur* with Varberg Press.

Bert Lopez '69 BSBA (Accounting) was recognized for giving back in an October 2019 article in *Inside Tucson Business*. Lopez grew up in Sonora, Mexico, before moving to Nogales, Arizona. He later formed HSL Properties, now the largest apartment owner in Southern Arizona. He and his wife Czarina also started the H.S. Lopez Family Foundation, which supports the Angel Charity for Children, La Frontera, Tucson Museum of Art League, Steele Memorial Children's Research Center, the Catholic Community Services Foundation and the Center of Opportunity.

1970s

In recognition of his service to the legal profession and judicial system, **Charles "Chas" Wirken** '72 BSBA (General Business), '75 JD received the President's Award at the State Bar of Arizona Convention in June 2019, and in November, he was named the Maricopa County Bar Association Member of the Year. He has used his business education to assist clients in civil litigation and appeals for 44 years.

Mario F. Illanes Nickerson '74 BPA sent a message saying: "I feel it was yesterday...when I arrived penniless from Chile at the University of Arizona to pursue my career in business administration. I was able to make it thanks to Mr. J.J. Humphreys and Mr. Muse, who were pivotal in securing for me a Board of Regents Scholarship. Not only did I earn my degree but also met my wife, Druscilla Walsh '74 BA (Latin American Studies). I was also amongst the first rugby players that defended with much pride our school's colors... I will never forget my U of A."

Timothy Gibbons '77 BPA was featured in *Decades*, a publication from Trinity University. Gibbons is founding director of GreenCarePlus+ in Cleveland, Ohio.

1980s

Woodson Engineering and Surveying, owned by **Mark Woodson** '79 BS (Civil Engineering), '85 MBA and his wife Guadalupe '75 BS (Nursing), celebrated 25 years in business in Summer 2019. The Woodsons started the firm out of their home in Flagstaff in 1994. Today the firm serves clients throughout Arizona and the Southwest. Prior to starting the firm Mark was the Flagstaff City Engineer. The photo below shows Mark Woodson, Flagstaff Mayor Coral Evans, Lupe Woodson and Council Member Charlie Odegaard with the city proclamation declaring Woodson Engineering Day.



1990s

Jennifer Handy '90 BSBA (Accounting) was featured in the Huntington Beach *NewsRealtor*. Handy is part of the Keller Williams Realty group. In 2006, she received her real estate license and began her passion as a real estate agent.



Elise Thorpe '90 MBA took the reins as president of Association for Corporate Growth (ACG) Arizona for the next two years. She is currently a principal at Lovitt and Touché.

Nick Daddario '91 BSBA (Accounting and Finance) has been named the new chief accounting officer and principle accounting officer at GoDaddy. Before joining GoDaddy, Daddario served as vice president and controller for Harvest Health and Recreation, a Tempe-based medical cannabis company. Prior to that, he held several positions with Marriott International and Starwood Hotels and Resorts Worldwide. He worked as an audit manager for Arthur Andersen.

Congratulations to **Jake Kaldenbaugh** '93 BSBA (Finance and Marketing) who writes to say he is taking on the role of managing director of global investments for Accenture. He will be responsible for the company strategic minority (venture) investments across the technology sector globally and will be based out of the company's San Francisco

location. Previously, Kaldenbaugh held a variety of investment banking, corporate development, business development and startup founder roles over his 25-year career. He most recently was the director of technology investment banking with GrowthPoint Technology Partners, a boutique technology investment bank located in Menlo Park, California, and before that he was the vice president, corporate development for CA Technologies, a multi-billion-dollar revenue enterprise systems technology company where he completed six deals and led the company's strategy development and M&A execution across its growth initiatives including DevOps and API Management. He enjoys being a father to his three children: Will, Katie and Gavin and is married to Amanda, his wife of 13 years. He currently resides in Belmont, California.

Congratulations to **Mark Strickling** '94 BSBA (Marketing), regional director with the University of Arizona Alumni Association, who was named Greater Phoenix Economic Council (GPEC) Ambassador of the Year.

2000s

Susan Gray '96 BS (Electrical Engineering) '01 MBA has been promoted to president of UNS Energy, Tucson Electric Power and UniSource Energy Services. Gray began her TEP career 25 years ago as a student intern. She was hired as a system engineer in 1997 and

advanced through several engineering and leadership roles before being named vice president of energy delivery in 2015. She was promoted to senior vice president in 2018 and named chief operating officer, a title she will retain.

Congrats to MBA alum **Charlie Everett** '02 for finishing third in the 50-mile race of the recent El Tour de Tucson.

contigo®

Contigo, for which **David Lew** '02 BSBA (Marketing) is the vice president of marketing, announced a partnership with Coachella to become the festival's official reusable bottle partner in 2020. As part of the partnership, the Coachella x Contigo AUTOSEAL® Limited Edition Festival Water Bottle becomes the official reusable bottle of Coachella 2020. The BPA-free bottle offers attendees another sustainable drinking option.

Greg Brown '03 BSBA (Business Management) who was just promoted to co-head JLL Capital Markets in its Orange County office. He will lead the Orange County debt and equity placement business. He joined JLL as part of the HFF acquisition and has more than 14 years of experience in the commercial real estate industry. He has been involved in more than \$4 billion in multifamily, retail, office, industrial and hospitality transactions during his tenure with HFF.

CLASS NOTES

2000s

Shayne Neuwirth '03 BSBA (Marketing) is the principal of Shayne R. Neuwirth CPA, a woman-owned and operated CPA firm in Scottsdale, Arizona, which serviced more than 1,100 clients in 2019. Shayne R. Neuwirth CPA provides tax, accounting and consulting services to both individual and business clients. In 2019, and again in 2020, Shayne R. Neuwirth CPA was ranked #1 by Ranking Arizona for CPA firms of three CPAs or less. Shayne met her husband while attending the University of Arizona. They have been married five years and have 18-month-old twins Addison and David.

Rebecca Lago '05 BSBA (Marketing) and her sister Miriam are opening up a juice bar in South Miami called Ginger & Juice Bar. Says Rebecca: "We've been wanting to open up a healthy fast food style place for quite a while and recently things lined up to put us in a position to do so. We are so excited to bring healthy juices, smoothies and foods to the Miami area and hope to expand to other parts of the state and beyond someday. Thank you, Eller, for giving me the foundation to build this dream! Next time you're in Miami, please stop by to sip on some Ginger & Juice!"

Amy Sklar '06 BSBA (Finance) has joined the law firm of Friedman and Bartoumian as an associate, working out of the Los Angeles and Orange County offices.

Erik Huberman '08 BSBA (Management), was featured in a cover story of *Marketing News*, the monthly publication of the American Marketing Association. His company, Hawke Media, was also covered in an issue of United Airline's *Hemispheres* magazine.

Adriana Martinez '08 BSBA (Accounting) '09 (MAcc)'s company Casa Martinez Salas was elected Mexican Corporation of the year by the Tucson Hispanic Chamber of Commerce.

Lindsey (Bell) Benson '09 BSBA (Accounting) was recognized by *AZ Big Media* as one of the 20 Young Business Leaders to Watch in 2020.

Collin Smith '09 BSBA (Business Management) writes to say: "My company [Cravory Cookies] actually just hit 10 years last month, and we are expanding all over San Diego and shipping nationwide." www.thecravory.com

2010s

Congratulations to **Samarth Das** '10 MBA/MIS who was honored with the OCA-Asian Pacific American Advocates National Corporate Achievement Award in October 2019. The award celebrates and recognizes Asian Americans and Pacific Islanders in the corporate sector who exemplify excellence in their profession, as well as leadership and commitment in their respective communities and to the corporate culture of diversity.

Brian Boyd '11 BSBA (Accounting) started working two part-time jobs near his hometown of Minneapolis for the City of Golden Valley and the City of Plymouth in order to fund his goal of taking a trip around the world.

In December, the Tucson Hispanic Chamber of Commerce named **Allison Duffy** '11 MBA, president and owner of Silverado Technologies, as the 2019 Woman of the Year at its annual 40 Under 40 event. **Crystal Adams** '14 MBA, director of the Eller College Evening MBA program, was also honored by the Tucson Hispanic Chamber of Commerce with a 40 Under 40 award. Additionally, in September, **Eric Cornidez** '19 MBA was named the Tucson Hispanic Chamber's Business Man of the Year.

Angel MedFlight, a company launched by **Andrew Bess** '12 MBA, president and chief operating officer, was selected as the winner of the 2019 MSS Business Transformation Leader of the Year Award.



2010s

John J. Jackson '13 MBA, CEO of Sustainable Indoor Growing Systems(SIGS), presented at the Great Lakes AG Tech Summit in September 2019 on "Vertical Farm Production of Young Plants, From Hemp to Tomatoes." SIGS is a clean agricultural technology company that uses controlled environment agriculture to induce young generic plants to express enhanced physiological traits customers want, while increasing the economics of propagation.

Bryce Horner '14 BSBA (Finance and Business Economics) has joined CBRE in Tucson as an associate focused on investment property sales. Previously, he was with Tango Commercial Real Estate.

Congrats to **Kevin Kittisoros** '17 BSBA (Business Management) who was profiled in the *Las Vegas Sun* as a next generation restaurant owner.



Daniel Malechuk '19 MBA was appointed CEO of Kalera. A food industry veteran, he began his career as a district manager at ALDI, where he helped the company expand into new markets and was subsequently promoted to director of corporate purchasing at ALDI's U.S. headquarters. There, he headed several of the company's perishable programs and focused on global sourcing, purchasing, marketing and product development. In addition, he developed and spearheaded the company's corporate seafood sustainability policy and also developed a product that won the national Private Label Manufacturers Association's Salute to Excellence award. After ALDI, Malechuk served as an executive in several of the country's leading food and produce companies in both sales and supply chain, as well as having

full P&L leadership roles. While at Shamrock Foods, Malechuk led the retail division and drove explosive revenue and profitability growth and expansion across the Southwest. He also served as vice president at Keysource Foods, where he led company strategy and sales operations and negotiated contracts with top executives for the world's largest food companies, including ConAgra, Carnival Corporation, PF Chang's, ALDI and Sysco.

Congratulations to **William Beggs** '19 PhD and current PhD in finance student Thuong Nguyen whose work was covered by *Canadian Investment Review*.



Beatris Mendez Gandica '18 MS MIS, program manager at Microsoft, was featured in *iHOLA! USA* magazine's first #LatiNext issue. She was also recently selected as one of the 125 women innovators across the United States as an AAAS IF/THEN® Ambassadors by the American Association for the Advancement of Science and Lyda Hill Philanthropies. Candidates were evaluated for overall excellence with a focus on the

following: contributions to their STEM-related field, commensurate with their career stage; demonstrated experience and abilities in STEM communication and public engagement via media, classroom and public programs; and commitment to inspiring middle-school girls to be the next generation of STEM pioneers.



Beatris Mendez Gandica knows her job doesn't end when she leaves Microsoft at the end of the day. "Being a Latina in tech is something that I take with great responsibility," the security program manager tells *iHOLA! USA*. "As a Latina, I believe I bring a passion for technology and a hard work ethic to the workplace. The beauty of tech is that it doesn't matter where you come from; you have an open opportunity to create and express yourself." And that is the exact message the 29-year-old Venezuelan is passing on to the students involved in her Nuevo Foundation. "It aims to inspire kids to be curious, confident, and courageous by discovering the world of STEM. My hope is that by sharing my journey other Latinx students can be inspired to do the unthinkable."

Last Word on

THE CHANGING HEALTHCARE MARKET

You can't read a newspaper or watch TV for very long without hearing something about healthcare these days. Whether it's the needs of a specific patient population, a new treatment or the cost of care, healthcare has been and will continue to be a hot topic in the United States.

The healthcare market is dynamic, fragmented and complex. That said, whether you're a patient, provider, service firm, hospital, insurance company or manufacturer of medicines or medical devices, there has been no time in history that human health and wellness has had greater potential for patient benefit.

Our healthcare system has largely been built to be driven through market forces. As a result, in many cases, supply and demand drive access and pricing. This system, which is different than many other countries around the world, has arguably afforded U.S. citizens with the best care. It has also resulted in our economy and patients spending more than anyone else on health and health related services.

Unfortunately, the realities of the costs of our healthcare system have forced many to look outside of our borders to be able to achieve appropriate care. Have you heard about medical tourism? What about people, individually or on bus trips, traveling out of the United States to buy medicines?

The basic idea in both of these scenarios is that people leave our country to receive care or purchase medicine at a lower cost than they can receive here at home. The travel and treatment or purchases combined are less than the medical costs in the United States.

Medical tourism has become so popular that a basic search on Google will provide you with countless options. If you go across the border to Mexico or Canada, you'll be hard pressed to not find a well promoted pharmacy in more than five minutes.

Any system that forces, on some level, people to decide between food and medicine or getting surgery or paying their mortgage is in need of some level of evolution. And while treatment access and the ability to pay are critical, healthcare also must continue to innovate and evolve care and treatment.

This evolution is at hand. Whether you support the Affordable Care Act (Obama Care), the importation of medicines across borders or any other aspect of reform that is focused on lowering costs and improving patient care and access to care, healthcare is changing in the United States. And it will continue to do so for the foreseeable future. There is also an overwhelming focus on curing diseases, improving patient access to care, using technology to enhance care and improving the overall patient care experience.

No one has all the answers yet. But our changing demographics, technological advancements and, of course, public policy will all play a pivotal role in where healthcare ends up.



Mike Myers

'88 BSBA
(GENERAL BUSINESS)

The son of a doctor and a nurse Mike

Myers '88 BSBA (General Business) inherited a love for medicine and has focused his career in the healthcare space. He is a founder and partner in CrowdPharm, a crowdsourced strategic advertising and communications firm focused in healthcare, and the founder and managing director of Cross & Wild, a healthcare consulting and advertising agency. Previously, he was the president and a founder of Palio Communications, later renamed Palio+Ignite. During his tenure, the firm grew from a handful of card tables to a \$40 million global agency recognized as an innovative leader in the advertising community. He recently joined the Eller College of Management as associate director of external relations exclusive to the master of healthcare management program (Eller Health), endowed through a gift from Arizona alumni Peter and Nancy Salter.

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- FEBRUARY 27:** Eller MBA Reunion
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- MARCH 10:** Eller Evening in Seattle: Information Security and Privacy
Seattle, Washington
- MARCH 12:** Chicago Study Tour and Alumni Mixer
Chicago, Illinois
- MARCH 20:** Fifth Annual Cyber Southwest Symposium
Tucson, Arizona
- MARCH 26:** Multicultural Night of Excellence Dinner
Tucson, Arizona
- APRIL 3:** Meritage Homes Case Competition
Tucson, Arizona
- APRIL 24:** 2020 Executive of the Year
Honoring Colette Hunter Kress '89 BSBA (Finance)
Tucson, Arizona
- MAY 5:** Night with the Stars
Tucson, Arizona
- MAY 15:** Undergraduate Commencement Ceremony
Tucson, Arizona
- MAY 16:** Graduate Commencement Ceremony
Tucson, Arizona



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